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Northeast & North Central Newspapers:

*Are you promoting the Kid Scoop News project
in your community?*



If you have (PDF) samples of photos, articles, ads, teacher's comments, etc. that you've used to promote it in your newspaper, please email them to nebpress@nebpress.com and we'll share them in the Bulletin.

Russ and Lori Pankonin sell Johnson Publications, Inc.

Nov. 29, 2021

After 69 years with the Johnson family, Johnson Publications, Inc. has new owners. Brothers Jesse and Lloyd Mullen, doing business as High Plains News North, LLC, have purchased The Imperial Republican, The Grant Tribune-Sentinel and The Holyoke Enterprise (CO). These weekly newspapers are located in southwest Nebraska and northeast Colorado. Included in the sale were three office buildings housing the newspapers.

The Johnson children's father Loral started in 1952 with The Imperial Republican, and Loral and his wife Elna purchased the Imperial, Holyoke and Grant papers in 1968, 1977 and 1977, respectively. The Johnson name has since been linked to area newspapers. Loral and Elna's daughters Brenda Brandt and Lori Pankonin and her husband Russ have nurtured the family's publishing tradition through November of this year when the Mullen brothers assumed ownership. Dave Gauger, a media broker with Gauger Media Service, Inc. in Raymond, Wash. represented the Johnson family.

The Johnsons are especially pleased to pass their family's publishing interests to the Mullen brothers who also grew up in a newspaper family. The Mullens and Johnsons share a strong appreciation for the importance of commitment to community in local journalism. Jesse and brother Lloyd said, "We're honored to be the new caretakers of these three newspapers."

Jesse Mullen's newspaper career started as a newspaper delivery boy at the Sioux City Journal. The Mullen bothers have fond memories of Lloyd riding in a little red wagon behind his big brother Jesse while making his rounds delivering newspapers. Currently Jesse Mullen and his wife Sasha own and operate four newspapers in Montana and Idaho.

After 118 years, Omaha Catholic Voice prints last issue, moves to digital-only format

Scott Stewart, *The Daily Record*, Nov. 26, 2021

A monthly newspaper operated by the Archdiocese of Omaha, and a NPA member newspaper, has ceased publishing a print edition, and will shift operations to a digital-only distribution model.

The Omaha Catholic Voice said in a November 19 story labeled "End of an Era," that it printed its last issue after a 118-year run, including its predecessor, the True Voice.

In the story, Deacon Tim McNeil, archdiocesan chancellor and director of communications office, cited increased printing and mailing costs, along with declining advertising revenue and the popularity of online news sources as among the reasons for the decision.

Find reflections about the paper at catholicvoiceomaha.com.

Newspaper holiday gift subscriptions: the gift that keeps on giving

Metro Creative Graphics

Do you promote your newspaper itself as a great gift idea for the holidays?

If not, why not make it an annual tradition starting this year!



Some promotional ideas:

- Offer a special deal on subscriptions gifted to people who have moved from the area, including college students, or present a deal on a gift subscription when a current subscriber renews their own.
- Suggest gift subscriptions for both print and online editions.
- Run print and digital ads for a “Secret Santa” special subscription.
 - “Buy One Subscription for \$00, Get a Second to Gift at \$00.”
 - “Buy One, Get Three” pricing (keep one, gift two).
- Promote your subscriptions as “The Gift That Definitely Keeps on Giving, All Year Long.”
- “Our Gift to You” subscriptions with online access included with print.
 - “Santa Subscription Specials”



Give the Gift of a
**NEWSPAPER
SUBSCRIPTION**

Shop Local This Holiday.
And...Support Local
Journalism.

Make it the Season of Subscriptions!

The Relevance Project and Metro Creative Graphics are offering this new promotional ad (left) as a shopping starter.

Newspapers can use this ad (at no charge) to promote “Newspaper Subscriptions - the gift that keeps on giving.”

A PDF of this ad is attached to the Bulletin.

Relevance Project



NEWSPAPER POWER.

Print, Digital & Social Solutions for our advertisers.

Free Online Media Campus webinars for NPA members

Thanks to a grant from the NPA Foundation.

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

You must register for live OMC webinars, and include 'NEtraining' in the 'discount code' field on the registration form.

