



*Nebraska  
Press  
Association*

*2021  
Better  
Newspaper  
Digital  
Contest*



*Deadline: January 31, 2021*



## Class Divisions

### **Division E**

Dailies

### **Division A**

Weeklies Up to 859 Circ.

### **Division B**

Weeklies 860-1,499 Circ.

### **Division C**

Weeklies 1,500-2,499 Circ.

### **Division D**

Weeklies 2,500 & Up Circ.

(according to 2020

Directory & Rate Book)

## Deadlines

Entries must be entered online no later than Midnight on **January 31, 2021**.

## Contest Period

Calendar Year 2020. All entries must have been originally published between January 1 and December 31, 2020.

### **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](http://www.newspapercontest.com/nebraska) or postmarked by Midnight, Central time on Friday, January 31. Follow the onscreen instructions and register using your information. You will be asked for an “Association Code”, please enter **NE2021**. 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](mailto: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

### 48. 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.

### 49. 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.

### 50. Online Coverage of Breaking News

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

### 51. Best Use of Social Media

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

### 52. Best Digital Ad Idea

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

### 53. Best Sports Video

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

### 54. Coronavirus Pandemic

This is a special one-time category. Newspapers will enter up to five examples of their best work covering the depth and breadth of the pandemic on their digital platform. Each example should be clearly marked and demonstrate the newspaper's commitment to inform its digital readers about an event that left few people untouched. Coverage can include editorial as well as advertising contributions. COVER LETTERS are NOT permitted. BONUS POINTS: Entries judged first, second and third in their circulation classes will win double sweepstakes points. Maximum one entry per newspaper.

## Digital Sweepstakes Awards

### Weekly Class Award

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 digital competition. The award will be presented to the newspaper that accumulates the most points based on the formula given below.

### Daily Sweepstakes Award

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

Each first place award...10 points\*  
Each second place award...8 points\*  
Each third place award...6 points\*