



National Newspaper Association Foundation

Promoting news literacy, protecting the First Amendment, and enhancing the quality, role and capabilities of community newspapers and community journalists

A large stack of rolled-up newspapers in various colors (yellow, white, blue) is the background for the main title. The newspapers are piled high, with some showing their mastheads.

2024

Better Newspaper Editorial Contest & Better Newspaper Advertising Contest

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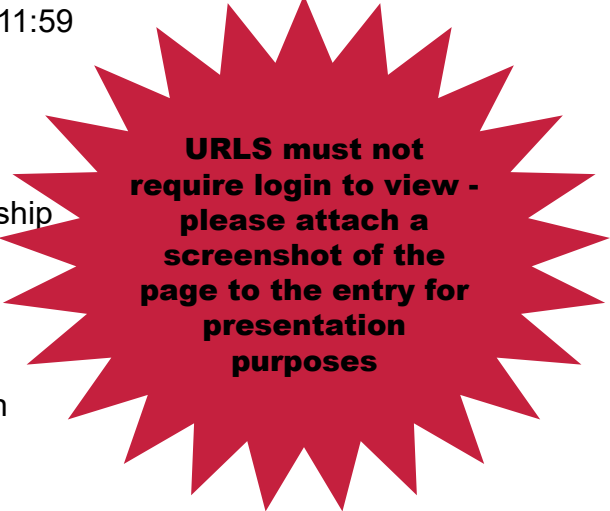
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RULES AND INFORMATION

- **DEADLINE:** Entries must be submitted online before 11:59 p.m. on April 28, 2024.
- **OPEN TO:** Participation is open to NNA member newspapers in good standing that remain NNA members in good standing through the award ceremony as well as NNA nonmembers. For membership information contact Lynne Lance at (850) 542-7087 or lynne@nnafoundation.org.
- **ENTRY FEE:** The contest fee is \$20 for each entry in each category. Nonmember fee is \$40 for each entry. Entry fees must be paid online at the conclusion of entry submission or via check.



**URLS must not
require login to view -
please attach a
screenshot of the
page to the entry for
presentation
purposes**

- **PAYMENT:** Entrants must submit AMEX, Master Card or Visa credit or debit card payment online or by phone for the total amount of their BNEC and/or BNAC entries during the online entry process. Checks will also be accepted. Please mail payments to:

Attn: NNAF Contest
National Newspaper Association Foundation
Po Box 13323
Pensacola, FL 32591-3323

No refunds will be issued.

- **ENTRY LIMIT:** There is no limit to the number of entries that may be submitted to the contests or in any one category, unless specifically stated.
- **PUBLICATION DATE/NEWSPAPER NAME:** Entries must be published between Jan. 1, 2023, and Dec. 31, 2023. Exception: Best Newspaper Website in the BNEC, which is judged 'in place.' Digital versions (i.e. PDFs or JPEGs) of tearsheets/ads/etc. must bear the name of the newspaper and date of issue.
- **REPRINTS:** Reprinted stories that were originally published before Jan. 1, 2023, are ineligible for entry.
- **UN-BYLINED COLUMNS:** Un-bylined columns will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the author of the entry.
- **MULTIPLE ITEMS ON PAGE:** To avoid confusion for the judges, please submit a brief description of the entry (headline, photo caption, description of ad, etc.) in the entry form description field for entries that appear on pages with multiple items that are similar to your entry.
- **INCORRECT ENTRIES DISQUALIFIED:** Entries entered in the incorrect category and/or entries that are incomplete will be disqualified.
- **MULTIPLE PAGE ENTRIES:** If your entry consists of multiple pages, please combine pages into one multiple-page PDF if at all possible before uploading as it streamlines the judging process. Exception: Entire issue categories. Please upload one multiple-page document per issue.

