



Bulletin



Save the Dates!

National News Literacy Week
January 22-26, 2024

Sunshine Week: March 10-16

NPA Annual Convention
April 26-27, 2024
Cornhusker Marriott Hotel / Lincoln

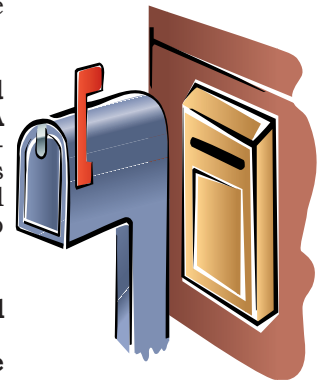
NNAF National Convention & Trade Show
September 26-28, 2024
Embassy Suites, Omaha, NE
(downtown Old Market)

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

National Newspaper Association (NNA), 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.**

USPS has created a strike team to specifically assist customers with this transition.

Any of these USPS contacts can assist you with questions, etc:
IN LINCOLN: Michelle Hayden, 402-473-1799;
Michael Sindorf, 402-473-1618
IN OMAHA: Jamie Betts, 402-348-2871;
Lori Thrapp, 402-348-2867; Sydney Anderson, 402-348-2867

ADDITIONAL USPS RESOURCES
<https://postalpro.usps.com/node/12133>

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>

CONTACT INFO:
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National News Literacy Week: January 22-26

Free virtual events & webinars are planned throughout the week

The fifth annual National News Literacy Week underscores the vital role of news literacy in a democracy and provides people of all ages with the knowledge and tools to become better informed and more civically engaged.



Local news is the backbone of how we stay informed about issues and events that directly impact us, and it's the glue that makes a town or city a real community. But in the last 20 years, more than 2,000 local newspapers have closed, leaving far too many people poorly informed.

January 22-26 will showcase industry professionals, journalism students, educators and others discussing workable solutions in free webinars & virtual (livestreamed) events. **Find webinar topics, events, tools & resources at: <https://newslit.org/news-literacy-week/>**

The News Literacy Project is a nonpartisan education nonprofit building a national movement to create a more news-literate America. NLP is the nation's leading provider of news literacy education.



NPA's 2024 Better Newspaper Contest Call For Entries!

Submit online entries now to re-familiarize yourself with how 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 attached to the Bulletin.

Lynne Lance will again manage NPA's print & digital contests.

This is her 3rd year assisting with our contest.

Lynne is 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.

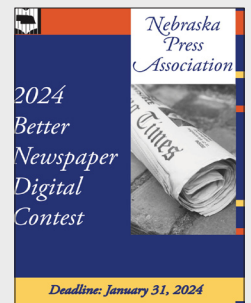
Contact Lynne Lance directly at:

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



New year, old challenges for NPA

I got tired of feeling like a failure.

After years of resolving every Jan. 1 to join the gym, lose 20 pounds, eat more salads, read more books and walk three miles a day, I finally gave up on the notion of New Year's resolutions.

Oh sure, it feels pretty good compiling this annual list, but it feels equally awful when you realize four to six weeks down the road there is no way these things are ever going to happen — not in this lifetime, anyway.

These days, instead of making a wish list of all the things I'm going to tackle in the new year, I've started assessing my place in life.

To some, that may sound a lot like making a resolution, but to me, it's totally different.

My annual assessment consists of looking at accomplishments over the past 12 months, and examining the goals I've set for myself for the next 12. I then compile these two lists into my five-year plan.

That's exactly where the Nebraska Press Association Board of Directors is right now.

We're planning to assess and evaluate our successes and failures, our strengths and weaknesses. Once that's completed, we hope to map out what needs to be done in order to improve our strengths, and reduce our weaknesses.



ROB DUMP
NEBRASKA PRESS
ASSOCIATION
PRESIDENT

In an effort to accomplish this, we've invited a couple of past NPA Presidents to join the Board of Directors of the Nebraska Press Association, OnePress and the Nebraska Press Association Foundation for a strategic planning session in early February.

Everything is on the table.

We plan to look at everything.

- Potential new revenue streams for our Association and our member newspapers.

- Public notice legislation.

