



SOUTH CAROLINA
PRESS ASSOCIATION

2016 NEWS CONTEST

rules for associate & individual members



ENTRY DEADLINE: NOV. 18, 2016

Recognizing the best in S.C. journalism

The Essentials



Contest Deadline: Friday, Nov. 18, 2016

- Entries must be uploaded by 11:59 p.m.
- Mail-in entries must be postmarked by 11:59 p.m.

Contest Period: Nov. 16, 2015 – Nov. 15, 2016

Contest Division

Associate and Individual Members will compete in Division G. Your division will auto-fill in the online contest platform. If you are not listed in Division G, contact SCPA immediately.

Contest Website: scnewscontest.com

Each member will be given a username and password for scnewscontest.com. You are welcome to share this log-in info with fellow staffers so they can upload their entries. Or contact SCPA to add additional users for your organization.

Eligibility

This contest is open to all current Individual Members and full-time, part-time and regular contributors of Associate Member organizations and their publications. Entries must be staff-produced. Do not enter any ad agency-produced content.

Number of Entries

Unless otherwise specified, each entrant may submit as many entries in each contest as desired.

Multiple Bylines

Entries that are the work of more than one person may be submitted as a single entry unless otherwise noted.

Number of Entries for Competition

There must be a minimum of five entries from at least two separate member organizations for judging to occur. If not, the SCPA Executive Director and judges reserve the right to judge the category as is or to declare the category null and return the entry fee.

Disqualification

Entries that do not meet contest criteria may be disqualified and entry fees will not be returned. All participants agree to accept as final the decision of judges recruited by the contest committee. Any entry may be disqualified that does not, in the opinion of the judges, comply with the rules.

Entry Fees/Payment

A fee of \$20 will be levied for each entry in the contest. On the Entry Report page, you will see a breakdown of all of the entries that are being submitted. No total entry fees will be displayed. Instead, SCPA will ensure that all of your entries are correct and contact the member organization with an invoice that can be paid by check or online by credit card. *Please note that while SCPA staffers will work as quickly as possible to sort your entries and bill you, we cannot ensure that you will be invoiced by Dec. 31, 2016.*

Awards

Unless otherwise specified, awards will be made for first, second and third places. Awards will be presented at the Annual Meeting to be held March 18, 2017, at The Marriott in Columbia.

Graphics

For all graphics and page design entries, double trucks will be considered one layout example. Each individual is limited to one double truck per contest. Non-staff graphics, such as clip art, may not be submitted, although they may be incorporated as part of a larger graphic presentation that was predominantly staff produced. Portions of the graphic not produced by the staff should be noted for the judges.

Mailed entries

If your entry will be mailed to SCPA (only for categories 100 and 101), you still must submit the entry using the online entry form. In the online system, complete all of the entry information but do not upload an attachment or URL. Then hit "save." Next, label each entry with a label found on page 8 of these rules. Then mail your entry to SCPA at 106 Outlet Pointe Blvd., Columbia, SC 29210. If you are mailing more than one entry, please ship or mail the entries in one shipment. There's no need to overnight/express ship the entries... just get them to us in the safest, most affordable way (USPS first class or UPS ground).

File types accepted

- All print design contests must be submitted as PDF files.
- All photography contests must be submitted as JPG files.
- All online contests must be submitted as URLs.
- Writing contests can be submitted as full-page PDFs or as a URL to the story on your website.

Letter of Explanation

Some categories require that a letter of explanation be included with each entry. Please upload the letter as a separate PDF file when you upload your entry.

File Names

When uploading a file, any file name can be used.

Title/Cutline

Remember that you are submitting full-page PDFs, so please make sure your titles accurately identify the items the judges need to locate on the pages. In the Title/Cutline box, enter the headline of the article exactly as it appears on the page. For categories that require more than one example per entry, you may use the series/topic title. If you think judges might have a hard time finding your entry, you can mark the headlines and jumps in Adobe Acrobat with an arrow or box.

Your website's paywall

If linking to a part of your website that is behind your paywall or password-protected area, make sure to include a username and password for the judges that will work in the months of December, January and February. Judges may disqualify your entry if work samples are inaccessible. Simply enter the username and password in the Title/Cutline box or create a PDF with the access info and upload when you submit your entry's files.

Need help?

If you're having a hard time figuring out the rules or have questions about uploading to the online entry system, don't hesitate to ask! Call Jen Madden at (803) 750-9561 or email jmadden@scpress.org.

Instructions on how to enter



Step 1 – Acquire your login information from SCPA. Contact Jen Madden at jmadden@scpress.org.

Step 2 – Login at scnewscontest.com. You will see a page showing any entries you have already submitted. Complete rules for the contest are available above. 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 name or your organization’s name. A lot of information will autofill. If that information is incorrect, please contact SCPA. Fill in the preparer’s name. (The preparer is the person uploading the entry into the online contest platform, not the staffer that will be credited for any award.)

Step 5 – In the Newspaper Group drop-down menu, select Associate-Individual.

