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WINTER

early deadlines

ADS RUNNING 12/26:
DEADLINE TUESDAY,
12/20 AT NOON

ADS RUNNING 1/2:
DEADLINE TUESDAY,
12/27 AT NOON

FOR MORE INFO CONTACT VIOLET:
402-476-2851, EXT. 4 | VS@NEBPRESS.COM

Contest - cont. from pg. 1

Lynne Lance, executive director of the National Newspaper Association, will again serve as manager of the NPA contest. Lynne is the executive director of the National Newspaper Association. She was part of the development of the ACES contest platform system, which is used by Nebraska and 25+ other state and regional press associations – including NNA. Besides being an expert on the ACES platform, Lynne makes customer service a top priority and promptly answers questions and helps members through the entry process, if needed.

Contact Lynne directly at:

Email: lynne@nebpress.com

NPA Phone: (402) 476-2851

(after prompt, press "7" for Lynne's NPA extension)

Lynne's Cell Phone: (850) 542-7087

Re-alignment of Divisions

In the past few years there have been many changes among the NPA membership involving circulation changes, mergers or consolidations, a few closures...and a few new publications! **To provide for more equitable competition and number of newspapers in each division, the NPA board has approved the following entry classes, by paid circulation, for the 2023 contest:**

| | | |
|-------------|-------------------------|-----------------|
| Division A: | Weeklies up to 699 | (40 newspapers) |
| Division B: | Weeklies 700 to 999 | (35 newspapers) |
| Division C: | Weeklies 1,000 to 1,899 | (45 newspapers) |
| Division D: | Weeklies 1,900 & up | (18 newspapers) |
| Division E: | Dailies | (14 newspapers) |

Contest categories/rules/guidelines attached to Bulletin.

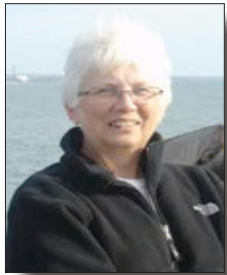
Give the Gift of a **NEWSPAPER SUBSCRIPTION**

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

The gift that keeps on giving!

Jo Ann Edgecombe, 1947-2022

Jo Ann Edgecombe died November 13, 2022 at the Fillmore County Hospital in Geneva, NE at the age of 74 years old, one day shy of her 75th birthday.



Jo grew up on the Lefever family farm outside of Geneva, and attended grade school and high school at Geneva Public Schools, graduating in 1965. She attended Kearney State College for two years before marrying John Edgecombe, Jr. in 1967.

She worked at the Geneva Public Library and the Geneva High School as a librarian, and helped with production of the *Nebraska Signal* throughout the years. In 1994, John and Jo bought the *Minden Courier*, and she began driving to Minden for 10 years to help her son, James, with the production of the newspaper. In 2000, they bought the *Hebron Journal Register* and Jo began helping her son, Michael, with the production of that newspaper.

Jo had a love for genealogy, and after her mother passed, she took over tracing back the family history. She and John traveled throughout the U.S. while John served with the National Newspaper Association, and Jo made a great tour guide in Washington D.C. with each of the grandkids throughout the years.

Jo is survived by her husband of 55 years, John Edgecombe; sons, James and wife Michelle Edgecombe of Omaha; Michael and wife Abbe Edgecombe of Hickman; and eight grandchildren.

A memorial service was held November 18 at First Congregational United Church of Christ in Geneva. Private family burial of ashes will be held at a later date in the Geneva Public Cemetery. Memorials and condolences can be sent to the Edgecombe family, c/o Nebraska Press Association, 845 'S' St., Lincoln, NE 68508, to be designated by the family at a later date. Arrangements by Farmer & Son Funeral Home, Geneva.

Virginia Rhoades, 1931-2022

Virginia Rhoades, age 91, passed away peacefully at Country House Residence in Elkhorn, Nebraska on November 22, 2022.

Virginia was born in Battle Creek, IA. When the family moved to rural Blair, she attended Rose Hill School through eighth grade, and graduated from Blair High in 1948, where she met her high school sweetheart, Kenneth Rhoades.



