

Upcoming Events:

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Mullin earns 2021 Nebraska sportswriter award

Lincoln Journal Star, Jan. 19, 2022

Lincoln Journal Star high school sports reporter Luke Mullin has been named the 2021 Nebraska sportswriter of the year, as selected by the National Sports Media Association.

Mullin, who previously managed the Journal Star's high school volleyball and baseball beats in a part-time role, transitioned into the face of the newspaper's high school sports coverage in July.

Mullin used digital strategies to attract a following during his first season leading high school football reporter coverage. His postgame videos from the sidelines or in empty press boxes after the final whistle were especially popular on Twitter. He also co-hosts a podcast, "Prep Extra Podcast," with Geoff Exstrom, which takes a weekly look of the state's prep scene.

Mullin, who graduated from the University of Nebraska, is currently managing the Journal Star's coverage of the boys basketball season.

The NSMA will honor its winners and Hall of Fame inductees during the organization's 62nd awards weekend and national convention, scheduled for June 25-27, 2022, in Winston-Salem, NC.

NPA's 2022 Better Newspaper Contest is now OPEN!

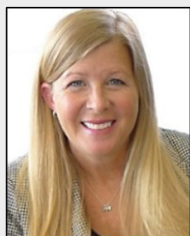
Start submitting online entries now to re-familiarize yourself with how the online contest entry process works.

*** 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.

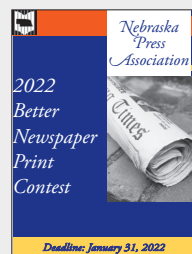
Contact Lynne Lance directly at:

EMAIL: lynne@nebpress.com

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.

NPA member's question to Legal Hotline could save money for newspapers

The Legal Hotline provided to all NPA members is a valuable member service. A recent call to the NPA hotline attorney has member-wide benefit, as if often the case, and this one could save money for some newspapers.

Federal and state law requires that all employers post certain labor laws and workplace safety information and be available to all employees. There are several companies that solicit and offer this product, and sell the posters at prices that vary widely.

Information from Max Kautsch, the NPA Legal Hotline attorney, shows all of these posters are available online – and for free. These posters are related to wage & hour, anti-discrimination policies, OSHA and FMLA.

Here is the information provided to NPA from the member question on poster requirements:

“...the good news on the state-related anti-discrimination posters is that compliance is easy and the posters can just be printed in-house; no need to purchase anything from outside vendors. The requirement to post discrimination notices is contained in NRS 48-1121.

Copy of the required poster in English:

<https://neoc.nebraska.gov/education/pdf/PosterEnglish.pdf>

Required poster in Spanish:

<https://neoc.nebraska.gov/education/pdf/PosterSpanish.pdf>

So your members will want to produce posters of the PDFs at those links and get them posted. As for federal, all your members are going to want to put up posters

RE minimum wage in English and Spanish (FLSA) and occupational safety (OSHA; OSHA applies because any employer employing one or more employees would be an “employer engaged in a business affecting commerce who has employees”).

OSHA Spanish version here:

<https://www.osha.gov/sites/default/files/publications/osha3167.pdf>

Finally, any newspaper that “employs 50 or more employees in 20 or more work weeks” must put up posters RE FMLA (family leave):

https://webapps.dol.gov/elaws/firststep/poster_direct.htm?p_fmla=1&ga=2.157790842.1916777513.1640623154.2103982675.1640623154

So to meet federal requirements, all your members should put up FLSA and OSHA posters in both English and Spanish, and any member with 50 or more employees needs to put up the FMLA poster as well.”

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

Nominations sought for Marian Andersen Nebraska Women Journalists Hall of Fame

NPW-- Nebraska Press Women are seeking nominations for the Marian Andersen Nebraska Women Journalists Hall of Fame.

NPW created the hall of fame in 2011 to recognize women jour-



nalists who have made a difference for their profession and their communities, said Bette Pore of Grand Island, NPW vice president and chair of the Marian Andersen Nebraska Women Journalists Hall of Fame.

