

## Judging instructions – 2018

Thank you for helping us by judging the ANA 2018 Excellence in Advertising and BNC competitions. In order to view the entries, you must go online to

<http://www.newspapercontest.com/Contests/ArizonaNewspapersAssociation.aspx>.

1. Select the 'Judges Login' button.

The 'Judging Instructions' button also contains these instructions.

2. Your login will be your email, all lower case;

and your password will be your last name, all one word, all lower case.

Please make sure that pop-up windows are allowed for this site.

3. Once logged in, you will see a green bar with a drop-down menu for "Please select."

These are your categories to judge. You will need to judge all of the categories listed. Only the categories (or classes) assigned to you will appear in the drop-down menu.

### NOTE: JUDGING CRITERIA

- attached, following this cover letter;

- also available in the top green bar after you login under the 'Judging Instructions' button;

- on our home page under the 'Judging Instructions' button

4. When you select a category to judge, all of the entries in that category will appear in the window below the green bar.

a. To view a JPG image, click on the thumbnail of the image to open it in a pop-up window. If there is more than one image for that entry, you can flip through the images using the arrows that appear on the image.

b. Clicking on the file name for the image will allow you to download the image to your computer so you may view the images in another viewer and side-by-side on your screen.

c. Clicking on a PDF file icon or file name will create an action based on your own browser settings. It may open a download window, download automatically or give you the option of viewing the file either in the browser or by another application such as Acrobat.

d. Entries that include URLs have clickable links under the **"URL"** heading. If a URL is listed in the Explanation instead of in the URL column, you will need to copy and paste the URL into your browser window.

e. Entries may have text under the **"Explanation"** heading. This will give you more information about the entry. Larger blocks of text are truncated, so clicking on the underlined word "More" will allow you to read the full text

5. To begin rating or judging, click the **"Judge"** icon next to each entry that you wish to record. You may have more than one entry open for rating/judging at the same time.



a. The **"Judges Rating"** selection allows you to give a quick assessment of an entry by allowing you to narrow down the field. This rating has no impact on the actual judgment of the entry.

b. Be sure to save your ratings as you go, or use the **"SAVE ALL FIRST"** button at the top if you prefer.

c. After saving your ratings, you can sort the entries by their rank by clicking on the **"Judges Rating"** header in the green bar. Click it again to reverse the order.

- d. After rating the entries, determine the placements. Under the **“Placement”** heading, there is a drop-down menu when an entry is open for judging.
- e. When giving an entry a placement, please also write in judge’s comments box that opens underneath the **“Judge Notes”** heading. It helps our members improve by reading what the judge has to say of their entries.
- f. Remember to save your judgements as you go, or use the **“SAVE ALL FIRST”** button at the top.

**NOTE:** If you encounter [Error occurred >>](#) it means that one or more entries belongs to the same newspaper. In our Advertising Contest, we allow only one winning entry per newspaper, per category. Hover over [Error occurred >>](#) and follow the instructions to change your judging choices.

You can sort the newspapers by their name by clicking on the **“Newspaper”** header in the green bar. Click it again to reverse the order.

6. After saving all your judgments, you are ready for your next category if there is one. Use the “Please select” drop-down menu to select your next category. Judge the same way as the first one.

7. When all of your categories have been judged and saved, you are ready to click the **“Done Judging?”** button.

After verifying that you are done, clicking the **“Done judging? Click Here...”** button will send an email to the press association letting them know that the entries assigned to you have been judged.

If you have any questions, please contact:

Arizona Newspapers Assoc.

Julie O’Keefe / Contest Mgr.

[j.okeefe@ananews.com](mailto:j.okeefe@ananews.com)

(602) 261-7655, x110

# Judge's Instructions / CRITERIA

## ANA Excellence in Advertising - Categories

### 1: BEST BLACK & WHITE AD

Can be any size ad 10 col. Inches or larger. Entry form may include an explanation of why entry is a winning entry.

### 2: BEST COLOR AD

Can be any size ad 10 col. Inches or larger. Entry form may include an explanation of why entry is a winning entry.

