



2017
NMPA-APME
Better Newspaper Contest

Information and Rules

Please read this booklet very carefully and in its entirety. Entries that don't meet the requirements listed here may be disqualified by the judges.

2017 NMPA Better NEWSPAPER CONTEST

CONTEST DETAILS

The New Mexico Press Association and the New Mexico Associated Press Managing Editors are continuing to sponsor a merged contest between the two groups. Winners are announced at the awards banquet on Saturday, November 11 at the Hyatt Tamaya Resort.

The APME will judge and present AP Member of the Year. There will be only one award covering all classes. This award will not be counted in the point total that determines the General Excellence Awards.

Contest Period: July 1, 2016 - June 30, 2017

Entry Deadline: Postmarked or Uploaded by July 28, 2017 11:59 PM MST

Contest Divisions

(by printed circulation as of October 2016)

Daily Class I: 11,000 and above circulation

Daily Class II: 10,999 and below circulation

Weekly Class I: 5,000 and above circulation

Weekly Class II: 4,999 and below circulation

Associate Members: Defined in NMPA Bylaws

Publication five times a week or more constitutes a daily; publication four times a week or less constitutes a weekly. All Associate Members compete in the Associate Members division.

General Information

This year, entries to the NMPA-APME Better Newspaper Contest will be submitted using the Illinois Press Association's Advanced Contest Entry System, a web-based program at

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

Directions for preparing and submitting entries are on Page 3. If you have questions, please contact Holly Aguilar at (505) 275-1241, or holly@nmpress.org.

FREQUENTLY ASKED QUESTIONS

Who Will Judge Us?

The Arizona Press Association will judge our contest in early August.

Who Can Enter?

The contest is open to all New Mexico Press Association members that are in good standing. The proper representative of each newspaper (e.g. publisher, editor, ad director, etc.) should submit entries, not individuals.

What Is The Contest Period?

Material published between July 1, 2016, and June 30, 2017.

What Is The Entry Deadline?

Entries must be uploaded to the contest website or postmarked by Friday, July 28. Payments must be called in or mailed to the NMPA office by 5 p.m. on Aug. 1.

What's The Difference Between An "Example" And "Entry"?

An example is one part of a full entry. In most categories, one example constitutes one entry, but some categories require or allow two or more examples to constitute an entry.

How Many Entries Are Permitted?

You may submit as many entries as you would like in most categories. In the Design & Typography and website categories, the limit is one entry. See General Excellence details for required dates of publications.

What Is The Cost?

The cost is \$7.00 per entry in each newspaper category .

BASIC INSTRUCTIONS

How do I create an Account?

Step 1 —

- The Association Code for our contest is **NMPRESS (all caps)**.
- Select the “Register” tab.
- Create your login profile and password. Previous year’s accounts and passwords are no longer valid.

You will then receive a confirmation email, which you need to complete the registration/login. After confirming the account you will be taken to the “Entries” page.

How do I upload PDF files?

Step 2 — Click on the “Add New Entry” link.

Step 3 — On this page, select your newspaper name. A lot of information will auto-fill. If that information is incorrect, please call the New Mexico Press Association office: (505) 275-1241 prior to submitting any entries. Your Division will be selected for you based on your circulation or Associate Member status. Fill in the preparer’s name.

Step 4 — Select the contest category. These are drop-down menus for your convenience. This field will clear each time you save an entry, so you must select a category for each new entry. When you select the category, special instructions will appear below it.

Step 5 — If necessary, or required, provide an explanation of your entry. The explanation/cutline box is limited to 3,000 characters. It’s a good idea to write your explanation in another program, such as Word, and copy/paste into the explanation box. If a URL is required, fill in the URL box; there is no need to type “http://.”

Step 6 — 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 7 — Include the name of the person or people who should be credited for any award. This is generally the writer, reporter, photographer, graphic artist, cartoonist, etc. It is not necessarily the name of the person submitting the entry nor the person picking up the award at the convention. Names on awards will appear as you enter them in this field.

Step 8 — Add your file or files. You can drag and drop files or use the “Add files” button to navigate your files. Generally, files should be in PDF format except photos, which should be in 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 9 — When you have completed your submission, click the “Save” button. If you click the “Back to list” button, before you Save, you will lose the entry you just completed. After clicking “Save,” you will be automatically directed back to the list of your entries.

Step 10 — 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.

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Step 11 — If you are done submitting entries, please review the list carefully. Make sure you have YOUR newspaper's name selected, and not mistakenly a different paper's name. You may not change an entry, but you may delete an entry and resubmit it.

