



Bulletin



Save the Dates!

NPA Annual Convention

April 26-27, 2024

Cornhusker Marriott Hotel / Lincoln

NNAF National Convention & Trade Show

September 26-28, 2024

*Embassy Suites, Omaha, NE
(downtown Old Market)*

Upcoming Webinar

Online Media Campus

Grow News Advertising Revenue With Branded Content

Thursday, January 11

1:00 p.m. CT

\$35.00

(sign up by 1/9 to avoid \$10 late fee)

NPA members: submit your paid webinar receipt to NPA & you'll be reimbursed!

Register for the webinar:

<https://onlinemediacampus.com/>

Learn from The Branded Content Project team how small & medium-sized newsrooms can grow new advertising revenue from existing & new advertisers w/branded content & how to launch it.

PRESENTER: Penny Riordan, Dir. of Business Strategy for Local Media Assn/ Local Media Foundation. Prior to joining LMA, Penny worked for GateHouse Media.

CONTACT INFO:

Telephone: 800-369-2850 or

402-476-2851

FAX: 402-476-2942

E-mail: nebpress@nebpress.com

Web Site: <http://www.nebpress.com>



The NPA/OnePress office will be closed for the holidays:

Fri., Dec. 22 - Mon., Dec. 25 - for Christmas

Fri., Dec. 29 - Mon., Jan. 1 - for New Years

Wishing you a Merry Christmas!

Calling all judges!

Judging begins in a few weeks for South Carolina Press Association's 2024 Better Newspaper Contest entries. We need our members to volunteer/sign-up to help judge.

-- A great way to get new ideas for your newspaper!
(Judging takes place in front of your office or home computer.)

-- Please share this request for judges with your management & staff.

-- South Carolina Press members will be judging NPA's 2024 NPA Better Newspaper Contest entries, so it's important that we help them in return!

-- Categories to be judged:

The majority of the contest entries are for writing, with some judges also needed for photography, design & digital.

(South Carolina's advertising contest will be judged in June 2024.)

-- Number of judges needed: 50 to 60 judges needed

-- Deadline to sign up: Tues., Jan. 9

-- Dates when judging will take place: Wed., Jan. 10 through Mon., Jan. 29

**-- Sign up & view SC contest rules (by Jan. 9) at:
https://docs.google.com/forms/d/e/1FAIpQLSf1dvekdfareml5hg6Yt9IvcABUhJcSeuvgsP-Euj_vRoWFIQ/viewform**

Your contact at So. Carolina Press Association (questions, etc.):

JEN MADDEN, Co-Executive Director & Chief Program Officer

jmadden@scpress.org; 803.750.9561; scpress.org

NPA/OnePress Staff



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Max Kautsch

Attorney at Law

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NNA Member Newspapers: Submit your logo design for NNAF's Convention in Omaha, Sept. 26-28, 2024

Entry deadline extended through January 8th - for a chance to win one full registration* ticket to the event!

The Natl. Newspaper Assn. Foundation (NNAF) will host its 138th Annual Convention & Trade Show, September 26-28, 2024 at the Embassy Suites by Hilton Omaha Downtown/Old Market, located at 555 So. 10th St., Omaha, NE 68102.



Your logo submission will enter you in a contest for a chance to win one full registration.* NNAF Convention Committee will select the winning logo.

Deadline to submit your logo design has been extended through January 8, 2024. Contest is open to all member newspapers of NNA.

NNAF's 2024 convention theme is:

'Champions of Democracy'

For details & to submit your logo design, go to:
https://nna.formstack.com/forms/convention_logo

The logo should be a vector image (so it can be scaled large & small). Include the date and location in the logo, as well as NNAF's 138th Annual Convention & Trade Show. Questions? Contact lynn@nna.org, or kate@nna.org.

***\$480.00 estimated value. Registration may be transferred to another staff member of newspaper.**

Help promote NPA Foundation 2024 high school and college scholarships!

Scholarship guidelines and applications forms for the NPA Foundation's scholarships were sent to Nebraska high school & college/university counselors, faculty and advisers in early December. The Foundation board approved funding for up to five total scholarships of \$2,000 each for 2024.

Information and application forms are also posted on the NPA website home page: www.nebpress.com. Application deadline (postmarked by) is January 19, 2024. Scholarships will be given to students with a specific interest in community-based journalism or agricultural communications.

Students eligible to apply must have graduated (or will be graduating) from a Nebraska high school, but they can attend a Nebraska-based or out-of-state college/university.