### 3: BEST PAID AD SERIES (BLACK & WHITE)

Three or more ads of any size. Ad series must be for one client. Series counts as one entry.

### 4: BEST PAID AD SERIES (COLOR)

Three or more ads of any size. Ad series must be for one client. Series counts as one entry.

### 5: MOST EFFECTIVE USE OF PAID SMALL SPACE\*

Any type of display advertising that is no larger than 10 column inches (1x2, 2x2, 2x3, 3x3, 2x4, 2x5, 1x10).

### 6: BEST PUBLIC NOTICE SECTION

Judged on prominence, educational outreach to readers and visual appeal.

### 7: BEST SPECIAL SECTION

All newspaper entries must be of original creation — conceived, written, designed and sold by employees of the newspaper submitting the entry at the time the material was published. Entries judged on originality, copy, layout, typography and reader appeal. Special advertising sections published during the contest period (**May 1, 2017 through April 30, 2018**).

### 8: BEST ONLINE AD (STATIC)

Ad must be fixed, with no moving parts. Buttons and banner welcome. Must be designed by member of newspaper staff. Can be paid or a house ad. Creativity and effectiveness of design and message will be criteria for judging. Upload file OR enter URL. **The URL must remain active and accessible URL until October 7.**

### 9: BEST ONLINE AD (ANIMATED)

Ad may be .jpg, .gif or Flash. Must have an animated or dynamic element. Must be designed by member of newspaper staff. Can be paid or a house ad. Creativity and effectiveness of design and message will be criteria for judging. Upload file OR enter URL. **The URL must remain active and accessible URL until October 7.**

### 10: BEST CLASSIFIED SECTION

Submit one complete classified section from the week of **Sept. 4-8, 2017**. (Monthly newspapers may submit the issue published closest to that date.) Judged on overall design of pages, classification of items, appeal and ease of understanding by reader of how to submit ads.

### 11: BEST NEWSPAPER PROMOTION AD, SERIES OR SECTION

Any ad, ad series (combine multiple pages into one PDF) or section promoting a newspaper's circulation, advertising, editorial or other departments. Include explanation if necessary. Submit a full page PDF-tear sheet with publication date.

## **12: BEST PRO BONO/PUBLIC SERVICE AD**

Any size ad created at no charge for a local nonprofit organization or event. Public service ads sold on SIG, business card or logo pages are eligible. Submit a full page PDF-tear sheet with publication date.

# Judge's Instructions / Criteria

## ANA BNC - NEWSPAPER Categories 1-9

### **1: REPORTING & NEWS WRITING EXCELLENCE**

What the judges look for: Do the stories show enterprise and originality? Are they well organized? Do they have clarity and carry the reader to the end? Is language and vocabulary effective? Does the publication adhere to news style? Are the ledes effective, do they carry the reader into the story? Do the stories consistently draw relevant connections for readers? Do the stories appear to be balanced and fair? Are multiple sources used?

- 🕒 **Thursday, September 7, 2017**
- 🕒 **Sunday, March 18, 2018\***
- 🕒 **Any issue from the month of October 2017**

### **2: DEPARTMENTAL NEWS & COPY EDITING EXCELLENCE**

What the judges look for: Does the entry demonstrate excellence in all areas of news coverage? Do the stories appeal to a broad range of interests? How well do the stories read — their polish. Judges will make judgments based on the flaws they see as they casually scan through the stories as a reader would. The judges may score an entry with an absence of copy editing flaws higher than one with apparent flaws.

- 🕒 **Wednesday, October 4, 2017**
- 🕒 **Sunday, April 8, 2018\***
- 🕒 **Any issue from the month of March 2018**

### **3: PAGE DESIGN EXCELLENCE**

What the judges look for: Does the overall page promote readability? Is the presentation consistent throughout the paper? Are all typographic details consistent and readable? Does the paper make good use of entry points to stories, ie. varied headlines, photos, graphics, etc. Are there quality photos that grab readers and draw them into the publication? Is the content of inside pages well organized, logical and consistent? Does the presswork show quality? Are photos and graphics reproduced well? If color is available, was it used well?