This is a \$35 value per webinar, so please take advantage of these free webinars for you and your staff. Go to www.onlinemediacampus.com to see upcoming live (and archived) webinars.

The News Media Alliance and National Newspaper Association agree to combine forces on postal, public policy

National Newspaper Association (NNA), Dec. 1, 2021

The News Media Alliance and National Newspaper Association, both long-standing newspaper advocacy organizations with Washington, D.C., area offices, have created a joint policy group to assist their members in the newspaper industry with postal issues and public policy.

NNA, founded in 1885 as Newspaper Editorial Association, will take the lead on postal issues, an area of expertise for its entire history. News Media Alliance, whose legacy organization was founded in 1887, will advise NNA on digital publishing policies, on which it has sharpened its expertise since the breakup of the Bell telephone companies in the 1990s.

As part of the agreement, the National Newspaper Association Foundation will open its postal training tools to NMA members and NNA will assist in case-specific postal problems through its Postal Hotline.

NMA will continue to factor in the concerns of community newspapers in its advocacy on important industry issues like the Journalism Competition and Preservation Act, and the two groups will form an consultative task force to help the industry to speak with one voice on other critical issues, such as journalism and First Amendment advocacy. NMA manages the media industry's News Media for Open Government coalition, which includes organizations that lobby for government transparency. NNA is a founding member of NMOG.

The agreement's member-benefits offerings will take effect in January 2022, and will feature training for newspapers and publishers in the use of Periodicals mail. Growing numbers of newspaper publishers are turning to mail delivery for distribution. Advocacy consultation has already begun.

NNA Chair Brett Wesner and NMA Executive Vice President & General Counsel Danielle Coffey said they saw this agreement as a powerful combination to create efficiency in newspaper industry advocacy and training.

"These are the two organizations that have been the voices for newspapers in Washington for more than a century, NNA representing the smaller newspapers and NMA the

larger ones," Wesner, president of Wesner Publications, Cordell, Oklahoma, said. "The demands and expenses of doing this work have accelerated in recent years and we see that this trajectory is going to continue. It seemed to both of us that we could do a better job if we eliminate duplication and amplify our voices wherever possible."

"The News Media Alliance is pleased to partner with NNA to help amplify our voice on key shared issues of importance to our members," Coffey said. "We look forward to collaborating with NNA to help drive important public policy results that will benefit local news publishers, as well as equip our members with resources and training to help navigate the changing postal landscape."

While NNA and NMA will handle the public policy side, the NNA Foundation's role will be the third leg of this innovative partnership, bringing a broad educational piece to the table.

"NNA Foundation has been accelerating its newspaper training programs all year," NNA Foundation President Matt Adelman, publisher of the Douglas (Wyoming) Budget, said. "We have periodic webinars on all sorts of subjects. This agreement will become part of our new Max Heath Postal Institute, whose mission is to make newspapers and printers better users of the mail. NMA's members will be eligible to join us for this training. We look forward to working together."

The faculty for the joint training endeavors will be the Washington office and headquarters personnel for NNA and NMA, including Danielle Coffey, NMA executive vice president and general counsel; Lynne Lance, NNA executive director; Tonda Rush, NNA General Counsel; and Matthew Paxton, publisher of the News-Gazette, Lexington, Virginia, and Bradley Hill, president of Interlink Inc., a postal software company.

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
kautschlaw.com



785-840-0077

Classified Advertising Exchange

Nov. 29, 2021 - Page 1

EDITOR/REPORTER – The Keith County News, Ogallala, Nebraska, is seeking a full-time reporter or editor to cover a variety of topics in the area. Job involves writing, page design, news and feature writing, and photography. This is a key position that will require skill, commitment and dedication.

We are a family owned newspaper so if you tired of all the corporate edicts, we may be right for you. Although a position that must be filled, we will wait for the right person to hire.

We publish twice a week, Mondays and Wednesdays, and while all at the News work hard, we don't expect you to work all the time.

When you're done, there are two 18-hole golf courses, wide-open spaces and welcoming residents. Just 10 miles north of Ogallala is Lake McConaughy, the largest lake in Nebraska.

