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Good work!

The following newspapers sold network ads. To help inspire your paper to sell network ads, we've included the amount of money each newspaper made in selling these ads.

Week of 9/17:

2x2

Hickman Voice News – Wendy Doyle (5 ads) (paper made \$1,875.00)

Seward Co. Independent – Brenda Clark (paper made \$975.00)

Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

Week of 9/24:

2x2

Hickman Voice News – Wendy Doyle (7 ads) (paper made \$1,662.50)

Stromsburg Polk Co. News – Patrice Clifton (paper made \$487.50)

Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

NCAN

Nebraska City News-Press – Theresa Kavan (paper made \$112.50)

Week of 10/1:

2x2

Blair Enterprise – Lynette Hansen (paper made \$162.50)

Hickman Voice News – Wendy Doyle (4 ads) (paper made \$1,725.00)

Kearney Hub – Kaitlyn White (paper made \$162.50)

Norfolk Daily News – Denise Webbert (paper made \$650.00)

Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$142.50)

Week of 10/8:

2x2

Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)

Hickman Voice News – Wendy Doyle (4 ads) (paper made \$1,737.50)

Kearney Hub – Kaitlyn White (paper made \$162.50)

Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

Week of 10/15:

2x2

Hickman Voice News – Wendy Doyle (2 ads) (paper made \$450.00)

Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

Wayne Herald – Linda Granfield (paper made \$162.50)

Week of 10/22:

2x2

Fremont Tribune – Julie Veskerna (paper made \$487.50)

Hickman Voice News – Wendy Doyle (2 ads) (paper made \$450.00)

Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

cont. pg. 3

St. Edward Advance has new owners

Stephanie Dawson, publisher and editor of the St. Edward Advance since 1995, has announced the sale of the newspaper to Jim and Julie Dickerson of Albion, effective November 1, 2018.

The Dickersons, co-publishers and editors of the Albion News and the Petersburg Press, hope to maintain the Advance as an independent weekly newspaper. All three newspapers are part of Dickerson Newspapers, Inc.

“

I was always taught to respect my elders
and I've now reached the age when
I don't have anybody to respect.

”

- George Burns

Call for Entries: NPA Better Newspaper Contest

New for 2019 - one contest for print, one for digital

Entry deadline for both contests is January 10, 2019

BNC guidelines and instructions attached to Bulletin

“Showing” beats “telling” every time

By John Foust, Raleigh, NC

On a visit to my eye doctor for a check-up, I noticed a poster on the wall in the examination room. It featured a series of photographs of the same scene. The first photo depicted the scene through “normal” vision, and the other photos showed how that scene would be viewed by people with various eye conditions, like glaucoma, macular degeneration and cataracts.



It was a powerful exhibit. In one simple poster – with a series of pictures and only a few words – a patient could get a clear idea of the effects of certain conditions.

If we think beyond the subject matter of the poster, we’ll find some important lessons about communication. In the sales profession, “showing” beats “telling” every time. Here are some key points:

1. Use strong visual images. There is a famous Chinese proverb that states, “One time seeing is worth a thousand times hearing.” Newspapers have a real advantage here. Newspaper ads – in print and digital formats – are visual.

If you’re going to show something, make it worth seeing. Kirk, a long-time sales person, once told me, “I never go into a client meeting without some kind of exhibit. It might be a copy of their most recent ad. It might be a chart illustrating readership figures. Or it might be a selection of stock photos that could be used in the next campaign. Sometimes I just use a felt-tip marker to make a back-of-the-napkin type diagram on a legal pad.

2. When possible, use comparisons. When I saw the eye poster, it was easy to compare my eyesight to the photos. I immediately understood the differences.

There are plenty of possible comparisons in a sales presentation. You can compare typography samples to demonstrate how one font is more readable than another. You can compare a cluttered layout to a clean layout. And you can compare headline samples.

3. Keep it simple. It’s important to make it easy for prospects to reach their own conclusions. The purpose of a visual exhibit is to clarify a sales point.

“I’m careful about what I show to people in meetings,” Kirk said. “Using too many examples can create brain freeze. It’s a lot easier for them to understand the differences between Choice A and Choice B than to understand the differences between Choices A through D or E.

“I learned a lesson early in my career, when I presented a marketing manager with a selection of four completely different ad ideas,” he explained. “The presentation was a disaster, because there were too many choices. The manager couldn’t decide, so he called several other people into the room. No one could agree on anything and the meeting hit a stalemate. I ended up going back to the drawing board to create two different choices. A week or so later, I presented those two options, and they quickly made a decision.”

The bottom line: When it comes to persuasive communication, think of ways to show what you’re saying.

(c) Copyright 2018 by John Foust. All rights reserved. John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com.

