



# BETTER NEWSPAPER CONTEST 2017 EDITORIAL DIVISION

Deadline for Entries: February 8, 2017  
Enter online [www.mspresscontest.org](http://www.mspresscontest.org)

2016 Photo of the Year by Zach Jones/The Lamar Times

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# ENTRY INSTRUCTIONS

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## OUR ASSOCIATION CODE IS **MSPRESS**

**Step 1** — Register on the contest website using your email address. Read the Important Items; our Association Code is **MSPRESS**. You will receive a confirmation email, which you will need to complete registration. YOU MUST register as a user for each contest, even if you have uploaded entries in a previous cycle of the advertising or editorial divisions.

**Step 2** — Log in using your account information. You will see a page showing any entries you have already submitted. Complete rules for the contest are available on the home page. **PLEASE READ THEM FOR MORE DETAILED INSTRUCTIONS.** 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 newspaper name. A lot of information will autofill. If that information is incorrect, please call Monica Gilmer at 601-981-3060. Your Division will be selected for you based on your circulation. Fill in the preparer’s name. **If any information is wrong, please STOP and do not proceed before contacting Monica.**

**Step 5** — Select the contest type. These are in the drop-down menus for your convenience. Your choices are “Editorial,” “Advertising,” or “Combined,” depending on which contest cycle we are in. This field will clear each time you save an entry, so you must select a type for each new entry. Next select your category. Special Instructions will autofill. PLEASE READ as each category has different instructions. **NOTE: If you do not see the category you are trying to enter listed under the contest cycle type “Editorial” or “Advertising” select “COMBINED.”** This indicates circulation classes are combined for this category.

**Step 6** — 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 or TextEdit, 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 7** — 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 8** — Include the name of the person or people who should be credited for any award. This is generally reporter, photographer, etc. It is not necessarily the name of the person submitting the entry, nor the person picking up the award at the awards presentation.

**Step 9** — Add your file or files. You can drag and drop files or use the “Add files” button to navigate. 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 10** — 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.

**Step 11** — 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 12** — If you are done submitting entries, please review the list. Your changes are limited on an entry; if needed, you may delete and resubmit. When you have finished reviewing uploads click the “Billing” button. Your entry fee is automatically generated. You may pay by PayPal, credit card or mail a check to MPA, 371 Edgewood Terrace, Jackson, MS 39206.

# ELIGIBILITY CRITERIA

## ENTER ONLINE @ MSPRESSCONTEST.ORG

### ELIGIBILITY

The MPA Better Newspaper Contest is open to any weekly, semi-weekly or daily newspaper which is a regular active member of the Mississippi Press Association and whose 2017 dues have been paid.

Entries submitted in the contest must have been published in the period between January 1, 2017, and December 31, 2017. Random dates specified in some categories are selected by the association staff and not made known to the contest committee or association members until the rules are released.

Generally, individual stories, photographs or special sections may not be entered in more than one category or circulation class. See individual category criteria for exceptions.

All entries must be conceived, written, and designed by regularly employed, full-or-part-time staff members of the newspaper entering the contest. This means staff members who regularly work for the entering newspaper. Exceptions include non-syndicated columnists or free-lance contributors who provide exclusive content.

An individual's work may not be entered in more than one circulation division unless there is a change of employment during the contest period. **Newspapers sharing staff members may submit an entry only once and in the largest circulation class in which it is eligible.**

No materials may be entered which are prepared completely by mail services, agencies, wire services, or syndicates. Entries must originate from the entering newspaper.

### DEADLINE

Deadline for receipt of entries is 11:59 PM, **THURSDAY, FEB. 8, 2018.** All entries must be entered online at [www.mspresscontest.org](http://www.mspresscontest.org) on this date. Categories that require mail-in entries must be postmarked no later than **FEB. 8, 2018.**

### FEES

The fee for each individual entry in each category is **\$6.00.** You will have an option to pay your total fees by credit card or to be invoiced.

### CIRCULATION DIVISIONS

The circulation division in which each newspaper competes is determined by the total average paid circulation figure reported on the Statement of Ownership filed with the U.S. Postal Service in September 2017. The circulation divisions for each category (unless specified as All Weeklies/Non-Dailies, All Dailies, or All Newspapers) are:

#### CIRCULATION CLASSES\*

- A. Dailies Above 15,000    D. Non-Dailies Above 4,000  
B. Dailies 9,000 to 15,000    E. Non-Dailies 2,500-4,000  
C. Dailies Below 9,000    F. Non-Dailies Below 2,500

\*Dailies are defined as publishing four or more times per week.