The community recently completed a new elementary and middle school and a ribbon cutting for a new library is just months away. The community also features an outdoor pool and an indoor pool, which is part of a recreation center that rivals cities of much larger size.

While rural living will save you large sums of money on living expenses, big city offerings aren't far away. Denver, Colorado, is three hours to the west, while North Platte is an hour to the east and Lincoln and Omaha are just four hours away.

Take a look at the amenities and this community may be the place for you.

The Keith County News, 3,600 circulation, is a twice-weekly newspaper with 10 full-time employees at Ogallala, Nebraska. Contact Publisher Jeff Headley, Keith County News, P.O. Box 359, Ogallala, NE 69153, call (308) 289-1599 or email newsboy@ogallalakcnews.com.

FOR SALE: Used Ryobi 2800CD press. Very good condition. Contact Mark Rhoades: mrhoades@enterpriseub.com.

WANTED: Good used commercial paper cutter. Needs to cut up to 36" wide paper. Floor space 54" wide. Contact Emanuel Printing, 130 N. Main St., Fremont, NE 68025; epbusiness@emanuelprinting.com; 402-721-4421.

SPORTS REPORTER/WRITER: The Norfolk Daily News has an immediate, full-time position in its sports department covering Norfolk's three high schools, Northeast Community College and Wayne State College athletics, as well as numerous area high schools. Covering games, writing columns and feature stories and being social

media savvy are all important parts of the job. Applicants should have a degree in journalism or demonstrated experience with newspaper or other media outlets. The Daily News is a family-owned news organization with a six-day-a-week newspaper and comprehensive online, mobile and social media presence. Applicants looking for a competitive salary, strong fringe benefits package and a great working environment are encouraged to contact Jay Prauner, managing editor of the News, via email at editor@norfolkdailynews.com

EDUCATION REPORTER: The Norfolk Daily News has an immediate, full-time newsroom opening that involves reporting, writing and editing, with opportunities for page design if desired. The current opening is for an education reporter whose job it would be to investigate stories, attend events and research happenings within the field of education. Topics may include local matters such as school board meetings or broader issues, such as legislation changes and how they affect schools. Applicants should have a degree in journalism or demonstrated experience with newspaper or other media outlets.

The Daily News is a family-owned news organization with a six-day-a-week newspaper and comprehensive online, mobile and social media presence. Applicants looking for a competitive salary, strong fringe benefits package and a great working environment are encouraged to email editor@norfolkdailynews.com or call 1-877-371-1020.

COPY EDITOR/PAGE DESIGNER: The Norfolk Daily News has an immediate, full-time newsroom opening that involves mostly editing and page design, with opportunities to report and write. Applicants should have a degree in journalism or demonstrated experience with newspaper or other media outlets. Page design experience is preferred. The Daily News is a family-owned news organization with a six-day-a-week newspaper and comprehensive mobile and social media presence. Applicants looking for a competitive salary, strong fringe benefits package and a great working environment are encouraged to email editor@norfolkdailynews.com or call 1-877-371-1020.

cont. pg 2

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. Contact Susan Watson in the NPA office: (402)476-2851/NE: 800-369-2850, or email: nebpress@nebpress.com.

Classified Advertising Exchange

Nov. 29, 2021 - Page 2

LEE ENTERPRISES, INC: Whether by paper or digital, we deliver! Join the Action at Lee Enterprises, Inc.

Lee Enterprises, Inc. a leading provider of news, information, and advertising is seeking talented multi-media journalists for these positions in Nebraska:

- **News Editor-Scottsbluff Star-Herald**
- **Sports Reporter-Lexington Clipper-Herald**
- **Video/Digital Journalist-Lincoln Journal Star**
- **News Reporter-Schuyler Sun**

If you have the talent we are looking for, apply at lee.careers.net. Applicants should include a resume, cover letter, and samples of your strongest work.

Why Lee? Because we offer top notch benefits including career growth opportunities, comprehensive and affordable medical, dental, vision, life, LTD, STD and other insurances, a very family friendly and generous time off program including paid parental leave and a 401K with employer match. We are traded on NASDAQ under LEE.

