



# National Newspaper Association

*Protecting, promoting and enhancing community newspapers since 1885*

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## 2018 Better Newspaper Editorial Contest & Better Newspaper Advertising Contest

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# RULES AND INFORMATION

- **DEADLINE:** Entries must be submitted online before 11:59 p.m. on April 27, 2018.
- **NNA MEMBER NEWSPAPER:** Participation is limited to NNA member newspapers in good standing that remain NNA members in good standing through the award ceremony (held at the Annual Convention & Trade Show in Norfolk, VA, to be held Sept. 27-29, 2018). Entries received from nonmembers or papers in dues default will be disqualified. For membership information contact Lynne Lance at 217-241-1400 or [nna@newspapercontest.com](mailto:nna@newspapercontest.com).
- **ENTRY FEE:** The contest fee is \$20 for each entry in each category. Entry fees must be paid online at the conclusion of entry submission or via check.
- **PAYMENT:** Entrants must submit AMEX, Master Card or Visa credit or debit card payment online for the total amount of their BNEC and/or BNAC entries during the online entry process. Credit cards payments are accepted through PayPal (you do NOT need a PayPal account to pay) or over the phone. Checks will also be accepted. Please mail payments to:

Attn: NNA Contest  
National Newspaper Association  
900 Community Drive  
Springfield, IL 62703

No refunds will be issued.

- **ENTRY LIMIT:** There is no limit to the number of entries that may be submitted to the contests or in any one category, unless specifically stated.
- **PUBLICATION DATE/NEWSPAPER NAME:** Entries must be published between Jan. 1, 2017, and Dec. 31, 2017. Exception: Best Newspaper Website in the BNEC, which is judged 'in place.' Digital versions (i.e. PDFs or JPEGs) of tearsheets/ads/etc. must bear the name of the newspaper and date of issue.
- **REPRINTS:** Reprinted stories that were originally published before Jan. 1, 2016, are ineligible for entry.
- **UN-BYLINED COLUMNS:** Un-bylined columns will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the author of the entry.
- **MULTIPLE ITEMS ON PAGE:** To avoid confusion for the judges, please submit a brief description of the entry (title, photo caption, description of ad, etc.) in the entry form description field for entries that appear on pages with multiple items that are similar to your entry.
- **INCORRECT ENTRIES DISQUALIFIED:** Entries entered in the incorrect category and/or entries that are incomplete will be disqualified.
- **MULTIPLE PAGE ENTRIES:** If your entry consists of multiple pages, please combine pages into one multiple-page PDF if at all possible before uploading as it streamlines the judging process. Exception: Entire issue categories. Please upload one multiple-page document per issue.
- **DIVISIONS WITH SIX OR FEWER ENTRIES WILL BE COMBINED:** NNA will make every effort to ensure the frequency of publication (i.e. daily, non-daily) and circulation division(s) that entrants have submitted entries in are maintained and submitted for judging. However, in order to preserve a truly competitive contest, final circulation and frequency of publication divisions within categories will be determined based on number of entries. This decision will be made by NNA after the entry deadline with no fewer than six entries in any division for judging.
- **RIGHT TO REPUBLISH:** NNA reserves the right to republish winning entries.

## DEFINITIONS

- **BREAKING NEWS:** An event that happened within the publication week since the last issue was printed.
- **CIRCULATION AS A QUALIFYING FACTOR:** Newspapers having multiple publications or editions under one ownership with pages in common (news and/or advertising) may enter as follows. A story common to one or more publications in the group must be entered by the publication with the highest circulation. Stories unique to one publication in a group may be entered by that publication in the appropriate circulation category. Circulation must include the newspapers' free and paid circulation at the time the entry was published.
- **COLUMN:** A column has a standing name, byline and (generally) a photo of the writer.
- **DAILY NEWSPAPER:** A newspaper published five times a week or more.
- **EDITORIAL:** An article that gives the opinions of the editor or publisher of the newspaper.
- **MEMBER IN GOOD STANDING:** NNA members that enter the contest must continue to remain members in good standing at the time the awards are presented at convention.
- **NON-DAILY NEWSPAPER:** A newspaper published four times a week or less.
- **SERIES:** Multiple stories on same topic spanning no more than six issues.
- **STORY:** Same topic, same day, same section.
- **TEARSHEET:** A digital version (i.e. PDF/JPEG) of a full page of a newspaper that includes the specific article, column, editorial or photo being submitted. The tearsheet shall include the newspaper name and date of publication.

