



## **NPA/OnePress Staff**



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### **survey - from pg. 1**

critical to have academia and the industry working together to come up with some workable solutions to help save community journalism.”

The team will spend the next year working on surveys and focus groups for publishers and readers to create sample business model strategies. *Funding to support their work has come from the SNPA Foundation, the University of Kansas School of Journalism, the North Dakota Newspaper Association, the South Dakota Newspaper Association, the Nebraska Press Association and the Kansas Press Association.*

**The Nebraska Press Association has contributed \$500 to help fund this research in hopes the findings can be of benefit to the majority of our members, which are weekly community newspapers across the state.**

**Finneman said it will be important for weekly publishers to fill out the team’s survey.**

“We know there will not be a one-size-fits all solution, which is why it’s critical that we hear from as many publishers as possible to know what can work and what can’t,” she said. “We have a stellar team that knows community journalism working on this project and hope we can make a difference.”

## **NPA’s 2022 Better Newspaper Contest is now OPEN!**

*Start submitting online entries now to re-familiarize yourself with how the online contest entry process works.*

**\* Entry deadline for print and digital contests is January 31, 2022.**

\* All entries must be submitted online only. There are no mail-in entries.

**\* Contest details/instructions/guidelines for print and digital are attached to the Bulletin.**

***New this year, Lynne Lance will manage NPA’s print and digital contests. Lynne will be your ‘go-to contact’ if you have questions regarding contest categories, guidelines, or instructions.***



### **About Lynne:**

Lynne is the executive director of the National Newspaper Association and Foundation. She lives in Pensacola, Florida.

Lynne worked with the development of the ACES contest platform, which the Nebraska Press Association uses for its print and digital contests.

She manages the annual contests for several states, as well as the NNA contest.

Lynne puts customer service as a top priority and we are confident NPA members will enjoy working with her with this year’s NPA contests.

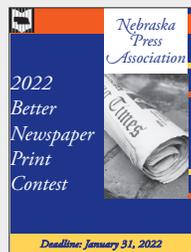
### **Contact Lynne Lance directly at:**

**EMAIL:** [lynne@nebpress.com](mailto:lynne@nebpress.com)

**NPA PHONE:** 402-476-2851/800-369-2850;

**when prompted by phone greeting, PRESS ‘7’ for Lynne’s extension.**

**LYNNE’S CELL:** 850-542-7087



***Please share the contest information with your management and staff.***

## New reporter joins Hartington Cedar Co. News staff

*Hartington Cedar Co. News, Dec. 22, 2021*

Mark Mahoney, an Omaha native and University of Nebraska-Lincoln graduate, joined the Cedar Co. News staff on December 6 as a part-time reporter and photographer. Prior to joining the News' staff, he wrote articles for them on a freelance basis starting last Spring.

Mahoney graduated from UNL in 2007 with a bachelor's degree in journalism, and wrote for the Daily Nebraskan student newspaper from 2004 to 2006 while he attended UNL, starting as a sportswriter before becoming a news reporter.

After college he worked for the Hickman Voice News in southeast Nebraska, the Missouri Valley Times-News in western Iowa, the N'West Iowa Review in Sheldon, Iowa, the Sheldon Mail-Sun, Sheldon, Iowa, and the Summerland Advocate-Messenger in Clearwater, NE.

Mahoney received an Outstanding Young Nebraska Journalist Award in 2010 from the Nebraska Press Association, and has won multiple awards from NPA and the Iowa Newspaper Association. He lives in Bloomfield, NE, with his wife and two children.

## Longtime Crete News receptionist, Barb Nigg, dies at 69

*Caitlyn Nelson, Crete News, Dec. 15, 2021*

Barbara Nigg, 69 of Crete, passed away December 7, 2021, at Bryan Hospital in Lincoln, NE.

Nigg served as receptionist for The Crete News for over 16 years. She loved people, which made her the perfect fit for the job. She became the smiling face customers would see when they came into the office to pick up their newspapers. She would even have dog treats for customers who brought their dogs in.