Step 6 – Select the contest category from the drop-down menu. When you select the category, special instructions will appear below it. This field will clear each time you save an entry, so you must select a category for each new entry.

Step 7 – Enter the title/cutline for your entry. If uploading full-page PDF files, make sure the entry name matches the headline on the page so the judges can find it easily.

Step 8 – Include the name of the person or people who should be credited for any award. This is generally the writer, photographer, graphic artist, cartoonist, etc.

Step 9 – Add your file or files. You can drag and drop files or use the “Add files” button to navigate your files. Upload as many files as are necessary to complete your entry but refer to the special instructions for any limitations.

Step 10 – If you are submitting URL(s), enter each URL in a separate box. If you are entering more than five URLs, contact SCPA for options.

Step 11 – **IMPORTANT: 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 12 – To submit another entry, click “Add New Entry.” As long as you have not logged out of the system, your organization name will still be in place and you can simply start at Step 5 again. You may log out and log back in later to continue adding entries. You will need to select your organization’s name each time you log in.

Step 13 – If you are done submitting entries, please review the list. Click Entry Report for full listing of entries submitted. No total fee will be displayed. Instead, SCPA will ensure all your entries are correct and contact the member organization with an invoice that can be paid by check or online by credit card. *Please note that while SCPA staffers will work as quickly as possible to sort your entries and bill you, we cannot ensure that you will be invoiced by Dec. 31, 2016.*

PDF Instructions



- Each entry must be less than 100 MB, but smaller files are better.
- Eliminate extra pages. Upload only the page(s) on which the entry is located.
 - For multiple-page entries, combine all pages, including jumps, into one PDF.
- If you don't have Adobe Acrobat or can't figure out what to do, call SCPA for help.

Extract pages from multi-page PDFs

If your entry is part of a multi-page PDF, open the PDF with Adobe Acrobat and save it with a new name. Open the new PDF, go to “Document” menu, select “Extract Pages” and follow the directions. Eliminate all pages that are NOT part of your entry. In the “Pages” panel, you can rearrange the PDFs in the order you want the judges to see them. Save the new PDF.

Combine multiple PDFs into one

EACH ENTRY SHOULD CONSIST OF ONE SINGLE PDF FILE WHENEVER POSSIBLE. If a category calls for more than one piece, combine the pieces into a single file for uploading to the contest platform. It is especially important that jumps are included! Using Adobe Acrobat, open the first PDF that you want in your entry and save it with a new name. Open the new PDF, go to the “Document” menu and choose “Insert Pages.” Navigate to the next PDF that you want in the entry and select it. Continue until you have inserted all of your pages. In the “Pages” panel, you can rearrange the PDFs in the order you want the judges to see them. Save the new PDF.

Marking an entry on a full-page PDF

Within Acrobat, you may mark your entry with an arrow or box so judges will know what to judge. This is especially important if you have more than one story per page.

Make PDF files smaller

For printing, most newspaper PDFs include high-resolution images. However, contest entries will be viewed and judged on computer screens at low resolution and in RGB color. Changing the resolution and changing the CMYK color mode to RGB are the two most effective ways to reduce file size without sacrificing the screen viewing quality.

Embed all fonts

Regardless of how you make your PDFs, make sure ALL fonts are embedded. The judges may not have the same fonts as you have. If the PDF is missing fonts, your entry will not display properly.

CALL US IF YOU HAVE AN ISSUE OR QUESTION REGARDING PDFS

Jen Madden | 803.750.9561 | jmadden@scpress.org

Associate & Individual Contests



100. Newspaper Publication | This contest is for newspaper publications of SCPA associate and individual members or their staffs. Judging will be based on writing, design and use of graphics and photography. Content topic will not be a factor. For this contest, submit two separate issues of your newspaper publication.

Submit: This category cannot be submitted online. You must submit this entry as a hard copy through the mail. In the online contest platform, select this contest and enter your title into the Title/Cutline box. Click submit to enter this contest. Then, mail your newspapers to SCPA at 106 Outlet Pointe Blvd., Columbia, SC 29210.

101. Magazine or Specialty Publication | This contest is for magazine publications or other slick specialty publications produced by SCPA associate and individual members or their staffs. Sports, feature, alumni, membership and other magazines should be submitted in this contest. Judging will be based on writing, design and use of graphics and photography. Content topic will not be a factor. For this contest, submit one issue per entry.

Submit: This category cannot be submitted online. You must submit this entry as a hard copy through the mail. In the online contest platform, select this contest and enter your title into the Title/Cutline box. Click submit to enter this contest. Then, mail your magazine to SCPA at 106 Outlet Pointe Blvd., Columbia, SC 29210.

102. News Reporting | This contest is for the best single news story, including breaking news. Criteria include quality of news reporting and writing, effectiveness in explaining the issue and editing.

Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.