In 1950, Ken and Virginia were united in marriage. Virginia joined Ken in the family newspaper business and served as the comptroller, and Ken was the publisher of the *Blair Enterprise* and *Pilot-Tribune*. Virginia and Ken continued to work together until they both retired.

Ken and Virginia loved to travel, and over the course of their lifetime, they had the opportunity to visit places all across the United States and around the world including Europe, China, Russia, Japan and Australia. The couple also enjoyed spending time at their home on Lake Okoboji, especially when their children, grandchildren or great-grandchildren were there. Virginia is survived by son Mark (Betty) Rhoades; daughter

Penny (Mike) Overmann; seven grandchildren, including Chris (Dalyn) Rhoades; and 12 great-grandchildren. She was preceded in death by her husband, Kenneth, who died March 21, 2022; and her oldest daughter, Candace (Rhoades) Suverkrubbe.

Funeral services were held November 28, at First United Methodist Church in Blair, followed by a private graveside service at Rose Hill Cemetery. Memorials may be directed to Rose Hill Cemetery or Blair Congregational United Church of Christ. Arrangements by Campbell Aman Funeral Home, Blair.

Linda Beermann, 1946-2022

Linda R. Beermann of Lincoln, a pathbreaking television weather reporter and newscaster and community volunteer, died at home of natural causes on Nov. 25, 2022, after enjoying a Thanksgiving holiday with friends, family, a new kitten and FaceTiming with grandchildren. She was 76 years old.



Linda was born in Nebraska City. After graduating from Nebraska City High School, she attended the University of Nebraska-Lincoln, where she majored in broadcast journalism and graduated as a member of Phi Beta Kappa.

Linda worked as a reporter for KMTV in Omaha before joining Lincoln's KOLN/KGIN-TV in 1968 as a reporter and photographer. She became the weekend weather newscaster in 1970 in addition to continuing to work as a reporter and news assignment editor.

She married Allen J. Beermann in 1971, who was then serving his first term as Nebraska's secretary of state.

Linda continued her broadcasting career and in 1979 became the station's full-time evening weather newscaster, the first woman in the country to hold such a position at a local television station. She resigned from her television news career in 1986 to have more time with her two pre-school sons, Matthew and Jay, and to join Allen in his political and civic activities.

The couple traveled to more than 50 countries and hosted numerous international visitors during Allen's years as secretary of state and his subsequent service as executive director of the Nebraska Press Association. In addition to her political involvement with Allen, Linda also co-chaired the centennial celebration of Arbor Day, co-emceed two governors' inaugural balls and was involved with the Nebraska Mothers Association's Mother of the Year program, among other activities.

Linda is survived by: Allen J. Beermann, her husband of 51 years; sons Matthew Beermann and his partner Adam Yarbrough of Kansas City, MO; John (Jay) Beermann and his wife Julie Whorton, and grandsons Isaac and Luke of Oakland, CA. Funeral services were held December 3, at First Plymouth Congregational Church in Lincoln, with private burial at Lincoln's Wyuka Cemetery. Arrangements by Roper & Sons, Lincoln.

Memorials suggested to the Beermann Scholarship Fund through the Nebraska Press Association Foundation, 845 'S' St., Lincoln, NE 68508; and Lincoln's Rotary Club #14 Foundation.

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

NPA Legal Hotline: free service for member newspapers

The Nebraska Press Association's LEGAL HOTLINE is provided FREE to newspapers as part of their annual NPA membership dues - providing solid, prompt legal advice aimed at preventing trouble and helping our newspapers do their job.

If you have questions or concerns about closed meetings or courts, public records denied, Letters to the Editor or employment law issues, to name a few, contact Max Kautsch, NPA's LEGAL HOTLINE attorney.

Postal Regulatory Commission questions requiring newspapers to enter mail earlier

National Newspaper Association (NNA), Dec. 1, 2022

The National Newspaper Association hailed a critical Dec. 1 decision by the Postal Regulatory Commission that questions the U.S. Postal Service's proposed change in critical entry times for Periodicals entered at mail processing plants.

