



**2018**  
**NMPA 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.

## 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 will be announced at the Awards Banquet on Saturday, Oct. 27, 2018, at the Marriott Hotel in Albuquerque.

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

Contest Period: **July 1, 2017 - June 30, 2018**

**Entry Deadline: Postmarked or uploaded by 4:59 PM MST on Friday, July 27, 2018**

### Contest Divisions

(by printed circulation as of October 2018)

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

Publication five times a week or more constitutes a daily; publication four times a week or less constitutes a weekly.

This year, entries to the NMPA 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 any questions, please contact Holly Aguilar at 505-275-1241, or [holly@nmpress.org](mailto:holly@nmpress.org).

### FREQUENTLY ASKED QUESTIONS

#### Who Will Judge Us?

The Maryland, Delaware and DC Press Association will judge our contest in late July–early August.

#### Who Can Enter?

The contest is open to all New Mexico Press Association members that are in good standing. The

## 2018 NMPA Better NEWSPAPER CONTEST

proper representative of each newspaper (e.g. publisher, editor, ad director, etc.) must submit entries, not individuals.

### **What Is The Contest Period?**

Material published between July 1, 2017 and June 30, 2018.

### **What Is The Entry Deadline?**

Entries (and payment by check or credit card) must be uploaded to the BNC website or postmarked by Friday, July 27.

### **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 enter 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 \$8 per entry in each newspaper category

## **UPLOADING INSTRUCTIONS**

**\*\*Accounts from 2017 are not saved. A new account will have to be opened for the 2018 contest\*\***

### **Creating an account and uploading entries:**

#### **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.

**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

## 2018 NMPA Better NEWSPAPER CONTEST

incorrect, please call the New Mexico Press Association office at 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.

**Step 11** — If you are done submitting entries, please review the list carefully. Make sure you you're 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.

## 2018 NMPA Better NEWSPAPER CONTEST

**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 work for different newspapers in the same company can submit entries from the different papers and in different classes, but cannot 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 or 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 the larger 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 for which they have general circulation 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 the judge’s discretion to select a first and/or second 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. An entry does not guarantee a competition or a winner.
8. Submitted entries may be reproduced 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.** Online material must be published on the newspaper’s website during time frame of the contest when submitted, must be submitted from the first time it appeared on the web, must depict its original publication on the web and not its subsequent update or alteration. An online link to material

## 2018 NMPA Better NEWSPAPER CONTEST

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.

### **Categories:**

1. Best Rate Card (One Daily Division, (One Weekly Division)
2. Auto Advertisement
3. Real Estate Advertisement
4. Retail Advertisement
5. Classified Ad Section
6. Community/Newspaper Event Advertisement
7. Shared/Signature Page
8. Supplements or Special Sections
9. Web Advertisement (One Daily Division, One Weekly Division)
10. Best Breaking News, Web (One Daily Division, One Weekly Division)
11. Best Website (One Daily Division, One Weekly Division)
12. Information Graphic (Open)
13. Editorial Cartoon (Open)
14. Best Headline (One Daily Division, One Weekly Division)
15. Best Review
16. Obituary News
17. Sports Columns
18. Education Writing
19. Environmental or Agriculture Writing
20. Business Writing
21. Editorials
22. Columns
23. General News Photo
24. Sports Photo
25. Feature Photo
26. Photo Series
27. Sports Writing
28. News Writing
29. Breaking News
30. Feature Writing
31. Series or Continuing Coverage
32. Investigative Reporting
33. Design and Typography
34. Sports Coverage
35. News Coverage
36. Public Service (One Daily Division, one Weekly Division)
37. Sunshine Award (One Daily Division, One Weekly Division)
38. General Excellence

**NOTE: Associate Members may compete in the following categories: (4) Retail Advertisement; (11) Best Website; (21) Editorials; (22) Columns; (23) General News Photo; (25) Feature Photo; (28) News Writing; (29) Breaking News Story; (30) Feature Writing; (31) Series or Continuing Coverage; (32) Investigative Reporting.**

## ENTRY RULES AND DEFINITION BY CATEGORY

### **1. 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.

### **2. 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.

### **3. 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.

### **4. 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.

### **5. Classified Advertising Section**

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

### **6. 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.

### **7. 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.

### **8. Supplements & Special Sections – MAILED ENTRY**

Mail in a copy of one example (per entry) of a supplement or special edition published during the

## 2018 NMPA Better NEWSPAPER CONTEST

contest period. The supplement or special edition may be either printed on a regular schedule or a single time.

