



2016 Campus Excellence in Journalism Contest

A division of the California Newspaper Publishers Association Better Newspapers Contest

Rules and Information

ABOUT

California has long been known for the best journalism in the country. This contest is the opportunity for high schools, 2-year colleges and 4-year universities to promote excellence in journalism and recognize their students' diligent work to inform and enlighten their campus community through reporting, design and photojournalism in print and digital media.

To recognize your students' hard work, you must enter!

CONTEST PERIOD

All entries must have been published in 2016.

ENTRY DEADLINE

Monday, Jan. 16, 2017

JUDGING

Preliminary judging will be held in January and February

2017. The final Blue Ribbon judging will be held in February and March 2017.

ANNOUNCEMENTS

First- and second-place Blue Ribbon winners and finalists will be notified in late March 2017.

First and second place will be announced at the BNC Awards Luncheon on Saturday, May 20, 2017, during CNPA's Annual Press Summit at the Loews Santa Monica Beach Hotel in Santa Monica.

Winner plaques will be mailed directly to the newspaper, while first-place General Excellence plaques will be presented at the awards luncheon.

CONTEST QUESTIONS

Call Simon Birch at 916-288-6010 or email simon@cnpa.com.

Categories

C1. Enterprise News Story or Series

(Allows up to 3 entries)

Submit a proactive story or series that is not directly based on a news event and that covers a topic or issue in a new and creative way. Series are not required to appear in consecutive issues and do not have to be labeled as a series.

Judging Considerations: Coverage should be comprehensive and enlightening, while demonstrating an undertaking of risk, effort and difficulty; quality of writing; selection of material, balanced reporting; local appeal; photography, graphics and headlines.

C2. Best Writing

(Allows up to 3 entries)

Submit a single article that is thought to be your newspaper's best example of excellent writing. Open to work published in print or online.

Judging Considerations: Effective use of language, clarity and organization; dramatic effect; reader appeal.

C3. Profile Feature Story

(Allows up to 3 entries)

Submit a personality sketch of an individual or group of

interest to the community. May include a sports profile feature. Open to work published in print or online.

Judging Considerations: Quality of writing, clarity, organization, effective use of language; originality, relevance, news value; graphic presentation, headlines, photos.

C4. Best Sports Game Story

(Allows up to 3 entries)

A news story written about a sports event or anything newsworthy that takes place on the field of play during a sports event. Does not include a sports feature or sports column. Sports opinion stories may be entered in the opinion story category; sports columns may be entered into the column writing category; sports features may be entered into the feature story category; and sports profiles may be entered into the profile feature story category. Open to work published in print or online.

Judging Considerations: Quality of writing, clarity, organization, effective use of language; originality, relevance, news value; graphic presentation; headlines, photos.

C5. Best Columns

(Allows up to 3 entries)

A single entry consists of TWO opinion stories, other than editorials, written by a single author or single writing team. May



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include humor and sports columns. An opinion piece entered in this competition may not be included in the Opinion Story competition. Open to work published in print or online.

Judging Considerations: Originality and quality of writing; creativity; reader appeal.

C6. Photo Illustration

(Allows up to 5 entries)

Submit a single photo illustration that appeared in print/online. A contrived photographic illustration (not an informational graphic) that depicts a concept. It can be assembled either electronically or with traditional darkroom techniques and can include montage, double exposure and other techniques to manipulate the image. May be a set-up or arranged photo and use costumes and props. Open to work published in print or online.

Judging Considerations: Quality of artwork; effectiveness in informing the reader; organization and clarity of message; effective use of color.

C7. Illustration

(Allows up to 5 entries)

Submit a single illustration. Artwork used in lieu of photographs, with intent to enhance any news, feature, sports or opinion article. May not include an informational graphic, photo illustration or editorial cartoon. Open to work published in print or online.

Judging Considerations: Quality of artwork; effectiveness in informing the reader; organization and clarity of message; effective use of color.

C8. News Photo

(Allows up to 5 entries)

Submit a single general or breaking news photo. Open to work published in print or online.

Judging Considerations: Visual impact and technical quality.

C9. Feature Photo

(Allows up to 5 entries)

A feature photo differs from a news photo in that the photographer had some control of the setting and/or circumstances under which the photo was taken; may either illustrate a story or be used as a stand-alone. The photographer

may have some control of the setting in which the photo is taken, but the photo may not be set up, unless it's a portrait. Open to work published in print or online.

Judging Considerations: Visual impact; storytelling; technical quality.

C10. Sports Action Photo

(Allows up to 5 entries)

Submit photo taken of activity that occurs on the field of play. The photo should have good technical quality and include interesting lighting, compelling content or creative technique. May not include photos of post-game or sideline action. Set-up photos may not be entered. Open to work published in print or online.

Judging Considerations: Visual impact; storytelling; technical quality.

C11. Online General Excellence

(Allows a single entry)

The Online Journalism General Excellence contest is designed to award outstanding efforts among members in the area of electronic and other new media journalistic efforts. A "digital edition" only cannot be entered as this award is for the publication's total digital presence. Criteria for judging will be use of interface, site organization, coverage and content, and use of graphics/multimedia.

Judging Considerations: General news coverage, Local and community news coverage, breadth of coverage, story selection; editorial excellence, quality of writing, news judgment; graphic excellence (readability, makeup, art reproduction, advertising, presentation and appearance); editorial pages.

C12. General Excellence

(Allows a single entry)

Submit two complete, consecutive issues that were published in 2015.

Judging Considerations: General news coverage, Local and community news coverage, breadth of coverage, story selection; editorial excellence, quality of writing, news judgment; graphic excellence (readability, makeup, art reproduction, advertising, presentation and appearance); editorial pages.



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Entry Instructions

How to Enter

All entries for 2016 Campus Excellence in Journalism are uploaded to the BNC-Campus Contest site.

Payment is made through the contest entry site. Please follow the entry steps below. If you have any questions, contact Simon Birch at 916-288-6010 or simon@cnpa.com.

Step by Step Instructions to Enter

1. Go to www.newspapercontest.com/cnpa/newspaper, select "Register", and enter your information as required. Register on the contest website using your email address. You will receive a confirmation email, which you will need to complete registration. Association Code is "CNPA"
2. Login (or use the link above). You will see a page showing any entries you have already submitted. 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.
3. Click on the "Add New Entry" link.
4. On this page, select your newspaper name. A lot of information will autofill. If that information is incorrect, please call Simon Birch at 916-288-6010 or email him at simon@cnpa.com. Your Division will be selected for you based on your circulation. Fill in the preparer's name.
5. Select the contest class. These are drop-down menus for your convenience. This field will clear each time you save an entry, so you must select a class for each new entry. When you select the class, special instructions will appear below it.
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, and copy/paste into the explanation box. If a URL is required, fill in the URL box; there is no need to type "http://"
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 may be discarded. Please upload PDFs that have been reduced in size; large files may be a problem for the judges.
8. 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 but will be the people to receive credit — more than four people should be credited as Staff.
9. 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 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.
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.
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.
12. If you have finished submitting entries, please review the list. You may not change an entry, but you may delete an entry and resubmit it.