- 🕒 **Sunday, November 5, 2017\***
- 🕒 **Wednesday, June 7, 2017**
- 🕒 **Any issue from the month of April 2018**

*Newspaper Categories 1 – 9, continues next page*

## 4: EDITORIAL PAGE EXCELLENCE

### EDITORIAL PAGE(S) ONLY - DOES NOT REQUIRE ENTIRE NEWSPAPER

What the judges look for: Does the paper present opinions and viewpoints in an inviting format that displays multiple views on relevant issues? Do the editorials and columns serve as interpretations of issues by demonstrating how -issues affect readers in their communities? Are readers invited and encouraged to share their viewpoints with the paper's readership? Are opinions and commentary presented on a wide range of issues - local, state, national and international? Do editorial cartoons, if used, consistently serve the function of providing alternate views on important public issues?

- 🕒 **Sunday, July 9, 2017\***
- 🕒 **Monday, December 4, 2017**
- 🕒 **Any issue from the month of February 2018**

## 5: BEST USE OF PHOTOGRAPHY

What the judges look for: Do the photos demonstrate technical quality and expertise in reproduction? Are photos used consistently throughout the paper to accent stories, tell their own stories and improve page design? Are the photos composed, cropped and sized well? Are the photos active and engaging? Do stand-alone photos tell relevant stories? Do news photos demonstrate enterprise and creativity? Are feature photos unique and original, with atypical viewpoints and angles?

- 🕒 **Tuesday, November 7, 2017**
- 🕒 **Wednesday, June 7, 2017**
- 🕒 **Any issue from the month of January 2018**

## 6: COMMUNITY SERVICE/JOURNALISTIC ACHIEVEMENT

### DOES NOT REQUIRE ENTIRE NEWSPAPER

Community Service and Journalistic Achievement is one category. Entries should show how the newspaper is a part of its community, the effect it has on the community, and the results it generates, through good journalism. Materials submitted can be any number of single stories, investigative or special project stories or series, on various topics. **(May 1, 2017 through April 30, 2018).**

A letter from the editor or publisher describing the newspaper's role in the community is required. You may also submit letters to the editor that show Community Service/Journalistic Achievement. Scrapbooks are not required. For Category 6, gather full tear sheets and other material, in sequence.

### **Judges will evaluate entries on the basis of:**

1. **Enterprise:** Considers such elements as originality of effort, comprehensiveness of research -conducted, extent of commitment of time, personnel, thoroughness, balance, resourcefulness shown in overcoming obstacles, degree of follow-through.
2. **Significance:** Among considerations are the scope of the project, relevance to the community, -timeliness and effectiveness in advancing public understanding, delineating problems, providing a frame work for solutions or stimulating reform.
3. **Execution:** Considers all elements of how the project is presented, such as the degree to which a series follows a logical progression, the clarity and readability of the text, quality and impact of photos, skills in utilizing other graphics where appropriate, attractiveness and suitability of layout or news play.

Judges will also look at the newspapers' useful service to the community. Basic considerations should -include broad social appeal and impact, specific goals, community participation, utilization of -resources, effect on formulating community opinions and degree of enhancement of the paper's image as a good citizen.

## 7: SPECIAL SECTION

Up to three special sections may be submitted as separate entries, (create an entry record for each piece), but only one may win a contest placement. Entries must have been produced by the newspaper and may be from any time during the contest period (**May 1, 2017 through April 30, 2018**).

Is the topic of particular interest to the reader/audience for this newspaper? Do photos and copy effectively develop a local theme of the special section and thus contain a substantial amount of locally-generated editorial matter? Are headlines and cutlines interesting and accurate? Do layout and typography enhance the overall product? Does the section fill a community need or interest? Does it work well as a special section to the newspaper proper?

## 8: NEWSPAPER SUPPLEMENT OR MAGAZINE

Must be published at least quarterly by the newspaper. There is no circulation requirement for this category.

One entry may consist of up to three pieces and will be judged as a whole.

Entries must have been produced by the newspaper and may be from any time during the contest period (**May 1, 2017 through April 30, 2018**). To reiterate, one entry may consist of up to three special sections, newspaper supplements/magazines .