- **DIVISIONS WITH THREE OR FEWER ENTRIES WILL BE COMBINED:** NNAF will make every effort to ensure the frequency of publication (i.e. daily, non-daily) and circulation division(s) that entrants have submitted entries in are maintained and submitted for judging. However, in order to preserve a truly competitive contest, final circulation and frequency of publication divisions within categories will be determined based on number of entries. This decision will be made by NNAF after the entry deadline with no fewer than three entries in any division for judging.
- **RIGHT TO REPUBLISH:** NNAF reserves the right to republish winning entries.

DEFINITIONS

- **BREAKING NEWS:** An event that happened within the publication week since the last issue was printed.
- **CIRCULATION AS A QUALIFYING FACTOR:** Newspapers having multiple publications or editions under one ownership with pages in common (news and/or advertising) may enter as follows. A story common to one or more publications in the group must be entered by the publication with the highest circulation. Stories unique to one publication in a group may be entered by that publication in the appropriate circulation category. Circulation must include the newspapers' free and paid circulation at the time the entry was published.
- **COLUMN:** A column has a standing name, byline and (generally) a photo of the writer.
- **DAILY NEWSPAPER:** A newspaper published five times a week or more.
- **EDITORIAL:** An article that gives the opinions of the editor or publisher of the newspaper.
- **MEMBER IN GOOD STANDING:** NNA members that enter the contest must continue to remain members in good standing at the time the awards are presented at convention.
- **NON-DAILY NEWSPAPER:** A newspaper published four times a week or less.
- **SERIES:** Multiple stories on same topic spanning no more than six issues.
- **STORY:** Same topic, same day, same section.
- **TEARSHEET:** A digital version (i.e. PDF/JPEG) of a full page of a newspaper that includes the specific article, column, editorial or photo being submitted. The tearsheet shall include the newspaper name and date of publication.

AWARDS

- Awards will be made at the discretion of the judges to first, second, third and honorable mention in all category divisions.
- Plaques are awarded for first place distinctions; certificates are given for second, third and honorable mention. Exception: General Excellence first place will receive a special plaque, smaller plaques are awarded for second, third and honorable mention.
- The state with the most winners will receive a special plaque!
- For additional information contact kate@nna.org.

“EARLY BIRD” INCENTIVE

Early contest entries translate into a chance to win ONE free registration and award ceremony ticket to the Annual Convention & Trade Show in Washington DC, valued at more than \$400. One winner will be drawn. Early bird entry must be submitted no later than **11:59 p.m. on Sunday, March 31, 2024**, to qualify. Each newspaper will earn one chance to win, regardless of the number of entries submitted.

BNAC - Better Newspaper Advertising Contest

Advertising - Best Classified Section

Submit a digital version of three entire classified pages or sections, from three consecutive issues. Entries will be judged on organization and attractiveness of pages, heading and readability.

Daily & Non-daily Division

Advertising - Best Multiple Advertiser Section

Submit a digital version of any size section, featuring two or more advertisers under a single headline or theme. Entries may be either signature ads for a single promotion or individual ads grouped under a single theme. Entries will be judged on basic idea, layout, typography, copy and originality.

Daily & Non-daily Division, circ. 10,000 or more

Daily & Non-daily Division, circ. 5,000-9,999

Daily & Non-daily Division, circ. less than 5000

Advertising - Best Public Notice Section

Submit a digital version of tearsheet(s) of published notices (legal advertisements), articles or editorials. An entry may include a series of notices. Entries will be judged on effectiveness of presentation of public notices.

