



Better Newspapers Contest Call for Entries

We've got South Dakota covered.

DEADLINE - JANUARY 13, 2017

All contest entry materials must be:

- Uploaded to the contest entry website by January 13, 2017, at 5:00 p.m. Central Time OR
- Postmarked (for hard-copy entries) by January 13, 2017 OR
- Hand delivered to the SDNA (for hard-copy entries) by January 13, 2017, at 5:00 p.m. Central Time

All material must have been published between January 1, 2016, and December 31, 2016.

**All entries should be submitted online,
unless otherwise noted, at:
www.newspapercontest.com/southdakota**

Follow the on-screen instructions and register using your information.
Please Note: If you've registered in the past, you WILL need to register again. Username/Passwords are not saved from previous years.

**You will be asked for an "Association Code".
The case sensitive code is: SDContest**

Payments can be made by credit card (Visa, MasterCard) by calling the SDNA office or by mailing a check to the South Dakota Newspaper Association office.

Categories that require mailed hard-copy entries:

- General Excellence
- Best Typography & Design
- Best Special Issue (Editorial)
- Public Service
- Best FOI Project
- Outstanding Young Journalist

See page 7 for complete details.

JUDGING

Judging for the 2016 Better Newspapers Contest will be provided by members of the Wyoming Press Association.

AWARDS

First-place plaques will be awarded in each class. Certificates will be awarded for second and third place. There will be no honorable mention awards. Judges will be instructed to award a first, second and third place winner in all contest classes for which at least four entries were submitted; if a contest has three or fewer entries, the entries will be combined with the closest circulation division available. Awards will be presented during the Annual Convention April 27-29, 2017.

ENTRY FEES

There will be an entry fee of \$4.25 for each contest entry.

The entry fee must be paid with credit card (Visa or MasterCard) by phone or by check submitted by mail by the post-mark deadline to:

South Dakota Newspaper Association, c/o Better Newspapers Contest, 1125 32nd Avenue, Brookings, SD 57006.

Statement of Intent

The purpose of the SDNA Better Newspapers Contest is to recognize and to celebrate the outstanding news, editorial and advertising work published in South Dakota newspapers. SDNA understands that the contest must also reflect an evolving industry, one which is outsourcing and collaborating on content more than ever before and where digital work is becoming more relevant in the newsgathering, reporting and advertising realms.

To better reflect how newspapers operate today, we have worked to clarify the eligibility guidelines to allow entries by those not on the staff of the newspaper company, if certain criteria are met (defined under eligibility). It is our hope that each newspaper will critically evaluate those entries not produced by its own staff to ensure all the criteria are met and that the integrity of the SDNA Better Newspapers Contest is maintained.

Please don't hesitate to contact SDNA if you have questions.

Contest Entry Eligibility

Eligibility

Any SDNA active (newspaper) member in good standing may enter the contests. Contest period runs from January 1 to December 31, 2016. Entries must be from newspapers published in 2016 and cannot be reprints of previous editions.

All entries must be created, produced or sold by staff members of the entering newspaper or by personnel under contract with or compensated by the entering newspaper.

Entries not produced by a member(s) of the newspaper staff must meet all of the following criteria to be eligible:

- The newspaper paid to have the content created;
- The content was created as the result of a contract directly between the newspaper and the freelancer (no third party was involved in the transaction);
- The newspaper had substantial editorial and content control (syndicated or wire service material is not eligible for submission).

Entry Classes

There will be two daily entry classes and three weekly entry classes. Each entry class is determined by the newspaper's circulation and the circulation divisions set up by the SDNA Board. The 2016 South Dakota Directory will be used as the determinant of each paper's circulation.

Collaborative entries appearing in more than one paid or unpaid editorial publication must be entered in what would be the contest class of the larger (or largest) publication.

However, a **non-collaborative** photo or story produced by a staff member(s) of one newspaper may be entered in that newspaper's class, even if it is also published in another newspaper. Entries from auxiliary publications of an active member — special sections labeled as part of the newspaper, niche publications — will be accepted if the auxiliary publication is distributed with the member newspaper on a full run basis.