Is the topic of particular interest to the reader/audience for this newspaper? Do photos and copy effectively develop a local theme of the special section and thus contain a substantial amount of locally-generated editorial matter? Are headlines and cutlines interesting and accurate? Do layout and typography enhance the overall product? Does the section fill a community need or interest? Does it work well as a supplement to the newspaper proper?

## 9: NEWSPAPER WEBSITE

Judges will visit the newspaper's website on a predetermined date: **June 19, 2018**; and choose the best based on the following criteria: news content, design and presentation, interactivity and connectivity to other sites of interest.

# Judge's Instructions / Criteria

## ANA BNC - INDIVIDUAL Categories 10 - 26

### HEADLINES

#### 10: BEST HEADLINE

In recognition of the editorial skill and judgment necessary to write a headline that draws the attention of the reader to a particular article. Judging is based on effectiveness of a headline (and subhead, if used) to engage the reader. In this individual category only, each author may submit unlimited headlines that he or she has written.

### STORIES

#### 11: BEST NEWS STORY

This category is defined as the coverage of a single news event, planned and anticipated, or breaking, or spot news. The entry may include side bars published by the same writer in the same edition as the general news story. Entry will be judged on quality of writing, thoroughness of fact and continuity of thought. Do the stories show enterprise and originality? Does the subject covered have significant impact? Are all the stories consistently well written? Is there consistently good use of language and vocabulary? Are complex issues broken down in ways the reader can understand?

*Individual Categories 10 – 26, continues next page*

## 12: BEST SUSTAINED COVERAGE OR SERIES

This category is defined as a series or package of stories (Min. 3 - Max. of 8) on the same subject that combines the elements of news and/or feature writing. The series can be published in a single issue or a sequence of issues. The bulk of the series must have been published during the contest period. Entries will be judged on quality of writing, ability to hold readers' interest, enterprise, impact and thoroughness. Do the stories appear to be balanced and fair? Are the ledes effective? Do the stories consistently draw relevant connections for the readers, the impact the issue or event may have on them or the community?

## 13: INVESTIGATIVE REPORTING

For a story or series of stories that demonstrates the newspaper's ability to obtain hard-to-get information, facts and details and put them in compelling story form. Entries will be judged on quality of writing, completeness of coverage, ability to hold readers' interest, impact and thoroughness. Do the stories appear to be balanced and fair? Are the ledes effective? Do the stories consistently draw relevant connections for the readers, the impact the issue or event may have on them or the community?

## 14: BEST SPORTS STORY

This category is confined to a news story dealing with a sports subject or personality. Entry judged on the quality or writing.

## 15: BEST TEAM, SPORT OR SPORTS BEAT COVERAGE

This category is defined as a series or package of (3-8 stories) sports stories covering a specific school, team or sport. Will be judged on quality of writing and completeness of coverage.

## 16: BEST SPORTS COLUMN

Contestants may submit 1 to 3 columns illustrating excellence in writing and clarity of expression in a sports column.

## 17: BEST FEATURE STORY

This category is defined as a single story in which the writer stresses the elements of feature writing. Entry will be judged on impact, quality of writing and ability of the writer to hold the readers' interest.

## 18: ENTERPRISE REPORTING

This category is for stories demonstrating creative ideas, innovative approach, initiative and reporting that goes beyond routine. Judging will be based on writing, style, enterprise and ability to hold readers' interest. Entry may be a single article or up to 3 parts in a series.

## 19: BEST COLUMN, ANALYSIS OR COMMENTARY

This category includes any byline, serious, issue-oriented commentary column that appears as a regular feature of the newspaper. Entries judged on quality of writing and style, and effectiveness of presentation.

## 20: BEST COLUMN, FEATURE OR CRITICISM

This category includes any general interest byline column that appears as a regular feature of the newspaper. Entries judged on effectiveness, originality, quality of writing, and style of writing.