- Broadening the Association's membership criteria to open it up to new members.

- Ways to retain current publishers and publications and recruitment of new publishers

- Ways to help publishers modernize their

products to make their company viable for the future and future owners.

It's a big list — probably too big. But it has to be big.

We need to take a look at our industry, our Association and our own newspapers from a 40,000-foot perspective to help insure community newspapers will be here 10, 15 and 20 years down the road.

Anyone have a good idea?

We would love to hear the thoughts of our members. Drop me a note at cnews@mac.com. Any and all ideas are appreciated.

We will report back on our strategic planning session in March.

NPA will consider expanding membership

The Nebraska Press Association Board of Directors heard a report at their November meeting from the Membership Committee.

The Committee proposed allowing digital publications full membership in the Association.

The NPA Board will consider the following guidelines for digital members at its February meeting.

To qualify for NPA membership, a digital news publication must be engaged in producing news for publication or dissemination within the State of Nebraska.

A Digital News publication shall have been published continuously for a previous 12-month period from date of membership application.

All qualifying digital news publications shall be continuously published

and updated not less than once per week.

The Digital News publication shall average at least 35% original local or state news content.

In addition, all applicants must demonstrate a significant commitment to bona fide Nebraska news content, including evidence of local original news coverage.

The digital news publication must abide by all applicable United States copyright and trademark laws.

Newspapers already belonging to the Nebraska Press Association and in good standing shall, if applicable, have requirement (1) waived in the event that they wish to convert to a digital news only publication.

Any regular member that produces an actual print edition of the newspaper

and also maintains a digital news newspaper/publication shall not be eligible for digital news only membership.

Digital news annual dues will be determined by a formula established by the Neb. Press Association Board of Directors.

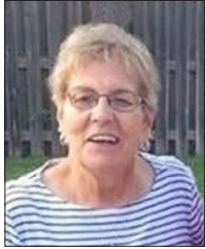
Each request for Digital Membership shall be submitted to and must be approved by the Board of Directors of the Association and must follow application procedures required by any membership application to the Nebraska Press Association.

The final decision on membership will be made by the NPA board of directors.

Digital news members shall be considered full members of the Association, and will be granted all rights and privileges as full print-only members receive.

Genoa Times Leader's Mary Kay Johnson, died January 12

Mary Kay Johnson, owner and publisher of the Times Leader, died January 12, 2024, at Columbus Community Hospital, after a brief illness, at age 75.



Mass of Christian Burial will be held Monday, January 22, at 10:30 a.m., at St Rose of Lima Catholic Church in Genoa, NE. Visitation at the church on Sunday, January 21, from 2:00-4:00 p.m., with a Vigil Service at 4:00 p.m. Visitation continues at the church on Monday, January 22, from 9:30 a.m.

until service begins. Interment at Valley View Cemetery. Memorials may be directed to a local animal shelter of the donor's choice. The funeral service will be broadcast live on the Gass Haney Facebook page.

Mary Kay was born in Humphrey, NE, and graduated from Genoa High School. She married Dean Johnson in 1971, and they had two children, Deanne and Greg.

She purchased the Times Leader from Helen and Tonya Evans in 2007, and had been owner/publisher of the newspaper for the past 15 years. Tonya Evans will continue to publish the paper short-term, until the paper can be sold.

Mary Kay is survived by daughter Deanne, son Greg (Valerie), and two grandchildren, all of Lincoln. Gass Haney Funeral Home, Columbus, NE, is in charge of funeral arrangements.

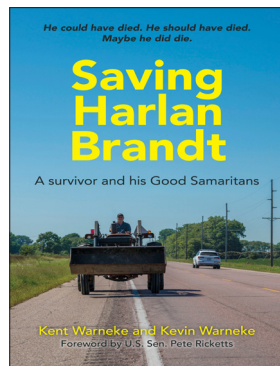
New book co-authored by longtime Nebraska journalist

Kent Warneke, editor emeritus of the Norfolk Daily News, and his brother, Kevin, are the co-authors of a new nonfiction book set to be released by Trilog Publishing on Feb. 2.