Network Sales- from pg. 2

Week of 10/29:

2x2

Crete News – Brenda Clark (paper made \$487.50)
Hickman Voice News – Wendy Doyle (3 ads) (paper made \$912.50)
Nebraska City News-Press – Lyndsey Davis (paper made \$300.00)
Tekamah Plaindealer – Deanna Ray (paper made \$487.50)
Wayne Herald – Linda Granfield (paper made \$162.50)

NCAN

Columbus Telegram – Tryci Greisen (paper made \$112.50)

Week of 11/5:

2x2

Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)

Hickman Voice News – Wendy Doyle (3 ads) (paper made \$450.00)

NCAN

Columbus Telegram – Tryci Greisen (paper made \$112.50)
Sutton Clay Co. News – Tory Duncan (paper made \$120.00)

Week of 11/12:

2x2

Hickman Voice News – Wendy Doyle (3 ads) (paper made \$600.00)

Tekamah Plaindealer – Deanna Ray (paper made \$487.50)

NCAN

Columbus Telegram – Tryci Greisen (NCAN Special Free Ad)
Sutton Clay Co. News – Tory Duncan (paper made \$120.00)

Members asked to help promote Pulse Research shopping survey

OnePress is supporting the new survey from Pulse Research. Once the research project is complete, Pulse will provide us with results for our members at no additional cost.



By getting completed surveys from your audience, the final results will better reflect your market areas and our state. The purpose is to provide audience data that can be used in local sales presentations. To help reach the sample goal by the end of December, please consider promoting the survey in your markets.

Here are six ways you can start promoting now:

1. Run a web Intercept

This has proven to be the fastest and most successful way to reach readers. Some clients are able to get needed sample in just a day or two. So you can save this idea for when it is needed. Contact support@paper.net to get your own custom web intercept.

2. Schedule and run the ROP ad

Consistent print promotion works. Also try frequent smaller ads in more sections. Visit this link to download ads: <https://www.pulseresearch.com/poa.html>.

3. Promote on your Facebook page.

A posting on your Facebook page or other social media can get quick results. See message ideas here: <https://www.pulseresearch.com/poa.html>.

4. Send an Email Blast

Contacting your readers directly with a message about helping local businesses. See the example text on this page: <https://www.pulseresearch.com/poa.html>.

5. Run Banner Ads

This is one of the easiest ways to consistently promote and get sample. Use the creative or the ad script here <https://www.pulseresearch.com/poa.html>; let us know if you need custom ad sizes.

6. Run classified Ad

Just set the ad to run in every issue and in a variety of sections. See the example text at the bottom of this page <https://www.pulseresearch.com/poa.html>.

See all Pulse of America Resources at: <https://www.pulseresearch.com/poa/>

The expanding news desert

By Penelope Muse Abernathy, Knight Chair in Journalism and Digital Media Economics, University of North Carolina

news desert
[nooz dez-ert, nyooz dez-ert]
noun

1. a community, either rural or urban, with limited access to the sort of credible and comprehensive news and information that feeds democracy at the grassroots level.

A study of “news deserts” by the University of North Carolina’s School of Media and Journalism shows more than 1,300 communities across the US have virtually no local news coverage to speak of, having lost their newspapers. More than 2,000 counties now have no daily newspaper and 171 have no newspaper at all.

From our very beginnings as a nation, newspapers have played a vital role in building community. Strong newspapers fostered a sense of geographic identity and in the process nurtured social cohesion and grassroots political activism. The stories and editorials they published helped set the agenda for debate of important issues, influence the policy and political decisions we made, and build trust in our institutions. The advertisements they carried drove local commerce and regional economic growth by putting potential customers together with local businesses. Ron Heifetz, professor at Harvard University’s John F. Kennedy School of Government, describes a newspaper as “an anchor” because it “reminds a community every day of its collective identity, the stake we have in one another and the lessons of our history.”



For residents in thousands of communities across the country – inner-city neighborhoods, affluent suburbs and rural towns– local newspapers have been the prime, if not sole, source of credible and comprehensive news and information that can affect the quality of their everyday lives. Yet, in the past decade and a half, nearly one in five newspapers has disappeared, and countless others have become shells – or “ghosts” – of themselves.

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News Desert - from pg. 4

Since publishing *The Rise of a New Media Baron and The Emerging Threat of News Deserts* in 2016, we have continued to quantify the loss of our country's newspapers and considerably expand the information in our proprietary database of more than 9,000 newspapers. Our 2018 report, *The Expanding News Desert*, delves deeper into the implications for communities at risk of losing their primary source of credible news. Concerned citizens, community activists, philanthropists, policy makers, educators, journalists and others in the industry can use this website to drill down to the county level to understand how the news landscape in each of our 50 states has changed in recent years and the implications this has for their communities. By documenting the shifting news landscape and evaluating the threat of media deserts, our reports seek to raise awareness of the role each of these interested parties can play in addressing the challenges confronting local news and democracy.

To read the complete article, including report findings and an interactive map showing the local news environment in all 50 states, go to:

<http://www.usnewsdeserts.com/reports/expanding-news-desert/loss-of-local-news/the-rise-of-the-ghost-newspaper/>

National Newspaper Association welcomes new management team

NNA, November 12, 2018

The National Newspaper Association (NNA), an organization of 2,400 members representing community newspapers across the U.S., announced that Lynne Lance has been named the association's new manager effective Jan. 1, 2019.

Lance previously served as NNA's chief operating officer during its management by Illinois Press Association. NNA's management relationship with IPA ends December 31.

