

Bulletin

Calendar of Events

Events:

February 1, 2019
NPA/NPAS Winter Board Meeting
By Conference Call
10:00am CST

April 5 & 6, 2019
NPA Annual Convention
Holiday Inn/Younes Conf. Center
Kearney, NE

Webinars:

December 13, 2018
Gaining Digital Readers Without
Sacrificing Print
1:00pm CST
www.onlinemediacampus.com

**The NPA/NPAS
office will be
CLOSED:**

**December 24 - 26
(Mon/Tues/Wed)
for Christmas
and
Dec 31 - Jan 1
(Mon/Tues)
for New Years**

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Poor Customer Service Sabotages Newspaper Notice in Indiana

Public Notice Resource Center, December 2018

When the Air Quality Division of the Indiana Department of Environmental Management (IDEM) announced a proposal last year to move all of its public notice advertising from newspapers to its own website, its motivation for doing so was clear: Bureaucratic efficiency.

“(IDEM’s) proposal never even bothers to claim e-notice will reach more Indiana citizens,” PNRC noted in the comments we filed opposing the plan. “It focuses instead on cost, convenience and expedience. Those are all worthy goals. Unfortunately, none are the primary purpose of public notice laws.”

Nevertheless, the state’s Environmental Rules Board (ERB) voted unanimously last month to authorize IDEM to end the practice of publishing notice of air quality permit-application hearings in local newspapers. The ERB sanctioned the proposal to move the notices to IDEM’s sleepy website even though the agency received more than 600 comments opposing the plan and only four in favor of it, according to the Hoosier State Press Association (HSPA).

At bottom, this appears to be a story about a client that spurned an advertising channel as a result of poor customer service. HSPA Executive Director Steve Key said the IDEM representative who testified at a public hearing on the proposal raised the following issues the agency grappled with in placing public notices in Indiana newspapers:

- No phone number readily available to resolve problems;
- Unreasonable deadlines (e.g., 14 days prior to publication at one newspaper);
- Mistaken credit holds; and
- Missed publication dates and failure to publish some notices

HSPA offered to help IDEM -- it already runs a placement service for the state’s Alcohol & Tobacco Commission -- but the agency didn’t accept the press association’s offer.

PUBLIC NOTICE

“IDEM staff wants to eliminate publication because newspapers can be work, while hitting a button so the notice is posted is a relative piece of cake,” Key said.

This is the second straight month we’ve written about customer service issues as a threat to the newspaper industry’s traditional role as providers of public notice. Last month in South Dakota the state’s Public Utilities Commission had to cancel a meeting and a wind-power company was forced to refile a project application because a newspaper failed, for the second time, to publish a notice. “There’s been another instance of a South Dakota newspaper failing to timely publish a legal notice about a public meeting,” is how a local broadcast news organization reported the incident.

Most papers do public notice right. But clearly there are at least a few that treat it as an entitlement and fail to provide their public notice customers with the service they deserve. Those papers are a grave threat to the newspaper industry’s historical franchise.

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He is survived by his mother, Carol Fictum of Wilber. He was preceded in death by his father, Ramon Fictum, sister, Gwen Buntgen and his grandparents.

The family will greet friends at the Wilber United Methodist Church on Friday, December 14th from 5 to 8 p.m. A memorial and celebration of life service will be on Saturday, December 15th at 11 a.m. at the Wilber Sokol Hall. Kuncel Funeral Home in Wilber is handling arrangements.

Nominations open for Marian Andersen Nebraska Women Journalists Hall of Fame

Nominations now are being accepted for the Marian Andersen Nebraska Women Journalists Hall of Fame.

The hall of fame was created by Nebraska Press Women in 2011 to recognize women journalists who have made a



difference for their profession and their communities. **The deadline for submission is Jan. 21, 2019.**

“The general public is invited to submit nominations for the award,” said Bette Pore of Grand Island, NPW Hall of Fame chair. “Nominees must have a Nebraska background by birth or work experience, having spent a significant amount of their professional careers in the state.”

Nominations will be judged based on the nominee’s contributions to the profession, achievements within the profession and service to her communities (local as well as Nebraska and/or regional/national).

Nominations must give compelling reasons why the woman should be selected and must be accompanied by two letters of support, each of which addresses at least one of these criteria. See the Hall of Fame tab at <http://nebraskapresswomen.org> for linkage to the nomination form and guidelines, or go directly to http://nebraskapresswomen.org/?page_id=303.

Final selection will be made by the NPW Board of Directors. Inductees will be honored at the 2019 Nebraska Press Women spring convention in Broken Bow. Convention details will be announced at a later date.

Nebraska Press Women is a nonprofit, professional organization for women and men from all branches of communications. The organization provides professional growth opportunities and offers a forum of activities of interest to communicators.

