



## NPA/OnePress Staff



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# Thank You!

## **Michael Carnes**

for organizing a photo pool group and helping some of our NPA newspapers by taking photos at the NE State Wrestling Championships, February 17-20 in Omaha.

***We appreciate your help & hard work on behalf of our newspapers!***

## 12 ad copy tips

*By John Foust, Raleigh, NC, March 2021*

Once an ad's graphic design attracts readers' eyes, it has to say something of value. Otherwise, readers will skip the ad and miss the message completely. Here are a dozen copywriting tips to gain and hold attention:



**1.** Don't try to appeal to everyone. Every large group (newspaper readers, for example) is composed of smaller groups (homeowners, parents, accountants, etc.). When you clearly define a specific target audience, you'll be able to tailor the advertising to fit their needs.

**2.** Make the headline sell. According to research, four out of five people don't read beyond an ad's headline. This means the headline has to do a lot of the heavy lifting. Its primary purpose is to convince readers to keep reading to learn more about the product being advertised.

**3.** Give relevant information. Before they make buying decisions, consumers need to know the answers to several key questions: who, what, when, where, why and how much does it cost?

**4.** Use simple language. Readers lose interest when they encounter complicated terminology or long explanations. When that happens, they turn the page or click the button – and the advertiser loses. It's best to keep things simple.

**5.** Say or imply "you." Readers care more about themselves than about anyone else. That's human nature. And that's why the focus should always be on the consumer, not the advertiser. "How you can save on your heating bill" is a better message than "How we cut heating bills."

**6.** Use product benefits to appeal to readers' self-interest. This is a sensible way to keep the focus on "you." People don't buy features, they buy benefits. They don't buy products, they buy what those products can do for them.

**7.** Don't exaggerate. Advertisers lose credibility with words like "unbelievable," "fantastic" and "incredible." Consumers simply don't believe that kind of puffery. And they are likely to disbelieve everything else those advertisers say, even if some of those things are true.

**cont. pg. 5**

## Avoid NCAA trademarked words in ads for March Madness



March Madness is underway, so here's a reminder of what words are trademarked by NCAA.

**Here's a list of some protected words to avoid in your print and digital ad campaigns:**

- Elite 8®/Elite Eight®
- Final 4®/Final Four®
- March Madness®
- NCAA Sweet 16®/NCAA Sweet Sixteen®

**View the full list of trademarked words here:**  
<https://www.ncaa.org/championships/marketing/ncaa-trademarks>

## Facebook group invite



We've created a Facebook group for NPA members - all staff is invited - to create another opportunity for conversation and collaboration.

If you have a Facebook account, search for "Nebraska Press Association" in Groups and request to be added.

# Call for nominations: 2021 Nebraska Press Association Awards

## Outstanding Young Nebraska Journalist Award

The Outstanding Young Nebraska Journalist Award was created and funded in 2001 by Zeon and Marilyn Carney. Zeon is a past president of the Nebraska Press Association, Nebraska Journalism Hall of Fame inductee, Master Editor-Publisher recipient, and is the retired publisher of the Wahoo Newspaper, Waverly News, Ashland Gazette and David City Banner-Press.

The annual award – administered by the NPA and Nebraska Press Advertising Service -- was established to recognize the outstanding work of the state's young journalism talent.

- **One winner and one runner-up from all Nebraska weekly and daily entries will be recognized.** Winner receives a plaque and a \$500 cash stipend. Runner Up receives a plaque.
- Competition is open to all weekly and daily newspaper journalists, including reporters, photographers, graphic designers, production and advertising professionals, working full time for any legal Nebraska newspaper.
- Nominees must be under the age of 30, as of December 31 of each competition year. *Past winners are not eligible to enter again.*
- Judges, appointed by the NPA/NPAS executive director, will consider each nominee's professionalism, creativity, career goals, impact on their community, and overall journalistic excellence.
- **Deadline to submit Outstanding Young Journalist nominations is (received by) April 23, 2021.**
- The Young Journalist Awards will be announced as part of the NPA Better Newspaper Contest & Awards online video presentation in early June (exact date to be announced).