"We see this management change as a terrific opportunity to hone the operational side of our association and to capture the depth of experience that Lynne has brought us," NNA President Andrew Johnson, publisher of the Dodge County (WI) Pionier, said. "She has been the 'face' of NNA in so many ways these past three years. We know our members trust her dedication to serving their needs," he said.

Lance earned a bachelor of arts degree in communication from the University of Alabama in 1986. Before joining NNA as membership director and then chief operating officer, she worked for communications firms in Georgia, Alabama and Illinois, and was membership director for the Illinois Press Association.



EARLY DEADLINES!



NCAN(classified) Ads:

Ads running wk of 11/26/18 - DL Tues., 11/20/18 at 10:00 a.m.

2x2/2x4 Display Ads:

Ads running wk of 11/26/18 - DL Mon., 11/19/18 at 4:00 p.m.

**Please pass this information along to all employees.
There will be NO exceptions to these deadlines.**

If you have any questions regarding the above deadlines, please contact Carolyn Bowman (cb@nebpress.com).



Nebraska Press Association
Nebraska Press Advertising Service
800-369-2850 Fax: 402-476-2942
www.nebpress.com

An Issue of Trust: Democracy and the Future of Journalism



AN ISSUE OF TRUST

**Democracy and the
Future of Journalism**

An Issue of Trust: Democracy and the Future of Journalism is a series of community conversation programs across Nebraska that will bring together the general public and panels of journalists and others involved with the media sector to explore the relationship between journalism, democracy, and an informed citizenry.

These include challenges facing national, state, and local news media; concerns raised over “fake news” and biased news reporting; and the state of journalism in rural and urban areas.

Panelists will represent a variety of perspectives on the state of the news media in our society and how this relates to the state of American democracy, and will include local and regional/national voices.

This program is part of the national “Democracy and the Informed Citizen” initiative involving state humanities councils throughout the country that seeks to deepen the public’s knowledge and appreciation of the vital connections between democracy, the humanities, journalism, and an informed citizenry.

An Issue of Trust: Democracy and the Future of Journalism is presented by Humanities Nebraska in partnership with the Federation of State Humanities Councils, the Andrew W. Mellon Foundation, and The Pulitzer Prizes.

Nebraska partners include Nebraska Educational Telecommunications, the Nebraska Press Association, and the College of Journalism and Mass Communications at the University of Nebraska-Lincoln.

Remaining Dates and Locations:

NORTH PLATTE: Wed. Nov. 14

Prairie Arts Center (5:30-7:00 p.m.)

Moderator: Steve Chatelain, retired publisher of Kearney Hub

Panelist: Sarah McCammon, Correspondent, NPR

Panelist: Joe Starita, Professor, UNL College of Journalism; Pulitzer finalist

Panelist: Matthew Hansen, Columnist, Omaha World-Herald

KEARNEY: Thurs. Nov. 15

World Theatre (7:00-8:30 p.m.) – tentatively filmed by NET

Moderator: Sarah McCammon, Correspondent, NPR

Panelist: Matt Waite, Professor UNL College of Journalism; Pulitzer for PolitFact website

Panelist: Erin Grace, Columnist, Omaha World-Herald

Panelist: Shon Barenklau, Publisher, Kearney Hub

LINCOLN: Weds. Nov. 28

UNL’s Nebraska Innovation Campus (time TBD)

Tentatively filmed by NET

Moderator: TBD

Panelists: TBD

Classified Advertising Exchange

November 12, 2018

DIRECTOR OF SALES - Community newspaper group seeks experienced sales and marketing professional to lead our sales team for eight newspapers, multiple TMC products, on-line sales, and other special projects and products. Enterprise Media Group is a family owned business which is continuing to grow and diversify and needs an excellent team builder to help us continue that growth. Find out more about our products and services at enterprisepub.biz. Our Director of Sales will be responsible for team sales, planning, budgeting, community relations and be an integral part of our management team. Compensation includes base salary, bonus opportunities, health insurance, 401K retirement, vacation, personal days and more. This is a great opportunity to come and be part of our fun, adaptable, dedicated and positive team. Apply to Chris Rhoades, crhoades@enterprisepub.com, Enterprise Media Group, Blair, NE.

NEWSPAPER FOR SALE - Don't miss the opportunity to own this well-established, turn-key weekly newspaper. The Sheridan County Journal Star in Gordon, Nebraska, is the county seat newspaper and sole publication in the county. It comes with distribution and printing in place, and is well-supported by local readers and advertising, with room for exponential growth in both areas. A great following is also set up for our sports video broadcasting. Building and equipment included in sale. Call Rachael at 308-282-0118, or email scjslegals@gmail.com.

MANAGING EDITOR - The Lexington Clipper-Herald is seeking a full-time managing editor to join our team. Candidate will be responsible for supervising and directing the gathering of news and editorial content; production of the newspaper; responsible for all of the news department and its employees; long-range planning of future coverage and responsible for setting and communicating coverage imperatives to the news staff. Ideal candidate will have a bachelor's degree in a related area and a minimum five years of supervisory experience, or an equivalent combination of education and experience, and a high level of attention to detail. Apply online at <https://usr54.dayforcehcm.com/CandidatePortal/en-US/bhmedia>, or send letter and resume to Attn: Heather, PO Box 599, Lexington, NE.