Daily Division, circ., more than 10,000

Daily Division, circ., less than 10,000

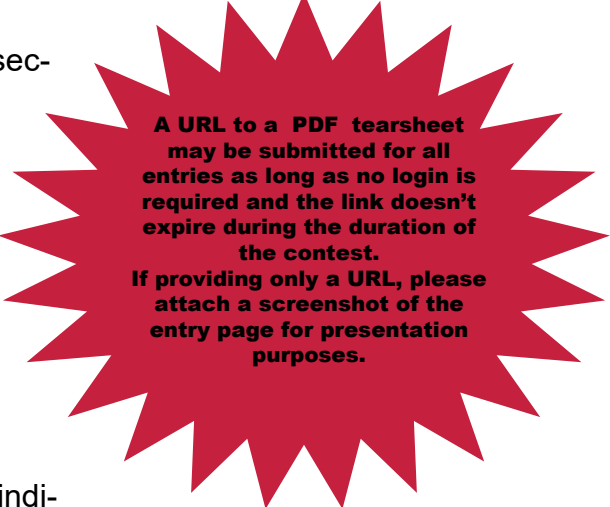
Non-daily Division, circ. more than 5,000

Non-daily Division, circ. less than 5,000

Advertising - Best Sales Promotion Section or Edition

Submit a digital version of the entire special section. Entries should be devoted to themes designed to encourage consumer purchases. Entries will be judged on the basic idea, originality, organization and design of individual ads, design of the cover and design of the section as a whole.

Daily & Non-daily Division



A URL to a PDF tearsheet may be submitted for all entries as long as no login is required and the link doesn't expire during the duration of the contest. If providing only a URL, please attach a screenshot of the entry page for presentation purposes.

Advertising - Best Newspaper Promotion

Submit a digital version of tearsheets from multiple issues or articles and/or promotional advertising not to exceed five samples. Eligible material includes promotion of National Newspaper Week; advertising of new services, equipment or typography that increases the value of the newspaper to the reader and/or advertisers; consistent promotion of classified and display advertising (editorially and through house advertisements and direct mail); promotion of public notices, which promote the concept of the public notice as the best way to guarantee the public's right to know; and circulation promotions. Entries will be judged on the effectiveness of the promotion of the newspaper industry or individual newspaper and its operations.

Daily & Non-daily Division, circ. 10,000 or more

Daily & Non-daily Division, circ. 5,000-9,999

Daily & Non-daily Division, circ. less than 5,000

Advertising - Best Series Ad Idea, Black & White

Submit a digital version of tearsheets of a series of single ads (minimum of three, maximum of nine) that develops a single theme for a single advertiser black and white only. Entries will be judged on content, design and development of a single theme. Entries must be paid ads, not house ads. Note: Individual ads from this series may be entered in BEST SINGLE AD IDEA, BLACK & WHITE as well.

Daily & Non-daily Division

Advertising - Best Series Ad Idea, Color

Submit a digital version of tearsheets of a series of single ads (minimum of three, maximum of nine), that develops a single theme for a single advertiser and that uses two or more colors in addition to black. Entries will be judged on content, design and development of a single theme. Entries must be paid ads, not house ads. Note: Individual ads from this series may be entered in BEST SINGLE AD IDEA, COLOR as well.

Daily & Non-daily Division

Advertising - Metro Creative Graphic's Best Advertising Idea

Sponsored by Metro Creative Graphics

Submit a digital version of a tearsheet of any one advertisement that generated revenue and/or created readership interest. A letter of explanation is strongly encouraged. Entries will be judged on content, design and effectiveness.

Daily Division, circ., more than 10,000

Daily Division, circ., less than 10,000

Non-daily Division, circ. 5,000-9,999

Non-daily Division, circ. less than 5,000

Advertising - Best Single Ad Idea, Black & White

Submit a digital version of a tearsheet of any one advertisement in black and white only. Entries will be judged on basic idea, layout, typography, copy and originality. Entries must be paid ads created by your newspaper, not house ads.

Daily Division, circ., more than 10,000
Daily Division, circ., less than 10,000
Non-daily Division, circ. more than 5,000
Non-daily Division, circ. less than 5,000

Advertising - Best Single Ad Idea, Color

Submit a digital version of a tearsheet of any one advertisement that uses two or more colors in addition to black. Entries will be judged on basic idea, layout, typography, copy and originality. Entries must be paid ads created by your newspaper, not house ads.