## Golden Pica Pole Award

If you know someone who has worked in the Nebraska newspaper business for 50 years or more, they are eligible to receive the Golden Pica Pole Award.

- **Deadline to submit Golden Pica Pole nominations is (received by) April 23, 2021.**
- **Pica Pole Awards will be** will be announced as part of the NPA Better Newspaper Contest & Awards online video presentation in early June (exact date to be announced).

## Leadership Nebraska (Harpst) Award

The Leadership Nebraska Award was created and funded by the Harpst Family to recognize a Nebraska Press Association newspaper or publisher (or executive of such paper) that best illustrates efforts in promoting leadership within their community such as news articles about youth groups that foster leadership, community leadership organizations and their participants, or information about alumni of leadership groups and success stories as these individuals go on to actual community leadership posts.

This award is to recognize leadership and leadership potential, not service or mere participation in an activity or event. The award donors "believe it is important to develop leaders in Nebraska at all levels" and this is consistent with leadership programs that are active in many Nebraska communities, and is a further incentive for our newspapers to promote and develop future leaders.

- **Deadline to submit Leadership Nebraska nominations is (received by) April 23, 2021.**
- Leadership Nebraska Award will be announced as part of the NPA Better Newspaper Contest & Awards online video presentation in early June (exact date to be announced).

**Mail or email all awards nominations to: Attn: Susan Watson, NPA, 845 'S' St., Lincoln, NE 68508; email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).**

### CALL FOR ENTRIES: Omaha World-Herald Community Service & Service to Agriculture Awards

- One winner may be selected in each of the five circulation categories.
- **Entries must be received (at NPA office) by April 23, 2021.**
- Winners will be announced as part of the BNC & Awards online video presentation in early June (date TBA).

**Contest guidelines & details attached to the Bulletin.**

### NOTE: No NE Journalism Hall of Fame or Master Editor-Publisher awards for 2021

These two awards are NPA's highest honors, and are celebrated in-person so the award recipient's families, friends and colleagues can attend.

Due to many unknowns relating to COVID restrictions, no in-person NPA events are planned for 2021 at this time.

## UNO's Andy Award for International Reporting is now accepting applications

Named in honor of former Omaha World-Herald Publisher Harold W. Andersen, the Andy Award recognizes the best international reporting by Nebraska-based news organizations. The Andy Award is a grant program to encourage and fund international reporting projects. A total of \$1,000 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.

This award is open to Nebraska-based print, broadcast, and electronic news outlets, and a news outlet may submit multiple applications. Freelance reporters may also apply. Their application must include a letter of intent to publish or broadcast from a news outlet in Nebraska.

**The deadline for applications is April 15, 2021. Winners will be announced April 30, 2021.**

For more details and to apply, please visit the UNO website: <https://www.unomaha.edu/international-studies-and-programs/engagement/andy-award.php>

Questions? Contact: Emily Krueger, Asst. Director of Global Learning; 402.554.5933, [ekrueger@unomaha.edu](mailto:ekrueger@unomaha.edu)

### **Upcoming Kevin Slimp Webinar: Winning Ideas & Tools to Make Designing Your Grad Section Easier**

**Friday, April 9, 2021 @ 10:00 a.m. CT  
\$69.00 p/person (90-min. session)**

Kevin will discuss ideas that work for newspapers throughout North America to help sell their grad sections, plus he will look at InDesign tools to speed up your Grad section design by half or more!  
*Register today and save \$20. (normally \$89).*

#### **A few topics:**

InDesign and Photoshop have lots of tools which can make the time it takes to create a graduation section decrease significantly.

Using tools like: tables, data merge, scripts, metadata, and more. A great session for designers, ad managers and ad reps. Just in time to help with those graduation sections!