### **9. 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.

### **10. Breaking News – Digital**

Submit digital copy of coverage of breaking news 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.

### **11. 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 show how you make it unique and interesting to your local readers and advertisers.**

### **12. Information Graphic**

Submit 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.

### **13. Editorial Cartoon**

Submit digital copy of one example of an editorial cartoon. The newspaper submitting the entry must have created cartoons initially. If created for two papers it must go into the newspaper with the larger circulation size.

### **14. Headline Writing**

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



## 2018 NMPA Better NEWSPAPER CONTEST

### **15. Review**

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

### **16. Obituary News**

Submit a digital copy of an obituary **OF A PERSON (no dogs, cats, businesses, cars, beers, etc.)** written by a staff member during the contest period. All entries must have a byline. No funeral announcements accepted.

### **17. Sports Columns**

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

### **18. Education Writing**

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

### **19. Environmental and Agricultural Writing**

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

### **20. 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 economic issues. Entry may be by one individual or a team working on the same story.

### **21. Editorials**

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

### **22. Columns**

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

### **23. General News Photo**

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

## 2018 NMPA Better NEWSPAPER CONTEST

### **24. Sports Photo**

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

### **25. Feature Photo**

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

### **26. 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.

### **27. Sports Writing**

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

### **28. 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.

### **29. 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 by one individual or a team. This is a printed edition-only category.

### **30. Feature Writing**

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

### **31. 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.

## 2018 NMPA Better NEWSPAPER CONTEST

### **32. Investigative Reporting**

Submit a digital copy of at least two stories on the same subject. Stories may come from one edition or multiple editions of the publication. The articles 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.

### **33. 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 August 20, 2017**, and one from the **week of February 18, 2018**. The third issue date is your choice. Only one of the three issues can be a Sunday issue. **Weeklies:** Submit one issue from **August 2017** and one issue from **February 2018**. The third issue date is your choice.

### **34. Best 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.

### **35. Best News Coverage**

Submit two digital versions of a complete news section from two issues, one from **April** 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.

### **36. 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.

### **37. Sunshine Award**

Entries should include editorials, news stories or accounts of actions taken by the newspaper on the

## 2018 NMPA Better NEWSPAPER CONTEST

local level to gain access to governmental records or meetings. Entries can be composed of one article or a series of articles. Entries will be judged on the newspaper's ability to focus attention on the public's "right to know" by presenting information in an unbiased manner.

### **38. General Excellence – MAILED ENTRY**

Limit one entry. Entry consists of three complete issues:

Dailies: One issue from the **week of September 3, 2017**, one issue from the week of **May 13, 2018** and one issue of your choice from the contest dates. Only one Sunday paper from the three entries is allowed.

Weeklies: One issue from the week of **September 3, 2017**, one issue from week of **May 13, 2018** (or closest possible publish date) and one issue of your choice from the contest dates.

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 percent, Quality of writing 20 percent, Advertising 20 percent, Photos 10 percent, Headlines 10 percent, Front pages of sections 10 percent and Production quality 10 percent.

**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, first or second, you won). The newspaper with most total points wins General Excellence. One General Excellence awarded in each division.**

**For Mailed Entries:** Sent via USPS (UPS does not deliver to PO Boxes)

2017 NMPA-APME Newspaper Contest

c/o New Mexico Press Association

PO Box 95198

Albuquerque, NM 87199

Or if you happen to be in the area, deliver in person to: NMPA Headquarters

Journal Center

7777 Jefferson NE, Albuquerque, NM 87199

Ask the security desk to have us come out and greet you.

**Entry Deadline:** All entries must be uploaded or postmarked by Friday July 27, 2018. Judging will begin

## 2018 NMPA Better NEWSPAPER CONTEST

Wednesday, Aug. 1. 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 happen to 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 Marriott in October!