"The general public is welcome to submit nominations for the award," Pore said. "Women nominated may be living or deceased, may come from any facet of the journalism profession, including broadcast, print or online, news, advertising or public relations." **Deadline for submission is Jan. 31.**

Nominees must have a Nebraska background by birth

or work experience, having spent a significant amount of their professional careers in the state. Nominations will be judged on: contributions to the profession, achievements within the profession and service to her communities (local as well as Nebraska and/or regional/national).

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

Final selection will be made by the NPW Board of Directors. Inductees will be honored at the 2022 Nebraska Press Women spring convention. Convention details will be announced at a later date.

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

Contact: Bette Pore, Nebraska Press Women vice president, 308-383-7299, randbpore@gmail.com

UNL to offer data storytelling workshops for journalists and communicators



UNL College of Journalism and Mass Communications, Jan. 4, 2022

The University of Nebraska-Lincoln College of Journalism and Mass Communications will offer two workshops in spring 2022 for journalists and communicators seeking to expand their skills into data.

The first workshop, Intro to Data Storytelling, will be held from 1 to 5 p.m. on Friday, Feb. 4 and 9 to 5 p.m. on Saturday, Feb. 5 on UNL's Lincoln City Campus. This workshop is designed for communicators, reporters, writers and editors who have little to no experience using spreadsheets or data. On Friday, participants will get an introduction to spreadsheets, data and analysis. On Saturday, participants will learn how to visualize data and bring all their new skills together to tell important stories.

The second workshop, Advanced Data Storytelling, will be held from 1 to 5 p.m. on Friday, April 15 and 9 a.m. to 5 p.m. on Saturday, April 16 on UNL's Lincoln City Campus. Participants will learn how to use R, a free programming language and software environment, for data storytelling. Participants should be experienced with data or have completed the introductory workshop before enrolling.

Both workshops will be led by accomplished data journalists and faculty Matt Waite and Olga Pierce.

Waite is a professor of practice in the College of Journalism and Mass Communications specializing in data journalism and emerging technology. Prior to joining the faculty, he was the senior news technologist for the St. Petersburg Times of Florida and the principal developer of the Pulitzer Prize-winning PolitiFact. Waite has held reporting positions with the Arkansas Democrat-Gazette and the St. Petersburg Times. Pierce is an assistant professor of practice in the College of Journalism and Mass Communications specializing in data journalism. Before joining the college, she was the deputy data editor at ProPublica. She is the recipient of the 2015 Deadline Club award for Medical Reporting and the 2011 Livingston Award for National Reporting. Her stories have been featured in ProPublica, the New York Times, USA Today, Chicago Tribune and the Hindustan Times in New Delhi.

The cost of each workshop is \$250 per participant. To learn more and register, please visit <https://journalism.unl.edu/professional-development>. Contact: Matt Waite, matt.waite@unl.edu, 402-472-5840.

2022 NPA Member Benefit

www.onlinemediacampus.com
use code: **NEtraining**

Access to all live and archived Online Media Campus webinars, free of charge



Thanks to funding from the NPA Foundation!

Nearly 150 archived webinars!

Questions? Contact Susan Watson
nebpress@nebpress.com

All Aboard the Video Express

Tom Silvestri, Executive Director, The Relevance Project, Jan. 20, 2022

Today's Relevant exercise: Take a page and divide it into two columns. On one side, list everything you do in print. On the other side, match each item with its conversion to video.



For example, turn each posted story into a video in which the reporter summarizes the major findings. Or, with a calendar of events, do a video on the "Pick of the Week." Or, add an introduction video message from each staffer, instead of just a printed list of names and titles in a box. In you are an association, post a video that's a shout-out about a member.

Inspiration for this transformation came from a recent article (<https://www.poynter.org/reporting-editing/2022/how-the-los-angeles-times-refreshed-a-newspaper-staple/>) on how the Los Angeles Times is turning letters to the editor into videos in which "readers tell their stories." (I'm sure some community newspapers also are doing this without the inflated fanfare.)