**To register, go to:**

**<https://newspaperacademy.com/webinar/advpho/>**

*"Freedom of the press is not just important to democracy, it is democracy."*

-- Walter Cronkite

## Free 2021 Online Media Campus webinars for NPA members - thanks to a grant from the NPA Foundation

This free member benefit includes live webinars and access to 165 OMC archived webinars - categorized under Advertising, Digital, Editorial & Management - to view when it fits your schedule.

***You still need to register for their live webinars, and you must include 'NEtraining' in the 'discount code' field on the registration form. (Otherwise you'll be charged for the webinar!)***

OMC webinars are usually priced at \$35.00 per person (\$45.00 if you register after deadline), so this is a great member benefit - provided free to our members by the NPA Foundation!

***For more information and to register for upcoming live webinars, and for a list of archived webinars, go to [www.onlinemediacampus.com](http://www.onlinemediacampus.com).***

## Have a Legal Question?

Call the Nebraska Press Association Legal Hotline

Max Kautsch,  
Attorney at Law  
Phone 785-840-0077  
Fax 785-842-3039  
[maxk@kautschlaw.com](mailto:maxk@kautschlaw.com)  
[kautschlaw.com](http://kautschlaw.com)



Max Kautsch

**785-840-0077**

## Submit your photo to be featured on NPA's recently redesigned website!



If you would like to feature your newspaper staff on the homepage of NPA's website, [www.nebpress.com](http://www.nebpress.com), please email your photo - **at least 2,000 pixels wide** - to Violet Spader, [vs@nebpress.com](mailto:vs@nebpress.com).

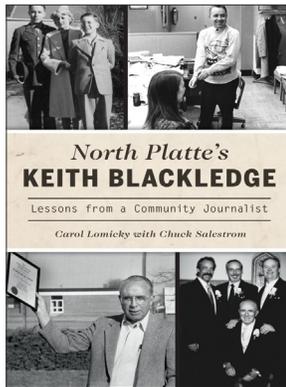
Include names of your staff that are in the photo (optional) if you want them included.

We'll be updating and adding photos to the homepage, so be sure visit the site often to see some familiar faces!

# North Platte's Keith Blackledge: Lessons from a Community Journalist

*New book, available for purchase March 22, 2021, explores the life of this longtime editor of the North Platte Telegraph*

The story about Keith Blackledge, longtime editor of the North Platte Telegraph, recounts the life and career of a consummate community journalist. He was a passionate advocate of abundant public projects in North Platte and throughout the state. He provided readers a civic connection while, mostly behind the scenes, working to make his town better. In his editorials and columns, he praised, scolded, cajoled, teased and encouraged readers.



Blackledge's story resonates today because it's also about the evolution of newspapers. The editor's career spanned a time when the industry was hit by a tsunami of change, including shrinking circulations and advertising revenues, as well as new technologies altering forever the way news is produced, delivered and consumed.

Highlights from the book:

- The book provides an inside look at the operation of a small town daily newspaper from the 1950s to well into the 20th Century.
- New information is presented about the U.S. Supreme Court decision in Nebraska Press Association v. Stuart from the standpoint of what was happening at the North Platte Telegraph before, during, and following the criminal trial proceedings of serial killer Erwin Charles Simants.
- The book contains abundant samples from the editorials and columns of Keith Blackledge—a wordsmith who did not mince them.
- Photographs provided by the Blackledge family depict the editor's life from his early years and throughout his life as a newspaperman and mentor to countless young journalists who were on his news staff.
- A portion of the proceeds from the sale of the book will be donated to a Keith Blackledge scholarship for university journalism students in Nebraska.

Book available March 22, 2021  
ISBN: 9781467148047  
\$21.99 \* 160 pp. \* paperback  
[www.arcadiapublishing.com](http://www.arcadiapublishing.com)

## About the authors:

Author is Carol S. Lomicky, Ph.D., professor emerita of journalism at the University of Nebraska at Kearney where she taught courses in reporting, writing, media law and communications research. She co-authored a textbook for undergraduate research in media law, and has published numerous articles in scholarly journals.