## 21: BEST MULTIMEDIA STORYTELLING

Awarded for quality presentation of a single story or series, incorporating text, images and interactive elements. You must include the URL of the multimedia story. **The URL must remain active and accessible until October 7.**

*Individual Categories 10 – 26, continues next page*

## 22: ONLINE COVERAGE OF BREAKING NEWS

Submit coverage of a single breaking news event within a 24-hour news cycle. May include any multimedia or supplement coverage with social media elements (Twitter or Facebook); video, audio, which the story was developed and ultimately produced for web presentation. Entries must include URLs or screenshots.

Judging will be based on timeliness of initial news bulletin and extent of coverage; interactivity; use of headlines, photos, graphics and video; and creative use of technology. **URLs must remain active and accessible until October 7.**

## PHOTOS / Submit full-tear sheets 23 – 26

### 23: BEST NEWS PHOTOGRAPH

This category includes photographs of general news value that are planned or unplanned. Entries judged on quality of photograph, composition, emotional impact and completeness.

### 24: BEST SPORTS PHOTOGRAPH

This category is defined as any single photograph related to a sports subject. Entry judged on quality of photograph, composition, emotional impact and completeness.

### 25: BEST FEATURE PHOTOGRAPH

This category includes any single photograph that demonstrates elements of feature photography, captures the essence of an individual personality or one that represents a portrait story. Entry judged on quality of photograph, composition and emotional impact.

### 26: BEST FEATURE PHOTO LAYOUT OR PHOTO STORY

This entry is defined as any series of photographs in any one issue on any subject. Entry will be judged on quality and effectiveness of presentation as well as layout, captions and text in telling the story.

# Judge's Instructions / Criteria

## Best of 2018 Categories

### 27: STORY OF THE YEAR

All the first-place entries in categories 11 to 18 will automatically compete for outstanding story of the year. Criteria includes the same standards that applied to each entry in their original category. All entries will be judged by a panel of at least three industry professionals.

Does the entry demonstrate excellence in all areas of news coverage? Is the topic of particular interest to the reader/audience for this newspaper? Does the entry show enterprise and originality? Does the presentation promote readability? Judging also based on quality and impact.

### 28: PHOTOGRAPHER OF THE YEAR: DAILY AND NON-DAILY

Candidates must be nominated by the Publisher, Managing Editor or Editor. Nomination must include a letter explaining why candidate should be chosen. Each entry should include 10 to 12 samples of the nominee's work.

There is no limit to how many nominations can come from a newspaper. All entries will be judged by a panel of at least three industry professionals. Published during contest period. Published during contest period: May 1, 2017 to April 30, 2018. **More next page ...**

**Best of 2018 Categories 27 – 29, continues next page**

Judging based on creativity, quality and impact. Entries must demonstrate a clear aesthetic ability. Does the photographer show variety and versatility? Photos should be dynamic and/or thought-provoking. Are the pictures original? Do they tell a compelling story? Criteria includes the overall quality of the photographer's published work and actions demonstrating significant impact on their community, their newspaper and/or the newspaper industry. Entries should showcase the photographer's dedication, thoroughness and talent, and reflect the photographer's ability to go above and beyond. Judges should consider creativity, composition, style/originality, cropping and quality.

## **29: JOURNALIST OF THE YEAR: DAILY AND NON-DAILY**

Candidates (including editors, columnists, reporters, special section editors) must be nominated by the Publisher, Managing Editor or Editor. Nomination must include a one page letter explaining why their candidate should be chosen Journalist of the Year. Each entry packet should include 10 samples of the nominee's work (no sidebars, please). There is no limit to how many nominations can come from a newspaper. All entries will be judged by a panel of at least three industry professionals. Judging based on creativity, quality and impact. Published during contest period: May 1, 2017 to April 30, 2018.

Criteria: Competition open to any regular employee of the news department of a newspaper, provided the member newspaper employed by the journalist during the contest period.

Criteria includes the overall quality of the journalist's published work and actions demonstrating significant impact on their community, their newspaper and/or the newspaper industry. Entries should showcase the reporter's dedication, thoroughness and talent, and reflect the reporter's ability to go above and beyond.

Judges should consider community impact, style, quality of writing and enterprise and overall -completeness of coverage.

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