Special consideration will be given to essay question response, and student's involvement in their local community or student newspaper. Scholarship recipients will be announced at the NPA Convention, April 26-27, 2024, in Lincoln.

Please help promote this excellent scholarship opportunity! Contact Susan Watson, nebpress@nebpress.com, or 402-475-2851, with questions.

Scholarship | Opportunities

\$2,000 Nebraska Press Association Foundation Scholarships

Special consideration given to student's involvement in their local community newspaper or student newspaper. Preference will be given to students pursuing community-based journalism or agricultural communications education at a Nebraska-based or out-of-state college/university.



**Applications must be post-marked by
January 19, 2024.**

**For more information and application form,
www.nebpress.com**



COURTESY OF VISIT OMAHA



NNA Foundation's 138th Annual Convention & Trade Show

September 26-27, 2024

Embassy Suites by Hilton Omaha Downtown/Old Market



NNAFOUNDATION.ORG/CONVENTION

Are you ready to file postage statement digitally? Hard copy postage statements end January 24, 2024

National Newspaper Assn., December 2023

Newspapers must submit their postage statements accompanying each mailing electronically, beginning Jan. 28, 2024. Publishers who have completed hard-copy Forms 3541 for Periodicals mail, or 3602 for Marketing Mail must be able to file these statements digitally by January 28, 2024.

If you have not yet prepared or planned for the switch to electronic filing, NPA encourages you to do so soon! Emailing hard-copy statements, scans or PDFs of statements will not be acceptable. The new process will require publishers to enter data directly into USPS' PostalOne system.



Publishers needing to convert to a digital process should consider these options:

- **Contact your circulation software company**
- **Contact an approved third-party software vendor**
- **Contact the NNA Postal Hotline - if your newspaper is a member of NNA**
- **USPS' Postal Wizard software to enter your data** - Postal Wizard is free, but it does not permit use of a single form to enter commingled mail, separate editions (such as in-state and out-of-state editions) or mailings with differentials of weight within a single issue.

The USPS Industry Alert confirming the end of hard-copy statements is here:
<https://postalpro.usps.com/node/12612>.

ADDITIONAL USPS RESOURCES

IA-NE-SD-Discontinuation-Hardcopy-Postage-Statements:

<https://www.nebpress.com/wp-content/uploads/2023/12/Discontinuation-Hardcopy-Postage-Statements.pdf>

BusinessCustomerGateway-v13:

<https://www.nebpress.com/wp-content/uploads/2023/12/BusinessCustomerGateway-v13.pdf>

Postal-Wizard-Guide:

<https://www.nebpress.com/wp-content/uploads/2023/12/Postal-Wizard-Guide.pdf>



Give the Gift of a
**NEWSPAPER
SUBSCRIPTION**

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

The gift that keeps on giving!

Veteran journalist to become Omaha World-Herald executive director

Omaha World-Herald, Dec. 11, 2023

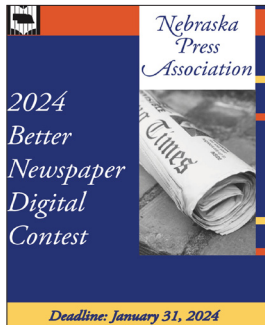
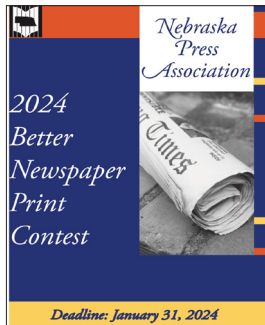
Rachel Stassen-Berger, a former Des Moines Register news director, will officially assume leadership of the Omaha World-Herald newsroom January 15 as the new executive editor.

Stassen-Berger will also play a key role in directing news strategy for either other Nebraska publications owned by Lee Enterprises, parent company of the World-Herald.

She helped lead the Des Moines Register news efforts as its managing editor for nearly two years, while overseeing several other Iowa newsrooms. Prior to her managing editor role, Stassen-Berger was their politics editor, leading the team of reporters who produced in-depth and daily coverage of the Iowa caucuses.

Before her work in Des Moines, she served as Minnesota Capitol bureau chief for the St. Paul Pioneer Press, managing a team of state government reporters.

NPA's 2024 Better Newspaper Contest is now OPEN for entries!