103. Reporting-in-Depth | Entries may consist of a single article or articles appearing in one or more editions, on a single subject. Criteria include significance of the subject matter, writing quality and thoroughness. Judges should evaluate the comprehensive coverage of a single subject that goes beyond routine reporting and demonstrates resourcefulness, innovative approaches and clarity. Series and investigative pieces may be entered into this contest.

Submit: Upload all full-page PDF(s) or submit URL(s) to article(s). Enter the headline or topic into the Title/Cutline box.

104. Business Reporting | This award is for the best single business story. Criteria include enterprise, timeliness, writing quality and effectiveness in explaining business matters.

Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.

105. Faith Reporting | This award is for the best single faith/spirituality/religion story. Criteria include enterprise, writing quality and effectiveness in explaining matters of faith.

Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.

106. Feature Writing | This award is for the best single feature story. Entries in this contest should demonstrate strength in feature writing, editing, originality and creativity.

Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.

107. Sports Reporting | This award is for the best single sports story. Entries in this contest should demonstrate strength in sports reporting, writing quality, editing and originality. Sports action (game stories) and sports features may be entered into this contest.

Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.

108. Editorial Writing | Entries in this contest should be a single editorial or opinion piece. Criteria include significance of subject, timeliness and quality of writing.

Submit: Upload full-page PDF(s) or submit URL to piece. Enter the headline into the Title/Cutline box.

109. Column Writing | This entry is for best single column. Criteria include writing quality and the writer's ability to provoke thought or laughter, or to inform the reader. Serious, humorous and sports columns, as well as blog entries, may be submitted.

Submit: Upload full-page PDF(s) or submit URL to piece. Enter the headline into the Title/Cutline box.

110. News Photo | Each entry shall consist of a single photograph of a breaking or scheduled/organized news event. Criteria include quality and impact of the image.

Submit: Upload one high-res image as a JPG file. Enter cutline in Title/Cutline box.

111. Feature Photo | Each entry shall consist of a single photograph, usually of a "found" situation, with strong human interest. Criteria include quality and impact of the photo.

Submit: Upload one high-res image as a JPG file. Enter cutline in Title/Cutline box.

112. Sports Photo | Each entry shall consist of a single sports photograph. Sports action (game photos) and sports feature (reaction shots and profiles) may be entered into this contest. Criteria include quality and impact of the photo.

Submit: Upload one high-res image as a JPG file. Enter cutline in Title/Cutline box.

113. Page One Design | Each entry shall consist of a single front page. Criteria include creativity and effective communication to readers, clear and forceful headlines, captions and photographic display.

Submit: Upload one full-page PDF. Enter page date into the Title/Cutline box.

114. Feature Page Design | Each entry shall consist of a single feature page. Criteria include effective use of photographs, graphics, typography and other design elements, as well as creativity and effective communication to readers.

Submit: Upload one full-page PDF. Enter page date into the Title/Cutline box.

115. Infographic | Each entry shall consist of a single infographic, including graphs, charts, maps and other staff-produced graphics used to convey information in a succinct manner. Criteria include creativity, effectiveness, clarity of information and accuracy.

Submit: Upload graphic as high-res JPG, full-page PDF or submit URL. Enter graphic's title into the Title/Cutline box.

116. Website | This contest is for websites produced and operated by members. Entries will be live judged via the Internet at a date set by the judges. Judging criteria includes content, organization, originality, graphics, use of links and user accessibility. A short letter telling about the site and giving any user passwords needed to access site should be submitted.

Submit: Enter the URL to your site. Upload your letter of explanation as a PDF file.

117. Electronic Newsletter/Publication | This contest is for electronic newsletters and other electronic publications. Up to three editions may be submitted per flag. Judging will be based on ease of use, writing, design and use of graphics, photography and use of technology. Members can use MailChimp, Constant Contact or another email marketing software to create and distribute your campaign. Entries should be accompanied by a letter explaining your audience, frequency and analytics.

Submit: Enter URL(s) to your campaigns. Upload your letter of explanation as a PDF file.

118. Event Marketing | This contest is for the campaign that best promotes one event or a series of events. Entries should include print and/or digital marketing materials and communications. Entries should include a letter of explanation.

Submit: Enter the URL(s) for your digital components and PDF(s) for your print components. Upload your letter of explanation as a PDF file. Enter the project topic into the Title/Cutline box.

119. Public Relations Program | Entries may include projects, activities and efforts related to increasing public awareness for your organization or industry. Entries should include print and/or digital marketing materials and communication pieces. Entries should include a letter of explanation.

Submit: Enter the URL(s) for your digital components and PDF(s) for your print components. Upload your letter of explanation as a PDF file. Enter the project topic into the Title/Cutline box.

Labels for Mail-In Contests



Even if your entry will be mailed to SCPA, you must submit the entry in the online contest platform. Then for each entry, fill out the following label, print it out and send to SCPA at 106 Outlet Pointe Blvd., Columbia, SC 29210.

2016 SCPA News Contest | Mailed Entry

- 100. Newspaper Publication**
- 101. Magazine or Specialty Publication**

Newspaper: _____

Title/Date: _____