## AWARDS

- Awards will be made at the discretion of the judges to first, second, third and honorable mention in all category divisions.
- Plaques are awarded for first place distinctions; certificates are given for second, third and honorable mention. Exception: General Excellence first place awards receive a trophy; a plaque is awarded for second, third and honorable mention.
- An awards ceremony will be held during NNA's Annual Convention & Trade Show, Sept. 27-29, 2018, in Norfolk, VA.
- For additional information contact [nna@newspapercontest.com](mailto:nna@newspapercontest.com)

## “EARLY BIRD” INCENTIVE

Early contest entries translate into a chance to win ONE free registration and award ceremony ticket to the Annual Convention & Trade Show in Norfolk, VA, valued at more than \$400. One winner will be drawn. All of a newspaper's entries must be submitted online no later than 11:59 p.m. on March 1, 2018, to qualify. Each newspaper will earn one chance to win, regardless of the number of entries submitted.



# **BNAC - Better Newspaper Advertising Contest**

## **Advertising - Best Classified Section**

Submit a digital version of three entire classified pages or sections, from three consecutive issues. Entries will be judged on organization and attractiveness of pages, heading and readability.

- Daily Division, circ., more than 10,000
- Daily Division, circ., less than 10,000
- Non-daily Division, circ. more than 5,000
- Non-daily Division, circ. less than 5,000

## **Advertising - Best Multiple Advertiser Section**

Submit a digital version of any size section, featuring two or more advertisers under a single headline or theme. Entries may be either signature ads for a single promotion or individual ads grouped under a single theme. Entries will be judged on basic idea, layout, typography, copy and originality.

- Daily & Non-daily Division, circ. 10,000 or more
- Daily & Non-daily Division, circ. 5,000-9,999
- Daily & Non-daily Division, circ. less than 5000

## **Advertising - Best Public Notice Section**

Submit a digital version of tearsheet(s) of published notices (legal advertisements), articles or editorials. An entry may include a series of notices. Entries will be judged on effectiveness of presentation of public notices.

- Daily Division, circ., more than 10,000
- Daily Division, circ., less than 10,000
- Non-daily Division, circ. more than 5,000
- Non-daily Division, circ. less than 5,000

## **Advertising - Best Sales Promotion Section or Edition**

Submit a digital version of the entire special section. Entries should be devoted to themes designed to encourage consumer purchases. Entries will be judged on the basic idea, originality, organization and design of individual ads, design of the cover and design of the section as a whole.

- Daily Division
- Non-daily Division, circ. 10,000 or more
- Non-daily Division, circ. less than 10,000

## **Advertising - Best Newspaper Promotion**

Submit a digital version of tearsheets from multiple issues or articles and/or promotional advertising not to exceed five samples. Eligible material includes promotion of National Newspaper Week; advertising of new services, equipment or typography that increases the value of the newspaper to the reader and/or advertisers; consistent promotion of classified and display advertising (editorially and through house advertisements and direct mail); promotion of public notices, which promote the concept of the public notice as the best way to guarantee the public's right to know; and circulation promotions. Entries will be judged on the effectiveness of the promotion of the newspaper industry or individual newspaper and its operations.

Daily & Non-daily Division, circ. 16,000 or more

Daily & Non-daily Division, circ. 10,000-15,999

Daily & Non-daily Division, circ. less than 10,000

## **Advertising - Best Series Ad Idea, Black & White**

Submit a digital version of tearsheets of a series of single ads (minimum of three, maximum of nine) that develops a single theme for a single advertiser black and white only. Entries will be judged on content, design and development of a single theme. Entries must be paid ads, not house ads. Note: Individual ads from this series may be entered in BEST SINGLE AD IDEA, BLACK & WHITE as well.

Daily Division, circ., more than 10,000

Daily Division, circ., less than 10,000

Non-daily Division, circ. more than 5000

Non-daily Division, circ. less than 5000

## **Advertising - Best Series Ad Idea, Color**

Submit a digital version of tearsheets of a series of single ads (minimum of three, maximum of nine), that develops a single theme for a single advertiser and that uses two or more colors in addition to black. Entries will be judged on content, design and development of a single theme. Entries must be paid ads, not house ads. Note: Individual ads from this series may be entered in BEST SINGLE AD IDEA, COLOR as well.

