

Bulletin
Published weekly by the Nebraska Press Association / 845 "S" Street / Lincoln, NE 68508-1226

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World-Herald - from pg. 1

In Detroit, Essex directed award-winning business and automotive industry coverage, which has been a cornerstone of the newspaper's digital audience growth.

Essex also has held newsroom leadership roles in Cincinnati, Des Moines and Boise. He served as publisher and editor in Glenwood Springs, Colo., from 2014-17.

"Randy has experiences that make him ideally suited to lead The World-Herald newsroom," Sears said. "We have incredibly talented journalists here in Omaha. I'm excited to see what our team can accomplish with Randy going forward."

Essex is returning to his home state. He was born and raised in Beatrice, Neb., and graduated from the University of Nebraska-Lincoln.

"It's really wonderful and humbling to have this opportunity," Essex said. "We'll actively listen to understand our communities' key issues and work every day to serve Omaha and Nebraska with thoughtful, essential civic journalism."

NNA 2020 convention logo contest: You could win \$100+

The National Newspaper Association convention will be October 1-3, 2020 in Jacksonville, Florida, and NNA is reaching out to graphic artists at community newspapers to create a logo for its convention.

The winner will receive \$100 and a free registration (worth more than \$400) to the 2020 convention. NNA member newspapers are eligible to enter.

The theme for the NNA Annual Convention & Trade Show 2020 is "Today's Readers, Tomorrow's Leaders."



This logo will be used with other key words for marketing purposes and in the convention program. Please keep this in mind when creating your design.

Remember, this logo is for the 134th NNA Annual Convention & Trade Show, October 1-3, 2020, in Jacksonville, Florida, so that should be incorporated into your logo or easily added. **Deadline for logo entries is December 23.**

Learn more about how to enter the logo contest here at:
<https://nna.formstack.com/forms/logocontest2020>.

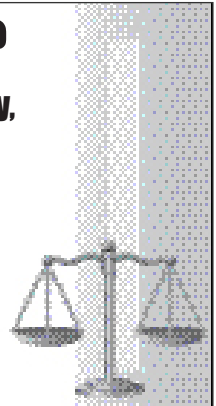
If you have questions about the logo contest, contact Lynne Lance at lynne@nna.org.

Have a Legal Question??

Questions about editorial policy, journalism ethics or a legal notice?

**Call the Nebraska Press Association
Legal Hotline.**

Contact Shawn Renner at:
Cline, Williams, Wright, Johnson & Oldfather 1900 U.S.
Bank Building, Lincoln, NE 68508, 402-474-6900,
srenner@clinewilliams.com



Call for entries for UNO's 2020 Andy Award

The International Programs department at the University of Nebraska at Omaha has officially opened applications for the 2020 Andy Award. The Andy Award is a grant program that encourages and funds international reporting projects.

A total of \$5,000.00 will be awarded to one or more news organizations or individual reporters who propose the best plans to cover a global story of importance to Nebraskans.

The application will remain open until 31 January 2020; winners will be announced 28 February 2020.

A copy of the application form is attached to the Bulletin. For more information about the Andy Award follow the link below:

<https://www.unomaha.edu/international-studies-and-programs/engagement/andy-award.php>

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 11/18:

2x2

Blair Enterprise – Lynette Hansen (paper made \$150.00)
Blair Enterprise – Jahde Osborn/Jill McCluskey (paper made \$85.00 out of state)
Bloomfield Monitor – Jenny Higgins (paper made \$162.50)
Hickman Voice News – Wendy Doyle (3 ads) (paper made \$1,237.50)
Seward Co. Independent – Lizz Alder (paper made \$300.00)

NCAN

Cambridge Clarion – Cody Gerlach (paper made \$125.00)

Week of 11/25:

2x2

Blair Enterprise – Lynette Hansen (paper made \$162.50)
Blair Enterprise – Jahde Osborn/Jill McCluskey (paper made \$32.50 out of state)
Crete News – Nichole Javorsky (paper made \$150.00)

NCAN

Cambridge Clarion – Cody Gerlach (NCAN Special Free Ad)

Week of 12/2:

