

The Times judged best in class again

Written by Gothenburg Times
Thursday, 17 April 2014 14:28 -

For the eighth consecutive year, the Gothenburg Times has been judged as the top newspaper in its circulation class in the Nebraska Press Association's Better Newspaper Contest.

The Times received 19 awards in the competition which was announced Saturday during the annual NPA convention in Grand Island.

The newspaper earned eight first place awards, three seconds and eight thirds.

"We were most pleased with the first place award in the General Excellence category," Greg Viergutz, co-publisher of The Times, said. "It is the top individual award given and recognizes the exceptional efforts made in each issue by our entire staff."

Judges consider news; content; quality of writing; headlines; page design; photos and captions; graphics; special pages such as front, sports, lifestyle; reproduction; advertising design and content; and treatment of public notices.

Other first place honors were for: front page, sports page, use of color (news), headlines, personal column, reader contest and advertising campaign.

The Gering Courier won the overall sweepstakes award in the non-daily division.

In the daily division, the Kearney Hub was the sweepstakes award winner.

Other Dawson County newspapers were also recognized at the banquet.

The Tri-City Tribune placed second to Aurora in its circulation class while winning three first

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place awards, four seconds and seven thirds.

The Lexington Clipper-Herald picked up three firsts, four seconds and two thirds.

The Times received the following awards (includes publication dates and titles):

Newspaper Placings

Class C Award—1. Gothenburg Times, 2. Papillion Times, 3. West Point News

Individual Awards

1st—General Excellence (March 27, Aug. 28, Dec. 11). The Times was a clear choice for #1 with strong and varied reporting, and an appealing sense of typography and layout. I was also very impressed with the inside pages on the paper, where it was evident that time is taken to follow the newspaper's guidelines making every page as inviting to read as in the section cover pages. Good balance of color and photography complement the news coverage.

1st—Front Page by Elizabeth Barrett. Very nice front page layout. Really like the quote at top and teaser box at bottom.

1st—Sports Page (Jan. 20, May 22, Sept. 11, Oct. 16) by Deb Egenberger, Austin Benson, Greg Viergutz. Good design and writing. Great reproduction and use of a variety of elements to draw reader interest.

1st—Use of Color, News (Dec. 18, pg. 1) by Elizabeth Barrett and Jo Atkinson. I really like the layout of your front page...clean, organized. Great use of color on the larger images really makes them pop.

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1st—Headlines by Elizabeth Barrett. These headlines give the front page an understated elegance while precisely connecting with stories.

1st—Personal Column (May 22, Nov. 27) by Elizabeth Barrett. Loved the column about the passing of Callie. Sentimental (in a good way) and great reading. Author is economical with words and yet very descriptive of feelings and place.

1st—Reader Contest (Favorite Feature Story, Jan. 9) by Greg Viergutz. Great contest idea. Encourages readers to recall/re-read favorite articles.

1st—Advertising Campaign (Stone Hearth Estates) by Jo Atkinson. Well done and fun ads to see. They are all nicely designed and consistent. Great campaign!

2nd—Classified Section by Kathi Viergutz. Nice layout.

2nd—Single Classified Idea, B&W (Senior Center garage sale) by Kathi Viergutz. I like the attention-getting artwork.

2nd—Breaking News Story (Aug. 7, Railroad cars toppled) by Elizabeth Barrett. Great detail and storytelling. Excellent reporting.

3rd—Building Circulation (Can't Seem to Put Us Down) by Kathi Viergutz. Nice-looking house ad that draws the reader in.

3rd—Small Ad (Nov. 27, Sun Theatre) by Kathi Viergutz. Simple and effective! You know right away what the ad is about and if you want to see a movie you're going to read the ad.

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3rd—Signature Page (Oct. 9, National 4-H Week) by Jo Atkinson. Good design. Good use of color.

3rd—Single Retail Ad Idea B&W (Oct. 30, Dival Nails) by Kathi Viergutz. Good ad that pulls lots of information together.

3rd—Sports Feature Photo (Oct. 16, Tears of joy) by Greg Viergutz. Clear, sharp picture. Like position of championship plaque.

3rd—News Photography (March 6, Fire aftermath) by Elizabeth Barrett. Challenging topic. Thumbs up for camera angle and composition.

3rd—Breaking News Photography (Aug. 7, Railroad cars toppled) by Austin Benson. Great clear shot. Good vantage point.

3rd—In-Depth Writing (Lake Helen) by Elizabeth Barrett. From odd smells to weeds to funding, this series covers all aspects of the lake draining project.