"Saving Harlan Brandt" recounts the story of the Antelope County cattleman who was involved in a horrific tractor accident along Highway 275 in October 2013.

The book is told from the perspective of the more than 20 modern-day Good Samaritans, family members and medical professionals who combined to save his life that day. "We realized that the concept of neighbor helping neighbor and stranger helping stranger was alive and well in rural America, especially Nebraska," Kent Warneke said. "This was the story we chose to tell."

While conducting interviews and doing research, the Warnekes discovered that this story went beyond Brandt's rescue. In addition to chronicling those who came to his aid – from the motorists who first happened upon the



crash site to the emergency room physician who was on call at a Norfolk hospital – the book provides sidelights into life in rural America. These sidelights focus on such issues as the cost volunteer first-responders often shoulder and why tractor safety on America's highways is critical.

The authors also asked Nebraskans – from the state's top elected officials to the director of the state's volunteer commission – to tell their stories about when they were on the receiving end of assistance from a stranger.

U.S. Sen. Pete Ricketts' provides the book's foreword. Gov. Jim Pillen, Sen. Deb Fischer and all three Nebraska members of the U.S. House of Representatives also submitted Good Samaritan stories. "People come to the aid of others every day – and these are just a few of those stories," said Kevin Warneke of Omaha, who worked for The Omaha World-Herald early in his career and continues as a freelance writer. "We thought it was important to convey that what Harlan received in kindness was more of the norm than the exception."

The book is available online at www.barnesandnoble.com, www.amazon.com and other online retailers.

Enter International Society of Weekly Newspaper Editors (ISWNE) editorial writing contest

The International Society of Weekly Newspaper Editors (ISWNE) is accepting entries for its annual Golden Quill editorial writing contest. **Deadline is Feb. 1, 2024.**



Entries should reflect the purpose of the ISWNE: Encouraging the writing of editorials or staff-written opinion pieces that identify local issues that are or should be of concern to the community, offer an opinion, and support a course of action.

All newspapers of less than daily frequency (published fewer than four days per week) are eligible to enter. Online-only newspapers must be considered community news sites. Syndicated columnists are not eligible. Entries must have been published between Jan. 1 and Dec. 31, 2023.

Cost is \$15 per entry (each editorial or column) for ISWNE members, \$20 per entry for non-members, and \$5 per entry for students. There is a separate division for student entries. Three entries are allowed per person.

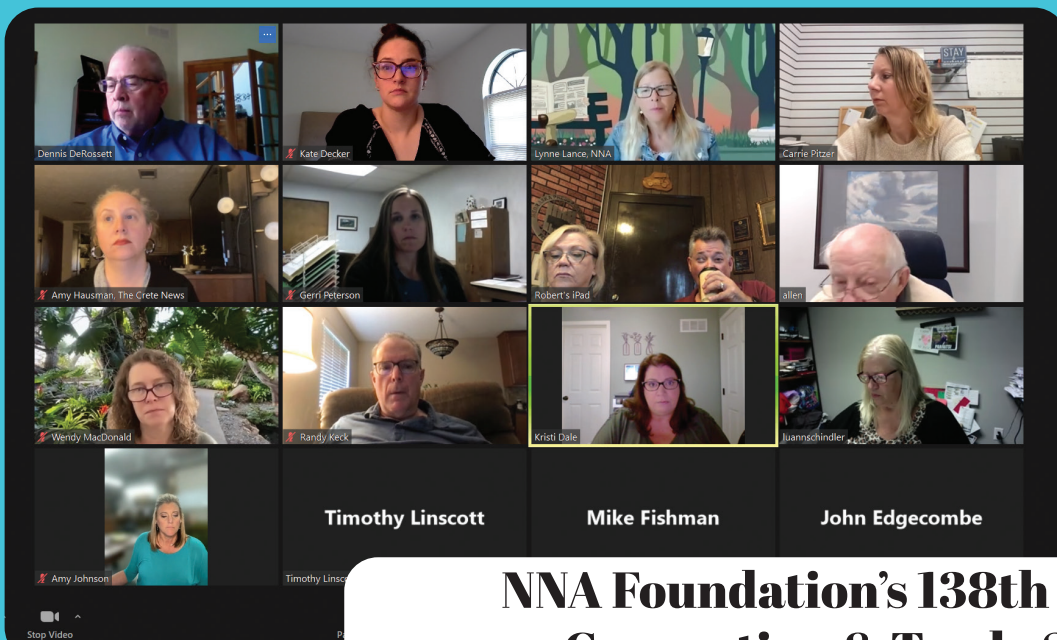
Grassroots Editor, ISWNE's biannual journal, will reprint the 12 best editorials in the Summer 2024 issue. The Golden Quill winner will be invited to attend ISWNE's annual conference in Toronto, June 18-23. The winner will receive a conference scholarship and travel expenses up to \$500.