NEWSPAPER FOR SALE - Don't miss out on this unique opportunity to own a well-established, historic, county seat weekly newspaper. This 139-year-old, turn-key operation comes with all distribution and printing in place and is the sole publication in the county it serves. The paper has an excellent following of local readers and is well-supported by local advertisers, with room for exponential growth in advertising, subscriptions and commercial printing. Living quarters are located on site with building and equipment included with sale. Stanton, a town rich in history, is only ten minutes away from the city of Norfolk - a community fast-growing in industry - drawing many families to build new homes and live in the smaller town of Stanton. Excellent opportunity! Call Brian Hadcock at 402-640-7723, or email registersports@stanton.net.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; NPA Better Newspaper Contest (Print & Digital) Call for Entries.

ORDER SAFETY VESTS THROUGH NNA

U.S. Dept. of Transportation regulation requires media representatives who work within the rights-of-way of federal-aid highways to wear a specific type of high-visibility safety vest. This applies to all newspaper employees - not just reporters & photographers. **NNA offers ANSI Class II-2004-107 safety vests with reflective markings and Velcro closure. In large letters on the back is the word PRESS. Sizes S-XL, \$19.50 ea.; sizes 2XL-4XL, \$21.50 ea. (plus S/H). To order, call NNA at 217-241-1400.**

Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). It's a great way to sell or find equipment, hire a new employee, advertise a service which you provide, sell or buy a newspaper. Only Nebraska member newspapers may advertise for help wanted for Nebraska newspapers. No out-of-state help wanted advertisements accepted. Just mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. For questions or additional information, contact the NPA office: (402)476-2851, NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.



*Nebraska
Press
Association*

*2019
Better
Newspaper
Print
Contest*



Deadline: January 10, 2019



Class Divisions

Division E

Dailies

Division A

Weeklies Up to 859 Circ.

Division B

Weeklies 860-1,499 Circ.

Division C

Weeklies 1,500-2,499 Circ.

Division D

Weeklies 2,500 & Up Circ.

(according to 2018

Statement of Ownership)

Deadlines

Entries must be entered online or mailed no later than Midnight on **January 10, 2019**.

Contest Period

Calendar Year 2018. All entries must have been originally published between January 1 and December 31, 2018.

Awards

Awards will be announced during the Nebraska Press Association Annual Convention, April 5-6, 2019 at the Kearney Holiday Inn & Convention Center, Kearney, NE

NOTICE

**Entry Fee is \$4.00 per entry.
Entry fees must be paid by check.**

**Mail check to
Nebraska Press Association
845 "S" Street
Lincoln, NE 68508**



General Rules:

1. Entries accepted only from dues-paying members. Shoppers/TMC Products are not eligible.
2. Entries must be submitted to www.newspapercontest.com/nebraska or postmarked by Midnight, Central time on Thursday, January 10. Follow the onscreen instructions and register using your information. You will be asked for an "Association Code", please enter **NE2019**. Please be sure to read all online rules for each category. If you need clarification of the rules, contact Carolyn Bowman at 800-369-2850 or by email at cb@nebpress.com. Entries must be submitted online, as specified. Certain categories call for entries in print. They shall be placed in 9x12 envelope and affixed with appropriate label stapled to upper right hand corner. Print label from online entry. Only one entry per envelope. Use two labels per entry; label the actual entry AND the outside of entry envelope.
3. Entries should be **PDF files** showing the **full page tearsheet** (publication name and date must be showing). **DO NOT SUBMIT ONLY THE PHOTO OR AD, IT MUST BE A FULL PAGE TEARSHEET.** Online entries should be clearly identified by headline, topic, etc.
4. Semi-weeklies are considered weeklies. **Small dailies may be entered as weeklies in Division D.**
5. Deadline for postmark of print entries: **January 10, 2019. Mail marked contest material to: Nebraska Press Association, 845 "S" Street, Lincoln, NE 68508-1226. Entries must first be entered online & a label printed to affix to print entry.**
6. Any class in a category that has less than 4 entries will be moved up to the next circulation class. First, second, and third place winners will be awarded in all categories having qualified entries.
7. **All entries may be entered only once, regardless of publication or circulation category. (i.e., a feature story, advertisement, news photo or section may have been published in multiple newspapers, but that story, ad, photo or section cannot be entered in multiple contest categories or circulation divisions.) A COMMON SECTION WHICH APPEARS IN MORE THAN ONE NEWSPAPER SHOULD ONLY BE ENTERED IN THE LARGEST CLASS. NO TMC/SHOPPERS ALLOWED.**
8. Individual staffers may win multiple awards in the same contest category, provided each entry is clearly marked with the staffer's name. Entry must have been created by a regular member of the newspaper staff, though not necessarily a full-time member.
9. Cover letters are not to be included with entries unless called for by the contest category or with prior approval from NPA staff. For online categories calling for cover letters, they should be saved as a pdf & entered with the entry.