Project coordinator is Chuck Salestrom M.S., retired area associate vice president of public information and marketing at Mid-Plains Community College. Prior to coming to North Platte, he was a lecturer at the University of Nebraska at Kearney where he taught a variety of broadcast and media-related courses. He has been nationally recognized for numerous video production and media projects.

# NPA to host virtual 'Meet & Greets'

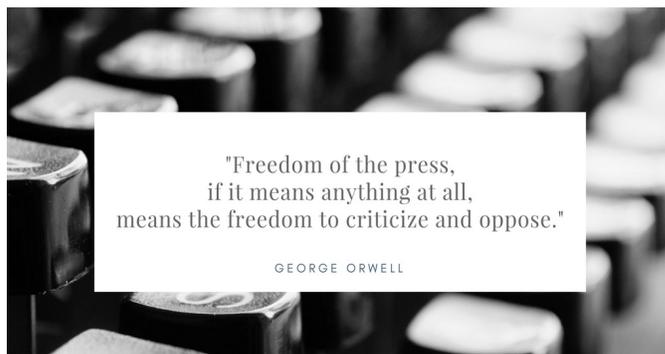
The pandemic has prevented NPA members from meeting in person, but thanks to technology, we can adapt!



NPA staff will be hosting a virtual meet and greet via Zoom regularly to give members a chance to converse and connect. The meet and greets will include NPA staff and a small group of newspaper members.

Typically, they will be held twice per month on Friday from 10-10:30 am central time.

NPA will be randomly inviting members to attend; however, if a certain date would work best for you and your staff to attend, please contact Violet Spader, [vs@nebpress.com](mailto:vs@nebpress.com).



## Foust column - from pg. 2

**8.** Don't make unsubstantiated claims. When advertisers say their products have certain attributes or accomplish certain results, they should support those statements with evidence. That could be in the form of data, examples or testimonials.

**9.** Limit exclamation marks. One sign of weak writing is the overuse of exclamation marks. If numerous sentences require special punctuation to sound important, it would have been better to use more important words instead. Take a look at national advertising, and you may not see any exclamation marks at all.

**10.** Don't criticize the competition. When an advertiser blasts competitors, it looks like sour grapes. Comparisons are much more believable. Some ads even feature charts with point-by-point comparisons of specific features.

**11.** Create urgency. If you're running a response ad (as opposed to an image ad), give people a reason to buy immediately. Is inventory limited? Will the offer expire soon?

**12.** Ask readers to take specific action. What do you want people to do when they finish reading an ad? Stop by the store today? Call for information? Place their orders now? Don't make them guess. Tell them.

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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](mailto:john@johnfoust.com)

# Classified Advertising Exchange

Mar. 22, 2021

**SPORTS & NEWS WRITER:** The Fairbury Journal-News is looking for a multi-talented individual to write sports and help with news coverage. Competitive wages, 401k, paid vacation, health insurance. Not much traveling, limited nights/weekends, no layout required. Call Timothy at (402) 729-6141 or email inquiries to [timothy@fairburyjournalnews.com](mailto:timothy@fairburyjournalnews.com).

**NEWSPAPERS FOR SALE:** Two Newspapers for sale (The Burwell Tribune and The Sargent Leader). Will sell individually or together. Covers Garfield, Wheeler, Loup and Custer Counties. Call Lawrence at 308-346-4504. Serious inquiries only.

**NEWSPAPER FOR SALE:** Polk County News in Stromsburg, covering the towns of Polk, Stromsburg, Osceola and Shelby. Supported well by local businesses. Full legal notice pages. The business cash flows very well. It has a great office space located in the former Cornerstone Bank building in downtown Stromsburg. Contact Dave Thompson at [dt2036st@gmail.com](mailto:dt2036st@gmail.com), or call 402-580-2136.