Your e-Edition subscriptions can be counted as part of your total circulation for purposes of this contest **ONLY IF THEY ARE RECORDED ON YOUR ANNUAL STATEMENT OF OWNERSHIP AND CIRCULATION.**

Your newspaper is eligible to compete in the Circulation Class determined by its 2017 Statement of Ownership. However, any

newspaper can elect to compete in the next larger class if it so chooses. A newspaper cannot, however, elect to compete in a smaller circulation class.

### ENTRY PREP

Full-page electronic tearsheets must be furnished for each entry. Go to [www.mspresscontest.org](http://www.mspresscontest.org) and follow the instructions for registering with a username and password and for submitting your entries online. **YOU MUST** register as a user for each contest, even if you have uploaded entries in a previous cycle of the advertising or editorial divisions. **NOTE:** The General Excellence category requires mail-in entries.

A publisher's Statement of Validity must accompany the contest entries from each newspaper. A tearsheet or copy of the 2017 Statement of Ownership and Circulation should be provided if not already on file with MPA (This does not have to be a tearsheet, a copy of the 2017 form will do). Entries will not be placed into judging until all statements are received. The conditions of the statement are binding. You can mail or email your Statement of Validity and Statement of Ownership to [mgilmer@mspress.org](mailto:mgilmer@mspress.org) or fax them to 601-981-3676. You may also mail it with any hard copy entries that are required in this contest.

**NOTE:** Entries requiring hard copies (Gen Ex) must be entered online first, with a PDF copy of the "front page" of the section or product uploaded to the proper category. Then hard copies must include a BNC Entry Label taped or glued to the upper right-hand corner of each tearsheet or entry. All information requested on the label must be supplied for each entry. Do not staple entry labels. Hard copy entries should be postmarked no later than **THURSDAY, FEB. 8, 2018.**, and mailed to:

Better Newspaper Contest  
371 Edgewood Terrace  
Jackson, MS 39206

Incomplete entries (entries missing a required element), or entries submitted that were published outside the contest dates will be disqualified.

### JUDGING

Contestants agree to accept the judges' decisions as final. Judging will be held this spring with a panel of volunteers from the South Carolina Press Association. Judges reserve the right to disqualify entries submitted in an inappropriate category or which otherwise do not follow the stated criteria.

### AWARDS PRESENTATION

Plaques will be given to first-place winners. Certificates will be awarded to second, third, and honorable mention winners. Additional plaques or certificates may be ordered after the presentation of the awards at the annual convention, June 14-16, 2018, at the Marriott Convention Center in New Orleans. First, second, and third-place winners will be named in each category.

**QUESTIONS?** Contact contest manager **Monica Gilmer**, [mgilmer@mspress.org](mailto:mgilmer@mspress.org), 601-981-3060.



## Publisher's Statement of Validity

I hereby certify that all entries submitted by this newspaper in the 2017 Better Newspaper Contest meet the prescribed requirements and qualifications as related to circulation figures, membership, publication dates, and all other aspects spelled out and implied by the rules of the competition.

I understand that any violation brought to the attention of the Board of Directors of the Mississippi Press Association may restrict this newspaper from entering the future Editorial and Advertising Divisions of the Better Newspaper Contest, and that violations may make this newspaper subject to other action by the Directors.

Signature of Publisher: \_\_\_\_\_

Newspaper: \_\_\_\_\_

Circulation: \_\_\_\_\_

Total Average Paid Circulation on 2017 Statement of Ownership (line 15c, first column, or line 16b, first column, if also counting paid electronic copies.)

Date: \_\_\_\_\_

Please list any staff members willing to serve as reciprocal judges for upcoming contests:

\_\_\_\_\_  
\_\_\_\_\_

*You can email this form to [mgilmer@mspress.org](mailto:mgilmer@mspress.org) or fax to 601-981-3676.  
You may also include it with any hard copy entries you are mailing to MPA.*

### PLEASE NOTE

\* An individual entry may be entered in only one category, unless noted.

\* Only locally prepared material is allowed.