Eligibility Examples & Frequently Asked Questions

Q: The Tribune contracts directly with Sue Ann, a freelancer, to write a weekly column for the newspaper. Her column is not syndicated to other papers. Under their contractual arrangement, The Tribune has editorial control over the column – including whether the column is published and how it is edited. Can The Tribune enter Sue Ann's columns in the contest?

A: Yes. Under the contest criteria, The Tribune a) paid to have the content created; b) the content was created as the result of a contract directly between the newspaper and the freelancer; and c) the newspaper has substantial editorial and content control.

Q: The Daily News contracts to carry commentary written by a regional writer whose columns are sold to several Midwestern newspapers. The writer self-syndicates, contracting with other client newspapers. The only editing the Daily News performs is occasionally condensing it for space. Can The Daily News enter this writer's columns in the Excellence in Editorial Writing contest?

A: No. Clearly, The Daily News does not have substantial editorial and content control in this example. Further, this content is syndicated to several newspapers.

Q: The Bugle contracts with the South Dakota Newspaper Association's wrestling photo pool to provide photos of its state champion wrestler. Can The Bugle enter photos it received through the photo pool in the Best Sports Photo contest?

A: No. In this case, The Reporter contracted with a third party (the SDNA) and not directly with the photographer.

Q: The night after a tornado skirts the edge of town, a reader emails The Chronicle an amazing photo he took of the twister. The reader is happy to see his photo on the front page plus the \$20 gift card sent by a grateful editor. May The Chronicle enter the image in the SDNA Contest?

A: No. While the paper did compensate the reader, it was after the fact; the newspaper did not pay to have the content created. The photo was not created as the result of a contract directly with the paper. It may not be entered.

Q: Related to the previous example: The person taking the tornado photo is a freelance photographer who regularly shoots sports and features for the The Chronicle on a contractual basis. The editor decides which images to print, how they are cropped, etc. May The Chronicle enter the image in the SDNA Contest?

A: Yes. The Chronicle and photographer had a current contractual arrangement, the image was not sold to multiple papers and the newspaper had complete control over how the photo was edited and displayed.

Q: An advertising agency purchases space in several newspapers for its banking client. Can The Gazette, one of the newspapers that received the advertising, enter the ad in any advertising category?

A: No. The Gazette did not have substantial content control in this example.

Q: Can a reporter/designer be entered in the same category under their own name and as part of a team?

A: Yes, it is possible that the same person could enter, for example, three ads under their own name, and also be included with a team that enters three ads under the team name. (Please see each category for special stipulations.)

Q: Are there any exceptions to the deadline?

A: No, all contest entries must be post-marked by the deadline. All hand-delivered entries must be in our office by the deadline. The online entry portal will close at 5 p.m. Central time on Jan. 13.

Q: Why are General Excellence and Typography & Design entries for smaller weeklies bumped up a circulation category if the smaller newspaper is owned by a company that publishes one or more additional newspapers, any of which has a larger circulation?

A: This is a long-standing SDNA contest rule. The rationale for it is that as a newspaper owned by a company that publishes multiple newspapers, the smaller newspaper has access to resources and staffing that may not exist for a stand-alone small weekly newspaper. And that those resources and staffing can have a direct effect on the quality of entries submitted for General Excellence and Typography & Design.

Contest Entry Rules



1. Entries must be submitted online at: www.newspapercontest.com/southdakota (except where noted) or hard-copy entries postmarked by 5 p.m. Central time on Friday, January 13, 2017.

Follow the on-screen instructions and register using your information. *Please Note: If you've registered in the past, you WILL need to register again. Username/Passwords are not saved from previous years.*

**You will be asked for an "Association Code".
The case sensitive code is: SDContest**

Please be sure to read all online rules for each category. If you need clarification of the rules, contact Sandy DeBeer at 800-658-3697 or by email at sandy@sdna.com.