All offers are contingent upon successful completion of a 4-panel drug screen, MVR check and background check. Lee Enterprises is an equal opportunity employer, and we participate in E-Verify.

Apply at <https://lee.net/careers/> and search Scottsbluff, Lexington, Lincoln, or Schuyler, NE.

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.

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.

OWNERS RETIRING: Excellent county seat weekly newspaper operation for sale to qualified buyer. Includes one larger newspaper, 1,900 circulation, and smaller newspaper in Boone County, NE. Opportunity to consolidate and/or expand. Profitable, excellent staff, turnkey. Very nice apartment

above office helps with financing. You will want to see this opportunity! We will help you "learn the ropes" if you wish. Contact Jim or Julie Dickerson, Albion News and Boone County Tribune, Albion, NE, Call 402- 741-5071, or email: jim@albionnewsandboonecountytribune.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.

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. Contact Susan Watson in the NPA office: (402)476-2851/NE: 800-369-2850, or email: nebpress@nebpress.com.



Give the Gift of a
**NEWSPAPER
SUBSCRIPTION**

Shop Local This Holiday.

*And...Support Local
Journalism.*

Relevance Project



NEWSPAPER POWER.

Print, Digital & Social Solutions for our advertisers.



*Nebraska
Press
Association*

*2022
Better
Newspaper
Print
Contest*



Deadline: January 31, 2022



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 2021

Directory & Rate Book)

Deadlines

Entries must be entered online by
Midnight on **January 31, 2022.**

Contest Period

Calendar Year 2021. All entries must have been
originally published between
January 1 and December 31, 2021.

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. Entries from new NPA member newspapers will be allowed only from the months after they've become official members.
2. Entries must be submitted to www.newspapercontest.com/nebraska by Midnight, Central time on Monday, January 31. Follow the onscreen instructions and register using your information. You will be asked for an "Association Code", please enter **NE2022**. Please be sure to read all online rules for each category. If you need clarification of the rules, contact Lynne Lance at lynne@nebpress.com or call 850-542-7087. All entries must be submitted online, as specified. **THERE WILL BE NO MAIL-IN ENTRIES FOR 2022.**
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 55, 56 & 57. 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 58. 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 59. 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 OnePress 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. NO 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, and two of the 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 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.

21. 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

22. 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.**

23. 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.**

24. 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.**

25. 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

26W. Use of Color – News (WEEKLIES ONLY)

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

27. 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.

28. 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.

29. 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. 30).** Maximum three entries.

30. Single Feature Story

Judges consider subject, interest and impact, writing. **(Don't confuse with contest No. 29).** List name of writer. Maximum of four feature entries per newspaper.

31. 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.

32. 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.



33. Public Notice and Its Promotion

Submit any two examples of staff-written 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.**

34. Editorial Page

Submit digital versions of three issues, one from the months of April, one from August, and one from a month of your choice. Judges consider power of original editorial matter, layout, design, information, reader participation and local relevance. Maximum one entry per newspaper.

35. 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.

36. 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.

37. 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.

38. 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.

39. 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 May, one from October 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.**

40. 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.**

41. 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 ONEPress sponsored sections. 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.**

42. 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 ONEPress sponsored sections. 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. 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.

44. 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)

45. 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.

46. 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 47 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 24 or 25, 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 23, 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 35, 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.**

Print Sweepstakes Awards

Weekly Class Awards

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*

*2022
Better
Newspaper
Digital
Contest*



Deadline: January 31, 2022



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 2020

Directory & Rate Book)

Deadlines

Entries must be entered online by
Midnight on **January 31, 2022.**

Contest Period

Calendar Year 2021. All entries must have been
originally published between
January 1 and December 31, 2021.

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 by Midnight, Central time on Monday, January 31. Follow the onscreen instructions and register using your information. You will be asked for an "Association Code", please enter **NE2022**. Please be sure to read all online rules for each category. If you need clarification of the rules, contact Lynne Lance at lynne@nebpress.com or call 850-542-7087. 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

47. 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.

48. Online Video - Advertising

Advertising, promotional and other styles of non-editorial video are eligible. Judges shall consider quality of visual messaging, 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

49. Online Video - Editorial

Breaking news, sports, features, special interest 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 Awards

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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*