2x2

Blair Enterprise – Lynette Hansen (paper made \$162.50)
Blair Enterprise – Jahde Osborn/Jill McCluskey (paper made \$32.50 out of state)
Grant Tribune-Sentinel – Samantha Goff (paper made \$150.00)
Hickman Voice News – Wendy Doyle (paper made \$150.00)
Imperial Republican – Jana Pribbeno (paper made \$487.50)

NCAN

Broken Bow Chief – Renae Daniel (paper made \$142.50)
Doniphan Herald – Jodi Sadd (paper made \$252.50)

Week of 12/9:

2x2

Blair Enterprise – Lynette Hansen (paper made \$150.00)
Blair Enterprise – Jahde Osborn/Jill McKlusky (paper made \$85.00 out of state)
Crete News – Nichole Javorsky (paper made \$150.00)
Hickman Voice News – Wendy Doyle (paper made \$300.00)
Imperial Republican – Jana Pribbeno (paper made \$487.50)

NCAN

Doniphan Herald – Jodi Sadd (paper made \$252.50)

Week of 12/16:

2x2

Blair Enterprise – Lynette Hansen (paper made \$487.50)
Blair Enterprise – Jahde Osborn/Jill McKlusky (paper made \$32.50 out of state)

NCAN

Doniphan Herald – Jodi Sadd (NCAN Special Free Ad)
Nebraska City News-Press – Theresa Kavan (paper made \$112.50)

Women in Journalism Workshop is May 1-3, 2020

The Women in Journalism Workshop at the Donald W. Reynolds Journalism Institute is an annual workshop that focuses on challenges, accomplishments and issues specific to women in the journalism industry today. We want to help build safer, more diverse and innovative newsrooms to serve our communities worldwide. This year's workshop will be May 1-3, 2020, in Columbia, MO.

This year we will be diving into how to innovate the way we cover stories, the management of our newsrooms and the tools we use. Sessions include self-care, HEAT training, data analysis, machine learning and AI for journalism, immersive storytelling, secondary trauma, advocating for yourself, applying for grants and more.

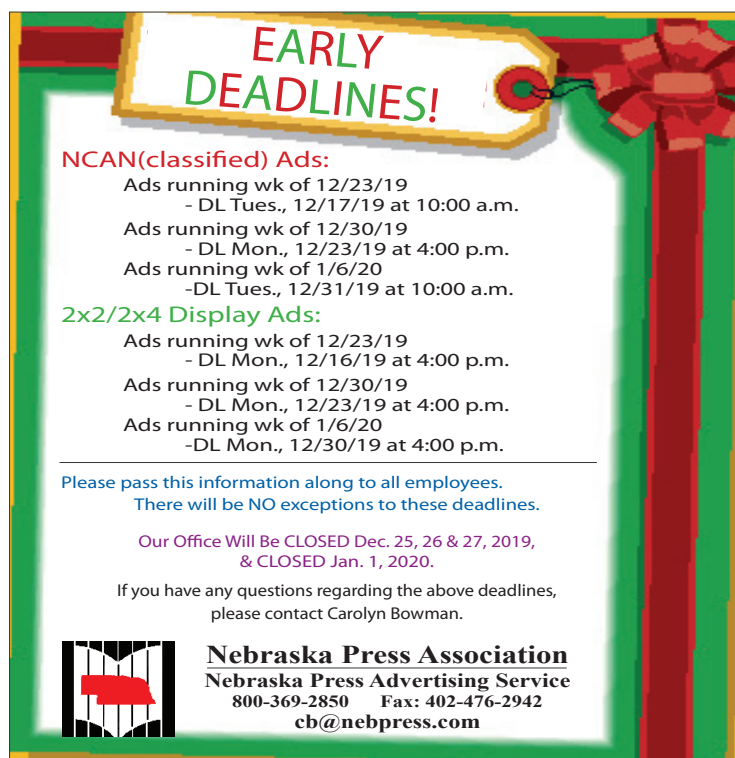
For more workshop information:

<https://www.rjionline.org/events/women-in-journalism-workshop>

Credit card payments now accepted for network ad orders

Member newspapers selling 2x2/2x4 or classified network ads may now pre-pay for those ads with a credit card (MC or VS). A 5% processing fee will be applied to network ad payments. For more information contact

Violet Kirk, vk@nebpress.com.



EARLY DEADLINES!