Categories that require mailed hard-copy entries:

- General Excellence
- Best Typography & Design
- Best Special Issue (Editorial)
- Public Service
- Best FOI Project
- Outstanding Young Journalist

For mailed entries, entry must still be entered online. You do NOT need to upload any files, simply submit the category information and all other relevant fields. Following this, each entry should be secured to its coordinating hard-copy entry form (enclosed) and then all entries should be gathered together in one box or package. Send contest fee payments (if not paying by phone) and hard-copy entries to: South Dakota Newspaper Association c/o Better Newspapers Contest, 1125 32nd Avenue, Brookings, SD 57006.

2. All entries must be unaltered in any way. The date each entry was published MUST appear on the tearsheet or be noted on the screenshot. This is required for both online and hard-copy entries.

Entries should be PDF files showing the full page tearsheet (publication name and date line must be showing).

Please make sure your entry is obvious on the page. Best practice: Match the name of the entry to the headline on the page.

3. Entry fee is \$4.25 per entry.

4. Five circulation categories (based on 2016 South Dakota Newspaper Directory listings).

Circulation category numbers are as follows:

- 1 – Weekly newspapers Under 1,150 circulation
- 2 – Weekly newspapers 1,151-2,000 circulation
- 3 – Weekly newspapers Over 2,000 circulation
- 4 – Daily newspapers Under 12,000 circulation
- 5 – Daily newspapers Over 12,000 circulation

5. Individual entries limited to one per person or team in each category. Be sure the name of the reporter or photographer is listed on the entry form. This is especially important for articles where no byline appears. NO article or photograph may be entered in more than one category.

6. When more than one item is included in an entry (such as news series), please clearly label the entries in order that they should be read (e.g. news series 1 of 3, news series 2 of 3, news series 3 of 3). All files should be uploaded under ONE entry, if possible.

7. For ADVERTISING entries that include website promotions, include active URL in the comments section of your entry.

8. For reporters, photographers or advertising designers or salespeople who work for more than one newspaper, only enter one entry per category regardless of changes in circulation group or newspaper. (e.g. in individual categories, a writer can only enter one news story, one news series, etc., regardless of newspaper or circulation group.)

9. An entry will be disqualified if:

- the entry is not within the required date as indicated in the rules
 - payment is not made prior to the judging
 - specific rules as outlined in each class are not followed
- Newspapers will not be notified of entry disqualifications.

10. On the entry submission, please include the name(s) of the person(s) who should be credited for the work. This is not necessarily the person who submitted the entry or is picking up the award. It should be the writer/reporter/photographer.

11. No refunds will be issued. Payment is not accepted online. Please submit payment to SDNA by mail or call with credit card (Visa, Mastercard).

12. Entering the contest gives the SDNA permission to publish the entries in print or online.

13. Once the contest has been judged, an award may be revoked if it becomes known that the entry was submitted in an incorrect division or altered since original publication date. Entries must be submitted exactly as they were published.

14. Any situation arising that is not covered by these rules will be settled by the contest judges or SDNA. The decision of the judges/SDNA is final.

Preparing Electronic Entries



Please submit all entries online unless otherwise noted.

Categories that should be mailed to SDNA as hard copy include:

- General Excellence
- Best Typography & Design
- Best Special Issue (Editorial)
- Public Service
- Best FOI Project
- Outstanding Young Journalist

How will electronic files be submitted?

You'll submit electronic entries by uploading the files from within the online contest registration system at newspapercontest.com/southdakota.

Entries must be submitted as full-page (PDF) tearsheets or whole issues. Publication name/date line must be visible on the page. All entries must be unaltered in any way.

Requirements:

1. Only submit pages that contain entry-related content. If your entry is on just one page, there is no need to submit an entire section or entire issue. But, if your submission appears on multiple pages (for example, the story jumps to another page) be sure to include all necessary pages.
2. Many categories require more than one item per entry. For example, a single entry in the "Best Editorial Writing" category requires three (3) examples. For each example, the entire page(s) each example appears on must be included for judging. **Best practice is to combine PDFs into a single file containing the first and jump page.**
3. Make PDF files as small as possible. Because the contest judges will access these PDFs over the Internet, excessively large PDF files will take longer to become visible. The more time judges must spend waiting, the less time they will have to evaluate the content and the more impatient they will be when they do so. Smaller files will also upload more quickly when you submit your entries.

