

# Better Newspaper Contest Categories

## 1. EXCELLENCE IN TYPOGRAPHY

A. Daily Division  
B. Non-daily Division, circulation 6,000 or more  
C. Non-daily Division, circulation less than 6,000  
**Submit** two issues, one from April 2010 and one from December 2010. (Sunday issues may not be submitted). Please remove ad inserts from entries in this category.

**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), readability and presswork.

## 2. BEST USE OF COLOR

Daily & Non-daily Division  
**Submit** two issues of your choice. (Special issues and Sunday issues may not be submitted). Please remove ad inserts from entries in this category.  
**Entries will be judged** on the proper use of color, register, clarity of color, choice of colors and overall effect of color in the entire issue.

## 3. BEST WEEKEND EDITION

A. Daily Division  
B. Non-daily Division  
**Submit** two issues, one from March 2010 and one from October 2010. Please remove ad inserts from entries in this category.  
**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), readability and presswork.

## 4. BEST ORIGINAL EDITORIAL CARTOON

A. Daily Division  
B. Non-daily Division  
**Submit** 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.

## 5. BEST HEADLINE WRITING

A. Daily Division  
B. Non-daily Division  
**Submit** two issues of your choice, one from July 2010 and one from September 2010. (Special issues and Sunday issues may not be submitted). Please remove ad inserts from entries in this category.  
**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.

## 6. BEST EDITORIAL

A. Daily Division  
B. Non-daily Division, circulation 12,000 or more  
C. Non-daily Division, circulation 6,000 - 11,999  
D. Non-daily Division, circulation 3,000 - 5,999  
E. Non-daily Division, circulation less than 3,000

**Submit** 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.

## 7. BEST EDITORIAL PAGE(S)

A. Daily Division  
B. Non-daily Division, circulation 10,000 or more  
C. Non-daily Division, circulation 6,000 - 9,999  
D. Non-daily Division, circulation 3,000 - 5,999  
E. Non-daily Division, circulation less than 3,000  
**Submit** 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.

## 8. FREEDOM OF INFORMATION

Daily and Non-daily Division  
**Submit** 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.

## 9. BEST BREAKING NEWS STORY

A. Daily Division, circulation 16,000 or more  
B. Daily Division, circulation less than 16,000  
C. Non-daily Division, circulation 12,000 or more  
D. Non-daily Division, circulation 6,000 - 11,999  
E. Non-daily Division, circulation 3,000 - 5,999  
F. Non-daily Division, circulation less than 3,000  
**Submit** tearsheet with a breaking news story (other than sports) 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 the importance of the story to the community, timeliness, sentence and paragraph structure, and impact of headline and lead.

## 10. BEST INVESTIGATIVE OR IN-DEPTH STORY OR SERIES

A. Daily Division, circulation 16,000 or more  
B. Daily Division, circulation less than 16,000  
C. Non-daily Division, circulation 10,000 or more  
D. Non-daily Division, circulation 6,000 - 9,999  
E. Non-Daily Division, circulation 3,000 - 5,999  
F. Non-Daily Division, circulation less than 3,000  
**Submit** tearsheet(s) with series or story clearly identified. In-depth story or series requires (a)

## Better Newspaper Contest Categories

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.

**Entries will be judged** on community-wide interest, thoroughness of research, execution and commitment of the newspaper to the project.

### 11. BEST FEATURE STORY

- A. Daily Division, circulation 16,000 or more
- B. Daily Division, circulation less than 16,000
- C. Non-daily Division, circulation 15,000 or more
- D. Non-daily Division, circulation 10,000-14,999
- E. Non-daily Division, circulation 6,000 - 9,999
- F. Non-daily Division, circulation 4,500 - 5,999
- G. Non-daily Division, circulation 2,700-4,499
- H. Non-daily Division, circulation less than 2,700

**Submit** tearsheet with the feature story (other than sports or business) clearly marked. Un-bylined stories will be accepted if signed by 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.

