

# Better Newspaper Contest

## EDITIONS

### BEST HEADLINE WRITING

**Submit** digital versions of two issues of your choice, one from July and one from September. (Special issues and Sunday issues may not be submitted).

**Entries will be judged** as to whether they accurately reflect the story and on the best use of word selection, size, layout and overall impact.

### BEST LOCAL NEWS COVERAGE

**Submit** digital versions of one issue each from March and September. A brief letter is strongly encouraged to be submitted with the entry to describe the community being covered.

**Entries will be judged** on the overall depth of local news coverage in the community.

### BEST USE OF COLOR

**Submit** digital versions of two issues of your choice. (Special issues and Sunday issues may not be submitted).

**Entries will be judged** on the proper use of color, choice of colors and overall effect of color in the entire issue.

### BEST USE OF PHOTOGRAPHS

**Submit** digital versions of two consecutive issues of your choice. (Sunday issues may not be submitted).

**Entries will be judged** on the best use of local photos, reader interest in illustration, and relevancy to news stories.

### BEST WEEKEND EDITION

**Submit** digital versions of two issues, one from March and one from October.

**Entries will be judged** on general makeup, advertising, typography (selection and effective use of typefaces, illustrations and borders), headlines (selection and effective use of typefaces) and readability.

### EXCELLENCE IN TYPOGRAPHY

**Submit** digital versions of two issues, one from April and one from December. (Sunday issues may not be submitted).

**Entries will be judged** on general makeup, advertising, typography (selection and effective use of typefaces, illustrations and borders), headlines (selection and effective use of typefaces) and readability.

## SECTION

### BEST FAMILY LIFE/LIVING SECTION/PAGES

**Submit** a digital version of a section/tearsheet(s) from two issues of your choice.

**Entries will be judged** on appearance, originality, newsworthiness, features and photos.

### BEST SPECIAL NEWS, SPORTS OR FEATURE SECTION OR EDITION

**Submit** a digital version of any special issue or section. A statement of circumstances connected with the publication of the issue/section is strongly encouraged.

**Entries will be judged** on originality, timeliness, layout and use of color and photos.

### BEST SPORTS SECTION/PAGE

**Submit** digital versions of a sports section or page from two issues, one from February and one from October.

**Entries will be judged** on newsworthiness, overall coverage, style, layout and readability.

## GEN-EX

### GENERAL EXCELLENCE

**Submit** digital versions of three non-Sunday issues, one from June, one from November and the third to be a consecutive issue to one of the above.

**Entries will be judged** on an overall evaluation of the newspaper with a "rating" as follows: quality of writing (20 points); headline language (10 points); use of photos and art work (10 points); design and typography (5 points); editorial page(s) (10 points); front page (10 points); family life/living page(s) (5 points); sports page(s) (10 points); advertising design and layout, quality and technique of writing copy, handling of classified and/or reader ads and taste (10 points); and treatment of public notices (10 points).

### GENERAL EXCELLENCE, COLLEGE DIVISION

**Submit** digital versions of three issues, one from February, one from November and the third to be a consecutive issue to one of the above.

**Entries will be judged** on an overall evaluation of the newspaper with a "rating" as follows: quality of writing (20 points); headline language (5 points); use of photos and art work (10 points); design and typography (5 points); editorial page(s) (10 points); front page (10 points); student life page(s) (20 points); sports page(s) (10 points); and advertising design and layout, quality and technique of writing copy, handling of classified and/or reader ads and taste (10 points).

## CIVIC

### COMMUNITY SERVICE AWARD

**Submit** a digital version of a written explanation (not to exceed two pages double-spaced) and tearsheets of articles, editorials, series, or photos that support the written explanation. No more than five items (in addition to the written explanation) may be included as part of the entry.

**Entries will be judged** on the newspaper's ability to demonstrate an active, continuous commitment to the development and well-being of the community through special projects or ongoing services.

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## COLUMN

### BEST HUMOROUS COLUMN

**Submit** a digital version of a tearsheet with the column clearly marked. Un-bylined columns will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. Each entry shall consist of one representative column that must be locally prepared.