**OWNERS PLANNING TO RETIRE:** Excellent county seat weekly newspaper operation for sale to qualified buyer. Includes one larger newspaper, 1,900 circulation, and 2 smaller newspapers in Boone County, NE. Opportunity to consolidate and/or expand. Profitable, excellent staff, turnkey. Very nice apartment above office helps with financing (only one mortgage). You will want to see this opportunity! We will help you "learn the ropes" if you wish. Contact Jim or Julie Dickerson, Albion News, Albion, NE, Call 402-741-5071, or email to: [jim@albionnewsonline.com](mailto:jim@albionnewsonline.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 402-762-5352, or [reporter@voicenewsnebraska.com](mailto:reporter@voicenewsnebraska.com).

## **ATTACHED TO THIS WEEK'S BULLETIN:**

Classified Advertising Exchange. Awards nominations forms: Outstanding Young Nebraska Journalist; Golden Pica Pole; (Harpst) Leadership Nebraska; Omaha World-Herald Awards - call for entries.

## **Nebraska Open Meetings Act booklets available**

Nebraska's open meetings law serves as a tool to help all citizens better understand and be more aware of the actions and decisions of elected and appointed officials.

**This current Open Meetings booklet (updated in 2020) is available for \$1.00 each (plus postage).**

**To purchase booklets, contact Susan Watson, [nebpress@nebpress.com](mailto:nebpress@nebpress.com).**

**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. Need more information? Contact Susan Watson in the NPA office: (402)476-2851/NE: 800-369-2850, or email: [nebpress@nebpress.com](mailto:nebpress@nebpress.com).



# OUTSTANDING YOUNG NEBRASKA JOURNALIST AWARD



## NEBRASKA PRESS ASSOCIATION

### PURPOSE OF THE AWARD

The OUTSTANDING YOUNG NEBRASKA JOURNALIST AWARD was created and funded in 2001 by Zean and Marilyn Carney. Zean is a past president of the Nebraska Press Association, Nebraska Journalism Hall of Fame inductee, Master Editor-Publisher recipient, and is the retired publisher of the Wahoo Newspaper, Waverly News, Ashland Gazette and David City Banner-Press.

The annual award -- administered by the Nebraska Press Association and the Nebraska Press Advertising Service -- was established to recognize the outstanding work of the state's young journalism talent. The award includes a plaque, \$500 cash stipend and recognition at the NPA's annual convention.

The competition is open to all weekly and daily newspaper journalists, including reporters, photographers, graphic designers, production and advertising professionals, working full time for any legal Nebraska newspaper.

**One winner and runner-up from all weekly and daily entries will be recognized each year.**

The nominee must be under the age of 30, as of December 31 of each competition year. **Past winners are not eligible to enter again.**

Judges, appointed by the NPA/NPAS executive director, will consider each nominee's professionalism, creativity, career goals, impact on their community, and overall journalistic excellence.

### NOMINATION GUIDELINES

1. The young journalist, or his or her editor or publisher, may submit entry nominations. The nominating newspaper, publisher or executives must be members of the Nebraska Press Association.
2. Nominees must submit six examples of their work product (published within the previous 2 years) along with a statement from their editor or publisher, as well as a statement from a person of the nominee's choice attesting to his or her qualifications.
3. Each entry must include a statement of no fewer than 150 words, written by the nominee, telling of his or her journalistic goals. This statement must be included with all other entry materials. The nominee must also submit a photo copy of their Nebraska driver's license.
4. All entries should be sent in a 9x12 envelope to the NPA office in Lincoln (address below). The envelope should be clearly labeled "Outstanding Young Nebraska Journalist Award."
5. If entry materials must be returned after the competition, special arrangements should be made with the NPA office staff. Contest materials, with the permission of nominees, may be used for education or instructional purposes by NPA/NPAS.
6. Winners will give permission to NPA to have their work published in the contest online or print publications produced for conventions or shown during any photo galleries, videos or presentations.
7. **The deadline for nomination submissions is April 23, 2021.**
8. Information, instructions, guidelines and inquiries will be available from the NPA/NPAS office located at 845 "S" St., Lincoln NE 68508. You can also contact them directly at 800-369-2850, or 402-476-2851. The email address is [nebpress@nebpress.com](mailto:nebpress@nebpress.com). More information can be found at [www.nebpress.com](http://www.nebpress.com).

