



*Nebraska
Press
Association*

*2019
Better
Newspaper
Digital
Contest*



Deadline: January 10, 2019



Class Divisions

Division E

Dailies

Division A

Weeklies Up to 859 Circ.

Division B

Weeklies 860-1,499 Circ.

Division C

Weeklies 1,500-2,499 Circ.

Division D

Weeklies 2,500 & Up Circ.

(according to 2018

Statement of Ownership)

Deadlines

Entries must be entered online no later than Midnight on **January 10, 2019**.

Contest Period

Calendar Year 2018. All entries must have been originally published between January 1 and December 31, 2018.

Awards

Awards will be announced during the Nebraska Press Association Annual Convention, April 5-6, 2019 at the Kearney Holiday Inn & Convention Center, Kearney, NE

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 or postmarked by Midnight, Central time on Thursday, January 10. Follow the onscreen instructions and register using your information. You will be asked for an "Association Code", please enter **NE2019**. Please be sure to read all online rules for each category. If you need clarification of the rules, contact Carolyn Bowman at 800-369-2850 or by email at cb@nebpress.com. 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

46. 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.

47. Online Video

Breaking news, sports, features, special interest, advertising 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.

48. 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.

49. 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.

50. 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.

Digital Sweepstakes Awards

Weekly Sweepstakes Award

All **weekly** newspapers entered are automatically eligible. 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*