She was hired by Publisher, John Reeves in 2005, and was not only a co-worker, but a mentor and friend to those she worked with. Nigg prepared the News' weekly section "Days Gone By," that included news and historical events about Crete published in previous years of the newspaper.

Nigg is survived by her husband, Richard, daughter Robin (Curt) Allgood, three grandchildren and eight great-grandchildren, all of Crete.

Funeral services were held December 17 at Grace United Methodist Church in Crete. Interment at Crete Riverside Cemetery. Memorials may be made to the family to be designated at a later date. Arrangements by Kuncl Funeral Home, Crete.

## Former Laurel Advocate editor, Greta Smith, dies at 39

Greta Smith of Wayne, NE, died unexpectedly on December 19, 2021 at Providence Medical Center in Wayne at the age of 39.

Smith worked as editor at the Laurel Advocate from 2008-2010. A graduate of Wayne High School, she received her Bachelor of Arts in Editing and Publishing from Wayne State College in 2005. After college graduation, Smith held several jobs that utilized her editing skills before landing her dream job as a floral designer.

She is survived by her parents, Eric and Ruth Smith, sisters, Diana Smith and Holly (Clayton) Wamstad, and a niece and nephew. A Celebration of Life was held December 28, 2021 at Wayne First Baptist Church in Wayne. Memorials may be directed to Smith's family for later designation. Arrangements by Hasemann Funeral Home, Wayne.

***"An optimist stays up until midnight to see the new year in. A pessimist stays up to make sure the old year leaves."***

***--William E. Vaughan***

## Free Online Media Campus webinars for NPA members will continue in 2022!

***The NPA Foundation board of directors have approved extending funding for 2022.***

This 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 'NTraining' in the 'discount code' field on the registration form.***

*These webinars are normally \$35 p/person, so please take advantage of this great member benefit for you and your staff!*

***Go to [www.onlinemediacampus.com](http://www.onlinemediacampus.com) to see upcoming live (and archived) webinars.***

***See the January 7 webinar flyer attached to the Bulletin.***

# Cut down on exclamation marks

By John Foust, Raleigh, NC

Lately I have noticed a disturbing trend in print and online advertising: the overuse of exclamation marks. They're all over the place. Interestingly, no grammar book I have ever seen has suggested using more exclamation marks – or exclamation points – as some people call them. All the guides say they should be limited.



Maybe some ad writers are pulled into the abyss by overly zealous advertisers who think of their businesses in terms of superlatives. After all, exclamation marks seem to fit with words like “unbelievable,” “fantastic” and “incredible.”

Not long ago, I saw a half-page, four-color ad for a home remodeling company. Of the 18 phrases and sentences in the ad, 14 of them ended with exclamation marks. That had to be some kind of record.

Of course, a well-placed exclamation mark is legitimate punctuation. But like your favorite dessert, it's not smart to have too much at one sitting – especially when it comes to advertising. In my opinion, emails and texts are in a different category. In those informal environments, it makes sense to add exclamation marks to phrases like “Congratulations,” “Well done,” and “Wow.” (Or for Shakespeare types, “Hark!”)

If your advertisers are addicted to exclamation marks, here are some points to consider:

**1. The excitement should come from the message, not from the punctuation.** Here are some bullet-point features from a description of a winter parka. Watch what happens when we add exclamation points: “Down insulation provides additional warmth! Polyester shell resists wind and rain! Adjustable insulated hood! Internal pocket with zipper! Elastic cuffs! Available in six colors! Machine wash and dry!”

Do the exclamation marks add anything to the message? No. In fact, they distract readers by breaking the flow of the copy. And along the way, they cause the advertiser's credibility to decline a notch or two.

After all, can everything about that parka be that dramatic? Can everything be worth shouting? Probably not.