Information on how to prepare and send entries can be found at www.iswne.org. For specific questions, please contact ISWNE Executive Director Chad Stebbins at stebbins-c@mssu.edu.

See flyer attached to Bulletin for more details.



COURTESY OF VISIT OMAHA



Convention committee announces event at the Omaha's Henry Doorly Zoo & Aquarium®

Details: <https://bit.ly/3GX6VWN>

NNA Foundation's 138th Annual Convention & Trade Show
 September 26-27, 2024
 Embassy Suites by Hilton Omaha Downtown/Old Market

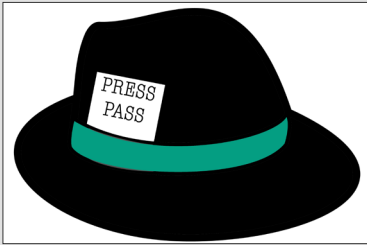


NNAFOUNDATION.ORG/CONVENTION

Have you earned your press pass?

The web-based course, *Earn Your Press Pass*, teaches the fundamentals of journalism.

Thanks to funding from the NPA Foundation, the course is available to all Nebraska Press members/staff at no cost.



Earn Your Press Pass began as a cooperative project with Kansas Press Association and Lindsey Young, part owner of Kansas Publishing Ventures, which operates four community weekly newspapers in south central Kansas. Lindsey, a former high school teacher, has experience instructing students in everything from English to public speaking to journalism.

This training will be especially helpful for employees with limited journalism training or experience, early-career journalists and freelancers.

Training topics include newspaper basics, interviewing & reporting skills, sourcing considerations, news judgement, headline & cutline writing, AP Style, copy editing & basic photography. The Earn Your Press Pass course designed to go at your own pace & fit your schedule. Members who complete the entire course will receive a Certificate of Completion.

Comments on Earn Your Press Pass from Nebraska newspaper staff who have completed the course:

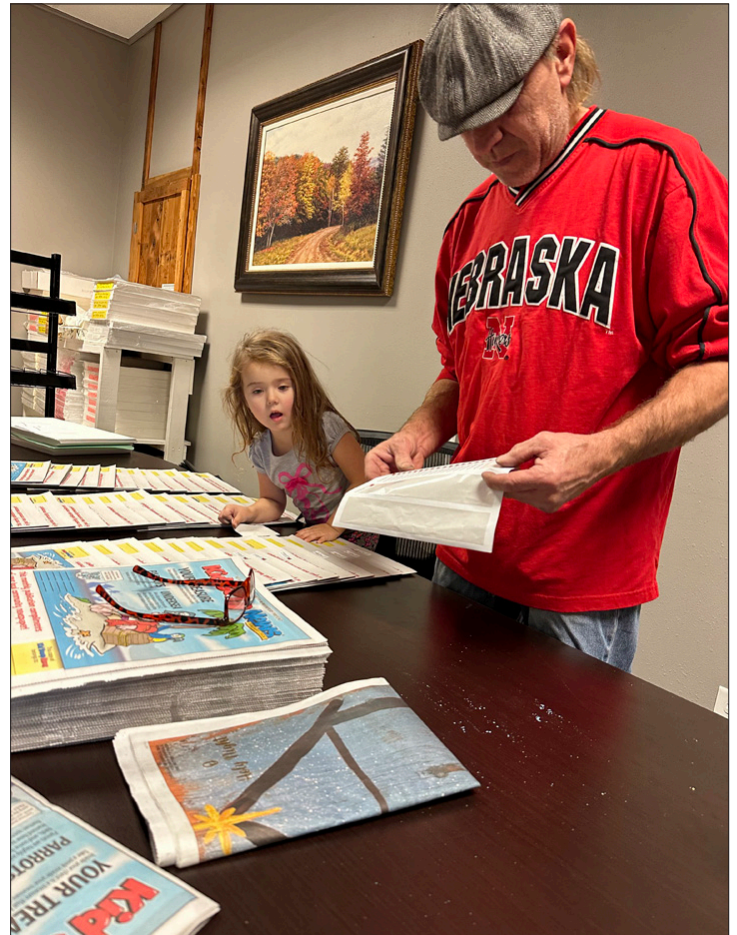
"I really learned a lot from the course! I hadn't taken any sort of journalism classes beforehand, but now I'm able to conduct thorough interviews and write well thought out pieces from those interviews. Even my pictures have gotten better. I'm really grateful that you offer these courses, and I would certainly recommend them to other aspiring journalists!" **J.G. - Tecumseh Chieftain**