USPS announced earlier this year that it wanted to require mail entry for newspapers and magazines to occur before 8 a.m., rather than 2 p.m. as previously required for a mailing to count on the entry day. If the proposal is enacted, newspapers entered after 8 a.m. will not be considered as part of that day's mail but will be held for processing until the following day. The Commission said USPS should recognize that its change would cause many Periodicals to lose one day of expected service time.

The NNA and News/Media Alliance were the only organizations that questioned the change at the Commission. N/MA filed evidence indicating that the USPS analysis of impact was flawed. NNA pointed out that the analysis did not fully consider impact upon newspapers because most newspaper mail is not counted in USPS's service measuring systems. The Commission took N/MA's and NNA's side on several points.



But the Commission can't stop USPS from making the change. It can only recommend, and it issued several strong suggestions to the Postal Service, some of which had been raised earlier by NNA.

USPS should:

- Be more candid that its changes will hurt newspapers and magazines by delaying their mail by a day;
- Make it easier for Periodicals that are able to make the shift to 8 a.m. to get appointments at USPS docks to unload early mail;
- Collect more data on the market impact of the change; and
- Reconsider whether a potentially small benefit to USPS outweighs the harm to newspapers and magazines.

USPS wanted to make the change to free up its bundle and parcel sorting machines earlier in the day so it could handle package shipping earlier. The same equipment that sorts bundles of newspapers and magazines is also used for parcel sorting, but operational changes have to occur during the day to conclude one type of sorting and begin another. USPS had said forcing earlier Periodicals to arrive at plants earlier would help it become more efficient in its package services.

The change is not immediately expected to affect the way newspapers are entered at local post offices, but with more local post offices possibly headed to centralized delivery plants, the 8 a.m. entry time could become reality for many local newspapers. The change also will not affect 5-digit containers entered at plants, as these containers do not need to be handled by parcel sorters.

NNA Chair John Galer, publisher of the Journal-News in Hillsboro, Illinois, said NNA is working on several initiatives to improve delivery.

"We hope the Postal Service will reconsider this entry change," Galer said. "Although we don't see an immediate impact upon most of our members, the implications for us in the future are grave. NNA continues to work directly with USPS management to find some fixes that will help us reach our subscribers faster and avoid some of the body blows that may be coming at us from the many changes ahead at USPS."

This is Bill.

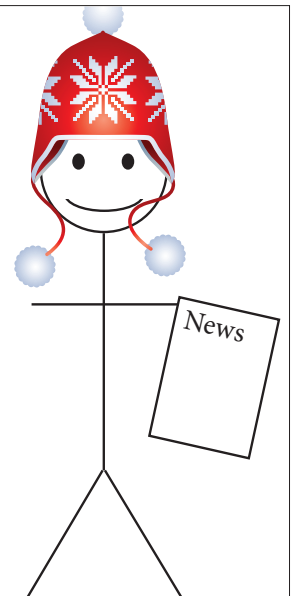
**Bill wants to stay up to
date with the latest local
and community news.**

**Bill knows the best place
to find it is in the local
newspaper, in print and
online.**

Bill is smart.

Be like Bill.

#newspapersthive



Six inducted into 2023 Nebraska Journalism Hall of Fame

(Below) UNL College of Journalism Dean, Shari Veil presents Tim Anderson, Lincoln, and John Bender, Lincoln, with their Hall of Fame plaques. (Right) The first husband & wife team to be inducted into the Hall of Fame, Lori and Russ Pankonin, Imperial receive their plaque from Dean, Shari Veil; NPA President, Kevin Peterson; and Nebraska Lt. Governor, Mike Foley.



(Below) Lee Ostdiek, Blue Hill, was one of six inductees honored at the October 22nd Hall of Fame Banquet. (Right) Accepting the plaque on behalf of Tom Southard (posthumously) was Tom's wife, Karen; daughter Shelly Olson; son, Doug Southard, all of Kimball; and Jim Orr, publisher of the Kimball Western Nebraska Observer.