### 12. BEST FEATURE SERIES

- A. Daily Division, circulation 16,000 or more
- B. Daily Division, circulation less than 16,000
- C. Non-daily Division, circulation 10,000 or more
- D. Non-daily Division, circulation 6,000 - 9,999
- E. Non-daily Division, circulation 4,500 - 5,999
- F. Non-daily Division, circulation less than 4,500

**Submit** tearsheets with the feature series of stories (other than sports) clearly marked. Un-bylined stories will be accepted if signed by 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.

### 13. BEST LOCAL NEWS COVERAGE

- A. Daily Division
- B. Non-daily Division, circulation 10,000 or more
- C. Non-daily Division, circulation 6,000 - 9,999
- D. Non-daily Division, circulation 3,000 - 5,999
- E. Non-daily Division, circulation less than 3,000

**Submit** one issue each from March 2010 and September 2010. A brief letter is strongly encouraged to be submitted with the entry to describe the community being covered. Please remove ad inserts from entries in this category.

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

### 14. BEST HUMOROUS COLUMN

- A. Daily Division, circulation 16,000 or more
- B. Daily Division, circulation less than 16,000
- C. Non-daily Division, circulation 12,000 or more
- D. Non-daily Division, circulation 8,000 - 11,999
- E. Non-daily Division, circulation 5,000 - 7,999
- F. Non-daily Division, circulation 3,000 - 4,999
- G. Non-daily Division, circulation less than 3,000

**Submit** tearsheet with the column clearly marked. Un-bylined columns will be accepted if signed by 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.

### 15. BEST SERIOUS COLUMN

- A. Daily Division, circulation 16,000 or more
- B. Daily Division, circulation less than 16,000
- C. Non-daily Division, circulation 15,000 or more
- D. Non-daily Division, circulation 10,000 - 14,999
- E. Non-daily Division, circulation 6,000 - 9,999
- F. Non-daily Division, circulation 4,500 - 5,999
- G. Non-daily Division, circulation 2,700 - 4,499
- H. Non-daily Division, circulation less than 2,700

**Submit** tearsheet with column clearly marked.

Un-bylined columns will be accepted if signed by 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.

### 16. BEST OBITUARY

- A. Daily Division
  - B. Non-daily Division, circulation 6,000 or more
  - C. Non-daily Division, circulation less than 6,000
- Submit** 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.

### 17. BEST USE OF PHOTOGRAPHS

- A. Daily Division
  - B. Non-daily Division, circulation 6,000 or more
  - C. Non-daily Division, circulation less than 6,000
- Submit** two consecutive issues of your choice.

(Sunday issues may not be submitted). Please remove ad inserts from entries in this category.

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

## Better Newspaper Contest Categories

### 18. BEST PHOTO ESSAY

- A. Daily Division
  - B. Non-daily Division, circulation 12,000 or more
  - C. Non-daily Division, circulation 6,000-11,999
  - D. Non-daily Division, circulation 3,000-5,999
  - E. Non-daily Division, circulation less than 3,000
- Submit** tearsheet(s). Un-bylined photos will be accepted if signed by the publisher, editor or photographer to verify the entry.  
**Entries will be judged** on the value of the photos alone to tell the story.

### 19. BEST BREAKING NEWS PHOTO

- A. Daily Division, circulation 16,000 or more
  - B. Daily Division, circulation less than 16,000
  - C. Non-daily Division, circulation 10,000 or more
  - D. Non-daily Division, circulation 6,000-9,999
  - E. Non-daily Division, circulation less than 6,000
- Submit** tearsheet with the photo clearly marked. Un-bylined photos will be accepted if signed by 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 (composition, focus, cropping, etc.).