Daily Division, circ., more than 10,000
Daily Division, circ., less than 10,000
Non-daily Division, circ. more than 5,000
Non-daily Division, circ. less than 5,000

Advertising - Best Small-Page Ad

Submit a digital version of a tearsheet of any one advertisement, color or black and white, sized for 1/8 of a page or smaller. Entries will be judged on layout, typography, copy and originality. Entries must be paid ads, not house ads.

Daily Division, circ., more than 10,000
Daily Division, circ., less than 10,000
Non-daily Division, circ. more than 5000
Non-daily Division, circ. less than 5000

Advertising - Best Use of Ad Color

Submit a digital version of a tearsheet of any one advertisement that uses two or more colors in addition to black. Entries will be judged 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.

Daily/Non-daily Division, circ., more than 10,000
Daily/Non-daily Division, circ., less than 10,000

Advertising - Best Use of Local Photography in Ads

Submit a digital version of a tearsheet of any one, clearly identified, advertisement in color or black and white. Entries should show clever and creative use of original photography in advertising. Photo(s) used must have been made by the newspaper's staff. Un-bylined photographs will be accepted if submitted with a signed statement from the newspaper's Publisher to verify the entry. Entries will be judged on the appeal of the stand-alone photo in addition to the graphic treatment of the photo in relation to the entire ad. Entries must be paid ads, not house ads.

Daily & Non-daily Division

Advertising - Best Advertorial or Sponsored Editorial

Advertorials or sponsored editorials differ from traditional advertisements in that they are designed to look like traditional editorial content that would appear in the newspaper or on your website. These ads can also be printed and presented as an entire newspaper section, inserted the same way within a newspaper as store fliers, comics sections, and other non-editorial content. Judging is based on originality, layout, copy and creativity.

Daily & Non-daily Division

Advertising - Best Restaurant Ad

Should include up to three ads for a single restaurant advertiser. Criteria include basic idea, layout and originality. Submit up to three (3) full-page PDFs or URLs for a single advertiser.

Daily/Non-daily, circ. more than 10,000

Daily/Non-daily, circ. 5,000 – 9,999

Daily/Non-daily, circ. less than 5,000

Advertising - Real Estate Ad

Should include up to three ads for a single real estate advertiser. Criteria include basic idea, layout and originality.

Daily/Non-daily, circ. more than 10,000

Daily/Non-daily, circ. 5,000 – 9,999

Daily/Non-daily, circ. less than 5,000

Advertising - Best Holiday Ad

Each entry should include up to three ads for a single holiday — any holiday, any time of year. Multiple advertisers allowed, as well as house ads. Criteria include basic idea, layout and originality.

Daily/Non-daily, circ. more than 10,000

Daily/Non-daily, circ. 5,000 – 9,999

Daily/Non-daily, circ. less than 5,000

BNEC - Better Newspaper Editorial Contest

Civic - Community Service Award

Submit a digital version of a written explanation (not to exceed two pages double-spaced) and digital tearsheets of articles, editorials, series, or photos that support the written explanation. No more than five items (in addition to the written explanation) may be included as part of the entry. Entries will be judged on the newspaper's ability to demonstrate an active, continuous commitment to the development and well-being of the community through special projects or ongoing services.

Daily & Non-daily Division

Column - Best Humorous Column

Submit a digital version of a tearsheet with the column headline in description box. Un-bylined columns will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. Each entry shall consist of one representative column that must be locally prepared. Entries will be judged on the quality of writing, originality and presentation of the subject matter.

Daily & Non-daily Division

Column - Best Serious Column

Submit a digital version of a tearsheet with column headline in explanation box. Un-bylined columns will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. Each entry shall consist of one representative column that must be locally prepared. Entries will be judged on the timeliness of the topic, significance of the material to the community, suitable handling of the topic, appearance and originality.