(Right) Guests enjoyed string music during the evening's reception and dinner, by UNL School of Music students (l to r): Laura Lienemann, Omaha; Marissa Cooley, Lincoln; and Joshua Dowd, Lincoln.



Photos by UNL Journalism student, Kirk Rangel, Arlington.

Over 160 Nebraska journalists, friends and families attended the 2023 Nebraska Journalism Hall of Fame Banquet on October 22, 2022, to honor this year's six inductees: Tim Anderson, John Bender, Lee Ostdiek, Russ and Lori Pankonin, and Tom Southard (posthumously).

The Pankonins are the first husband and wife team to be inducted into the Nebraska Journalism Hall of Fame.

The banquet and program, held at the Graduate Hotel in Lincoln, NE, were cosponsored by the Nebraska Press Association and the University of Nebraska-Lincoln College of Journalism and Mass Communications.

The Hall of Fame, started in 1975 by Jack Lowe, longtime editor and copublisher of the Sidney Sun-Telegraph recognizes distinguished journalists who have made significant contributions to print, their communities, their state or the nation. A selection committee of Nebraska Press Association and Journalism College representatives select inductees from those nominated.

NPA Executive Director, Dennis DeRossett, presided over the evening's program. NPA President, Kevin Peterson, UNL College of Journalism Dean, Shari Veil, and Nebraska Lt. Governor, Mike Foley welcomed attendees and presented inductee's plaques.

Classified Advertising Exchange

Dec. 12, 2022

WEEKLY EDITOR: County Publications, located in Southeast Nebraska, is seeking an editor for the Nemaha Co. Herald publication. This position would be responsible for local news content in the Nemaha Co. Nebraska region.

Individual will be working in an Adobe environment on Apple computers. Experience with InDesign and PhotoShop a must.

Salary will be commensurate with experience. Small town community journalism is the flavor of this publication. Email: kendall@anewspaper.net for more information or to apply.

Subscribe to the Capitol View column, Paul Fell cartoon

Capitol View Column (by J.L. Schmidt)

Subscription Price:

\$1.25 p/week for ONE newspaper

\$1.55 p/week for TWO newspapers (in a chain)

\$2.15 p/week for THREE OR MORE (newspapers in a chain)

Paul Fell Cartoon

Subscription Price:

\$3.00 p/week PER NEWSPAPER

No discounts for multiple papers in a chain.

Each paper is charged for use of the cartoon.

Capitol View column and Paul Fell cartoon are billed quarterly.

To subscribe to the column, the cartoon, or both, please contact Susan Watson in the NPA office, nebpress@press.com, to set up subscription billing.

(The column and cartoon are emailed to subscribing newspapers - and also uploaded to the NPA website - on Friday mornings, for release the following Wednesday.)

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*

*2023
Better
Newspaper
Print
Contest*



Deadline: January 31, 2023

Nebraska Press Association
2023 Better Newspaper Print Contest
Early Bird Deadline: Tuesday, January 24, 2023
(All newspapers with entries submitted before midnight January 24, 2023 will be entered in a drawing for a free convention registration for that newspaper valued at: \$250)
Deadline: Tuesday, January 31, 2023

NEW Class Divisions

Division E

Dailies

Division A

Weeklies Up to 699 Circ.

Division B

Weeklies 700 - 999 Circ.

Division C

Weeklies 1000 - 1899 Circ.

Division D

Weeklies 1900 & Up Circ.

(according to 2022

Directory & Rate Book)

Deadlines

Entries must be entered online by

Midnight on January 31, 2023

Early bird deadline is midnight, January 24, 2023

Contest Period

Calendar Year 2022. All entries must have been
originally published between
January 1 and December 31, 2022

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 **NE2023**. 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 2023.
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.**
7. 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.
8. 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*

*2023
Better
Newspaper
Digital
Contest*



Deadline: January 31, 2023

**Nebraska Press Association
2023 Better Newspaper Digital Contest**

Early Bird Deadline: Tuesday, January 24, 2023

(All newspapers with entries submitted before midnight January 24, 2023 will be entered in a drawing for a free convention registration for that newspaper valued at: \$250)

Deadline: Tuesday, January 31, 2023

NEW Class Divisions

Division E

Dailies

Division A

Weeklies Up to 699 Circ.

