

The Times earns top award in national newspaper contest

Written by Gothenburg Times

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The Gothenburg Times took top honors in the most prestigious category offered by the National Newspaper Association's Better Newspaper Contest.

The Times was awarded first place in the General Excellence category while competing with newspapers with less than 3,000 subscribers from across the county.

The announcement was made Saturday at the National Newspaper Association's 2010 Annual Convention and Trade Show in Omaha.

"We were thrilled to receive the recognition for our staff which strives to bring to both our readers and advertisers a product that matches the excellent quality of the communities that we serve," Greg Viergutz, co-publisher of The Times, said.

NNA established this award to recognize member newspapers that achieve excellence in the following areas: quality of writing; headline language; use of photos and art work; mechanical evidence of craftsmanship and skill in composition, reproduction and presswork; editorial page(s); front page; family life/living page(s); sports page(s); advertising design and layout, quality and technique of writing copy, handling of classified and/or reader ads and taste; and treatment of public notices.

Entrants submitted three non-Sunday issues: one from June 2009, one from November 2009

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and the third a consecutive issue to either submitted issue.

The judges' comments—"The Gothenburg Times meets all the qualifications of an excellent community newspaper. It does an excellent job of covering its community. The writing, graphics and photography are all commendable. Even when it is published only in black and white, it is still a graphically pleasing newspaper—though its color edition brings it up a level."