Daily Division, circ., more than 10,000

Daily Division, circ., less than 10,000

Non-daily Division, circ. more than 5,000

Non-daily Division, circ. less than 5,000

## **Advertising - Best Advertising Idea**

Submit a digital version of a tearsheet of any one advertisement that generated revenue and/or created readership interest. A letter of explanation is strongly encouraged. Entries will be judged on content, design and effectiveness.

Daily Division, circ., more than 10,000

Daily Division, circ., less than 10,000

Non-daily Division, circ. 5,000-9,999

Non-daily Division, circ. less than 5,000

## **Advertising - Best Single Ad Idea, Black & White**

Submit a digital version of a tearsheet of any one advertisement in black and white only. Entries will be judged on basic idea, layout, typography, copy and originality. Entries must be paid ads created by your newspaper, not house ads.

Daily Division, circ., more than 10,000  
Daily Division, circ., less than 10,000  
Non-daily Division, circ. more than 5,000  
Non-daily Division, circ. less than 5,000

## **Advertising - Best Single Ad Idea, Color**

Submit a digital version of a tearsheet of any one advertisement that uses two or more colors in addition to black. Entries will be judged on basic idea, layout, typography, copy and originality. Entries must be paid ads created by your newspaper, not house ads.

Daily Division, circ., more than 10,000  
Daily Division, circ., less than 10,000  
Non-daily Division, circ. more than 5,000  
Non-daily Division, circ. less than 5,000

## **Advertising - Best Small-Page Ad**

Submit a digital version of a tearsheet of any one advertisement, color or black and white, sized for 1/8 of a page or smaller. Entries will be judged on layout, typography, copy and originality. Entries must be paid ads, not house ads.

Daily Division, circ., more than 10,000  
Daily Division, circ., less than 10,000  
Non-daily Division, circ. more than 5000  
Non-daily Division, circ. less than 5000

## **Advertising - Best Use of Ad Color**

Submit a digital version of a tearsheet of any one advertisement that uses two or more colors in addition to black. Entries will be judged the appropriateness and clarity of the color in addition to the basic idea, copy, layout, typography and originality. Entries must be paid ads, not house ads.

Daily & Non-daily Division, circ. 16,000 or more  
Daily & Non-daily Division, circ. 8,000-15,999  
Daily & Non-daily Division, circ. less than 8,000

## **Advertising - Best Use of Local Photography in Ads**

Submit a digital version of a tearsheet of any one, clearly identified, advertisement in color or black and white. Entries should show clever and creative use of original photography in advertising. Photo(s) used must have been made by the newspaper's staff. Un-bylined photographs will be accepted if submitted with a signed statement from the newspaper's Publisher to verify the entry. Entries will be judged on the appeal of the stand-alone photo in addition to the graphic treatment of the photo in relation to the entire ad. Entries must be paid ads, not house ads.

Daily & Non-daily Division

# **BNEC - Better Newspaper Editorial Contest**

## **Civic - Community Service Award**

Submit a digital version of a written explanation (not to exceed two pages double-spaced) and digital 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.

Daily & Non-daily Division

## **Column - Best Humorous Column**

Submit a digital version of a tearsheet with the column headline in description box. 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.

Daily & Non-daily Division, circ. 8,000 or more

Daily & Non-daily Division, circ. 3,000-7,999

Daily & Non-daily Division, circ. less than 3,000

## **Column - Best Serious Column**

Submit a digital version of a tearsheet with column headline in explanation box. 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.

Daily & Non-daily Division, circ. 12,000 or more

Daily & Non-daily Division, circ. 6,000-11,999

Daily & Non-daily Division, circ. 3,000-5,999

Daily & Non-daily Division, circ. less than 3,000

## **Column - Best Sports Column**

Submit a digital version of a tearsheet with column headline listed in explanation box. 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.

Daily & Non-daily Division, circ. 10,000 or more

Daily & Non-daily Division, circ. 3,000-9,999

Daily & Non-daily Division, circ. less than 3,000

## **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.

Daily & Non-daily Division

## **Editions - 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.

Daily & Non-daily Division, circ. 6,000 or more

Daily & Non-daily Division, circ. 3,000-5,999

Daily & Non-daily Division, circ. less than 3,000

## **Editions - 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.

Daily & Non-daily Division

## **Editorial - Best Editorial**

Submit a digital version of a tearsheet of any one editorial, with headline in explanation box. 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.