**Nomination submissions must be received  
at the NPA office by April 23, 2021!**



# THE LEADERSHIP NEBRASKA AWARD

## Nebraska Press Association



**AWARD PROMOTES LEADERSHIP:** With the recommendation of past presidents and the approval of the board of directors, the Nebraska Press Association has instituted an award for the newspaper, publisher or executive that best promotes, recognizes or fosters leadership in the community, region or state. Nominees must be members of the Nebraska Press Association. The award is given annually at an appropriate function at the Annual NPA Convention in April.

THE LEADERSHIP NEBRASKA AWARD was conceived by Don Harpst Jr. in loving memory of his father Don Harpst Sr., and was funded by a major gift from the Harpst Family. The award does include an appropriate plaque and a cash award.

This award does not interfere with or compete with the Better Newspaper Contest which is based on journalistic excellence.

**Deadline for submission of nominees must be received by the NPA office by April 23, 2021.**

A panel of five past presidents appointed by the current President will serve as the judges for this award each year.

### THE LEADERSHIP NEBRASKA AWARD

Recognizing the Nebraska Newspaper or Publisher that best promotes LEADERSHIP within their community, region, or state

### PURPOSE OF THE AWARD

THE LEADERSHIP NEBRASKA Award was created and funded by the Harpst Family to recognize a Nebraska Press Association newspaper or publisher (or executive of such paper) that best illustrates efforts in promoting leadership within their community such as news articles about youth groups that foster leadership, community leadership organizations and their participants, or information about alumni of leadership groups and success stories as these individuals go on to actual community leadership posts. The Harpst Family wishes “that this award be given to the best newspaper coverage for future and present community leaders”.

### AWARD CRITERIA

The criteria for this award is flexible to accommodate a wide range of journalistic endeavors that promote, recognize or foster leadership or leadership opportunities within a community, region or even the state, including (but not limited to) the following:

- \*photo essay
- \*editorial or series of editorials
- \*news articles
- \*feature story or stories
- \*promotional activities
- \*reward and award programs, and/or recognition events

This award is to recognize leadership and leadership potential, not service or mere participation in an activity or event. The award donors “believe it is important to develop leaders in Nebraska at all levels”.

### NOMINATION GUIDELINES

1. **Nominee newspapers, publishers or executives must be members of the Nebraska Press Association.**
2. **Nominations should be made in writing and should include biographical information, along with any appropriate supporting documents explaining the reasons the nominee should receive the award. Letters and exhibits supporting the nominee are welcome.**
3. **No limitations are placed on the length of such information submitted, but conciseness and clarity are suggested, even encouraged.**
4. **Artistic qualities of the nomination submissions (such as the use of graphics, photographs, etc.) will not be considered in the selection of the award recipient.**
5. **Any Nebraska Press Association member can submit a nomination.**
6. **Award nominations can carry over for two years, after which a new nomination must be submitted, if the nominee does not win in the first year of nomination.**
7. **No entry fee shall be required.**

### JUDGES

Nominations will be evaluated by The Leadership Nebraska Award Committee. This committee shall have a membership of five active Nebraska Press Association Past Presidents. Should a member of the Award Committee be nominated for the award, he/she will be eligible for the nomination and award, but be disqualified from serving on the committee, and a replacement will be appointed by the President or Vice President.