How do I Log in after logging out? After you have created an account you may log in at any time by using the login button at the top of this page. **How do I know what I've already uploaded?** Each time you start at login, you will be taken to the "Entries" page, where you will see a list of your entries. **How do I make changes?** Entries cannot be changed/modified once they are saved. However, there is a "Delete Selected" button on the "Entries" page. If you need to make changes/modify an entry - you will have to delete and resubmit it.

POLICY CLARIFICATIONS

1) Individuals who legitimately do work for different newspapers in the same company may submit entries from the different papers and in different classes, but may not submit a substantially similar piece in different classes or for different newspapers. In cases where an individual's piece appears in two different newspapers, the piece should be submitted for the newspaper where the individual does most of his/her work.

2) In cases of joint bylines with writers who don't work for the same company (e.g. Albuquerque Journal and Number Nine papers), the piece should be submitted by the paper for which it was most intended. A piece that can be reasonably seen as intended for both communities can be submitted by either paper. The judges will decide if the entry is properly submitted.

3) Newspapers will be allowed to correct entries that fail to meet guidelines, where practical and possible. The NMPA will make every effort to allow a newspaper to correct a deficient entry, but if the deficiency is not or cannot be corrected, the entry will go to judging as-is. It will be up to the judge to allow or disqualify the entry. In no case will the fee be refunded.

4) Work submitted must be from employees of the newspaper; freelance work created specifically for a newspaper reflecting local news or events in the newspaper's own local market may be entered. Nationally syndicated columns, photos or agency ads and ads created out-of-house are not eligible.

5) Spanish-language newspapers can compete with English newspapers in the size category that they are eligible. Entries must be translated into English.

6) In order for there to be a competition in a given category at least three newspapers must have an entry submitted; it is up to the judge's discretion whether to select a 1st and/or 2nd place winner in any category.

7) All entries must be paid in full before judging begins and are final; refunds will not be issued or permitted. Please make sure that you have included mailed-in entries in your fee calculation. An entry does not guarantee a competition or a winner.

8) Submitted entries may be reproduced by the Press Association in marketing materials, presentations, publications, website promotions or for future use.

PREPARATION GUIDELINES

Entries must be FULL-PAGE published e-tear sheets. Use a highlighter on the pdf to clearly identify the entry and/or photograph on the page. **DO NOT COVER THE ENTIRE ARTICLE OR HEADLINE IN HIGHLIGHT.** If you are unable to highlight, make sure that you have clearly identified your entry in the comments section. Online material must be published on the newspaper's website during time frame of the contest when submitted and must be submitted from the first time it appeared on the web, must depict its original publication on the web. An online link to material must remain active during the judging period and **MUST NOT** require paid access to view the entry. For ease of judging, the URL should be as brief as possible. Advertising entries should be original ROP ads and should be e-tear sheets with the entry ads highlighted.

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CATEGORIES

1. Public Service (One Daily Division, One Weekly Division)
2. News Writing
3. Breaking News Story (Print stories only and Associate Members)
4. Series or Continuing Coverage
5. Investigative Reporting
6. Best News Coverage
7. Editorials
8. Columns
9. Feature Writing
10. Business Writing (One Open Division)
11. Environmental and Agriculture Writing
12. Education Writing
13. Sports Writing
14. Sports Columns
15. Sports Coverage
16. Obituary News (One Daily Division, One Weekly Division)
17. Review (One Daily Division, One Weekly Division)
18. Best Headline (One Daily Division, One Weekly Division)
19. General News Photo
20. Feature Photo
21. Sports Photo
22. Photo Series
23. Design and Typography
24. Information Graphic (One Open Division)
25. Editorial Cartoon (One Open Division)
26. Best Rate Card or Marketing Kit (One Daily Division, One Weekly Division)
27. Best Revenue or Marketing Idea (One Daily Division, One Weekly Division)
28. Auto Advertisement
29. Real Estate Advertisement
30. Retail Advertisement
31. Classified Ad Section
32. Community/Newspaper Event Advertisement
33. Supplements and Special Sections
34. Shared/Signature Page
35. Best Breaking News – Web (One Daily Division, One Weekly Division)
36. Best Mobile App (One Daily Division, One Weekly Division)
37. Web Ad (One Daily Division, One Weekly Division)
38. Overall Best website (One Daily Division, One Weekly Division, One Associate Member Division)
39. Single Copy Sales Promotion
40. Circulation Campaign
41. General Excellence

NOTE: Associate Members may compete in the following categories: (2) News Writing; (3) Breaking News Story; (4) Series or Continuing Coverage; (5) Investigative Reporting; (7) Editorials; (8) Columns; (9) Feature Writing; (19) General News Photo; (20) Feature Photo; (30) Retail Advertisement; (38) Best Website

ENTRY RULES AND DEFINITIONS BY CATEGORY

1. Public Service

Submit full-page e-tear sheets and any other supporting materials, clearly marking news stories, editorials, photos and illustrations to show the efforts of the newspaper in recognizing and addressing a public project. A cover letter detailing what was accomplished must be attached. Only one Public Service award is given in each class.