Daily & Non-daily Division, circ. 10,000 or more

Daily & Non-daily Division, circ. 6,000-9,999

Daily & Non-daily Division, circ. 3,000-5,999

Daily & Non-daily Division, circ. less than 3,000

## **Editorial - 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.

Daily & Non-daily Division, circ. 6,000 or more

Daily & Non-daily Division, circ. less than 6,000

## **Editorial - 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.

Daily & Non-daily Division



## **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.

Daily & Non-daily Division

## **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)

Daily Division

Non-daily Division, circ. 10,000 or more

Non-daily Division, circ. 6,000-9,999

Non-daily Division, circ. 3,000-5,999

Non-daily Division, circ. less than 3,000

## **Gen-Ex - 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).

Daily & Non-daily Division

## **Obit – Best Obituary Tribute**

Submit digital versions of tearsheet(s) with obituary headline in explanation box. 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.

Daily & Non-daily Division

## **Photo - Best Breaking News Photo**

Submit tearsheet with the photo description in explanation box. 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.).

Daily Division

Non-daily Division, circ. 10,000 or more

Non-daily Division, circ. 5,000-9,999

Non-daily Division, circ. less than 5,000

## **Photo - 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.

Daily Division

Non-daily Division, circ. 10,000 or more

Non-daily Division, circ. 6,000-9,999

Non-daily Division, circ. 3,000-5,999

Non-daily Division, circ. less than 3,000

## **Photo - 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.

Daily & Non-daily Division, circ. 12,000 or more

Daily & Non-daily Division, circ. 6,000-12,000

Daily & Non-daily Division, circ. 3,000-5,999

Daily & Non-daily Division, circ. less than 3,000

## **Photo - Best Sports Photo**

Submit a digital version of a tearsheet with photo description in the explanation box marked. Un-by-lined 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.

Daily Division

Non-daily Division, circ. 10,000 or more

Non-daily Division, circ. 5,000-9,999

Non-daily Division, circ. 3,000-4,999

Non-daily Division, circ. less than 3,000

## **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-by-lined 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.

Daily & Non-daily Division

## **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.

Daily & Non-daily Division

## **Section - 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.

Daily & Non-daily Division, circ. 10,000 or more

Daily & Non-daily Division, circ. 3,000-9,999

Daily & Non-daily Division, circ. less than 3,000

## **Section - 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.

Daily & Non-daily Division, circ. 10,000 or more

Daily & Non-daily Division, circ. 3,000-9,999

Daily & Non-daily Division, circ. less than 3,000

### **Story/Series - Best Agricultural Story**

Submit digital version of a tearsheet(s) with story headline in explanation box. 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 news-worthiness, presentation and research. Directly related sidebars may be considered where a single story in one issue is submitted.

Daily & Non-daily Division, circ. 6,000 or more

Daily & Non-daily Division, circ. less than 6,000

### **Story/Series - Best Breaking News Story**

Submit a digital version of a tearsheet with a breaking news story (other than sports) headline in the explanation box. 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.

Daily Division

Non-daily Division, circ. 12,000 or more

Non-daily Division, circ. 3,000-5,999

Non-daily Division, circ. 6,000-11,999

Non-daily Division, circ. less than 3,000

### **Story/Series - Best Business Feature Story**

Submit a digital version of a tearsheet with the story headline in explanation box. 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.

Daily Division

Non-daily Division, circ. 6,000 or more

Non-daily Division, circ. less than 6,000

### **Story/Series - Best Business Story**

Submit digital version of a tearsheet(s) with story headline in explanation box. 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.

Daily Division

Non-daily Division, circ. 6,000 or more

Non-daily Division, circ. less than 6,000

### **Story/Series - Best Education/Literacy Story**

Submit digital version of a tearsheet(s) with story headline in explanation box. 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.

Daily Division

Non-daily Division, circ. 6,000 or more

Non-daily Division, circ. less than 6,000

### **Story/Series - Best Environmental Story**

Submit digital version of a tearsheet(s) with story headline in explanation box. 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.