SPECIAL ALL-CLASS AWARDS: (Winners receive a bonus 20 Sweepstakes points)

PHOTOS OF THE YEAR: NEWS, SPORTS AND FEATURE — SEE CATEGORIES 51, 52 & 53. Only one winner statewide per category: News Photo, Sports Photo & Feature Photo. Enter your best photos and compete against the best photographs entered by weeklies & dailies in all circulation classes. Entries in the Photo of the Year categories may have also been entered in other photo categories for circulation class competition.

EDITORIAL OF THE YEAR AWARD — SEE CATEGORY 54. Only one winner statewide. Enter your best editorial and compete against the best entries from weeklies & dailies in all circulation classes. Entries in the Editorial of the Year category may have also been entered in Category 33 for circulation class competition.

ADVERTISEMENT OF THE YEAR AWARD — SEE CATEGORY 55. Only one winner statewide. Enter your best ad and compete against the best entries from weeklies and dailies in all circulation classes. Entries in the Advertisement of the Year category may have also been entered in another Ad category for circulation class competition.



Daily & Weekly Contest Categories

1. Use of Computer Graphics - Produced In House

Original news graphics, created in house. Judges consider design, impact, clarity, relevance and quality of artwork. Maximum three entries per newspaper.

2. Building Circulation

Must be original promotional material, from your newspaper, focused on retaining readers and building circulation for either your print or digital product, or both. Cover letter can be included. Maximum three entries per newspaper.

3. Reader Interaction/Contest

Entry can consist of up to four print examples exhibiting opportunities for reader interaction or promoting a contest designed specifically to engage readers. Initiated by news, marketing, advertising, circulation or cooperative efforts. Judges shall consider potential for reader participation, originality of theme, copywriting, attractiveness and creativity. Maximum one entry per newspaper.

Advertising

(The following applies to all Advertising Categories: **NO NPAS HOUSE, AGENCY OR CLIENT PRODUCED ADS ALLOWED — ALL ADS MUST BE CREATED BY SUBMITTING NEWSPAPER**)

4. Community Promotion Advertisement

A single ad or series of ads created by the newspaper promoting its community, a project in its community or a community event. List name responsible for content. Maximum three entries per newspaper.

5. Agricultural Advertisement

Best advertisement featuring an agricultural theme. Advertisement must be created by newspaper entered. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Must be produced in-house. Maximum three entries per newspaper.

6. Small Ad (Under 1/4 page or less than 3 x 10 1/2")

May submit up to three entries per newspaper. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Ad must be for a single advertiser. Maximum three entries per newspaper.

7. Signature Page

Best ad featuring any theme and containing multiple advertisers. Judges will consider originality of theme, design and layout, makeup, visual appeal and overall continuity. Maximum three entries per newspaper.

8. Classified Section

The purpose of this category is to recognize quality classified advertising pages. Judges will consider overall attractiveness, ease in reading, clarity of classified headlines, organization, promotion of classified advertising use, ease for readers to place and use classifieds. Maximum one entry per newspaper. **A COMMON SECTION WHICH APPEARS IN MORE THAN ONE NEWSPAPER SHOULD ONLY BE ENTERED IN THE LARGEST CLASS. NO TMC/SHOPPERS ALLOWED.**

9. Advertising Campaign

Two or more ads constitute "campaign." Campaign ads must be created by newspaper entered. List name of person responsible for content. Maximum three entries per newspaper.

10. Single Retail Advertising Idea - Color

No house ads. Ad must be created by newspaper entered. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Maximum three entries per newspaper.

11. Single Retail Advertising Idea - Black and White

No house ads. Ad must be created by newspaper entered. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Maximum three entries per newspaper.



12. Single Classified Advertising Idea - Color (DAILIES ONLY)

No house ads. Ad must be created by newspaper entered. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Maximum three entries per newspaper.

13. Single Classified Advertising Idea - Black and White

No house ads. Ad must be created by newspaper entered. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Maximum three entries per newspaper.

14. Creative Ad Writing

Each entry shall consist of three examples of creative ad writing in separate and unique advertisements. Judges will consider how the headlines and text complement artwork and other elements in the advertisements, and how the writing captures readers' attention, entertains, inspires, and prompts reader action. Maximum three entries per newspaper.

15. Best New Idea – Ads/Marketing

Submit up to four examples – permanent links and/or pdf – along with a letter explaining why your idea was a winner, how you implemented it, and why it could be successfully adapted for advertising and/or marketing campaigns by other newspapers. Judges shall consider creativity, originality, use of multiple platforms, reader engagement and applicability of idea. Maximum one entry per newspaper.

Sports

16. Sports Action Photo

Pictures must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. List name of photographer. Maximum seven entries per newspaper. **Entry must be full page pdf or jpg tearsheet.**

17. Sports Feature Photo

Picture must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. List name of photographer. Maximum seven entries per newspaper. **Entry must be full page pdf or jpg tearsheet.**

18. Sports Page

Select page or pages from one issue each of Fall, Winter, Spring and one of newspaper's choice. This is one entry. Judges consider content, writing, headline suitability, layout, design and appeal. Maximum one entry per newspaper.