Division B

Weeklies 700 - 999 Circ.

Division C

Weeklies 1000 - 1899 Circ.

Division D

Weeklies 1900 & Up Circ.

(according to 2022

Directory & Rate Book)

Deadlines

Entries must be entered online by

Midnight on January 31, 2023

Early bird deadline is midnight, January 24, 2023

Contest Period

Calendar Year 2022. All entries must have been
originally published between
January 1 and December 31, 2022

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 **NE2023**. Please be sure to read all online rules for each category. If you need clarification of the rules, contact Lynne Lance at lynne@nebpress.com or call 850-542-7087. Entries must be submitted online, as specified.
3. Semi-weeklies are considered weeklies. **Small dailies may be entered as weeklies in Division D.**
4. Any class in a category that has less than 4 entries will be moved up to the next circulation class. First, second, and third place winners will be awarded in all categories having qualified entries.
5. All entries may be entered only once, regardless of publication or circulation category.
6. Individual staffers may win multiple awards in the same contest category, provided each entry is clearly marked with the staffer's name. Entry must have been created by a regular member of the newspaper staff, though not necessarily a full-time member.
7. Cover letters are not to be included with entries unless called for by the contest category or with prior approval from NPA staff. For online categories calling for cover letters, they should be saved as a pdf & entered with the entry.

Digital

47. Web Sites

To enter include the address of Web Site and name(s) of staff responsible for site. Criteria includes usefulness to readers, effectiveness of advertising, quality and quantity of community content, ease of navigation, inclusion of special features such as links, interaction, etc., and cross-promotion of newspaper and Web Site. Maximum one entry per newspaper.

48. Online Video - Advertising

Advertising, promotional and other styles of non-editorial video are eligible. Judges shall consider quality of visual messaging, graphics, sound, special effects and quality of script, camerawork and editing. Premium for uniqueness and viewer impact. Newspaper must keep link active to entry on their respective website until judging is complete. Maximum three entries per newspaper

49. Online Video - Editorial

Breaking news, sports, features, special interest and other styles of video are eligible. Judges shall consider quality of visual storytelling, graphics, sound, special effects and quality of script, camerawork, and editing. Premium for uniqueness and viewer impact. Newspaper must keep link active to entry on their respective website until judging is complete. Maximum three entries per newspaper.

50. Online Coverage of Breaking News

Entry consists of permanent link to digital content of the breaking news coverage along with cover letter explaining the depth and breadth of the coverage and containing statistical data on traffic growth, social media/video views, etc. during the event. Judges will consider the newspaper's use of multi-media to break a spot news story and develop the coverage as the news event unfolds. Maximum three entries per newspaper.

51. Best Use of Social Media

This category recognizes newspapers that have utilized social media in an innovative way to expand coverage beyond traditional print. Entry shall consist of a cover letter of 300 words or less describing a single news event in which your newspaper creatively used social media to inform and interact with readers. Entry should include up to three examples (screen shots of Facebook posts, tweets, etc.). Judges will consider the entry's impact on the audience, clarity of the message and creativity. Maximum three entries per newspaper.

52. Best Digital Ad Idea

Any ad – animated or static – appearing on website or mobile site. Ad must have been created locally by newspaper entering it in the contest. Entry consists of permanent link to digital content. Maximum three entries per newspaper.

53. Best Sports Video

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

Digital Sweepstakes Awards

Weekly Class Awards

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Weekly Sweepstakes Award

All **weekly** newspapers entered are automatically eligible. This is the most prestigious award in the weekly digital competition. The award will be presented to the newspaper that accumulates the most points based on the formula given below.

Daily Sweepstakes Award

All **daily** newspapers entered are automatically eligible. The award will be presented to the newspaper that accumulates the most points based on the following formula:

Each first place award...10 points*

Each second place award...8 points*

Each third place award...6 points*