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High school sports photographer, “BJ” Fictum, dies at 54

Bruce “BJ” Fictum of Wilber passed away at age 54 on December 8, 2018.

He was adopted by his parents, Ramon and Carol Fictum at three months of age. He lived a life dedicated to serving others, believing how we live matters. His occupations included careers in radio, emergency management, weather services, photography for local school sports, journalism, electronics and music.

He was an accomplished pianist. BJ was a member of the Wilber United Methodist Church, the Saline County Ag. Society and the Rural Saline County Fire District. He helped with the Czech Days Queen pageants and organized the Severe Weather seminars.

Some of the accolades in the life of BJ include: The Coaches Association Media Person of the Year, The High School Press Association Friend of Media, The Nebraska High School Wrestling Coaches Association Person of the Year, and many Nebraska Press Association Awards.

Although he was handicapped and had health problems he used his quick wit and subtle sense of humor to make those around him feel welcomed. Although he left us too soon, he left knowing he was loved and will be missed.

What advertisers care about

By John Foust, Raleigh, NC

Back in my ad agency days, I learned a big lesson about what to do – and what not to do – in a sales presentation.



I was sitting in the office of the owner of a construction business, ready to show him that I was the right person to handle his advertising account. I had been referred to him by a mutual acquaintance at a much larger ad agency, an agency that was pursuing only much larger accounts.

At that point in my young advertising career, my sales presentations consisted mostly of showing samples of my work and evaluating the state of a prospect's current ads. So I opened the portfolio book of ads I had created for other clients and proceeded to describe the strategy behind each ad. After a few pages, this prospect stopped me cold in my tracks. He said, "I don't care what you've done for other people. All I care about is what you can do for me."

All of us have experienced events that were turning points. Meeting our future spouse. Finding a new job. A conversation with a favorite teacher or coach.

WII-FM has been a sales cliché for years. It's an acronym for everyone's favorite radio station: "What's in it for me?" That acronym came to life for me that day – in a comment that became a turning point in the way I conducted business presentations. Of course, he was one hundred percent correct. Why in the world should he sit there and listen to me talking about me, when all he cared about was himself and his business? Thank goodness, I was able to shift

gears and ask about his business situation and his marketing goals. And thank goodness he threw caution to the wind and gave an assignment to me.

I'll always be grateful to that direct – but exceedingly wise – advertiser for teaching me an important lesson. As it turned out, the assignment was an audition. I handled his company's ad account for 24 years. Over time, I realized that he was not being intentionally rude that day. His philosophy was, "Give me the information I need to make a decision and do it quickly."

Sometimes I joke that his words should be posted in advertising departments: "I don't care what you've done for other people. All I care about is what you can do for me." That cuts right to the core of a sales presentation. It's not about the sales person or the sales person's product. It's about the customer.

There's nothing earthshakingly new about all of this. Every time a sales person prepares for an appointment, he should simply ask himself, "How can I make this presentation revolve around the prospect's needs?" And every time a sales person displays samples of ads, she should ask herself, "What's relevant about these ads? How can I relate the characteristics of these samples to the goals of this specific advertiser?"

Do these things and stay in step with your advertisers.

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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

Nebr Press Women - cont. from 2

Past Hall of Fame Honorees include:

2011 - Bess Furman Armstrong, Wilma Crumley, Lynne Grasz, Marj Marlette, Beverly Pollock, Deanna Sands; **2012** - Mildred Brown, Harriet Dakin MacMurphy, Mary McGrath; **2013** - Clara Bewick Colby, Maxine Moul; **2014** - Gwen Lindberg, Leta Powell Drake, Elia Wilkinson Peattie; **2015** - Joan Rossiter Burney, Beverly Deepe Keever; **2016** - Mary Ann Koch Blackledge, Sharron Hollen; **2017** - Willa Cather, Eileen Wirth; **2018** - Kathleen Rutledge, Rose Ann Shannon.

For more information contact Bette Pore, NPW Hall of Fame chair, bette.pore@theindependent.com, 308.381.5423.

Call for Entries: NPA 2019 Better Newspaper Contest

*New for 2019: one contest for print,
one contest for digital*

**Entry deadline for both contests is
January 10, 2019**

*Guidelines & instructions
attached to Bulletin.*

Turning your design around

By Ed Henninger, Henninger Consulting, Dec. 2018

Sometimes a design just goes stale. Over the course of even just a few years, inconsistencies creep in, color use gets out of hand, odd typefaces appear. Stuff happens. But you can turn that around. You can bring a crisp, clean, compelling look to the tired face of your newspaper. Here are ten steps to guide you:



1. CLEAN UP the nameplate. Look for those elements that have crept in, like Facebook and Twitter logos, your web address, a UPC code. All of those items can go elsewhere.