### AWARD PRESENTATION

This Leadership Nebraska Award is given by the Harpst Family in loving memory of Don Harpst, Sr. His biography here follows:

The first thing Don Harpst Sr. did when he bought “The Indianola Reporter” in 1940, was to organize the Rotary Club. From there leadership developed among its members. Since then and subsequent years community leadership was visible in other newspapers that he purchased in Cambridge, Wilsonville, Eustis and Curtis. Harpst lost his father at the age of 10 and his mother moved the family from Ohio to Southern Texas where she bought a weekly newspaper in LaFeria. Don learned the trade and bought his first newspaper on a “note and a prayer”! He became active in the Nebraska Press Association in 1957 and served as President in 1965. Don Harpst Sr. died in 1984 and is buried in Cambridge.

**Submission of nominees must be received in the NPA office by April 23, 2021.**



# Nebraska Press Association Golden Pica Pole Award

(50 or more years service to Nebraska newspapers)

## Nomination Form



Name of nominee: \_\_\_\_\_ Phone: \_\_\_\_\_

Current Mailing address of nominee: \_\_\_\_\_  
\_\_\_\_\_

Number of years employed in newspaper business: \_\_\_\_\_

Locations Worked:

No. of Years:

Locations Worked:	No. of Years:
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Is the nominee presently employed? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, where presently employed? \_\_\_\_\_

Present job title: \_\_\_\_\_

Nomination submitted by: \_\_\_\_\_

Title: \_\_\_\_\_

Newspaper: \_\_\_\_\_

Date: \_\_\_\_\_

Return this form no later than April 23, 2021 to:



Nebraska Press Association  
Attn: Susan Watson  
845 "S" Street, Lincoln, NE 68508-1226  
(402)476-2851, NE: (800)369-2850, FAX: (402)476-2942  
e-mail: [nebpress@nebpress.com](mailto:nebpress@nebpress.com)



**2021**  
**Omaha World-Herald**  
**Community Service**  
**Award**

**Deadline:**

Entries must be received (at NPA office) by April 23, 2021.

**Mail entries to:**

Nebraska Press Association  
845 "S" Street  
Lincoln, NE 68508

**Classes:**

Class A: Up to 859 circulation  
Class B: 860-1,499  
Class C: 1,500-2,499  
Class D: 2,500 and up  
Daily: All circulations

**Prizes:**

One winner may be named in each of the five circulation categories. Each class winner will receive an award.

**What to Enter:**

On a one-page cover letter, explain what your newspaper has done to promote community service over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to community service. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

**Contest Theme:**

Judges will consider cover letter and examples as evidence of your newspaper's community service. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

**Awards Presentation:**

Winners will be announced as part of the NPA Better Newspaper Contest & Awards online video presentation in early June (date TBA).

**2021**  
**Omaha World-Herald**  
**Service to Agriculture**  
**Award**

**Deadline:**

Entries must be received (at NPA office) by April 23, 2021.

**Mail entries to:**

Nebraska Press Association  
845 "S" Street  
Lincoln, NE 68508

**Classes:**

Class A: Up to 859 circulation  
Class B: 860-1,499  
Class C: 1,500-2,499  
Class D: 2,500 and up  
Daily: All circulations

**Prizes:**

One winner may be named in each of the five circulation categories. Each class winner will receive an award.

**What to Enter:**

On a one-page cover letter, explain what your newspaper has done to promote service to agriculture over the past year. Each entry should include up to ten copies of examples from your paper containing photos, stories, editorials, etc. that demonstrate your newspaper's commitment to service to agriculture. A letter of recommendation from outside source is optional. Cover letter and examples should fit in a 1-inch X 11½-inch three-ring binder. No large scrapbooks allowed.

**Contest Theme:**

Judges will consider cover letter and examples as evidence of your newspaper's service to agriculture. Premiums will be assigned to initiative, enterprise, originality and effectiveness.

**Awards Presentation:**

Winners will be announced as part of the NPA Better Newspaper Contest & Awards online video presentation in early June (date TBA).