**Entries will be judged** on the quality of writing, originality and presentation of the subject matter.

### BEST SERIOUS COLUMN

**Submit** a digital version of a tearsheet with column clearly marked. Un-bylined columns will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. Each entry shall consist of one representative column that must be locally prepared. **Entries will be judged** on the timeliness of the topic, significance of the material to the community, suitable handling of the topic, appearance and originality.

### BEST SPORTS COLUMN

**Submit** a digital version of a tearsheet with column clearly marked. Un-bylined columns will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. **Entries will be judged** on originality, style and reader interest.

## EDITORIAL

### BEST EDITORIAL

**Submit** a digital version of a tearsheet of any one editorial, clearly marked. A short statement of conditions that brought about publication of the editorial is strongly encouraged. **Entries will be judged** on reader interest, writing style and clarity.

### BEST EDITORIAL PAGE(S)

**Submit** digital version of tearsheet(s) of entire editorial page(s) from two consecutive issues. **Entries will be judged** on the content of editorials and other articles on the page, appearance, readability, variety and general appeal to reader interest. Evidence of leadership in the community through the newspaper's editorial page will be considered as part of the criteria.

### BEST ORIGINAL EDITORIAL CARTOON

**Submit** a digital version of a tearsheet with the locally produced editorial cartoon and cartoonist clearly identified. A letter of explanation is strongly encouraged to accompany local issue cartoons. **Entries will be judged** on overall appearance and design, creativity, overall impact on the reader and relevance to the community.

## FOI

### FREEDOM OF INFORMATION

**Submit** digital versions of tearsheet(s), which may include editorials, news stories or accounts of actions taken by the newspaper on the local level to gain access to governmental records or meetings. Entries may be composed of one article or a series of articles. **Entries will be judged** on the newspaper's ability to focus attention on the public's "right to know" by presenting information in an unbiased manner.

## OBIT

### BEST OBITUARY

**Submit** digital versions of tearsheet(s) with obituary clearly marked. More than one obit may be submitted, though each is counted as a separate entry. **Entries will be judged** on quality of writing, originality and being able to show how much value ordinary and not so ordinary lives have in a community.

## PHOTO

### BEST BREAKING NEWS PHOTO

**Submit** tearsheet with the photo clearly marked. Un-bylined photos will be accepted if submitted with a signed statement from the publisher, editor or photographer to verify the entry. (Sports photos may not be included in this category.) **Entries will be judged** on elements of timeliness, newsworthiness, reader interest, originality, difficulty of achievement and technical competence (focus, cropping, etc.).

### BEST FEATURE PHOTO

**Submit** tearsheet with the photo clearly marked. Un-bylined photos will be accepted if submitted with a signed statement from the publisher, editor or photographer to verify the entry. **Entries will be judged** on human-interest, effectiveness and appeal to reader interest.

### BEST PHOTO ESSAY

**Submit** digital version of tearsheet(s). Un-bylined photos will be accepted if submitted with a signed statement from the publisher, editor or photographer to verify the entry. **Entries will be judged** on the value of the photos alone to tell the story.

### BEST SPORTS PHOTO

**Submit** a digital version of a tearsheet with photo clearly marked. Un-bylined photos will be accepted if submitted with a signed statement from the publisher, editor or photographer to verify the entry. Photo may be either action or feature. **Entries will be judged** on newsworthiness, appeal and quality of photo.

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## REVIEW

### **BEST REVIEW**

**Submit** a digital version of a tearsheet of any one critical review or analysis of a specific event, performance or literary work. Un-bylined reviews will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry.

**Entries will be judged** on reader interest and style.

## STORY/SERIES

### **BEST AGRICULTURAL STORY**

**Submit** digital version of a tearsheet(s) with story clearly marked.

Submissions may include news stories, features or editorials. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry.

**Entries will be judged** on newsworthiness, presentation and research. Directly related sidebars may be considered where a single story in one issue is submitted.

### **BEST BREAKING NEWS STORY**

**Submit** a digital version of a tearsheet with a breaking news story (other than sports) clearly marked. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry.

**Entries will be judged** on the importance of the story to the community, timeliness, sentence and paragraph structure, and impact of headline and lead. Directly related sidebars may be considered where a single story in one issue is submitted.