Daily & Non-daily Division, circ. 12,000 or more
Daily & Non-daily Division, circ. 6,000-11,999
Daily & Non-daily Division, circ. 3,000-5,999
Daily & Non-daily Division, circ. less than 3,000

Column - Best Sports Column

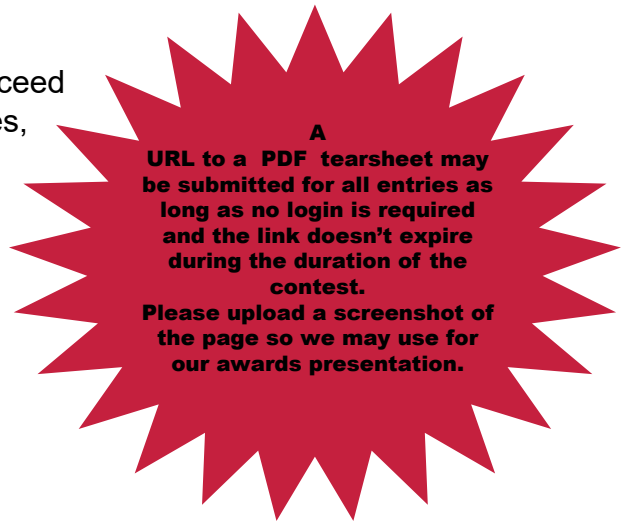
Submit a digital version of a tearsheet with column headline listed in explanation box. Un-bylined columns will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. Entries will be judged on originality, style and reader interest.

Daily & Non-daily Division, circ. 10,000 or more
Daily & Non-daily Division, circ. 3,000-9,999
Daily & Non-daily Division, circ. less than 3,000

Editions - Best Headline Writing

Submit digital versions of two issues of your choice, one from April and one from September. (Special issues and Sunday issues may NOT be submitted). Entries will be judged as to whether they accurately reflect the story and on the best use of word selection, size, layout and overall impact.

Daily & Non-daily Division



Editions - Best Local News Coverage

Submit digital versions of one issue each from April and 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.

Daily & Non-daily Division, circ. 6,000 or more

Daily & Non-daily Division, circ. 3,000-5,999

Daily & Non-daily Division, circ. less than 3,000

Editions - Best Use of Photographs

Submit digital versions of two consecutive issues of your choice. (Sunday issues may not be submitted). Entries will be judged on the best use of local photos, reader interest in illustration, and relevancy to news stories.

Daily & Non-daily Division

Editorial - Best Editorial

Submit a digital version of a tearsheet of any one editorial, with headline in explanation box. A short statement of conditions that brought about publication of the editorial is strongly encouraged. Entries will be judged on reader interest, writing style and clarity.

Daily Division

Non-daily Division, circ. 15,000 or more

Non-daily Division, circ. 10,000-14,999

Non-daily Division, circ. 6,000-9,999

Non-daily Division, circ. 4,000-5,999

Non-daily Division, circ. 2,000-3,999

Non-daily Division, circ. less than 2,000

Editorial - Best Editorial Page(s)

Submit digital version of tearsheet(s) of entire editorial page(s) from two consecutive issues. Entries will be judged on the content of editorials and other articles on the page, appearance, readability, variety and general appeal to reader interest. Evidence of leadership in the community through the newspaper's editorial page will be considered as part of the criteria.

Daily & Non-daily Division, circ. 6,000 or more

Daily & Non-daily Division, circ. less than 6,000

Editorial - Best Original Editorial Cartoon

Submit a digital version of a tearsheet with the locally produced editorial cartoon and cartoonist clearly identified. A letter of explanation is strongly encouraged to accompany local issue cartoons. Entries will be judged on overall appearance and design, creativity, overall impact on the reader and relevance to the community.

Daily & Non-daily Division

Best Informational Graphic

Criteria: Informational graphics may stand alone or accompany a story. Entries will be judged on originality and artistry of design, clarity and ability to help interpret or enhance the content of a story.

Entries: Upload PDF of page to show how graphic was used. If necessary, upload a separate PDF or JPG of the graphic to show detail. One graphic per entry.