NCAN(classified) Ads:

- Ads running wk of 12/23/19
 - DL Tues., 12/17/19 at 10:00 a.m.
- Ads running wk of 12/30/19
 - DL Mon., 12/23/19 at 4:00 p.m.
- Ads running wk of 1/6/20
 - DL Tues., 12/31/19 at 10:00 a.m.

2x2/2x4 Display Ads:

- Ads running wk of 12/23/19
 - DL Mon., 12/16/19 at 4:00 p.m.
- Ads running wk of 12/30/19
 - DL Mon., 12/23/19 at 4:00 p.m.
- Ads running wk of 1/6/20
 - DL Mon., 12/30/19 at 4:00 p.m.

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

Our Office Will Be CLOSED Dec. 25, 26 & 27, 2019,
& CLOSED Jan. 1, 2020.

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
cb@nebpress.com

Longtime Norfolk Daily News city editor, Dorothy Fryer, dies at 96

Dorothy Fryer, 96, longtime city editor of the Norfolk Daily News died December 7, 2019, at Faith Regional Health Services in Norfolk.

Funeral services were held December 11 at First Congregational United Church of Christ in Norfolk. Home for Funerals handled the arrangements. Memorials are suggested to the First Congregational United Church of Christ; Norfolk Good Neighbors program; and the Nebraska Press Women.

Dorothy grew up in Norfolk, where her interest in journalism began in junior high school, working on her high school and college newspapers and yearbooks.

She graduated from Norfolk Junior College - now Northeast Community College - then headed to Grinnell (IA) College. Following graduation in 1946, she was employed by the

Fort Dodge (IA) Messenger, as assistant to the society editor and then as regional editor for what would be her nearly 20-year career at the Messenger.

In 1966 she accepted the city editor position at the Daily News. While Dorothy retired from full-time employment in 1998, she continued as a Daily News correspondent until 2004, writing more than 250 city-related stories.

Dorothy was very active in numerous community memberships and organizations, including the Nebraska Press Women and the National Federation of Press Women (since 1978). She received several awards including the Nebraska Press Women Communicator of Achievement in 2004.

Following her 58-year newspaper career, she relocated to Davenport, IA, in 2004 to care for an ailing relative. She remained in Davenport until moving to The Meadows in Norfolk in May 2018 after suffering a stroke.

Condolences may be expressed to the family online at www.homeforfuneralsinc.com.

The super sales person who wasn't so super, after all

By John Foust, Raleigh, NC

Jim was a super sales person. He was so good that he broke all kinds of records at the publishing company where he worked. He consistently brought in more new business than anyone else on the advertising staff. And his numbers always ranked at the top of the weekly and monthly sales reports.



Karen, Jim's former manager, told me that he was the most disciplined team member they had ever had. "Jim was sell-sell-sell all the time. He came to the office every morning at seven o'clock, so he could leave voice mail messages on his prospects' office phones. Then throughout the day, he followed a routine of prospecting and writing proposed media schedules. Everything he did was geared toward closing the deal, so he could move on to the next prospect. If he lost a sale, it didn't slow him down at all. He just brushed it off and kept going.

"Jim generated a lot of revenue, but the picture wasn't as rosy as it sounds," Karen explained. "After he made a sale, he left everything else in the creative department's hands. He was the one who had direct contact with his accounts, but he never developed any kind of strategic guidelines to follow. The creatives were on their own, because there was nothing specific to help them differentiate Advertiser A from Advertiser B. As a result, a lot of those ads didn't work – and advertisers didn't renew their contracts. That put Jim in a position where he had to prospect and sell even harder to make up the lost revenue. It was constant churn."

After a year or so, Jim left for a job in another industry and Karen started insisting on three steps for her team to incorporate in the sales process.

1. Set realistic expectations. "It all starts here," she said. "If people think that putting just any kind of ad in our paper – or on our web site – will automatically bring new customers, they are wrong. It's the sales person's job to establish the right expectations. An ad with a photo, a slogan and a logo will take many repetitions to create brand awareness. But an ad which promotes a timely offer or seasonal sale will be more likely to create immediate results."

2. Get the right kind of information. "Most advertisers know enough to help us put together workable ad campaigns," she said. "We just need to ask the right questions and make the effort to understand their businesses."

The questions should be simple and open-ended. What kind of results did they get from previous campaigns? What worked? What didn't work? How are they different from their competitors? How can people benefit from using their products and services? That's the kind of information that helps a creative department produce strong ads.