2. GO TO flush left for your text type. Flush left body copy helps open up the look of the page and allows you to insert elements like head-and-shoulders photos without creating poor letter spacing and word spacing adjacent to those elements.

3. IMPROVE typography throughout. Make sure you're using a quality text font. I continue to recommend Nimrod, but there may be others already on your system, like Utopia or Georgia. If you're still using Times for your text, you can do much better. How about headlines? Are you using a display face that has impact? Is it comfortable? Does it give your newspaper a sense of tradition and credibility? If not, look for something new.

4. SEGMENT your stories. With very few exceptions, any long story can be broken into three or four shorter pieces to create a more attractive package. Readers prefer stories of no more than 15 inches. You can do that!

5. USE INFOBOXES and by-the-numbers boxes. These are guaranteed "hooks" to get readers into a package. They're a quick list of facts and interesting information that will draw readers in. Once they go through an infobox, readers will be much more likely to give the entire package a full read.

6. CONTROL color use. Get rid of tint blocks behind stories. Throw out color boxes. There are better ways to bring visual interest to a package, like photos, head-and-shoulder shots, infoboxes, charts, maps... Rid your paper of weak colors like pure cyan and magenta.

7. MAKE DEADLINE. Deadlines aren't a design issue? Wrong! If, for example, your writers and editors don't get the content and visual items to a designer in time, then that designer has to scramble. Yes, I understand that at many newspapers the writer, editor and designer are the same person. Still, even that one person needs to make writing deadline as a writer, editing deadline as an editor — and design deadline as a designer. If you don't give enough time

to the design, you'll have a page that's filled...not designed.

8. TRAIN staff. Don't have anyone on your staff who has a rudimentary understanding of the basics of news design? Then the odds are your design just won't get any better. A writer isn't a designer, just like a mechanic isn't an electrician. They're different skills and they require different ways of thinking. Look for training sessions from your state press association. Perhaps a webinar will help. Check www.newspaperacademy.com for one.

9. CREATE a long-term planning process. Once you've been part of long-term planning, you'll never go back. And your design will improve exponentially. The long-term process allows you to plan months ahead for those events that are a normal part of readers' lives, like Christmas. Mother's Day. First day of school. Start thinking and planning for these three months ahead of time. This gives you the time you need to decide how you want to approach a package focused on that event — and enough time to give it a compelling look. Long-term planning is one of the major differences between a newspaper that is assembled...and a newspaper that's designed.



These steps will have your design looking up

10. CREATE a design style guide. Without a style guide, anyone on staff can feel free to do as he or she likes with the design. There are no rules, no guidelines to keep the design on track. There's nothing keeping your design from slipping into confusion. Those clients of mine who have kept their design under control have done so because they created — and they stick to — a design style guide.

If your design has gone stale, if it's not where you'd like it to be, these ten steps are the road to a turnaround.

ED HENNINGER is an independent newspaper consultant and the Director of Henninger Consulting. Want a free evaluation of your newspaper's design? Just contact Ed: edh@henningerconsulting.com, 803-325-5252.

Classified Advertising Exchange

December 10, 2018

SAVE TIME, MONEY WITH NEWSPAPER CONSULTING SERVICES - Want more time at home? Want to save money? Want to actually make money? Linscott Media is a multi-versed company that can help any size of newspaper. We will sit down and discuss ways to save you time and money by helping your operation become more efficient, and will create ideas to help your bottom line.

- Web design/hosting ideas that are fast, simple, economical and can grow your audience and make you money.
- Business consulting to streamline your operation and really get to know your market.
- Design and page layout services that will give you more time to dedicate to other projects.

Call (402) 729-6141 for more information or email timothylincott1@gmail.com.

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 - \$500 Sign-On Bonus: 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; NPAS Christmas/
New Year Early Advertising Deadlines flyer; NPA Better
Newspaper Contest (Print & Digital) Call for Entries.

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.

EARLY DEADLINES!

NCAN(classified) Ads:

Ads running wk of 12/31/18

- DL Fri., 12/21/18 at 4 p.m.

Ads running wk of 01/07/19

- DL Wed., 1/2/19 at 10:00 a.m.

2x2/2x4 Display Ads:

Ads running wk of 12/31/18

- DL Fri., 12/21/18 at 4 p.m.

Ads running wk of 01/07/19

- DL Fri., 12/28/18 at 4 p.m.

Please pass this information along to all employees.

There will be NO exceptions to these deadlines.

Our Office Will Be CLOSED Dec. 24, 25 & 26, 2018,
& CLOSED Dec. 31, 2018 & Jan 1, 2019.

If you have any questions regarding the above deadlines,
please contact Carolyn Bowman.



Nebraska Press Association

Nebraska Press Advertising Service

800-369-2850 Fax: 402-476-2942

www.nebpress.com, cb@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*