Daily & Non-daily Division, circ. 9,000 or more

Daily & Non-daily Division, circ. less than 9,000

### **Story/Series - Best Feature Story**

Submit a digital version of a tearsheet with the feature story (other than sports or business) headline in explanation box. 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.

Daily Division

Non-daily Division, circ. 15,000 or more

Non-daily Division, circ. 10,000-14,999

Non-daily Division, circ. 6,000-9,999

Non-daily Division, circ. 4,000-5,999

Non-daily Division, circ. 2,000-3,999

Non-daily Division, circ. less than 2,000

### **Story/Series - Best Feature Series**

Submit a digital version of tearsheets with the feature series of stories (other than sports), headlines listed in explanation box. 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.

Daily & Non-daily Division, circ. 6,000 or more

Daily & Non-daily Division, circ. less than 6,000

### **Story/Series - Best Health Story**

Submit digital version of tearsheet(s) with headline in explanation box. 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.

Daily & Non-daily Division, circ. 6,000 or more

Daily & Non-daily Division, circ. less than 6,000

### **Story/Series - Best Investigative or In-Depth Story or Series**

Submit digital version of tearsheet(s) with series or story headlines in explanation box. 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.

Daily Division

Non-daily Division, circ. 10,000 or more

Non-daily Division, circ. 3,000-9,999

Non-daily Division, circ. less than 3,000

### **Story/Series - Best Localized National Story**

Submit a digital version of a tearsheet with a localized national news story headline in explanation box. Unbylined 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 relevance, local angle, timeliness, quality of writing and clarity. Directly related sidebars may be considered where a single story in one issue is submitted.

Daily & Non-daily Division

### **Story/Series - Best Performing Arts Story**

Submit digital version of tearsheet(s) with story headline in explanation box. 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.

Daily & Non-daily Division

## **Story/Series - Best Sports Feature Story or Series**

Submit digital version of tearsheet(s) with the feature headline in explanation box. 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.

Daily & Non-daily Division, circ. 10,000 or more

Daily & Non-daily Division, circ. 3,000-9,999

Daily & Non-daily Division, circ. less than 3,000

## **Story/Series - Best Sports Story**

Submit a digital version of a tearsheet with the story headline in explanation box. 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.

Daily & Non-daily Division, circ. less than 9,000

Daily & Non-daily Division, circ. 9,000 or more

## **Story/Series - Best Public Notice Journalism**

Submit a digital version of a news or feature story that involves a public notice(s) as a part of the subject of the story where the public notice had a impact on the outcomes. Stories where a public notice was needed but did not run, or was inadequate to public understanding also will be considered. Providing links to the actual notice in digital versions of the story will be weighted in the entry's favor. Examples: stories where public notices of controversial local government meetings drew a crowd and changed the course of events; or where the absence of a notice, such as a failure to publish notice of a tax levy, created a problem for the taxing authority.

Daily & Non-daily Division

## **Web Site - 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.

Daily & Non-daily Division

## **Social Media Journalism**

Best Use of Social Media (Up to three entries per paper). Submissions should demonstrate excellence, efficiency, and innovation in social media use by newspapers. Entries may include examples of crowd sourcing; community engagement via sites like Facebook, Twitter, LinkedIn, video and photo sharing sites, etc.; and other innovative uses of social media. Submit PDF(s) and screen shots with entry clearly identified. Please use the comments box online to provide a statement describing the use of social media tools and resulting success.

Daily & Non-daily Division, circ. 12,000 or more  
Daily & Non-daily Division, circ. 6,000-12,000  
Daily & Non-daily Division, circ. 3,000-5,999  
Daily & Non-daily Division, circ. less than 3,000

## **Video Journalism**

One entry per newspaper. A journalistic video shot and edited specifically for the Web. An entry in this category may be, but is not limited to, any of the following: News, news feature, feature, sports news or sports feature. A play by-play game story may not be entered in this category. An entry **MUST** include video; if it does not include video it will be disqualified. The entry may include still shots but they are not required. The entry may not include copyrighted material, including audio, from another source without written permission from the copyright holder. Please provide a URL to your video. You may upload Flash, Quicktime, or Windows Media Format (no longer than 5 minutes), but it is recommended a link to your site, YouTube, or similar for enhanced viewing for judges. Judges will consider quality of photos and effectiveness of them; storytelling or technical quality.