3. Monitor results. "It's common sense to follow up frequently to see how the ads are working," Karen said. "If something needs to change, it's best to find out before contract renewal time."

(c) Copyright 2019 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.

Classified Advertising Exchange

December 16, 2019

FULL-TIME PRESSROOM OPENING: The Norfolk Daily News has a full-time opening in its pressroom. Ideal candidate must have:

- Good work ethic
- Attention to detail
- General mechanical knowledge
- Forklift experience a plus
- We will train the right individual
- Outstanding facility and advancement opportunity
- Competitive pay and excellent benefits
- Plus - great people to work with

Apply in person to: Tyler Eisenbraun, Norfolk Daily News, 525 Norfolk Ave., Norfolk, NE 68702.

DIRECTOR OF MARKETING & SALES: The Daily Nebraskan on the campus of UNL is seeking a motivated marketing professional to be the Director of Marketing and Sales. Event experience and creativity is a must. This candidate must be familiar with sales, but doesn't need to be a sales star. Great benefits/hours. Contact allen.vaughan@unl.edu or call 402.472.1769.

NEWS EDITOR: The Ashland Gazette and the Waverly News each have openings for news editor. Required: Newswriting and photography experience; knowledge of AP Style, grammar and word usage; knowledge of social media; outstanding communication skills. Some nights and weekends are required. A valid driver's license and working vehicle are required. Bachelors degree or equivalent experience with basic English courses and broad liberal-arts curriculum preferred. Competitive pay and benefits package available. Please direct resumes to the attention of Suzi Nelson at suzi.nelson@wahoonepaper.com.

EDITORIAL ASSISTANT: The Wahoo Newspaper has an opening for part-time editorial assistant. Responsibilities include, but are not limited to, helping to gather and process community and social news and activities for both print and digital newspaper and assembling community calendars, with some website duties. Good computer, writing and grammar skills a must. Experience with MS Office preferred. Please direct resumes to the attention of Suzi Nelson at suzi.nelson@wahoonepaper.com.

NEWSPAPER FOR SALE: Two weekly newspapers for sale in growing Omaha metro area. Will sell individually or as a pair. Serious inquiries only. Contact 402-762-5352.

NEWSPAPER FOR SALE: The Voice News of Western Nebraska, based in Morrill, Nebraska is for sale. The two-year-old newspaper covers the communities of Mitchell, Morrill, Minatare, Lyman and Henry in Scotts Bluff County. The paper has an ultra local focus and has experienced tremendous advertising growth in its first two years. Ideal for a community journalist looking to live in a beautiful Panhandle community near the Wyoming border. If interested, contact reporter@voicenewsnebraska.com, or 402-762-5352.

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.

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; UNO's 2020 Andy Award Application Form; NPA Better Newspaper Contests-Print & Digital-Rules & Guidelines & list of possible contest disqualifications.

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 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. Mail, email or fax us your ad copy by noon Friday for the following weeks' Bulletin. Questions or need additional information? Contact the NPA office: (402)476-2851/NE: 800-369-2850, FAX: (402)476-2942 or email: nebpress@nebpress.com.

THE ANDY AWARD 2020

FOR INTERNATIONAL JOURNALISM

In honor of Harold W. Andersen,
Nebraska newspaperman & civic leader.

FORMAT

Pitch your international story ideas. The annual Andy Award has become a grant program to encourage and fund international reporting projects. A total of \$5,000 will be awarded to one or more news organizations or individual reporters who propose the best plans to cover a global story of importance to Nebraskans.

JUDGING CRITERIA

Global awareness: How does the story raise global awareness and understanding among Nebraskans?

Journalistic experience: Is the reporter or reporting team experienced enough to capture the complexities of an international story and elegantly explain its relevance to Nebraskans? Prior international reporting experience is not required, but solid journalism credentials are preferred.

Audience reach: Is there evidence that the story will be published or broadcast? Will the story reach a large number of Nebraskans or a particular community that could truly benefit from the story's perspective?

GUIDELINES

- Open to Nebraska-based print, broadcast, and electronic news outlets.
- A news outlet may submit multiple applications.
- Freelance reporters may apply. Their application must include a letter of intent to publish or broadcast from a news outlet in Nebraska.
- Funds may be used to cover the costs of international travel, accommodations, and related expenses. Applicants may request \$5,000 or a lesser amount, depending on their proposed budget.