### 20. BEST FEATURE PHOTO

- A. Daily Division, circulation 16,000 or more
  - B. Daily Division, circulation less than 16,000
  - C. Non-daily Division, circulation 15,000 or more
  - D. Non-daily Division, circulation 10,000 - 14,999
  - E. Non-daily Division, circulation 6,000 - 9,999
  - F. Non-daily Division, circulation 4,500 - 5,999
  - G. Non-daily Division, circulation 2,700 - 4,499
  - H. Non-daily Division, circulation less than 2,700
- Submit** tearsheet with the photo clearly marked. Un-bylined photos will be accepted if signed by the publisher, editor or photographer to verify the entry.  
**Entries will be judged** on human-interest, effectiveness and appeal to reader interest.

### 21. BEST FAMILY LIFE/ LIVING SECTION/PAGES

- A. Daily Division
  - B. Non-daily Division, circulation 6,000 or more
  - C. Non-daily Division, circulation less than 6,000
- Submit** section/tearsheet(s) from two issues of your choice.  
**Entries will be judged** on appearance, originality, newsworthiness, features and photos.

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

- A. Daily Division
- B. Non-daily Division, circulation 10,000 or more
- C. Non-daily Division, circulation 6,000 - 9,999
- D. Non-daily Division, circulation 3,000 - 5,999
- E. Non-daily Division, circulation less than 3,000

**Submit** any special issue or section. A statement of circumstances connected with the publication of the issue/section is strongly encouraged. Please remove ad inserts from entries in this category.

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

### 23. BEST SPORTS STORY

- A. Daily Division
  - B. Non-daily Division, circulation 6,000 or more
  - C. Non-daily Division, circulation less than 6,000
- Submit** tearsheet with the 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 the quality of writing and construction of the article, human interest and appeal to reader interest.

### 24. BEST SPORTS SECTION/PAGE

- A. Daily Division
  - B. Non-daily Division, circulation 6,000 or more
  - C. Non-daily Division, circulation less than 6,000
- Submit** sports section or page from two issues, one from February 2010 and one from October 2010.  
**Entries will be judged** on newsworthiness, overall coverage, style, layout and readability.

### 25. BEST SPORTS FEATURE STORY OR SERIES

- A. Daily Division, circulation 16,000 or more
  - B. Daily Division, circulation less than 16,000
  - C. Non-daily Division, circulation 10,000 or more
  - D. Non-daily Division, circulation 6,000 - 9,999
  - E. Non-daily Division, circulation 3,000 - 5,999
  - F. Non-daily Division, circulation less than 3,000
- Submit** tearsheet(s) with the feature 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 originality, style and reader interest.

### 26. BEST SPORTS COLUMN

- A. Daily Division
  - B. Non-daily Division, circulation 6,000 or more
  - C. Non-daily Division, circulation less than 6,000
- Submit** tearsheet with column clearly marked. Un-bylined columns will be accepted if signed by the publisher, editor or writer to verify the entry.  
**Entries will be judged** on originality, style and reader interest.

### 27. BEST SPORTS PHOTO

- A. Daily Division
- B. Non-daily Division, circulation 12,000 or more
- C. Non-daily Division, circulation 8,000 - 11,999
- D. Non-daily Division, circulation 5,000 - 7,999

## Better Newspaper Contest Categories

E. Non-daily Division, circulation 3,000 - 4,999  
F. Non-daily Division, circulation less than 3,000  
**Submit** tearsheet with photo clearly marked. Un-bylined photos will be accepted if signed by 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.

### 28. BEST AGRICULTURAL STORY

A. Daily Division  
B. Non-daily Division, circulation 6,000 or more  
C. Non-daily Division, circulation less than 6,000  
**Submit** tearsheet(s) with story clearly marked.  
Submissions may include news stories, features or editorials.  
**Entries will be judged** on newsworthiness, presentation and research.