Daily & Non-daily Division, circ. 12,000 or more  
Daily & Non-daily Division, circ. 6,000-12,000  
Daily & Non-daily Division, circ. 3,000-5,999  
Daily & Non-daily Division, circ. less than 3,000



# Newspaper and Education Contest

## Traditional NIE Stories and Curriculum

This award recognizes traditional newspaper in education stories and curriculum. Judging for Division “A” will be based on the following criteria:

State the goal of your NIE project. (Up to 5 points for a stated goal.)

Indicate the specific ways in which your project met this goal and describe how this project benefited your newspaper. (Up to 10 points for achieving the goal)

Provide promotional materials, editorials, letters of support, and any other documents you believe will demonstrate to judges the scope and impact of this project. (Up to 15 points for quality of supporting materials)

Submit digital version of tearsheet(s) with the feature headline in explanation box. 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.

## Class 1: Educational Support & Civic Literacy

Demonstrate ways your newspaper supports teachers in their use of the newspaper in their classroom and how your newspaper assisted with student newspapers, civic education programs, student-led public policy debates and other programs to help train the next generation in democracy.

Daily & Non-daily Division

## Class 2: Partnerships

Submit projects or activities that involved collaboration between your newspaper and businesses, schools or other organizations.

Daily & Non-daily Division


# BASIC ENTRY INSTRUCTIONS

**Step 1** — Acquire your Association Code from NNA. Register on the contest website using your email address. You will receive a confirmation email, which you will need to complete registration. Use the link on [www.newspapercontest.com/nna](http://www.newspapercontest.com/nna) or [click here](#) to register.

**NNA CONTEST**

**Register**

<b>Email:</b>	<input style="width: 90%;" type="text"/> *
	Required field
<b>Password:</b> <small>(6 Char / 1 Number / 1 Uppercase)</small>	<input style="width: 90%;" type="password"/> *
<b>Re-enter password:</b>	<input style="width: 90%;" type="password"/> *
<b>Company Name:</b>	<input style="width: 90%;" type="text"/> *
<b>Name (First and Last):</b>	<input style="width: 90%;" type="text"/> *
<b>Phone:</b>	<input style="width: 90%;" type="text"/> *
<b>Association Code:</b>	<input style="width: 90%;" type="text"/> *



Type the code you see above:

 \*

\* - Required field

[Back to login page](#)

**Notification on registering** Trash x

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**NOREPLY@newspapercontest.com**

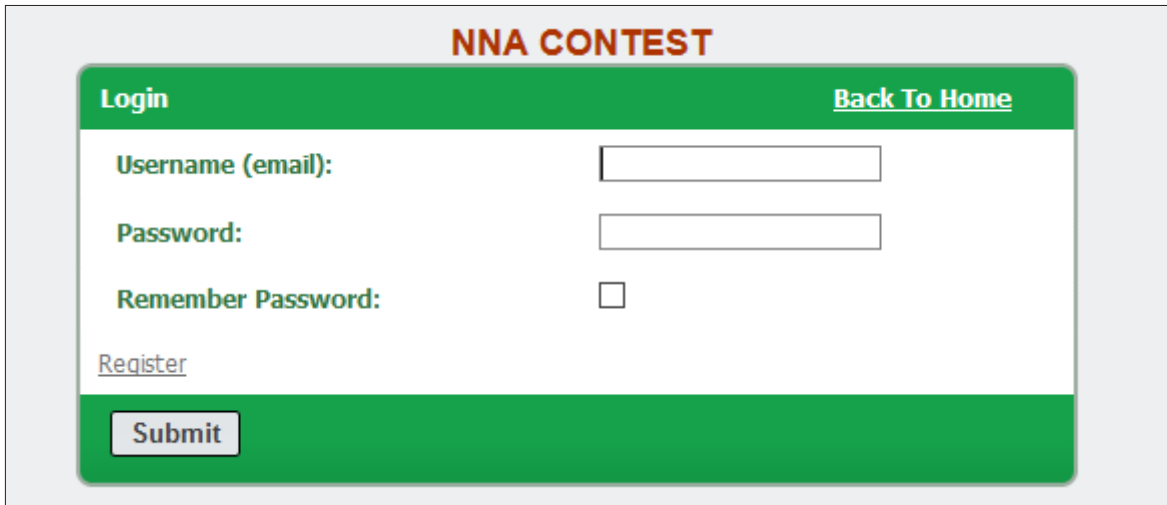
to me ▾

You have registered as a user at <https://portal.newspapercontest.com/nna/newspaper/register.php>