APPLY

Complete and submit the attached application.
Deadline: 31 January 2020

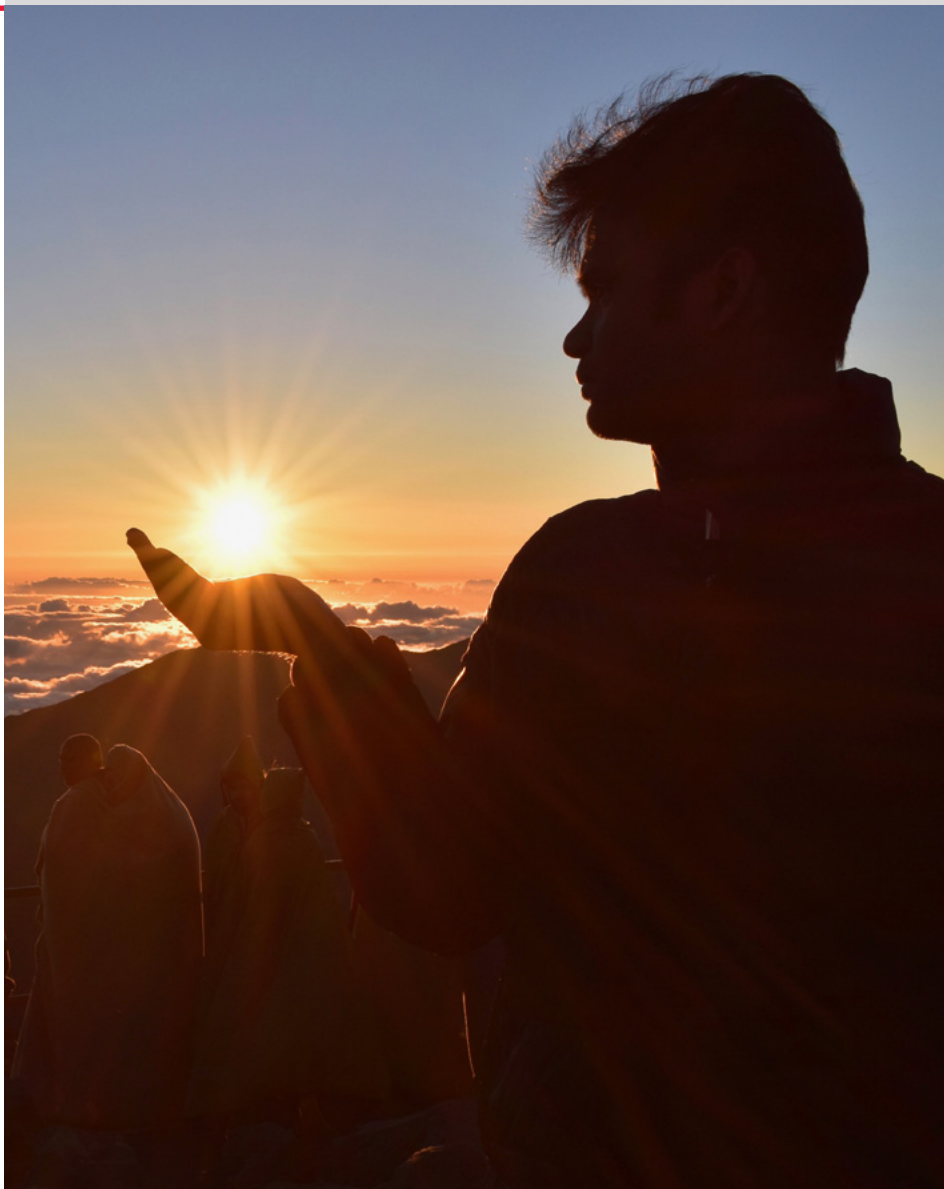


Photo Courtesy of Swetha Byluppala

RECENT ANDY AWARD RECIPIENTS

The Andy Awards have recognized outstanding international journalism in Nebraska since 1987. Recent winners include:

