

## **Best in class**

Written by Gothenburg Times  
Friday, 23 April 2010 20:32 -

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### **The Times takes newspaper honor for fourth year in row.**

The Gothenburg Times earned the top spot in its circulation class for the fourth year in a row.

The Times received 18 awards in the Nebraska Press Association's Better Newspaper Contest. Results were announced Saturday during the annual NPA convention in Kearney.

Tops among the honors was first place in the coveted General Excellence contest. It includes an overall evaluation of the newspaper including 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 and treatment of public notices.

"We are thrilled to receive first place in General Excellence," said Greg Viergutz, co-publisher of The Times. "It is a tribute to the dedicated efforts of our entire staff to bring our readers an attractive, thorough and interesting product each week."

Other first place awards were for Best Front Page, Best Sports Page, Sports Writing, Best Photo Page, Use of Color (News), Personal Column and Single Retail Advertising Idea (Color).

The Times received eight first place awards, five seconds and five thirds.

Viergutz was re-elected to a three-year term on the Nebraska Press Advertising Service board of directors and assumes the position of vice-president.

Dennis Morgan, who formerly was a reporter with The Times who now publishes the Elgin Review, was elected to the NPA board of directors.

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Dawson County newspapers also were recognized at the convention.

The Lexington Clipper-Herald received the Community Service award which is sponsored by the Omaha World-Herald. The Lexington newspaper also earned a first place award, five seconds and five thirds.

The Tri-City Tribune picked up three firsts and a third, while the Cozad Free Press was awarded five firsts and a third.

The Times received the following awards. Publication dates, titles and judges' comments are included:

1st—General Excellence, Jan. 28, Aug. 5, Oct. 21; “Done well. Pretty, eye-catching design. I’ll bet your readers really like the Brady Booster pages. I did, too.”

1st—Best Front Page, random dates selected; “Well-played and captivating photo is only the beginning of this solid design. Balance is outstanding. Good mix of features and breaking news.”

1st—Best Sports Page, Jan. 28, May 20, Sept. 2, Nov. 11; “Very clean layout, easy to read. Very good photos and strong writing. Sidebar is well done.”

1st—Sports Writing, Aug. 5 (National champ) by Deb Egenberger; “I liked this story because the writer did a good job bringing out the character of her subject—typical 12-year-old—as well as a budding athlete. Excellent work!”

1st—Best Photo Page, Aug. 5 (Brady Days) by Deb Egenberger; “Strong photos and I love the clean layout. The shots tell the story of the event. Great photo reproductions.”

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1st—Use of Color—News, Sept. 16 (Gothenburg Fire Department anniversary cover); “Page really says “fire department.”

1st—Personal column, Feb. 18 (The last ride) by Elizabeth Barrett; “Beautifully written and truly touching. I could picture the grandmother and feel her strength.”

1st—Single Retail Advertising Idea—Color, Sept. 16 (Gothenburg Memorial Hospital) by Kathi Viergutz; “Very nice layout. Design is especially eye-catching. Color great! Nice tribute to the fire department.”

2nd—Headline Writing, random dates selected; “Heads convey story topics without over-dramatizing.”

2nd—Reader Interaction, Jan. 7 (Gothenburg Times Feature Story Contest) by Greg Viergutz; “Not only is this a great way to recap good stories, it offered an incentive for readers to weigh in.”

2nd—Single Feature Story, Nov. 4 (Swede mom fights cancer, learns what’s important in life) by Elizabeth Barrett; “Very thorough and descriptive. Good job bringing the readers into her life.”

2nd—Signature Page, Sept. 16 (Gothenburg Fire Department anniversary) by Kathi Viergutz; “Simple but effective. You highlighted your advertisers and also got across the message.”

2nd—Single Retail Advertising Idea—Color, Dec. 2 (Gothenburg Chamber of Commerce) by Kathi Viergutz; “Great organization of information! Really like the monthly calendar for quick reference. Colorful—nice seasonal display.”

3rd—Specialty Page, April 1 (April Fool’s Day front page); “Hilarious.”

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3rd—Sports Feature Photo, July 15 (Motor Boat, baby blowing bubbles in water) by Deb Egenberger; “This photo brought something different to the category. Nice balance, fun photo.”

3rd—Agricultural Ad, March 18 (Monsanto) by Kathi Viergutz; “Headline jumps out at you.”

3rd—Small Ad, July 29 (Gothenburg Memorial Hospital foot presentation) by Kathi Viergutz; “Can I get an appointment? I think all of us can relate to your graphic...and the message. This was a simple ad, but it caught my attention.”

3rd—Advertising Campaign, various dates (Gothenburg State Bank) by Greg Viergutz; “Cute idea of the message from the child’s point of view. Carried idea well throughout the ads.”

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