\* ENTRIES MUST BE UPLOADED NO LATER THAN 11:59 PM, THURSDAY, FEB. 8, 2018 -- NO EXCEPTIONS.

\* Entries requiring hard copies should be postmarked no later than THURSDAY, FEB. 8, 2018, and mailed to: Better Newspaper Contest, 371 Edgewood Terrace, Jackson, MS 39206

\* Go to [www.mspresscontest.org](http://www.mspresscontest.org) for complete entry directions.

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# CATEGORIES

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## 1. GENERAL NEWS STORY

Defined as the coverage of a single news event, planned and anticipated. Judged on quality of writing, thoroughness of fact, and continuity of thought. Limit 4 entries per newspaper. **TO ENTER:** Upload a full-page PDF file, which should be named the same as the story title or reporter's name.

## 2. SPOT NEWS STORY

This category is defined as the coverage of a single news event, unplanned and unanticipated. The entry may include sidebars in the same edition as the spot news story. Entries will be judged on quality of writing and thoroughness of fact reporting under deadline. Limit 4 entries per newspaper. **TO ENTER:** Upload a full-page PDF file, which should be named the same as the story title or reporter's name.

## 3. IN-DEPTH/INVESTIGATIVE COVERAGE

Entries in this category may be a single investigative story/series of stories or in-depth coverage of a particular issue or event. Stories must demonstrate the reporter's or reporters' initiative in research and investigation or in-depth reporting that may include supporting material such as photos, editorials, cartoons, columns. In-depth entries will be judged on the scope and depth of coverage. If a series, it must be published within the contest period. Entries will be judged on quality of writing, thoroughness of research and continuity. Limit 4 entries per newspaper. **TO ENTER:** Upload a full-page PDF file, which should be named the same as the story title or reporter's name. An explanatory note may be provided in the comment box or uploaded with entries.

## 4. PLANNED SERIES

Defined as a planned series or package of stories (minimum of 3, maximum of 8) on the same subject which combines the elements of news and/or feature writing. The series can be published in a single issue or a sequence of issues. Publication of the series must begin and end within the contest period. Judged on quality of writing, ability to hold reader interest, and thoroughness. Limit 4 entries per newspaper. **TO ENTER:** Upload a full-page PDF file, which should be named the same as the story title or reporter's name.

## 5. BUSINESS STORY

This category is defined as coverage of business and economic issues. An entry consists of a single story of a business news-related event or issue. May include sidebars. Limit 4 entries per newspaper. **TO ENTER:** Upload a full-page PDF file, which should be named the same as the story title or reporter's name.

## 6. SPORTS NEWS STORY

Confined to news stories dealing with a sports subject or personality. Entries will be judged on quality of writing. Limit 4 entries per newspaper. **TO ENTER:** Upload a full-page PDF file, which should be named the same as the story title or reporter's name.

## 7. SPORTS COLUMN

Defined as any column that regularly appears in the sports section of the newspaper. An entry consists of three columns by the same person. Judged on both the quality and style of writing. Entries from weeklies will be judged as All Weeklies. Limit 4 entries per newspaper. **TO ENTER:** Upload full-page PDF files, which should be named the same as the column title or columnist's name.

## 8. SPORTS FEATURE

Defined as any feature story dealing with a sports subject or sports personality. Entries will be judged on quality of writing and attention to the elements of feature writing. Limit 4 entries per newspaper. **TO ENTER:** Upload a full-page PDF file, which should be named the same as the story title or reporter's name.

## 9. GAME STORY

Defined as a principal account of a game or sports event, written on a deadline. Sidebars are not included. Judged on quality of and style of writing. Limit of 4 entries per newspaper. **TO ENTER:** Upload a full-page PDF file, which should be named the same as the story title or reporter's name.

## 10. GENERAL INTEREST COLUMN

Any general interest bylined column which appears as a regular feature of the newspaper. An entry consists of three columns by the same person. Entries will be judged on quality of writing and style of writing. Limit 4 entries per newspaper. **TO ENTER:** Upload full-page PDF files, which should be named the same as the column title or columnist's name.

## 11. COMMENTARY COLUMN

Includes any bylined, serious, issue-oriented commentary column appearing as a regular feature of the newspaper. An entry consists of three columns by the same person. Judged on quality and style of writing, timeliness of issue, persuasiveness of writer. Limit 4 entries per newspaper. **TO ENTER:** Upload full-page PDF files, which should be named the same as the column title or columnist's name.