### **BEST BUSINESS FEATURE STORY**

**Submit** a digital version of a tearsheet with the story clearly marked. Entries must profile a business or a person. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. A brief letter outlining the background that led to the story and/or its impact on the community may be submitted.

**Entries will be judged** on the quality of writing and construction of the article, human interest and appeal to reader interest. Directly related sidebars may be considered where a single story in one issue is submitted.

### **BEST BUSINESS STORY**

**Submit** digital version of a tearsheet(s) with story clearly marked.

Submissions may include news stories, features or editorials. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry.

**Entries will be judged** on the quality of writing, community importance and the ability to explain

economic/financial issues. Directly related sidebars may be considered where a single story in one issue is submitted.

### **BEST EDUCATION/LITERACY STORY**

**Submit** digital version of a tearsheet(s) with story clearly marked.

Submissions may include news stories, features, or editorials. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry.

**Entries will be judged** on clarity of writing, research of facts, timeliness and importance to the community awareness of educational/literacy issues. Directly related sidebars may be considered where a single story in one issue is submitted.

### **BEST ENVIRONMENTAL STORY**

**Submit** digital version of a tearsheet(s) with story clearly marked.

Submissions may include news stories, features, or editorials. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry.

**Entries will be judged** on the timeliness, research and reader interest in the environmental issues affecting the community. Directly related sidebars may be considered where a single story in one issue is submitted.

### **BEST FEATURE STORY**

**Submit** a digital version of a tearsheet with the feature story (other than sports or business) clearly marked. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. A brief letter outlining the background that led to the story and/or its impact on the community may be submitted.

**Entries will be judged** on the quality of writing and construction of the article, human interest and appeal to reader interest. Directly related sidebars may be considered where a single story in one issue is submitted.

### **BEST FEATURE SERIES**

**Submit** a digital version of tearsheets with the feature series of stories (other than sports) clearly marked. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. A brief letter outlining the background that led to the series and/or its impact on the community may be submitted.

**Entries will be judged** on the quality of writing and construction of the article, human interest and appeal to reader interest.

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## **BEST HEALTH STORY**

**Submit** digital version of tearsheet(s) with story clearly marked.

Submissions may include news stories, features, or editorials. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry.

**Entries will be judged** on clarity of writing, research of facts, timeliness and importance to the community's awareness of health-related issues. Directly related sidebars may be considered where a single story in one issue is submitted.

## **BEST INVESTIGATIVE OR IN-DEPTH STORY OR SERIES**

**Submit** digital version of tearsheet(s) with series or story clearly identified. In-depth story or series requires (a) research into documents and records; (b) background sources; and (c) preplanning. A brief letter outlining the background that led to the story or series is strongly encouraged. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry.

**Entries will be judged** on community-wide interest, thoroughness of research, execution and commitment of the newspaper to the project. Directly related sidebars may be considered where a single story in one issue is submitted.

## **BEST PERFORMING ARTS STORY**

**Submit** digital version of tearsheet(s) with story clearly marked. Un-bylined stories will be accepted if signed by the publisher, editor or writer to verify the entry.

**Entries will be judged** on clarity of writing, research and reader interest in the performing arts. Directly related sidebars may be considered where a single story in one issue is submitted.

## **BEST SPORTS FEATURE STORY OR SERIES**

**Submit** digital version of tearsheet(s) with the feature clearly marked. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry.

**Entries will be judged** on originality, style and reader interest. Directly related sidebars may be considered where a single story in one issue is submitted.

## **BEST SPORTS STORY**

**Submit** a digital version of a tearsheet with the story clearly marked.

Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry.

**Entries will be judged** on the quality of writing and construction of the article, human interest and appeal to reader interest. Directly related sidebars may be considered where a single story in one issue is submitted.

## **WEBSITE**

### **BEST NEWSPAPER WEB SITE**

**Submit** the web address and any passwords required to access the page, including a brief description of the site's unique, innovative and especially valuable aspects.

**Entries will be judged** on content, construction (flow and function), ease of use, interactive participation, page design, advertising, ease of navigation, timeliness, aesthetics and consistency.