19. Sports Column

Submit any two columns per columnist. Columns must be regular features, original, written by a regular member of the staff. Judges consider the purpose of the column, local interest, selection of material, literary merit. List name of columnist. Maximum three entries per newspaper.

20. Sports Writing

Submit entries with stories highlighted. Judges consider interest, impact, clarity of writing, local relevance. Maximum three entries per newspaper.

Photography

21. Photo Page

Pictures must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. Judges consider the theme, composition of individual photos, local interest, layout, reproduction, captions. A premium for originality. Maximum seven entries per newspaper. **Entry must be full page pdf or jpg tearsheet.**

22. Feature Photography

Pictures must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. List name of photographer. Maximum seven entries per newspaper. **Entry must be full page pdf or jpg tearsheet.**



23. News Photography

Pictures must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. List name of photographer. Maximum seven entries per newspaper. **Entry must be full page pdf or jpg tearsheet.**

24. Breaking News Photography

Pictures must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. Breaking News is defined as a photo in which no advance planning is possible...tornadoes...accidents...fires...quick action items. Maximum seven entries per newspaper. **Entry must be full page pdf or jpg tearsheet.**

News/Editorial

25W. Use of Color — News (WEEKLIES ONLY)

Judges consider originality, mechanical reproduction, compatibility with written matter, makeup. Maximum three entries per newspaper.

26. Personal Column

Submit any two columns per columnist. Each columnist limited to one entry. Columns must be regular features, original, written by a regular member of the staff. Judges consider the purpose of the column, local interest, selection of material, literary merit. List name of columnist. Entry shall consist of any two columns per columnist. Maximum seven entries per newspaper.

27. Breaking News

Breaking News is defined as an event or development in which no advance planning is possible...tornadoes...accidents...fires...quick-action items. Judges consider interest, thoroughness, clarity of writing and impact of visual elements and presentation. Maximum three entries per newspaper.

28. Feature Series

The Feature Series must have appeared in two or more issues. Judges consider subject, interest and impact, layout and design, writing. **(Don't confuse with contest No. 29).** Maximum three entries.

29. Single Feature Story

Judges consider subject, interest and impact, writing. **(Don't confuse with contest No. 28).** List name of writer. Maximum of four feature entries per newspaper.

30. In-depth Writing

An in-depth report on a serious subject, single or multiple elements or a series. Judges consider news peg, local relevance, use of research, computer-aided research, multiple sources, enterprise on the part of the newspaper in pulling resources together to get the story, impact on community, opportunity for the community to take action. Maximum two entries per newspaper.

31. Public Notice and Its Promotion

Submit any two examples of articles, editorials or ads which promote the concept of newspaper public notice as the best way to guarantee the public's right to know. This is one entry. Maximum of one entry. **THIS CATEGORY COUNTS DOUBLE POINTS FOR SWEEPSTAKES AWARD.**

32. Editorial Page

Limited to one entry per newspaper to be composed of one page each from the months of April, July & October. Judges consider power of original editorial matter, layout, design, information, reader participation and local relevance. Maximum one entry per newspaper.

33. Editorial

Entry shall consist of three staff-originated editorials. This is one entry. Judges consider local interest in issues raised, suggested solutions and call to action. Judges also consider clearness of style, sound reasoning, power to influence public opinion and literary merit. Maximum one entry per newspaper.

34. News Writing

Judges consider the quality of writing.... its impact, clarity of sourcing, thoroughness and relevance. Entry consists of story dealing with general news coverage. One entry per topic, any number of staff members may contribute to the story. Maximum of three entries per newspaper.



35. Best New Idea – News

Submit up to four examples – permanent links to digital content and/or pdf – along with a letter explaining why your idea was a hit, how you implemented it, and why it could be successfully adapted by editors and reporters at other newspapers. Judges shall consider creativity, originality, use of multiple platforms, reader engagement and applicability of idea. Maximum one entry per newspaper.

36. Headline Writing

Submit one front page from date of your choice. Enter entire front page as entry. Judges consider the effectiveness of front page headlines in capturing reader interest and in accurately reflecting the nature of stories. Maximum one entry per newspaper.

37. Front Page

Submit one front page from date of your choice. Enter entire front page as entry. Judges consider layout and design, writing, use of artwork, headlines, relevance, balance of local and non-local coverage. Maximum one entry per newspaper.

The following categories must be mailed to NPA.

38. General Excellence

This is one of the top awards in the NPA Better Newspaper Contest, an overall evaluation of the newspaper. Mail three issues. One issue each from the months of January, August & December. Judges consider news, content, quality of writing, headlines, page design, photos and captions, graphics and art elements, editorial page, front page, lifestyle pages, sports pages, reproduction, advertising design and content, treatment of public notices. Maximum one entry per newspaper. THIS IS A MAIL IN ENTRY.

39. Lifestyles (Dailies Only)

Mail actual complete print section. Select page or pages from any three issues. This is one entry. Judges consider layout, design, content, writing and local impact. Maximum one entry per newspaper. THIS IS A MAIL IN ENTRY.