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## CATEGORIES

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### 12. FEATURE STORY

Defined as a single story in which the writer concentrates on the elements of feature writing. Judged on quality of writing and ability of the author to hold the reader's interest. Limit 4 entries per newspaper. **TO ENTER:** Upload a full-page PDF file, which should be named the same as the story title or reporter's name.

### 13. GENERAL NEWS PHOTOGRAPH

Includes photographs of general news value which are planned and anticipated. Judged on quality of photograph, composition, emotional impact and completeness. Limit 4 entries per photographer and total of 8 entries per newspaper. **TO ENTER:** Upload a full-page PDF file, which should be named the same as the photo caption.

### 14. SPOT NEWS PHOTOGRAPH

Defined as any photograph of news value that is unplanned or unanticipated. Judged on timing, quality of photograph, composition, emotional impact and completeness. Limit 4 entries per photographer and total of 8 entries per newspaper. **TO ENTER:** Upload a full-page PDF file, which should be named the same as the photo caption.

### 15. SPORTS FEATURE PHOTOGRAPH

Defined as any photograph related to a sports subject, but not an action shot. Judged on quality of photograph, composition, and emotional impact. Limit 4 entries per photographer and total of 8 entries per newspaper. **TO ENTER:** Upload a full-page PDF file, which should be named the same as the photo caption.

### 16. SPORTS ACTION PHOTOGRAPH

Defined as any photo related to sports action on-field, court, etc. during gameplay or competition. Judged on quality of photo, composition and impact. Limit four entries per photographer and eight entries per newspaper. **TO ENTER:** Upload a full-page PDF file, which should be named the same as the photo caption.

### 17. FEATURE PHOTOGRAPH

Includes any photograph that demonstrates elements of feature photography. Judged on quality of photograph, composition, and emotional impact. Limit 4 entries per photographer and total of 8 entries per newspaper. **TO ENTER:** Upload a full-page PDF file, which should be named the same as the photo caption.

### 18. PICTORIAL SERIES

Defined as any series of photographs in any one issue on any subject. Judged on quality and effectiveness of the photographs and text in telling a story. Limit 4 entries per photographer and total of 8 entries per newspaper.

**TO ENTER:** Upload a full-page PDF file, which should be named the same as the series headline or caption.

### 19. NEWS PACKAGE

Defined as best presentation of a news story with accompanying photos, graphics and illustrations to complement reporting. This may be entered as the combined work of reporters, photographers and/or designers. Limit four entries per newspaper. **TO ENTER:** Upload a full-page PDF file, which should be named the same as the series headline or caption.

### 20. PERSONALITY PORTRAIT

Entries should be confined to photographs capturing the essence of an individual personality or one representing a portrait study. Judged on elements listed above and on quality of photograph. Limit 4 entries per photographer and total of 8 entries per newspaper. **TO ENTER:** Upload a full-page PDF file, which should be named the same as the photo caption.

### 21. EDITORIAL CARTOON

Cartoon may pertain to local, state, or national topics. Must be locally produced at the entering newspaper by regular staff members or regular contributors. Judged in one overall category for All Newspapers. Limit 4 entries per cartoonist. **TO ENTER:** Upload a full-page PDF file, which should be named the same as the cartoon's caption or subject.

### 22. FRONT PAGE

An entry shall consist of three tearsheets. Submit one tearsheet from the week of Jan. 22-28, July 2-8, or Nov. 12-18, PLUS two tearsheets from any other issues published in the contest period. Judged on front page design and content. Limit 1 entry per newspaper. **TO ENTER** upload three full page PDF files, which should be named as the category and month entered.

### 23. EDITORIAL PAGE OR SECTION

Submit three tearsheets of editorial page(s), defined as any page(s) containing articles of opinion including op-ed and/or letters to the editor. Submit one tearsheet from the week of Feb. 19-25, May 21-27, or Oct. 1-7, PLUS two tearsheets from any other issues published in the contest period. Judged on content and design. Limit 1 entry per newspaper. **TO ENTER** upload three full page PDF files, which should be named as the category and month entered.