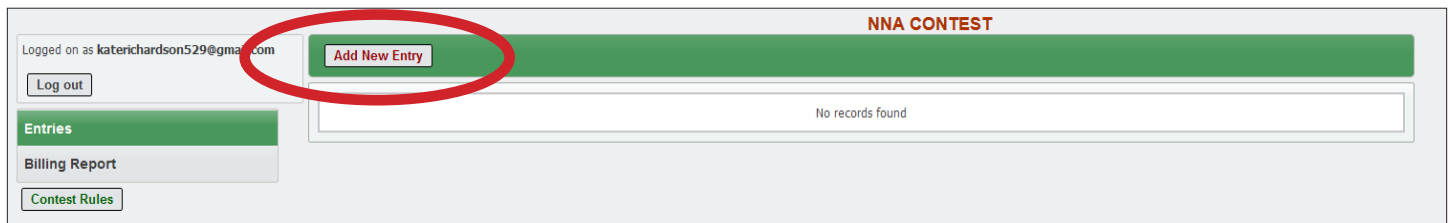
Click this link to confirm your account and finish the registration:  
<https://portal.newspapercontest.com/nna/newspaper/register.php?a=activate&u=a2F0ZXJpY2hhcmRzb241MjIhaWwY29t&code=24138eedcafe320f5>  
(If you are unable to click on the link, copy and paste it into your browser window.)

Email: [katerichardson529@gmail.com](mailto:katerichardson529@gmail.com)  
Company Name: IPA  
Name: Kate Richardson  
Phone: [217-241-1300](tel:217-241-1300)  
Seccode: [REDACTED]

**Step 2** — Login [here](#) (or use the link on [www.newspapercontest.com/nna](http://www.newspapercontest.com/nna)). You will see a page showing any entries you have already submitted. Complete rules for both advertising and editorial contests are available above (click links). Some browsers, such as Safari, will open the rules in a new window; others will require you to download the PDF file to your computer.