- 2017** Alisha Davis & JoAnna LeFlore, The Reader, Mind and Soul 101.3 FM
- 2016** Anthony Flott, UNO Alumni Magazine; Doug Meigs, Freelance
- 2015** Leo Adam Biga, Freelance, and Matthew Hansen, Omaha World-Herald
- 2014** Julie Cornell and Andrew Ozaki, KETV Newswatch 7
- 2011** Joseph Morton, Alyssa Schukar, Matthew Hansen, & Cate Folsom, Omaha World-Herald
- 2009** Carol Katzman, The Jewish Press
- 2008** KIOS-FM Radio
- 2005** Ted Kirk & Gordon Winters, Lincoln Journal Star
- 2004** Jared Hart & Gary Sadlemyer, KFAB Radio
- 2003** Joe Duggan, Catherine Huddle, & Ken Blackbird, Lincoln Journal Star
- 2002** Gordon Winters, Lincoln Journal Star; Charles Reinken, Omaha World-Herald

THE ANDY AWARDS 2020 APPLICATION

Instructions: Please complete and return to kkresha@unomaha.edu.
For questions, e-mail or call (402) 554-4040. E-mail submissions
are preferred, but you can also send hard-copy applications to:

International Programs
University of Nebraska at Omaha
Omaha, Neb. 68182-0227

Journalist(s):

News organization:

☐ Employee ☐ Freelancer (must submit letter of intent to publish from news organization)

Web address:

Street address:

City, state, zip code:

Phone:

E-mail address:

Proposal: Describe the story idea and plans for both reporting and publication or broadcast. Also describe the intended audience. List the qualifications of the journalists. Most importantly, describe how this story would raise global awareness and understanding among Nebraskans, and why this story is important to Nebraska communities. One additional page of description may be attached.

Budget category	Projected expense	Description
Travel:		
Accommodations:		
Related expenses:		
Total:		

Deadline: 31 January 2020
Winners announced: 28 February 2020



*Nebraska
Press
Association*

*2020
Better
Newspaper
Print
Contest*



Deadline: January 31, 2020



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 2019

Directory & Rate Book)

Deadlines

Entries must be entered online no later than Midnight on **January 31, 2020.**

Contest Period

Calendar Year 2019. All entries must have been originally published between January 1 and December 31, 2019.

Awards

Awards will be announced during the Nebraska Press Association Annual Convention, April 17-18, 2020 at the Cornhusker Marriott, Lincoln, 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 by Midnight, Central time on Friday, January 31. Follow the onscreen instructions and register using your information. You will be asked for an "Association Code", please enter **NE2020**. 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. All entries must be submitted online, as specified. **THERE WILL BE NO MAIL IN ENTRIES FOR 2020.**
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. 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.
6. **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 54, 55 & 56. 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 57. 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 58. 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.

4. Newspaper Organized or Sponsored Event

In an attached cover letter describe the purpose of the event you organized or sponsored and how your involvement was vital to the success of the event. Events may be self-promotional for the newspaper, community-centered, profit-generating or organized and sponsored for other reasons. Judges shall consider the event originality and creativity and benefits for participants, along with the newspaper's level of involvement and leadership. Entry shall consist of the cover letter and no more than five examples that show the newspaper's role in creating, promoting and carrying out the event. PDFs, JPGs and video formats accepted. 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)

5. 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.

6. 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.

7. 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.

8. 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.

9. 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. NOT TMC/SHOPPERS ALLOWED.**

10. 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.



11. 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.

12. 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.

13. 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.

14. 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.

15. 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.

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.

21. Sports Feature Writing

This category is for a single sports story where the focus is not on a specific game or contest (though specific contests may be mentioned and part of the story). For example, the story may feature a particular athlete or coach, a season overview, a state tournament run, a change in a team's philosophy or strategy, etc. Maximum three entries per newspaper.

22. Sports Game Coverage

Enter a single story that covers a single athletic contest. The focus of the story should be on the game play. Maximum three entries per newspaper.



Photography

23. 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.**

24. 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.**

25. 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.**

26. 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

27W. Use of Color — News (WEEKLIES ONLY)

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

28. 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.

29. 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.

30. 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. 31).** Maximum three entries.

31. Single Feature Story

Judges consider subject, interest and impact, writing. **(Don't confuse with contest No. 30).** List name of writer. Maximum of four feature entries per newspaper.