40. Special Single Section

Mail actual complete print section. Each entry consists of one section on a single date of publication per newspaper, each must be accompanied by cover letter explaining the special nature of the section or edition. Judges consider best idea, editorial content, photo and art content, layout, impact on community. No NPAS sponsored sections, i.e. Beef Tab. Maximum three entries per newspaper. “By Staff” byline acceptable on this category. **A COMMON SECTION WHICH APPEARS IN MORE THAN ONE NEWSPAPER SHOULD ONLY BE ENTERED IN THE LARGEST CLASS. NO TMC/SHOPPERS ALLOWED. THIS IS A MAIL IN ENTRY.**

41. Special Section (Multiple Publication Days)

Mail actual complete print sections. Each entry consists of section on multiple dates of publication per newspaper, each must be accompanied by cover letter explaining the special nature of the section or edition. Judges consider best idea, editorial content, photo and art content, layout, impact on community. No NPAS sponsored sections, i.e. Beef Tab. Maximum three entries per newspaper. “By Staff” byline acceptable on this category. **A COMMON SECTION WHICH APPEARS IN MORE THAN ONE NEWSPAPER SHOULD ONLY BE ENTERED IN THE LARGEST CLASS. NO TMC/SHOPPERS ALLOWED. THIS IS A MAIL IN ENTRY.**

42. Youth Coverage

This is a mail in entry. Submit three examples of coverage of young people (full-page tearsheets of youth pages, opinions, in-depth series about issues facing young people, advertisements, special sections, etc.) with subject matter clearly outlined. Must include cover letter. This will be one entry. Judges will consider local interest, relevance, impact and ingenuity. Maximum one entry per newspaper. THIS IS A MAIL IN ENTRY.

43. Specialty/Lifestyles Sections

This is a mail in entry. Submit tearsheets from regular editions of up to three examples of specialty/lifestyle sections geared to a specific audience, or three examples geared to a variety of audiences: youth, business, agriculture, seniors, etc. Judges consider page design, impact, relevance of content. Maximum one entry per newspaper. THIS IS A MAIL IN ENTRY.



Leadership Awards

(Winners receive a bonus 20 Sweepstakes points)

44. FREEDOM OF INFORMATION AWARD (All Classes Together)

Only one winner. Submit news articles, editorials, house ads and other materials demonstrating your newspaper's commitment to combating government secrecy and ensuring the public's right to know. Entry can include cover letter from entrant and supporting letters from the community. THIS IS A MAIL IN ENTRY.

45. BEST NIE PROGRAM

One entry per newspaper accompanied by cover letter explaining how your publication promotes Newspapers in Education. Samples can include full-page tearsheets of promotional advertisements, specialty pages or sections aimed at student readers, copies of fliers or letters sent to teachers, etc. Subject matter should be clearly outlined. Judges will consider ingenuity and impact of promotional materials and ads, and results of efforts. Maximum one entry per newspaper. THIS IS A MAIL IN ENTRY.

(See Categories 46 thru 50 in the Digital Contest Rules)

Special All-Class Awards

(Winners receive a bonus 20 Sweepstakes points)

51. News Photo of the Year

Newspapers may enter one photo in this category, which will compete against all weeklies and dailies in all circulation classes. Submit entry online as per other photo category instructions. Entry must be a full-page PDF or JPG tearsheet. Entries for this category may have also been entered in Photo Categories 23 or 24, although an entry in this Category (51) will be considered a separate entry. **Maximum one entry per newspaper.**

52. Sports Photo of the Year

Newspapers may enter one photo in this category, which will compete against all weeklies and dailies in all circulation classes. Submit entry online as per other photo category instructions. Entry must be a full-page PDF or JPG tearsheet. Entries for this category may have also been entered in Photo Categories 16 or 17, although an entry in this Category (52) will be considered a separate entry. **Maximum one entry per newspaper.**

53. Feature Photo of the Year

Newspapers may enter one photo in this category, which will compete against all weeklies and dailies in all circulation classes. Submit entry online as per other photo category instructions. Entry must be a full-page PDF or JPG tearsheet. Entries for this category may have also been entered in Photo Category 22, although an entry in this Category (53) will be considered a separate entry. **Maximum one entry per newspaper.**

54. Editorial of the Year

Newspapers may submit one entry in this category consisting of a single editorial, which will compete against all weeklies and dailies in all circulation classes. Submit entry online. Entries for this category may have also been entered in Editorial Category 33, although an entry in this Category (54) will be considered a separate entry. **Maximum one entry per newspaper.**

55. Advertisement of the Year

Newspapers may submit one entry in this category consisting of a single ad, which will compete against all weeklies and dailies in all circulation classes. Submit entry online. Entries for this category may have also been entered in Advertising Categories 4, 5, 6, 10, 11, 12, 13, 14 or 15, although an entry in this Category (55) will be considered a separate entry. **Maximum one entry per newspaper.**



Sweepstakes Awards

Weekly Class Award

All **weekly** newspapers entered are automatically eligible. The award will be presented to the newspaper in each class of A, B, C and D that accumulates the most points in its class based on the formula given below.