What file formats are accepted for uploading?

PDF files are preferred. JPGs (high resolution) are also allowed – so, if for some reason you don't have a PDF of the tearsheet you wish to submit, it would be easy to snap a high-resolution photo and submit the resulting photo file.

What is the most efficient way to collect entry files?

Collect copies of all PDF files that contain entry-related pages into one place. These may be full-issue, full-section, or individual-page PDFs that you sent to your printer or that you saved from your page layout program for other reasons. The sizes, resolutions, color modes, and other characteristics of those PDF files can be ignored at this point.

Extract entry-related pages from any multi-page PDFs, or delete non-entry pages. Give each resulting file a clearly descriptive name. **Best Practice: File names should be labeled as "Aurora Gazette Sports Photo James Reynold.pdf" or "Aurora Gazette EditorialWriting James Reynold_1 of 3.pdf" (Newspaper_Category_Person/Entry #).** Combine into a single PDF file the pages that comprise each entry. Instructions for extracting and combining PDFs are provided below.

How do I extract pages from a full-issue or full section PDF?

In Acrobat, open the PDF file, then choose "Extract Pages..." from the Document menu and follow the instructions. This will allow you to save individual or sequential pages in separate files anywhere on your system.

How do I combine PDF pages or files into a single entry?

Open the PDF file that is to appear first in the entry, choose "Save As..." from the File menu, and save that file with the name you'd like to give the final PDF entry. Choose "Insert Pages..." from the Document menu, choose the file that is to appear next in the entry, then specify where that file should be inserted. When all insertions have been made, save and close the PDF file.

How do I make it clear which item on the page is my entry?

Please make sure your entry is obvious on the page. If you following the best practice file naming advice above, once in the online system you will be asked to include the Name of Entry. In this field please use the headline or the article, caption of photo, or business advertisement. **Best practice: Match the name of the entry to the headline on the page in the Name of Entry field on the contest website.**

What if my info is wrong or my paper is not listed online?

We have worked very hard to make sure the classes for each member are as accurate as possible, however if you note that your circulation is listed incorrectly, please contact Sandy DeBeer at sandy@sdna.com or 800/658-3697 and it will be fixed A.S.A.P!

Where can I get more help for anything I can't find here?

Call SDNA at 800/658-3697 or email sandy@sdna.com.

Circulation Divisions

Based on 2016 SDNA Directory listings



Circulation Category #1 **Weeklies Under 1,150**

*Alcester Union
Alexandria Herald
*Arlington Sun
Armour Chronicle
Avon Clarion
*Bison Courier
Bonesteel Enterprise
Bowdle Pride of the Prairie
*Brandon Valley Challenger
*Bridgewater Tribune
Bryant Dakotan
Burke Gazette
Canistota Clipper
Castlewood Hamlin County Republican
Centerville Journal
Conde News
Corsica Globe
De Smet News
*Dell Rapids Tribune
Delmont Record
Doland Times-Record
Edgemont Herald-Tribune
Elk Point Southern Union Co. Leader
Courier
*Elkton Record
Emery Enterprise
Estelline Journal
Eureka Northwest Blade

Faith Independent
Garretson Gazette
Geddes Charles Mix County News
*Gettysburg Potter County News
Groton Dakota Press
Groton Independent
Hartford Area News
Hayti Hamlin Co. Herald-Enterprise
Highmore Herald
*Hill City Prevalier News
Hoven Review
Ipswich Tribune
*Irene Tri-County News
Kadoka Press
*Lake Andes Wave
Lake Preston Times
*Langford Bugle
Lemmon Dakota Herald
Leola McPherson County Herald
Marion Record
Martin Bennett County Booster II
McLaughlin Corson/Sioux Co. News-
Messenger
*Menno Hutchinson County Herald
Montrose Herald
Murdo Coyote
New Underwood Post
North Sioux City Dakota Dunes Two Rivers
Times
Onida Watchman
Parker The New Era

Parkston Advance
Philip Pioneer Review
Plankinton South Dakota Mail
*Presho Lyman County Herald
Roscoe-Hosmer Independent
Rosholt Review
Salem Special
Scotland Journal
Selby Record
South Shore Gazette
Springfield Times
*Sturgis Meade Co. Times-Tribune
*Tea Weekly
The Stickney Argus
Tripp Star Ledger
Tyndall Tribune & Register
*Viborg Enterprise
*Volga Tribune
Wall Pennington County Courant
Waubay Clipper
*White Lake Aurora County Standard
White River Mellette County News
*White Tri-City Star
Wilmot Enterprise
Woonsocket Sanborn Weekly Journal

*Indicates newspapers that will be upped to 1,151-2,000 circulation division for General Excellence and Best Typography & Design categories.