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## CATEGORIES

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### 24. EDITORIALS

Consists of editorial opinions which appear on a bona fide editorial page or articles clearly marked as an editorial. Consists of three editorials published in the contest period. The three editorials may be written by different individuals, but no more than one entry (3 samples) per editorial writer will be accepted. Judged on ability to express opinions and quality of writing. Limit 4 entries per newspaper - total of 12 sample editorials. (One entry consists of 3 editorials). **TO ENTER** upload full page PDF files, which should named the same as the editorial writer's name.

### 25. SPORTS PAGE OR SECTION

Defined as any page or section devoted to the coverage of sports. Submit three pages or sections from the week of April 2-8, June 18-24, or Nov. 5-11, PLUS two tearsheets from any other issues published in the contest period. Judged on content and design. Limit 1 entry per newspaper. **TO ENTER** upload three full page PDF files, which should be named as the category and month entered.

### 26. LIFESTYLES PAGE OR SECTION

This category is defined as a page or section devoted to lifestyle news and features. Submit one page or section from the week of either Feb. 26-Mar. 4, June 11-17, or Oct. 22-28, PLUS two others from the contest period. This can also include regular sections such as food, fashion, entertainment, etc. Judged on design, writing, and general interest of contents. Limit 1 entry per newspaper. **TO ENTER** upload three full page PDF files, which should be named as the category and month entered.

### 27. SPECIAL SECTION

This category is defined as a section or issue which is dedicated editorially to a special event, occasion, purpose or idea. The quality of writing will be considered, along with the use of photographs and graphics. The overall design of the product will also be considered. Limit 4 entries per newspaper. **TO ENTER** upload a single PDF file of entire special edition, which should named the same as title of the section.

### 28. MAGAZINE PERIODICAL

This category recognizes regularly issued magazines. Magazine should be distributed independently of the newspaper, but a publication is not excluded if it is also inserted into the parent newspaper. Judges will consider quality of editorial content and design and effectiveness of theme or purpose. Magazine must be published at least twice per year for non-daily newspapers; at least quarterly for daily newspapers. An entry consists of two consecutive issues in contest period for non-

dailies; three consecutive issues in contest period for dailies. Limit 2 entries per newspaper (Remember, an entry consists of two consecutive magazine issues of the same title for a non-daily newspaper and three consecutive issues for dailies). **TO ENTER** upload a single PDF file of entire magazine.

### 29. MAGAZINE STORY

This category is defined as the single best general news or feature article appearing in a magazine edition published by the member newspaper. Judged on quality of writing, thoroughness, and continuity. Limit four entries per newspaper. **TO ENTER** Upload a full-page PDF file, which should be named the same as the story title or reporter's name.

### 30. DESIGN

An entry consists of three issues. Submit any three consecutive issues of the newspaper, one of which should be from the week Jan. 15-21, May 7-13, Sept. 17-23. This category will be judged on the newspaper's overall appearance, with special attention to the use of headlines, photographs, art, and quality of reproduction. Limit 1 entry per newspaper. **TO ENTER** upload PDF files of three entire separate issues.

### 31. HEADLINE

Each entry will consist of three headlines, best capturing the essence of the story in a compelling, accurate, clever and/or humorous way. Limit 4 entries per newspaper. **TO ENTER** upload full page PDF files, which should be named the same as the headline.

### 32. LEDE

An entry consists of a single story lede written by the reporter or copy editor. Entries will be judged on quality of writing, effectiveness, and/or humor and cleverness. Limit 4 entries per newspaper. **TO ENTER** upload three full page PDF files, which should be named the same as the headline.

### 33. WEBSITE

Recognizes a newspaper's online presence and the involvement of its local staff in the updating of content and maintenance. Judged as All Non-Dailies and Daily A, B, C. Papers using third party vendors to host and design their sites are eligible as long as their staff is primarily responsible for content and maintenance. Judges will visit the site live at predetermined times. Criteria will include quality of locally produced content, overall design, consistency of updates and functionality of the site such as ease of navigation and customer service interactivity. **TO ENTER** Submit a link (URL) to your website online. Please include user name and password, if necessary, in the comment box on the online entry.

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## CATEGORIES

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Use the comment box to offer any additional information about your website.