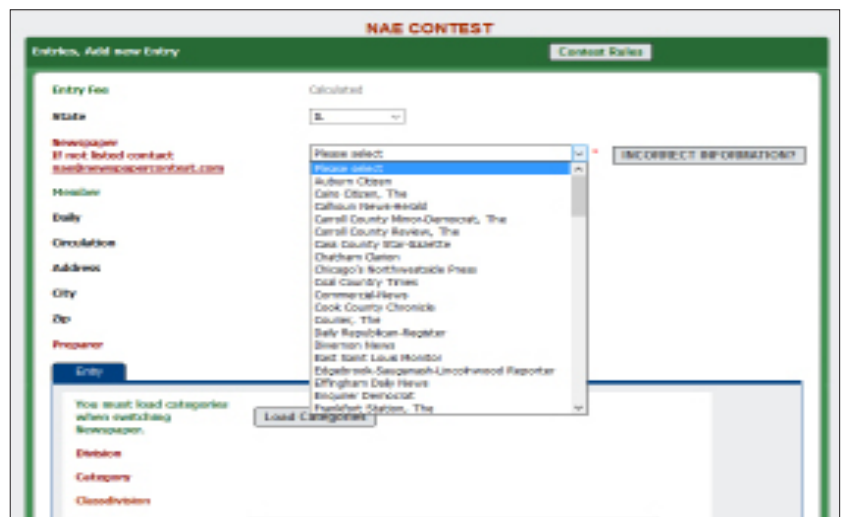


**Step 3** — Click on the “Add New Entry” link.



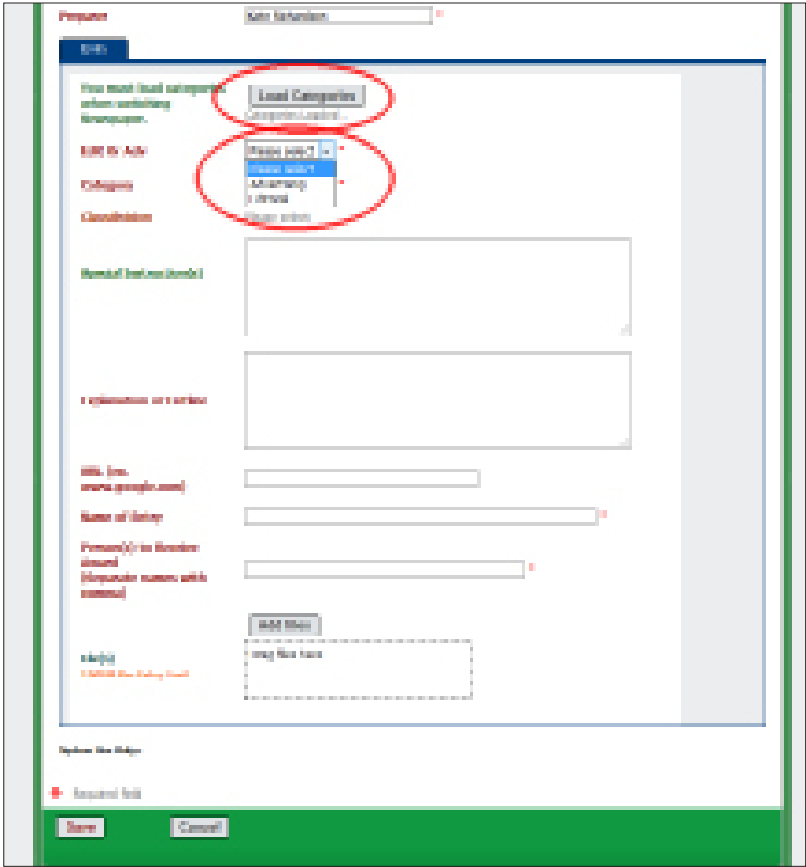
**Step 4** — On this page, select your state and then your newspaper name. A lot of information will autofill. If that information is incorrect, please call the NNA at 217-241-1400 or email [nna@newspapercontest.com](mailto:nna@newspapercontest.com). Your Division will be selected for you based on your circulation. Fill in the preparer’s name.

**Step 5** — Click the “Load Categories” button. Select “Editorial” or “Advertising” to begin submitting entries. All required fields are marked with a red asterisk.



**Step 6** — Select the contest category. These are drop-down menus for your convenience. This field will clear each time you save an entry, so you must select a category for each new entry. When you select the category, special instructions will appear below it.

**Step 7** — If necessary, provide an explanation of your entry. The explanation/cutline box is limited to 3,000 characters. It's a good idea to write your explanation in another program, such as Word, and copy/paste into the explanation box. If a URL is required, fill in the URL box; there is no need to type “http://.”



**Step 8** — Include the name of the entry. If uploading full-page PDF files, it will be helpful if the entry name matches the headline on the page so the judges can find it easily. If the judges cannot tell what is to be judged, the entry will be discarded without refund.

**Step 9** — Include the name of the person or people who should be credited for any award. This is generally the writer, reporter, photographer, graphic artist, cartoonist, etc. It is not necessarily the name of the person submitting the entry nor the person picking up the award at the convention.

**Step 10** — Add your file or files. You can drag and drop files or use the “Add files” button to navigate your files. Generally, files should be in PDF format except photos, which should be in high-resolution JPG format. Other files and URLs may be acceptable as noted in the special instructions. Upload as many files as are necessary to complete your entry but refer to the special instructions for any limitations.

**Step 11** — When you have completed your submission, click the “Save” button. If you click the “Back to list” button, you will lose the entry you just completed. After clicking “Save,” you will be directed back to the list of your entries.

We supported education with our special section...


**Explanation or Outline**

**URL (ex. www.google.com)**

**Name of Entry**  \*

**Person(s) to Receive Award (Separate names with comma)**  \*

**File(s)**  
100MB Per Entry Limit

 PAR scholarships.JPG 3.32 MB

**System Use Only::** 36

\* - Required field

**Step 12** — To submit another entry, click “Add New Entry.” As long as you have not logged out of the system, your newspaper name will still be in place and you can simply start at Step 6 again. You may log out and log back in later to continue adding entries. You will need to select your newspaper name each time you log in.

**Step 13** — If you are done submitting entries, please review the list. You may not change an entry, but you may delete an entry and resubmit it. When done uploading all your entries, click the “Billing” button on the list page. This will take you to a page where the entry fee is automatically generated. Follow instructions on the Billing page for payment options. Checks will also be accepted. [See page two of this document for details.](#)