Circulation Category #2 **Weeklies 1,151-2,000**

*Belle Fourche Butte County Post
Beresford Republic
Britton Journal
*Buffalo Nation's Center News
Canton Sioux Valley News
Chamberlain/Oacoma Sun
Clark County Courier
Clear Lake Courier

Custer County Chronicle
*Eagle Butte / West River Eagle
Faulkton Faulk County Record
*Flandreau Moody County Enterprise
Freeman Courier
Gregory Times-Advocate
*Hot Springs Star
Howard Miner County Pioneer
Lennox Independent
Miller Press
Mission Todd County Tribune

Platte Enterprise
Pollock Prairie Pioneer
Timber Lake Topic
*Vermillion Plain Talk
Wagner Post
Wessington Springs True Dakotan
Winner Advocate

*Indicates newspapers that will be upped to over 2,000 circulation division for General Excellence and Best Typography & Design.

Circulation Category #3 **Weeklies Over 2,000**

Chamberlain Central Dakota Times
Martin Lakota Country Times
Milbank Grant County Review
Mobridge Tribune
Rapid City Native Sun News
Redfield Press
Sisseton Courier
Webster Reporter & Farmer
Yankton County Observer

Circulation Category #4 **Dailies Under 12,000**

Brookings Register
Huron Plainsman
Madison Daily Leader
Mitchell Daily Republic
Pierre Capital Journal
Spearfish/Black Hills Pioneer
*Watertown Public Opinion
Yankton Daily Press & Dakotan

*Indicates newspapers that will be upped to over 12,000 circulation division for General Excellence and Best Typography & Design.

Circulation Category #5 **Dailies Over 12,000**

Aberdeen American News
Rapid City Journal
Sioux Falls Argus Leader

Editorial & Photography Contest

All entries must be submitted online.

BEST NEWS STORY

Entries limited to one per individual in each division. To be judged on excellence of writing, thoroughness of story and effectiveness of story. Dailies: Story packages must run in the same day's edition.

BEST NEWS SERIES

Multiple news stories on a single subject (i.e. civic center expansion) or simultaneous coverage of a single subject (e.g. Spencer tornado). Limited to six representative stories in either case. Entries limited to one per individual or team. To be judged on excellence of writing, thoroughness of story and effectiveness of story.

BEST FEATURE STORY

Entries limited to one per individual or team. To be judged on subject, originality, quality of writing and impact. Dailies: Story packages must run in the same day's edition.

BEST FEATURE SERIES

Multiple feature stories on a single subject or simultaneous coverage of a single subject. Limited to six representative stories in either case. Entries limited to one per individual or team. To be judged on subject, originality, quality of writing and impact.

BEST SPORTS REPORTING

Entries can be single story or first story of a series. Entries limited to one per individual or team. To be judged on subject, originality and quality of writing.

BEST SPORTS SERIES

Multiple sports stories on a single subject or simultaneous coverage of a single subject. Limited to six representative stories in either case. Entries limited to one per individual or team. To be judged on subject, originality, quality of writing and impact. Weeklies under 1,150 and weeklies 1,151- 2,000 will be entered together in a small weeklies group for this category.

BEST SPORTS COLUMN

Submit three (3) locally produced sports columns. To be judged on literary style, ability or cleverness of the writer, depth of the material or research, local interest and relevance to the community. Entries limited to one individual or team. Weeklies under 1,150 and weeklies 1,151- 2,000 will be entered together in a small weeklies group for this category.