32. Entertainment Story

Previews, reviews and coverage of arts, crafts, theater, music, festivals, restaurants, fairs, etc. Judges shall consider reader interest, creativity and the total impact of writing, photography, layout and digital elements. Entry shall consist of the entrant's reporting on a single subject or event from one publication. PDFs, JPGs and video formats accepted. Maximum three entries per newspaper.

33. 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.



34. 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.**

35. Editorial Page

Submit digital versions of three issues, one from the months of February, one from June, and the third to be a consecutive issue to one of the above. Judges consider power of original editorial matter, layout, design, information, reader participation and local relevance. Maximum one entry per newspaper.

36. 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.

37. 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.

38. 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.

39. 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.

40. General Excellence

This is one of the top awards in the NPA Better Newspaper Contest, an overall evaluation of the newspaper. Submit digital versions of three issues, one from March, one from September and the third to be a consecutive issue to one of the above. 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. **PUT ALL FILES IN ONE PDF FILE.**

41. Lifestyles (Dailies Only)

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. **PUT ALL FILES IN ONE PDF FILE.**

42. Special Single 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. PUT ALL FILES IN ONE PDF FILE.**

43. Special Section (Multiple Publication Days)

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. PUT ALL FILES IN ONE PDF FILE.**



44. Youth Coverage

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. PUT ALL FILES IN ONE PDF FILE.

45. Specialty/Lifestyles Sections

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. PUT ALL FILES IN ONE PDF FILE.

Leadership Awards

(Winners receive a bonus 20 Sweepstakes points)

46. 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. PUT ALL FILES IN ONE PDF FILE.

47. 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. PUT ALL FILES IN ONE PDF FILE.

(See Categories 48 thru 53 in the Digital Contest Rules)

Special All-Class Awards

(Winners receive a bonus 20 Sweepstakes points)

54. 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 25 or 26, although an entry in this Category (54) will be considered a separate entry. **Maximum one entry per newspaper.**

55. 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 (55) will be considered a separate entry. **Maximum one entry per newspaper.**

56. 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 24, although an entry in this Category (56) will be considered a separate entry. **Maximum one entry per newspaper.**



57. 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 36, although an entry in this Category (57) will be considered a separate entry. **Maximum one entry per newspaper.**

58. 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 5, 6, 7, 11, 12, 13, 14 or 15, although an entry in this Category (58) 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*

*2020
Better
Newspaper
Digital
Contest*



Deadline: January 31, 2020



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 2019

Directory & Rate Book)

Deadlines

Entries must be entered online no later than Midnight on **January 31, 2020.**

Contest Period

Calendar Year 2019. All entries must have been originally published between January 1 and December 31, 2019.

Awards

Awards will be announced during the Nebraska Press Association Annual Convention, April 17-18, 2020 at the Cornhusker Marriott, Lincoln, 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 Friday, January 31. Follow the onscreen instructions and register using your information. You will be asked for an "Association Code", please enter **NE2020**. 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

48. 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.

49. 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.

50. 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.

51. 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.

52. 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.

53. Best Sports Video

Capturing magic on the gridiron or inside gymnasium, moments caught on video capture clicks and views on newspaper websites. Submit your best sports video. Videos will be judged based on the uniqueness of the subject matter, how the video was packaged and the impact of the moment captured. Maximum two entries per newspaper.

Digital 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 digital 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. 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*

POSSIBLE DISQUALIFICATIONS WHEN ENTERING CONTEST:

1. TMC/Shoppers cannot be entered in contest. Only dues paying member newspapers.
2. Entries must be pdf files showing full page tearsheet with publication name & date. Do not submit only the photo or ad, it must be a full page tearsheet.
3. Entries may be entered only once, cannot be entered by multiple newspapers in different circulation classes, or entered in multiple categories. Only exception would be in the Special Awards Categories.
4. Cover letters cannot be included with entries unless called for in that category. Also, if a cover letter is called for, but not included, that entry may be disqualified.
5. Pay attention to whether a category is for black & white or color. If you enter a color entry in a black & white category, it will be disqualified.
6. Pay attention to how many tearsheets/examples a category calls for. Some papers are only sending one or two when the category calls for three examples.
7. When a category calls for three examples, enter the three as one entry. Do not send as three separate entries.
8. A common section that appears in multiple newspapers should be entered in the largest Class. It cannot be entered for each newspaper.
9. Pay attention to what category you are entering. Make sure that your entry is really for that category.