"I personally enjoyed having Lindsey as my instructor because she speaks nice and clear when giving explanations of journalism topics. The parts that I found useful the most were the Writing Techniques and the Editing section. Also, she gave really good points to get myself ready for interviews. I feel it was worth every minute of my time and I learned a lot. It's very helpful for somebody who is starting in this world of journalism. Thank you so much for all the effort put on this."

D.G. - Sidney Sun-Telegraph

Since NPA began promoting the course in May, 45 staff from 28 different member newspapers have signed up for Earn Your Press Pass!

If you have an employee who could benefit from this training, contact Susan Watson, nebpress@nebpress.com, or Violet Spader, vs@nebpress.com to sign up.



Prepping the Kid Scoop News...

Rebekah, helps Sam Schindler add news labels to the January issue of Kid Scoop News before delivering to the Summerland Public Schools. Rebekah is the granddaughter of LuAnn and Sam Schindler, co-publishers of the Clearwater Summerland Advocate-Messenger.

Saying: "I don't need newspapers; I get my news from the Internet."

is the same as saying



"I know, right? And I don't need farmers; 'cause I get my food at the supermarket."

#newspapersthrive



*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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Send Us Your Best Editorial

ENTRY DEADLINE: THURSDAY, FEBRUARY 1, 2024

Enter ISWNE's 64th Annual Golden Quill Award Contest

Entries should reflect the purpose of the ISWNE: Encouraging the writing of editorials or staff-written opinion pieces that identify local issues that are or should be of concern to the community, offer an opinion, and support a course of action.

Eligibility: All newspapers of less than daily frequency (published fewer than four days per week) are eligible to enter. Online-only newspapers must be considered community news sites. Syndicated columnists are not eligible. Entries must have been published between Jan. 1 and Dec. 31, 2023.

Cost: \$15 per entry (each editorial or column) per person for ISWNE members, \$20 per entry for non-members, and \$5 per entry for students. (There is a separate division for student entries.) Three entries are allowed per person.

How to Submit Entries: Select up to six best editorials or signed opinion pieces from your newspaper. **Three is the maximum number of entries permitted from each individual.** Go to newspapercontest.com/iswne to get started.

Under Register, you will need to create a password. Your Seccode or Association code will be ISWNE. Email Chad Stebbins at stebbins-c@mssu.edu if you are unsure of your Member Status.

After you successfully log in, click on the "Add New Entry" link. For each entry, include either a URL or use the drop box to upload. Under Explanation, include instructions on how to access your paywall if the entry (the URL) is behind one. You may also add a note of explanation to the judge to clarify something about the entry, but this is not required.

newspapercontest.com/iswne

Questions? Email Chad Stebbins at stebbins-c@mssu.edu

Grassroots Editor, ISWNE's biannual journal, will reprint the 12 best editorials in the Summer 2024 edition.

The Golden Quill winner will be invited to attend ISWNE's annual conference in Toronto, Ontario, June 18-23, 2024. The winner will receive a conference scholarship and travel expenses up to \$500.