BEST EDITORIAL WRITING

Submit three (3) separate editorials or three editorials of a series. To be judged on reader appeal of the selected topic, composition, persuasiveness and display. Editorials must be the work of a newspaper's employee(s). Entries limited to one per individual or team.

BEST HEADLINE WRITING

Submit five (5) headline clippings with accompanying stories. To be judged on creativity, accuracy and impact. Entries limited to one per individual.

BEST LOCAL GENERAL INTEREST COLUMN

Submit three (3) locally produced general interest columns. To be judged on literary style, ability or cleverness of the writer, depth of the material or research, local interest and relevance to the community. Entries limited to one per individual or team.

BEST LOCAL HUMOROUS COLUMN

Submit three (3) locally produced humorous columns. To be judged on literary style, ability or cleverness of the writer, depth of the material or research, local interest and relevance to the community. Entries limited to one per individual or team.

BEST ORIGINAL EDITORIAL CARTOON

An open category for all newspapers, regardless of circulation. For best original editorial cartoon drawn for an SDNA member newspaper. Submit any single, locally produced editorial cartoon. Entries limited to one per individual or team.

BEST SPOT NEWS PHOTO

Entries limited to a single photograph of a news event as it occurs. To be judged on news value, technical quality, composition and editing. Entries limited to one per individual.

BEST FEATURE PHOTO

Entries limited to a single photograph of a feature item where emphasis is placed on imagination, presentation and subject matter. To be judged on reader appeal, technical quality, composition and editing. Entries limited to one per individual.

BEST SPORTS PHOTO

Entries limited to a single photo either black and white or color. To be judged on reader appeal, technical quality, composition and editing. Entries limited to one per individual.

BEST PHOTO SERIES

Multiple photos on a single subject can be either black-and-white or color photographs. To be judged on reader appeal, technical quality, composition and editing. Entries limited to one per individual or group.

NEWSPAPER WEBSITE

Judges will visit each entered website on a predetermined day and choose the best based on the following criteria: news and information content, overall design and presentation, ease of use and navigability, interactivity and connectivity with other sites of interest. Please list newspaper URL online. This category will be split into two circulation groups as follows:

Group I. All weekly newspapers.

Group II. All daily newspapers.

BEST USE OF SOCIAL MEDIA

Recognizes newspapers that have used social media to expand or compliment news coverage beyond traditional print. Entry should include a letter describing how you use social media to enhance or compliment your print edition. Include links to your active social feeds (Twitter, Facebook, Instagram, etc.) for the judges to view.

Group I. All weekly newspapers

Group II. All daily newspapers



Editorial Special Categories Contest

All entries must be submitted by mail, hard-copy.

For mailed entries, entry must still be entered online. You do NOT need to upload any files, simply submit the category information and all other relevant fields. Following this, each entry should be secured to its coordinating hard-copy entry form (enclosed) and then all entries should be gathered together in one box or package.

Send contest fee payments (if not paying by phone) and hard-copy entries to:

South Dakota Newspaper Association c/o Better Newspapers Contest, 1125 32nd Avenue, Brookings, SD 57006.

GENERAL EXCELLENCE

WEEKLIES: Submit one issue from each of the weeks of March 13 and July 24, 2016, and one other issue of your choice. Three (3) total issues must be submitted.

DAILIES: Submit one issue from March 16 and July 29, 2016, and one other issue of your choice. Three (3) total issues must be submitted.

Please Note: These newspaper dates differ from those required for Best Typography & Design.

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. (NOTE: Any newspapers under 2,000 circulation will be moved up one circulation category if owned by a company that publishes one or more additional newspapers, any of which has a larger circulation.)

BEST TYPOGRAPHY & DESIGN

WEEKLIES: Submit one issue from each of the weeks of April 10 and September 11, 2016, and one other issue of your choice. Three (3) total issues must be submitted.

DAILIES: Submit one issue from April 12 and September 14, 2016, and one other issue of your choice. Three (3) total issues must be submitted.

Please Note: These newspaper dates differ from those required for the General Excellence category.