**2. Exclamation marks can create confusion.** An exclamation mark often looks like an additional typographical character that has been tacked to the end of a word or number. Remember, we read at a glance. An exclamation mark can look like a lower-case “l” at the end of a word and as a number “1” at the end of a number. An “!” can make

\$39 look like \$391. In worst-case situations, advertisers who use multiple exclamation marks risk making items that sell for a few dollars look like they cost thousands.

That kind of typographic mischief doesn't send a clear message to readers.

**3. Overuse of exclamation marks can be the sign of an amateur.** Like superlatives, exclamation marks can be poor substitutes for strong, compelling language.

Do a little research. Take a look at national ads. Read through professionally written articles in newspapers, magazines and web sites. They use few – or no – exclamation marks.

This is not to say that exclamation marks should be banned completely. I just think we should be more careful with them.

(c) Copyright 2021 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](mailto:john@johnfoust.com)

## NPA Legal Hotline is a free service to member newspapers

The Nebraska Press Association's LEGAL HOTLINE is provided FREE to newspapers as part of their annual NPA membership dues.

Legal Hotline Attorney, Max Kautsch, is available to provide solid, prompt legal advice aimed at preventing trouble and helping our newspapers do their job. For questions or concerns about closed meetings or courts, public records denied, Letters to the Editor or employment law issues, etc., contact Max at 785-840-0077, or [maxk@kautschlaw.com](mailto:maxk@kautschlaw.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)



785-840-0077

*“Cheers to a new year and another chance for us to get it right.”*

-- Oprah Winfrey

# Classified Advertising Exchange

Dec. 27, 2021

**PRESS FOR SALE** - Used Ryobi 2800CD press. Very good condition. Contact Mark Rhoades: [mrhoades@enterprisepub.com](mailto:mrhoades@enterprisepub.com).

**FULL-TIME ACCOUNT EXECUTIVE** - Help businesses be successful with an offering of digital, social media and print marketing. Join our great team at Northeast Nebraska's progressive, established, family-owned news organization. Flexible, family-oriented, hours Monday through Friday. Competitive salary/commissions; insurance available; 401K, holidays. Send resume and cover letter to: Vickie Hrabanek, Advertising Director, Norfolk Daily News, PO Box 977, Norfolk, NE 68702, or email [vhrabanek@norfolkdailynews.com](mailto:vhrabanek@norfolkdailynews.com)

**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. 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](mailto:newsboy@ogallalakcnews.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](mailto: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](mailto:editor@norfolkdailynews.com) or call 1-877-371-1020.

## **LEE ENTERPRISES, INC. - JOURNALIST-MULTI-MEDIA - COLUMBUS TELEGRAM/DAVID CITY BANNER PRESS -**

**Join the Action!** Whether by paper or digital, we deliver! Are you seeking a great journalism opportunity with a great team? The David City Banner Press and Columbus Telegram, Lee Enterprise, Inc. publications are seeking a talented journalist to cover a variety of topics in the region including daily stories, photo and graphics assignments. The reporter will write and publish stories about breaking news, government, schools and the people in the community in print and digital platforms.

**Are you Ready?** Can you find the action and report it? The successful candidate will be skilled in writing, photography, videography and social media. Preference will be given to candidates with a journalism degree, although internships and experience will be considered. New graduates are welcome to apply! The successful candidate should enjoy getting to know people in the community.

**What is in it for you?** Lee Enterprises offers excellent earnings potential with a professional and comfortable work environment focused on growth opportunities for employees. Our benefits are competitive and affordable and include health, dental, vision, LTD, STD and life insurances and a 401K with employer contributions. Our time off policies are family-friendly and generous and includes paid family leave for new parents! If you have the talent we are looking for, apply at <https://lee.net/careers> and search for Columbus. Include a cover letter, resume and several work samples. Lee Enterprises, Inc. is an Equal Opportunity Employer. All offers are contingent upon successful completion of a 4-panel drug screen, MVR check, and background check. We participate in E-Verify.