- **Start submitting online entries now to re-familiarize yourself with how the online contest entry process works.**
 - **Early Bird Deadline: Wednesday, January 24, 2024**
(All newspapers with entries submitted before midnight January 24, 2024 will be entered in a drawing for a chance to win a free NPA convention registration for that newspaper valued at: \$250.)
 - **Regular Entry Deadline: Wednesday, January 31, 2024**
Entries must be submitted online only. No mail-in entries.
- **Contest instructions/guidelines for print & digital are attached to the Bulletin.**
(Separate PDF for print & digital.)
- **Please share Better Newspaper Contest information with your management/staff.**
- **Lynne Lance will again manage NPA's print & digital contests. This is her 3rd year assisting with our contest.**
Lynne will be your 'go-to contact' if you have questions about contest categories, guidelines and instructions.

- **ABOUT LYNNE:**

Lynne is executive director of the National Newspaper Association & Foundation. She lives in Pensacola, Florida. She 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 the NPA phone greeting, PRESS '7' for Lynne's extension)

LYNNE'S CELL: 850-542-7087

This is Bill.

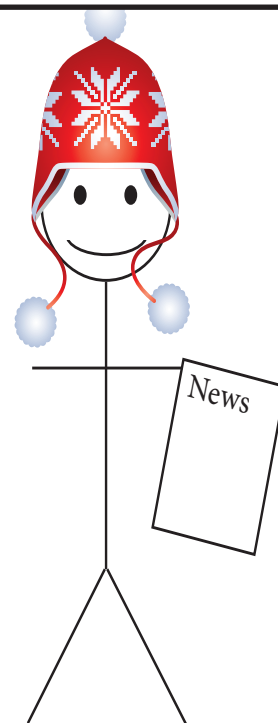
Bill wants to stay up to date with the latest local and community news.

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

Bill is smart.

Be like Bill.

#newspapersthive



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

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

Solid, prompt legal advice on questions about closed meetings or courts, public records, Letters to the Editor, employment law issues, etc.

Contact Max Kautsch, NPA's LEGAL HOTLINE attorney.



*Nebraska
Press
Association*

*2024
Better
Newspaper
Print
Contest*



Deadline: January 31, 2024

Nebraska Press Association 2024 Better Newspaper Print Contest

Early Bird Deadline: Wednesday, January 24, 2024

(All newspapers with entries submitted before midnight January 24, 2024 will be entered in a drawing for a free convention registration for that newspaper valued at: \$250)

Regular Deadline: Wednesday, January 31, 2024

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 2023 Directory & Rate Book)

Deadlines

Entries must be entered online by **Midnight on January 31, 2024**. Early bird deadline is midnight, January 24, 2024.

Contest Period

Calendar Year 2023. All entries must have been originally published between January 1 and December 31, 2023.

NOTICE

Entry Fee is \$4.00 per entry.

Payment methods: Check or online payment.

**Mail check to:
Nebraska Press Association
845 "S" Street
Lincoln, NE 68508**

**Pay online at:
<https://nebpress.com/nebraska-press-association-payment-form/>**

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 Wednesday, January 31. Follow the onscreen instructions and register using your information. You will be asked for an "Association Code", please enter **NE2024**. 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 2024.**
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.** 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. Please use the comment boxes to provide information or explanations to judges.

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. 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

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. 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 ¼ page or less than 3 col x 10.5")

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 from date of your choice. Enter entire page as entry. Judges consider the effectiveness of 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. 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. 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. 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

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*Nebraska
Press
Association*

*2024
Better
Newspaper
Digital
Contest*



Deadline: January 31, 2024

Nebraska Press Association 2024 Better Newspaper Digital Contest

Early Bird Deadline: Wednesday, January 24, 2024

(All newspapers with entries submitted before midnight January 24, 2024 will be entered in a drawing for a free convention registration for that newspaper valued at: \$250)

Regular Deadline: Wednesday, January 31, 2024

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 2023 Directory & Rate Book)

Deadlines

Entries must be entered online by **Midnight on January 31, 2024**. Early bird deadline is midnight, January 24, 2024.

Contest Period

Calendar Year 2023. All entries must have been originally published between January 1 and December 31, 2023.

NOTICE

Entry Fee is \$4.00 per entry.

Payment methods: Check or online payment.

Mail check to:

Nebraska Press Association

845 "S" Street

Lincoln, NE 68508

Pay online at:

<https://nebpress.com/nebraska-press-association-payment-form/>

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 Wednesday, January 31. Follow the onscreen instructions and register using your information. You will be asked for an "Association Code", please enter NE2024. 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.

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. 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 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

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

Newspapers published 1x-2x per week 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

Newspapers published 3x-7x per week 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*

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