Judging based on the typographical quality and design of the entire newspaper, including layout, use of photographs and headlines. (NOTE: Any newspapers under 2,000 circulation will be moved up one circulation category if owned by a company that publishes one or more additional newspapers, any of which has a larger circulation.)

OUTSTANDING YOUNG JOURNALIST

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.

PUBLIC SERVICE

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

BEST SPECIAL ISSUE

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

BEST FOI PROJECT

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.

No Entry Required:

SWEEPSTAKES AWARD

One award to the newspaper in each circulation division that accumulates the most points in contest judging, based on the following point system:

General Excellence:
First Place, 200 points
Second Place, 140 points
Third Place, 80 points.

All Other Categories:
First Place, 100 points
Second Place, 70 points
Third Place, 40 points.

Advertising Contest

All entries must be submitted online.



BEST SINGLE AD IDEA

Black and white ads only. Judges will consider basic idea, layout, typography, copy and originality. Ad must be for a single advertiser, and not part of an ad series or campaign. Entries must be paid ads, not "house" ads. Entries limited to one per individual.

BEST SERIES AD IDEA

Each entry will consist of at least three ads with a continuing theme for a single advertiser. Judges will consider the basic idea, layout, copy, typography, originality and continuity from ad to ad. Entries must be paid ads, not "house" ads. Entries limited to one per individual.

BEST MULTIPLE ADVERTISER SPECIAL SECTION

Submit entire special ad section. Entries should be devoted to themes designed to encourage consumer purchases. Judges will consider the basic idea, originality, organization and design of individual ads, design of the cover, and design of the section as a whole. Limited to one entry per sales staff.

BEST USE OF COLOR

Judges will consider the appropriateness and clarity of the color in addition to the basic idea, copy, layout, typography and originality. Entries must be paid ads, not "house" ads. Ad must be for a single advertiser. Limited to one entry per individual.

BEST USE OF LOCAL PHOTOGRAPHY

Entries should show clever and creative use of original photography in advertising. Photo(s) used must be the work of the newspaper's staff. Color and black and white are eligible. In addition to the photo's "stand alone" appeal, judges will consider the graphic treatment of the photo in relation to the entire ad. Entries may be a single ad or a series of ads, and must be paid ads (not a "house" ad). Limited to one entry per individual.

BEST CLASSIFIED SECTION

Each entry will consist of tearsheets from three (3) classified sections from three consecutive issues from either April 2016 OR September 2016. Judges will consider organization and attractiveness of pages, headings, etc. Limited to one entry per newspaper.

BEST USE OF ART SERVICE

Entries should show clever and creative use of art supplied by a clip art service. Overall theme of the ad should be original. "Ready made" ads suggested by the art service will not be accepted. Judges will consider the originality and appropriateness of the art, as well as all other esthetic aspects of the ad. Entries must be paid ads, not "house" ads. Entries limited to one per individual.

BEST ADVERTISING SALES TOOL

Sales tools may include, but are not limited to the following: research studies, promotion calendars, fliers, newsletters, rate cards, websites, etc. Anything used by the sales staff to aid its selling activities. Limited to one entry per newspaper.

MOST ORIGINAL CREATIVE IDEA

This category includes both black and white as well as color ads. It includes not only ads which are particularly unique, fresh, creative and original, but all those which do not fit in any other category. Ad must be for a single advertiser. Entries limited to one per individual.

BEST NEWSPAPER PROMOTION

Awarded in recognition of the best original newspaper promotion idea. To be judged on reader appeal, originality and creativeness in promoting your newspaper. Limited to one entry per newspaper, either single idea or series. You may enter website promotions (URL and screenshots are required).

BEST 2x4 AD

One of the most commonly used ads is a 2 col. x 4-inch ad. Ad must be a stand-alone 2x4 ad for a single advertiser. Judges will consider the basic idea, layout, typography, copy and originality. Entries limited to one per individual.

BEST DIGITAL AD IDEA/CAMPAIGN

Any single digital ad or ad campaign for a single advertiser appearing on a newspaper's website or mobile site. Digital ads must have been created by the newspaper. Entry consists of links to the digital ads or screenshots of the ads for judges to view.

Group I. All weekly newspapers

Group II. All daily newspapers