2. News Writing

Submit a digital copy of one example of a news story written during the contest period. Entry may be by one individual or a team.

3. Breaking News Story

Submit a digital copy of one day's coverage of a breaking news event written under deadline pressure. The entry may include multiple stories, such as a main story and sidebars. Entries may be made by an individual or a team. This is a printed-edition-only category for daily and weekly divisions. (See 35 for digital breaking news). Associate Members may submit either a printed or digital breaking new story in this category.

4. Series or Continuing Coverage

This category can include a series of stories on a pre-planned topic, or continuing coverage of a developing story, with articles published over the course of at least two separate editions of the publication. The editions do not have to be consecutive. An entry consists of a minimum of two articles, with no maximum. The entry can come from any editorial department – news, business, features, sports, etc. If the coverage begins within the contest period time, supporting work that falls past the contest period may be included.

5. Investigative Reporting

Submit a digital copy of a story or stories on the same subject. Stories may come from one edition or multiple editions of the publication. The article(s) should include background and history, and provide information that might not have come to light without the investigation. Entries may be either by one individual or a team. A cover letter must be attached. If the coverage begins within the contest period time, supporting work that falls past the contest period may be included.

6. Best News Coverage

Submit two digital versions of a complete news section from two issues, one from March and one from September. A brief letter is strongly encouraged to be submitted with the entry to describe the community being covered. Entries will be judged on the overall depth of local news coverage in the community, style, layout and readability.

7. Editorials

Submit a digital copy of one example of an editorial written during the contest period.

8. Columns

Submit a digital copy of one example of a column written during the contest period.

9. Feature Writing

Submit a digital copy of one example of a feature story written during the contest period.

10. Business Writing

Submit digital copy of one example of a business story written during the contest period. Main focus of the story should be local business or economy issues. Entry may be by an individual or a team working on the same story.

11. Environmental and Agricultural Writing

Submit digital copy of environmental or agricultural story written during the contest period.

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12. Education Writing

Submit digital copy of one educational story or feature written during the contest period.

13. Sports Writing

Submit a digital copy of one example of a sports story – news, features or mixed – written during the contest period.

14. Sports Columns

Submit a digital copy of one example of a sports column written during the contest period.

15. Sports Coverage

Submit two digital versions of a sports section, one from February and one from October. A brief letter is strongly encouraged to be submitted with the entry to describe the community being covered. Entries will be judged on the overall depth of local sports coverage in the community, style, layout and readability.

16. Obituary News

Submit a digital copy of an obituary of a person written by a staff member during the contest period. All entries must have a byline. No funeral announcements accepted.

17. Review

Submit a digital copy of one critical review on books, art, movies, music, theater or any other performance or artistic expression.

18. Headline Writing

Submit a digital copy of one example of a headline written during the contest period.

19. General News Photo

Submit a digital copy of one example of a general news photo.

20. Feature Photo

Submit a digital copy of one example of a feature photo.

21. Sports Photo

Submit a digital copy of one example of a sports photo.

22. Photo Series

Submit a digital copy of one full page of the published photo series covering a single event. The entry may feature photos by a single individual or by several individuals.

23. Design & Typography – MAILED ENTRY

Submit one copy each of three issues of your newspaper, chosen to emphasize the use of photos and graphics, editorial and advertising layout, printing reproduction, and overall appearance of the paper.

Dailies: Submit one issue from the week of September 11, 2016, and one from the week of February 12, 2017. The third issue date is your choice. Only one of the three issues can be a Sunday issue.

Weeklies: Submit one issue from September 2016 and one issue from February 2017. The third issue date is your choice. Newspapers competing in weekly divisions may submit more than one Sunday edition.

24. Information Graphic

Submit a digital copy of one example of an information graphic. Entries include maps, charts, diagrams or other graphics that provide, explain or clarify information. Submit full page e-tear sheets, including any accompanying stories.

25. Editorial Cartoon

Submit digital copy of one example of an editorial cartoon. The newspaper submitting the entry must have created the cartoon.

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26. Best Rate Card or Marketing Kit

How do you promote your publication to advertisers? Submit a digital version of the most recent rate card or marketing kit. Judging based on design, information, ease of use and clear presentation of ad costs, circulation, days of publication and market demographics for the advertiser.

27. Best Revenue or Marketing Idea

Submit digital copy of any one advertisement or promotion that generated revenue and/or created readership interest. Letter explaining the concept and the results is encouraged. Judges will select winners based on idea, creativity and results.