### 34. USE OF ONLINE VIDEO

This category recognizes the newspaper's effort to report a story through video. Emphasis will be on the viewer experience and quality of the story. May stand on its own (as in breaking news coverage) or part of a larger project that is tied to the print newspaper. The entry should include a short description of the video and news event and may include a PDF tearsheet of a print story that accompanied it (if there was one). Because this is a first-time category, points for winning entries will not be awarded toward General Excellence. Entries should be submitted as a URL and will be judged as All Dailies/All Non-Dailies. Limit four entries per newspaper. **TO ENTER** Submit a link (URL) to your website online. Please include user name and password, if necessary, in the comment box on the online entry. You may upload a related PDF tearsheet, if applicable. Use the comment box to offer any additional information about your website.

### 35. USE OF SOCIAL MEDIA

This category recognizes the newspaper's use of social media to complement or promote its editorial coverage, including breaking news. Use of all major social media platforms is permissible and screen shots or PDFs of their use is encouraged; a letter of explanation must be included. Entries will be judged on effectiveness of promoting content/coverage. Limit four entries per newspaper. **TO ENTER** Submit a link (URL) to social media post or upload a screenshot. Use the comment box to offer any additional information about your entry.

### 36. PHILLIPS FREEDOM OF INFORMATION AWARD

Winner in this category should demonstrate an active commitment to Freedom of Information. Submit full-page tearsheets with FOI information (stories, editorials, advertisements, etc.). Documents, background information, or letters may be submitted to better explain the effort. Entries will be judged on the newspaper's efforts to support freedom of information through editorials, news stories, or actions taken by the newspaper to gain access to governmental records and/or meetings in order to provide readers with the facts they are entitled to. Entries will be judged as All Newspapers for one overall award. Limit 1 entry per newspaper. **TO ENTER** upload full page PDF files. Use comment box for further explanation of the project if desired or upload a note in PDF form with entry.

### 37. COMMUNITY SERVICE AWARD

Entries in this category should demonstrate leadership by the newspaper in a project or promotion which has as its purpose the improvement of the quality of life in the community or state. Examples would be support of a bond issue, or construction of a new park or hospital. The entry should demonstrate that the newspaper provided either the primary development of the project or a role which would be considered essential to the effort. A note may be submitted regarding impact on the community. Judges should consider the relative impact on the circulation area served, keeping in mind that newspapers of all sizes are competing in this category. Entries will be judged as All Dailies or All Weeklies. Limit 1 entry per newspaper. **TO ENTER** upload full page PDF files. Use comment box for further explanation of the project if desired or upload a note in PDF form with entry.

### 38. GENERAL EXCELLENCE

Dailies must submit all issues from the week of either Feb. 19-25, July 16-22, or Oct. 8-14. Weeklies must submit three consecutive issues, one of which should be from the week of Jan. 22-28, Sept. 10-16, or Dec. 3-9. Judges should consider the overall product. Winners in this category should exemplify excellence in all aspects of newspaper publication, including mechanical excellence, editorial content, advertising, layout and general appearance. Limit 1 entry per newspaper. **SPECIAL NOTE:** This category must be submitted in hard copy form with full sections of the newspaper or edition. An entry label is provided on the following page. You must also select this category when entering online.

**ADDITIONAL NOTES ON GENERAL EXCELLENCE:** Awarding of the General Excellence prizes will be based on a point system, with the judge's points awarded for your General Excellence entries added to points you earn by winning awards in other categories. Each newspaper that wins a first, second or third place award in the other 35 numbered Better Newspaper Contest categories will receive points toward the General Excellence award. Points will be awarded as follows: individual and overall categories #1-33 = 3 for first, 2 for second and 1 for third; and FOI and Community Service awards, 10 for first, 5 for second and 3 for third. The judges will award points for issues in your General Excellence entry as follows: 30 for first choice, 20 for second choice and 10 for third choice. After the judging is completed, all points will be totaled to determine the top awards given in each circulation division.



# Category 38 - Gen Ex Entry Label

## **38** GENERAL EXCELLENCE

Circ Class  Dailies  Weeklies

Newspaper: \_\_\_\_\_

Caption or Title: \_\_\_\_\_

Individual(s) entering: \_\_\_\_\_

**SPECIAL NOTE:** This category must be submitted in hard copy form with full sections of the newspaper, special edition or product. You must also select Category 38 online. Hard copy entries should be postmarked no later than Thursday, Feb. 8, 2018, and mailed to:

Better Newspaper Contest  
371 Edgewood Terrace  
Jackson, MS 39206