**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](mailto:nebpress@nebpress.com).

# Classified Advertising Exchange

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Dec. 27, 2021

**NEWS CLERK - COLUMBUS TELEGRAM** - Join the Action! Whether by paper or digital, we deliver! The Columbus Telegram, a Lee Enterprises, Inc. publication is seeking a News Clerk to assist the news team. This position will answer phones, maintain calendars, input information into a computer system, write simple news articles and briefs, and assemble specialized content for the newspaper such as obituaries, calendars, horoscopes, and area briefs.

**Are you Ready?** Do you have a keen eye for grammar and punctuation, excellent computer and typing skills and enjoy speaking with clients? Are you detail oriented, and have the ability to exercise independent judgment? Do you enjoy working in a fast-paced deadline driven environment? If so, this may be the role for you.

**What's in it for You?** As part of Lee Enterprises, The Grand Island Independent offers excellent earnings potential with a professional and comfortable work environment focused on growth opportunities for employees. Our benefits are competitive and affordable and include health, dental, vision, LTD, STD and life insurances and a 401K with employer contributions. Our time off policies are family-friendly and generous and includes paid family leave for new parents! We are an equal opportunity employer and participate in E-Verify. All offers are contingent upon successful completion of a 4-panel drug screen and background check. If you have the talent we are looking for, apply at <https://lee.net/careers> and search for Columbus.

**SPORTS REPORTER - LEXINGTON CLIPPER-HERALD** - The Lexington Clipper is seeking a talented Sports Reporter to develop compelling, timely and well-sourced sports stories that accurately reflect the nature of the events covered. The successful candidate will be skilled in writing, photography, videography and social media. Preference will be given to candidates with a degree in journalism and experience; however, new graduates are welcome! Driving and being available to cover local sports events is required. This hourly, FT reporter position includes an affordable benefits program including medical/dental/vision and life insurance options; LTD & STD; a generous and family-friendly time off program including sick, PTO, and paid family leave for new parents; and a 401K with employer contributions. If you have the talent we are looking for apply at <https://lee.net/careers/> and search for Lexington. Please include a cover letter, resume and three to four work samples. Lee Enterprises, Inc., is an Equal Opportunity Employer. All offers are contingent upon successful completion of a 4-panel drug screen, MVR check, and background check. We participate in E-Verify.

**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).

**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@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.

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

*Classified Advertising Exchange; Online Media Campus webinar flyer; Jan. 7-Mastering Top 10 Critical Sales Questions w/ Ryan Dohm.*

**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](mailto:nebpress@nebpress.com).



**MEDIA CAMPUS**

Partnering associations  
can now register **FREE!**  
Contact your association  
for details.

# MASTERING THE TOP 10 CRITICAL SALES QUESTIONS

Friday, January 7 • 1-2 p.m. CST & 2-3 p.m. EST

Registration fee: \$35 • Deadline: January 4

## IN THIS WEBINAR...

We all know we need to ask questions to understand our client's goals, but what are the best questions to ask? What questions make clients mad? What questions do Millennials hate? What questions are over-used and a waste of the clients' time? Ryan Dohrn will break down the 10 critical questions and explain the purpose behind each one in vivid detail. Then you will have the opportunity to share your best questions for us all to discuss as a group. This is a mission-critical workshop for sales reps - even those that have been selling for years.

## THE PRESENTER...

### Ryan Dohrn



Ryan Dohrn is a top motivational speaker that won an Emmy for marketing excellence while working for ABC TV/Walt Disney Co. and was recognized by Forbes.com with the "Best of the Web" award for his business strategies. Dohrn's focus is leadership training and team performance development. His passion for sales and marketing has given him the unique opportunity to touch half a billion dollars in revenue for companies in seven countries. Dohrn was one of the youngest managers in Walt Disney history. His management insights have been featured in USA Today and on CNN. Ryan is an internationally certified business coach, has trained over 30,000 professionals, and works monthly with companies in 15 business sectors.



**MEDIA CAMPUS**

Follow us:



Online Media Campus



OnlineMediaCamp

**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**

*Online Media Campus is brought to you by a partnership of state press associations.*



*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](http://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](mailto: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](http://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](mailto: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\*