

## NEWSPAPERS COMPLETE THE FOLLOWING:

1. Please complete the section immediately below and attach to your hard-copy entry.
2. Also complete the same entry information **online**. You do **not** need to upload any files; simply complete the online fields and save so that this entry is added to your total fees.
3. Send hard-copy entries to SDNA postmarked by January 31, 2019.

## GENERAL EXCELLENCE

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

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

Publisher/Editor: \_\_\_\_\_

Dates of Publication: \_\_\_\_\_

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

Social Media Sites: \_\_\_\_\_

### JUDGES:

1. Please use the below criteria to help determine contest scoring.
2. Please use your provided judges login information to login to [www.newspapercontest.com/southdakota](http://www.newspapercontest.com/southdakota)
3. Once logged in, complete judging and add comments.

All awards are based upon the overall quality of the publication. Judging is based on the news content and scope of coverage, quality of writing, quality of editorials, use of photography, advertising variety and quality, reproduction, typography and design, and digital components.

Please consider the following when judging the attached entries:

#### NEWS COVERAGE AND WRITING:

Quality and quantity of locally-initiated news coverage; in-depth, interpretive, or investigative reporting; localising of national, state or regional stories.

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

#### TYPOGRAPHY & DESIGN:

Format, headlines, layout and reproduction.

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

#### EDITORIAL VIGOR:

Quality and quantity of locally-produced editorials and columns; leadership in addressing local needs and problems.

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

#### ADVERTISING:

Quality, placement and design of advertising.

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

#### USE OF PHOTOGRAPHY:

Locally-produced news and feature pictures reflecting originality and boldness of composition, cropping, size and page position, as well as technical excellence and good reproduction.

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

#### FEATURES:

Quality and quantity of locally-produced non-news copy.

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

#### DIGITAL COMPONENTS:

Quality of newspapers website and/or social media links.

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

Please include comments when selecting the winners for this contest.

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## TYPOGRAPHY & DESIGN

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

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

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3. Once logged in, complete judging and add comments.

Judging based on the typographical quality and design of the entire newspaper, including layout, use of photographs and headlines.

Please consider the following when judging the attached entries:

#### FRONT PAGE:

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

##### HEADLINES:

Proper emphasis to principal stories; good range; typefaces harmonize; not too many faces used; headline type consistent.

##### ILLUSTRATIONS:

Effective use of photographs and other illustrations.

##### REPRODUCTION:

Quality of printing and composition.

##### GENERAL APPEARANCE:

Entire page pleasing to eye; nameplate attractive; no large gray spots; no tombstones.

#### OTHER PAGES:

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

HEADLINES: Same as above.

ILLUSTRATIONS: Same as above.

REPRODUCTION: Same as above.

##### EFFECTIVENESS OF TREATMENT:

For special pages including editorial, sports, society, etc.

##### GENERAL APPEARANCE:

Obvious attention given to layout of pages to make them pleasing to the eye; advertisements attractively arranged

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# Outstanding Young Journalist

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

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

Journalist: \_\_\_\_\_

Nominated By: \_\_\_\_\_

For recognition of the outstanding work of a journalist under the age of 30. One winner will be chosen from all weekly newspapers and one will be chosen from all daily newspapers. Entries must include tearsheets of the journalist's work, including stories, photos, editorials, columns, or other pertinent samples. A letter supporting the entry from the nominating supervisor should be attached. Winners are not eligible subsequent years.

Please consider the following when judging the attached entries:

**QUALITY:**

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

Use of journalistic resources, quality of writing, effectiveness of writing style. Writing should be thorough in nature and cover all the bases.

**CREATIVITY:**

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

This is an important part of this category because the applicant's work should have a special aspect of creativity or originality that separates that person from the masses of journalism.

**IMPACT:**

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

Writing, photography or layout should impact the reader and leave an impression.

Please include comments when selecting the winners for this contest.

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**PUBLIC SERVICE**

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

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

Staff Member(s): \_\_\_\_\_

Edition/Article Title: \_\_\_\_\_

**JUDGES:**

- 1. Please use the below criteria to help determine contest scoring.
- 2. Please use your provided judges login information to login to [www.newspapercontest.com/southdakota](http://www.newspapercontest.com/southdakota)
- 3. Once logged in, complete judging and add comments.

ONE entry per newspaper. For a distinguished example of public service by a newspaper through the use of its journalistic resources, which may include reporting, photography, editorials, columns, special sections and editions. An explanation of the entry may be attached, detailing the newspaper's initiative and scope of effort. Entries must be marked tearsheets.

Group I. All weekly newspapers

Group II. All daily newspapers

Please consider the following when judging the attached entries:

**COMPOSITION:**

Use of journalistic resources, quality of writing, effectiveness of writing style.

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

**COVERAGE:**

Thoroughness of reporting, adequacy of background material in stories.

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

**IMPACT:**

Scope of effort in educating, promoting or contributing to the community.

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

Please include comments when selecting the winners for this contest.

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**BEST SPECIAL ISSUE**

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

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

Staff Members: \_\_\_\_\_

Edition Title: \_\_\_\_\_

**JUDGES:**

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2. Please use your provided judges login information to login to [www.newspapercontest.com/southdakota](http://www.newspapercontest.com/southdakota)
3. Once logged in, complete judging and add comments.

ONE entry per newspaper. To be judged on the relevance of news/editorial content and layout and design of the special section or issue.

Please consider the following when judging the attached entries:

**CONTENT:**

Variety of copy; relevance of editorial copy to issue theme or subject; completeness of coverage; originality and reader interest; depth of writing, and impact and thoughtfulness in headlines.

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

**PICTURES:**

Emphasis on local pictures and their reader interest; excellence of presswork, quality of halftones and photography; quality display of pictures; use of color and special art to increase impact.

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

**TYPOGRAPHY:**

General make-up; use of special art or unusual advertising typography; selection and use of typefaces, illustrations and borders.

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

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**BEST FOI PROJECT**

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

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

Staff Member(s): \_\_\_\_\_

Edition/Article/Photo Title: \_\_\_\_\_

**JUDGES:**

- 1. Please use the below criteria to help determine contest scoring.
- 2. Please use your provided judges login information to login to [www.newspapercontest.com/southdakota](http://www.newspapercontest.com/southdakota)
- 3. Once logged in, complete judging and add comments.

ONE entry per newspaper. For distinguished work by a newspaper to inform and educate the public about the importance of freedom of information issues. Entries may include a narrative describing the effort and reporting, photography, editorials, columns, special sections and editions.

Please consider the following when judging the attached entries:

**COMPOSITION:**

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

Use of journalistic resources to identify, report and encourage freedom of information and the public's right to know, quality of work, effectiveness or writing style, photographs or entire edition.

**COVERAGE:**

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

Thoroughness of reporting, adequacy of background information in stories..

**IMPACT:**

1 . . . 2 . . . 3 . . . 4 . . . 5 . . . 6 . . . 7 . . . 8 . . . 9 . . . 10

Scope of effort in educating, promoting or contributing to the opening of government information to the public.

Please include comments when selecting the winners for this contest.