28. Auto Advertisement

Submit digital copy of any automotive advertisement. Ad can be in black and white or color and appear in any section throughout the newspaper.

29. Real Estate Advertisement

Submit digital copy of any one real estate advertisement. Ad can be in black and white or color and appear in any section throughout the newspaper.

30. Retail Advertisement

Submit digital copy of any one retail advertisement. Ad can be in black and white or color and appear in any section throughout the newspaper.

31. Classified Advertising Section

Submit a digital copy of full Classified Ad section from any date during the contest period.

32. Community/Newspaper Event Advertisement

Submit digital copy of any articles and/or advertisements showcasing a community event, in-house promotion of services, public notices, right to know, or circulation promotions.

33. Supplements & Special Sections – MAILED ENTRY

Mail in a copy of one example (per entry) of a supplement or special edition published during the contest period. The supplement or special edition may be either one printed on a regular schedule or a one-time effort, and must be produced solely by the competing paper.

34. Shared/Signature Page

Submit digital copy. Judging based on originality, layout, copy and creativity. Ad can be in black and white or color and appear in any section throughout the newspaper.

35. Breaking News – Digital

Submit digital copy of coverage of breaking news PUBLISHED through digital means - social media, email, text alerts or website. Submit screen grabs of social media feeds or web updates. Letter explaining developments is encouraged.

36. Best Mobile App

Submit app for judges to download and review. Provide a letter explaining what is new or unique and highlight any design elements specific to the user experience (functionality) that separates this app from the rest. Judging is based on local usage and results of the app. A vendor may have produced the app, the winner is selected on how it used, promoted and the benefits in the local market.

37. Best Web Ad

Submit an original web ad. Entries must be the work of member publication staff members; agency ads and ads created out-of-house are not eligible. Submit a screen grab of your home page with the URL visible. URL to ad must be live at time of judging.

38. Best Website

Submit web address and any passwords needed to access website. Include description of any innovative or unique features. Judging based on design, advertising, functionality, content, speed and ease of navigation, and most importantly, the impact on the local market. If you have a corporate designed or third-party website, how do you make it unique and interesting to your local readers and advertisers?

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39. Single copy Sales Promotion

Submit electronic files of any and all sales materials for a specific single copy sales event. Entries can include house ads, flyers, rack cards, inserts, digital promotions, etc. Entry must include letter explaining the promotion and the results. Judges will select winners based on idea, creativity and results.

40. Circulation Campaign

Submit electronic files of any and all sales materials for a subscriber-based promotion. Entries can include house ads, flyers, rack cards, inserts, digital promotions, etc. Entry must include letter explaining the promotion and the results. Judges will select winners based on idea, creativity and results.

41. General Excellence – MAILED ENTRY

Limit one entry. Entry consists of three complete issues:

Dailies: One issue from the week of September 4, 2016, one issue from the week of May 7, 2017 and one issue of your choice from the contest dates. Only one Sunday paper may be submitted.

Weeklies: One issue from the week of September 4, 2016, one issue from week of May 7, 2017 (or closest possible publish date) and one issue of your choice from the contest dates. Newspapers competing in the weekly divisions may submit more than one Sunday paper.

Judging will be done as one body of work of the three issues. Judges will pick top 3 in each Division Judging weighted by following criteria: Design and Layout 20%, Quality of writing 20%, Advertising 20%, Photos 10%, Headlines 10%, Front pages of sections 10% and Production quality 10%.

General Excellence points: 75 points for judges' top pick, 50 points for judges' second pick, 25 points for judges' third pick.

Number of total points in contest: 5 points for first place and 2 points for second place.

Add judges' points (75, 50 or 25) to total contest points (how many awards, 1st or 2nd, you won). The newspaper with most total points wins General Excellence. One General Excellence awarded in daily and weekly division.

FOR MAILED ENTRIES AND PAYMENTS

Sent via USPS
2017 NMPA-APME Newspaper Contest
c/o New Mexico Press Association
PO Box 95198
Albuquerque, NM 87199

(UPS does not deliver to PO Boxes)

Or if you happen to be in the area, deliver in person to:
NMPA Headquarters
Journal Center
7777 Jefferson NE Albuquerque
Ask the security desk to have us come out and greet you.

Credit card payments may also be phoned in to Holly Aguilar at (505) 275-1241.

ENTRY DEADLINE

All entries must be uploaded or postmarked by Friday July 28. Late entries will not be included in contest. There are basic technical skills needed to upload entries. We can assist you as needed, but you may be out of luck if you wait until the final hour. We ask that you at least log on to the website and test out your capabilities early on to resolve any issues.

Good luck to all participants. See you all at the Tamaya in November.