### 29. BEST BUSINESS STORY

A. Daily Division, circulation 16,000 or more  
B. Daily Division, circulation less than 16,000  
C. Non-daily Division, circulation 12,000 or more  
D. Non-daily Division, circulation 8,000 - 11,999  
E. Non-daily Division, circulation less than 8,000  
**Submit** tearsheet(s) with story clearly marked.  
Submissions may include news stories, features or editorials.  
**Entries will be judged** on the quality of writing, community importance and the ability to explain economic/financial issues.

### 30. BEST BUSINESS FEATURE STORY

A. Daily Division, circulation 16,000 or more  
B. Daily Division, circulation less than 16,000  
C. Non-daily Division, circulation 12,000 or more  
D. Non-daily Division, circulation 8,000 - 11,999  
E. Non-daily Division, circulation less than 8,000  
**Submit** tearsheet with the story clearly marked. Entries must profile a business or a person. Un-bylined stories will be accepted if signed by 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.

### 31. BEST HEALTH STORY

A. Daily Division  
B. Non-daily Division, circulation 6,000 or more  
C. Non-daily Division, circulation less than 6,000  
**Submit** tearsheet(s) with story clearly marked.  
Submissions may include news stories, features, or editorials.

**Entries will be judged** on clarity of writing, research of facts, timeliness and importance to the community's awareness of health-related issues.

### 32. BEST EDUCATION/LITERACY STORY

A. Daily Division  
B. Non-daily Division, circulation 6,000 or more  
C. Non-daily Division, circulation less than 6,000  
**Submit** tearsheet(s) with story clearly marked.  
Submissions may include news stories, features, or editorials.  
**Entries will be judged** on clarity of writing, research of facts, timeliness and importance to the community awareness of educational/literacy issues.

### 33. BEST ENVIRONMENTAL STORY

A. Daily Division  
B. Non-daily Division, circulation 6,000 or more  
C. Non-daily Division, circulation less than 6,000  
**Submit** tearsheet(s) with story clearly marked.  
Submissions may include news stories, features, or editorials.  
**Entries will be judged** on the timeliness, research and reader interest in the environmental issues affecting the community.

### 34. BEST PERFORMING ARTS STORY

A. Daily Division  
B. Non-daily Division  
**Submit** tearsheet(s) with story clearly marked.  
**Entries will be judged** on clarity of writing, research and reader interest in the performing arts.

### 35. BEST REVIEW

A. Daily Division  
B. Non-daily Division  
**Submit** a tearsheet of any one critical review or analysis of a specific event, performance or literary work. Un-bylined reviews will be accepted if signed by the publisher, editor or writer to verify the entry.  
**Entries will be judged** on reader interest and style.

### 36. BEST NEWSPAPER WEB SITE

A. Daily Division  
B. Non-daily Division  
**Submit** the web address and any passwords required to access the page. A brief description of the site's unique, innovative and especially valuable aspects must be included.  
**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.

### 37. COMMUNITY SERVICE AWARD

A. Daily Division  
B. Non-daily Division, circulation 6,000 or more

## Better Newspaper Contest Categories

C. Non-daily Division, circulation less than 6,000

**Submit** 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.

### 38. GENERAL EXCELLENCE

A. Daily Division, circulation 16,000 or more

B. Daily Division, circulation less than 16,000

C. Non-daily Division, circulation 10,000 or more

D. Non-daily Division, circulation 6,000-9,999

E. Non-daily Division, circulation 3,000-5,999

F. Non-daily Division, circulation less than 3,000

**Submit** three non-Sunday issues, one from June 2010, one from November 2010 and the third to be a consecutive issue to one of the above. Please remove ad inserts from entries in this category.

**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); mechanical-evidence of craftsmanship and skill in composition, reproduction and presswork (10 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 (15 points); and treatment of public notices (5 points).

### 39. GENERAL EXCELLENCE, COLLEGE DIVISION

Daily and Non-daily Division

**Submit** three issues, one from February 2010, one from November 2010 and the third to be a consecutive issue to one of the above. Please remove ad inserts from entries in this category.

**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).