Weekly Sweepstakes Award

All **weekly** newspapers entered are automatically eligible. This is the most prestigious award in the weekly competition. The award will be presented to the newspaper that accumulates the most points based on the formula given below.

Daily Sweepstakes Award

All **daily** newspapers entered are automatically eligible. This is the most prestigious award in the daily competition. The award will be presented to the newspaper that accumulates the most points based on the following formula:

Each first place award...10 points*

Each second place award...8 points*

Each third place award...6 points*

*Double points for General Excellence & Public Notice categories

Twenty Sweepstakes points will also be awarded for Freedom of Information, Best NIE Program & Special All-Class Awards: News Photo of the Year; Sports Photo of the Year; Feature Photo of the Year; Editorial of the Year; and, Advertisement of the Year.



*Nebraska
Press
Association*

*2019
Better
Newspaper
Digital
Contest*



Deadline: January 10, 2019



Class Divisions

Division E

Dailies

Division A

Weeklies Up to 859 Circ.

Division B

Weeklies 860-1,499 Circ.

Division C

Weeklies 1,500-2,499 Circ.

Division D

Weeklies 2,500 & Up Circ.

(according to 2018

Statement of Ownership)

Deadlines

Entries must be entered online no later than Midnight on **January 10, 2019**.

Contest Period

Calendar Year 2018. All entries must have been originally published between January 1 and December 31, 2018.

Awards

Awards will be announced during the Nebraska Press Association Annual Convention, April 5-6, 2019 at the Kearney Holiday Inn & Convention Center, Kearney, NE

NOTICE

**Entry Fee is \$4.00 per entry.
Entry fees must be paid by check.**

**Mail check to
Nebraska Press Association
845 "S" Street
Lincoln, NE 68508**



General Rules:

1. Entries accepted only from dues-paying members.
2. Entries must be submitted to www.newspapercontest.com/nebraska or postmarked by Midnight, Central time on Thursday, January 10. Follow the onscreen instructions and register using your information. You will be asked for an "Association Code", please enter **NE2019**. Please be sure to read all online rules for each category. If you need clarification of the rules, contact Carolyn Bowman at 800-369-2850 or by email at cb@nebpress.com. Entries must be submitted online, as specified.
3. Semi-weeklies are considered weeklies. **Small dailies may be entered as weeklies in Division D.**
4. Any class in a category that has less than 4 entries will be moved up to the next circulation class. First, second, and third place winners will be awarded in all categories having qualified entries.
5. **All entries may be entered only once, regardless of publication or circulation category.**
6. **Individual staffers may win multiple awards in the same contest category, provided each entry is clearly marked with the staffer's name. Entry must have been created by a regular member of the newspaper staff, though not necessarily a full-time member.**
7. **Cover letters are not to be included with entries unless called for by the contest category or with prior approval from NPA staff. For online categories calling for cover letters, they should be saved as a pdf & entered with the entry.**



Digital

46. Web Sites

To enter include the address of Web Site and name(s) of staff responsible for site. Criteria includes usefulness to readers, effectiveness of advertising, quality and quantity of community content, ease of navigation, inclusion of special features such as links, interaction, etc., and cross-promotion of newspaper and Web Site. Maximum one entry per newspaper.

47. Online Video

Breaking news, sports, features, special interest, advertising and other styles of video are eligible. Judges shall consider quality of visual storytelling, graphics, sound, special effects and quality of script, camerawork, and editing. Premium for uniqueness and viewer impact. Newspaper must keep link active to entry on their respective website until judging is complete. Maximum three entries per newspaper.

48. Online Coverage of Breaking News

Entry consists of permanent link to digital content of the breaking news coverage along with cover letter explaining the depth and breadth of the coverage and containing statistical data on traffic growth, social media/video views, etc. during the event. Judges will consider the newspaper's use of multi-media to break a spot news story and develop the coverage as the news event unfolds. Maximum three entries per newspaper.

49. Best Use of Social Media

This category recognizes newspapers that have utilized social media in an innovative way to expand coverage beyond traditional print. Entry shall consist of a cover letter of 300 words or less describing a single news event in which your newspaper creatively used social media to inform and interact with readers. Entry should include up to three examples (screen shots of Facebook posts, tweets, etc.). Judges will consider the entry's impact on the audience, clarity of the message and creativity. Maximum three entries per newspaper.

50. Best Digital Ad Idea

Any ad – animated or static – appearing on website or mobile site. Ad must have been created locally by newspaper entering it in the contest. Entry consists of permanent link to digital content. Maximum three entries per newspaper.

Digital Sweepstakes Awards

Weekly Sweepstakes Award

All **weekly** newspapers entered are automatically eligible. The award will be presented to the newspaper that accumulates the most points based on the formula given below.

Daily Sweepstakes Award

All **daily** newspapers entered are automatically eligible. The award will be presented to the newspaper that accumulates the most points based on the following formula:

Each first place award...10 points*
Each second place award...8 points*
Each third place award...6 points*