The metro has something called L.A. Times Studios for its production. All a community newspaper needs is an iPhone and upload instructions/software.

The Times said its letter videos increased reader engagement. It also made the newspaper more hopeful for its future. That's a Relevance victory, for sure.

Writing well means never having to say 'I guess you had to be there.'

-- Jef Mallett

Classified Advertising Exchange

Jan. 17, 2022

PUBLISHER BIDS REQUEST: The Nebraska Lions are receiving bids on the publication of its 8-issue per year newspaper, The Nebraska Lion. Past issues can be viewed on their website, <https://www.md38.com/> under the home button on the left. Interested parties should contact Lion Bob Arp at 402-750-6115 or barp1@neb.rr.com.

EDITOR NEEDED: The Lions Club of Nebraska is looking for an editor of its state newspaper, The Nebraska Lion. Past issues of this 8-issue per year paper can be found on their website, <https://www.md38.com/> under the home button on the left. Responsibilities would include receiving articles and photos; working with the publisher; and maintaining the mailing list. Interested parties should contact Lion Bob Arp at 402-750-6115 or barp1@neb.rr.com.

CITY GOVERNMENT 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 a city government reporter whose job it would be to investigate stories, attend events and research happenings within the field of city government. 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.

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.

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

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

Jan. 17, 2022

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.

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

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.

ATTACHED TO THIS WEEK'S BULLETIN:

Classified Advertising Exchange; New York Press Assn contest judges sign-up form; NPA Better Newspaper Contest guidelines/instructions for print & digital entries.

Advertising in the Classified Advertising Exchange is no charge for NPA members and \$10 per week for non-members (approximately 25 words). It's a great way to sell or find equipment, hire a new employee, advertise a service 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.



Nebraska
Press Association



Better Newspaper Contest Judging Sign Up Form

Judge's Name:

Newspaper Name:

Mailing Address:

Email:

Phone:

Job Title:

Desired Category(ies):

Any Special Notes:

***To the members of Nebraska Press Association,
we thank you in advance for your time and consideration.
Know that the members of NYPA look forward to reciprocating.***

PLEASE FILL OUT AND EMAIL TO: rhotaling@nynewspapers.com or jill@nynewspapers.com
OR PRINT, FILL OUT AND FAX TO: 518-464-6489



*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. NOT TMC/SHOPPERS ALLOWED.**

10. Advertising Campaign

Two or more ads constitute "campaign." Campaign ads must be created by newspaper entered. List name of person responsible for content. Maximum three entries per newspaper.



11. Single Retail Advertising Idea - Color

No house ads. Ad must be created by newspaper entered. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Maximum three entries per newspaper.

12. Single Retail Advertising Idea - Black and White

No house ads. Ad must be created by newspaper entered. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Maximum three entries per newspaper.

13. Single Classified Advertising Idea - Color (DAILIES ONLY)

No house ads. Ad must be created by newspaper entered. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Maximum three entries per newspaper.

14. Single Classified Advertising Idea - Black and White

No house ads. Ad must be created by newspaper entered. Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality. Maximum three entries per newspaper.

15. Creative Ad Writing

Each entry shall consist of three examples of creative ad writing in separate and unique advertisements. Judges will consider how the headlines and text complement artwork and other elements in the advertisements, and how the writing captures readers' attention, entertains, inspires, and prompts reader action. Maximum three entries per newspaper.

Sports

16. Sports Action Photo

Pictures must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. List name of photographer. Maximum seven entries per newspaper. **Entry must be full page pdf or jpg tearsheet.**

17. Sports Feature Photo

Picture must have been taken by a regular member of the newspaper staff, though not necessarily a full-time member. List name of photographer. Maximum seven entries per newspaper. **Entry must be full page pdf or jpg tearsheet.**

18. Sports Page

Select page or pages from one issue each of Fall, Winter, 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

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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*