Daily Division

Non-daily Division, circ. 15,000 or more

Non-daily Division, circ. 10,000-14,999

Non-daily Division, circ. 6,000-9,999

Non-daily Division, circ. 4,000-5,999

Non-daily Division, circ. 2,000-3,999

Non-daily Division, circ. less than 2,000

Best Front Page Design

Upload digital tearsheet of one front page per entry. Limit three entries per newspaper.

Judges will consider use of photographs and graphics, headlines and body types, organization and overall appearance.

Daily Division

Non-daily Division, circ. 15,000 or more

Non-daily Division, circ. 10,000-14,999

Non-daily Division, circ. 6,000-9,999

Non-daily Division, circ. 4,000-5,999

Non-daily Division, circ. 2,000-3,999

Non-daily Division, circ. less than 2,000

Best Use of a Double Truck

This category is designed to recognize the graphic design, layout and effective use of a double truck.

Judges will be looking for well-designed and compelling newspaper pages. Attention will be given to overall effectiveness, use of graphics including typography, use of photography, line art, and overall presentation.

Daily Division

Non-daily Division, circ. 15,000 or more

Non-daily Division, circ. 10,000-14,999

Non-daily Division, circ. 6,000-9,999

Non-daily Division, circ. 4,000-5,999

Non-daily Division, circ. 2,000-3,999

Non-daily Division, circ. less than 2,000

FOI - Freedom of Information

Submit digital versions of tearsheet(s), which may include editorials, news stories or accounts of actions taken by the newspaper on the local level to gain access to governmental records or meetings. Entries may 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.

Daily & Non-daily Division

Gen-Ex - Modulist's General Excellence

Sponsored by Modulist

Submit digital versions of three non-Sunday issues, one from September, one from April and the third to be a consecutive issue to one of the above. Entries will be judged on an overall evaluation of the newspaper with a "rating" as follows:

- Quality of writing (20 points)
- Headline language (10 points)
- Use of photos and art work (10 points)
- Design and typography (5 points)
- Editorial page(s) (10 points)
- Front page (10 points)
- Family life/living page(s) (5 points)
- Sports page(s) (10 points)
- Advertising design and layout, quality and technique of writing copy, handling of classified and/or reader ads and taste (10 points)
- And treatment of public notices (10 points)

Daily Division

Non-daily Division, circ. 10,000 or more

Non-daily Division, circ. 6,000-9,999

Non-daily Division, circ. 3,000-5,999

Non-daily Division, circ. less than 3,000

Gen-Ex - General Excellence, College Division

Submit digital versions of three issues, one from September, one from April and the third to be a consecutive issue to one of the above. Entries will be judged on an overall evaluation of the newspaper with a "rating" as follows:

- Quality of writing (20 points)
- Headline language (5 points)
- Use of photos and art work (10 points)
- Design and typography (5 points)
- Editorial page(s) (10 points)
- Front page (10 points)
- Student life page(s) (20 points)
- Sports page(s) (10 points)
- And advertising design and layout, quality and technique of writing copy, handling of classified and/or reader ads and taste (10 points).

Daily & Non-daily Division

Obit – Legacy.com's Best Obituary Tribute

Sponsored by Legacy.com

Submit digital versions of tearsheet(s) with obituary headline in explanation box. More than one obit may be submitted, though each is counted as a separate entry. Entries will be judged on quality of writing, originality and being able to show how much value ordinary and not so ordinary lives have in a community.

Daily & Non-daily Division

Photo - Best Breaking News Photo

Submit tearsheet with the photo description in explanation box. Un-bylined photos will be accepted if submitted with a signed statement from the publisher, editor or photographer to verify the entry. (Sports photos may not be included in this category.) Entries will be judged on elements of timeliness, newsworthiness, reader interest, originality, difficulty of achievement and technical competence (focus, cropping, etc.).

Daily Division

Non-daily Division, circ. 15,000 or more

Non-daily Division, circ. 10,000-14,999

Non-daily Division, circ. 6,000-9,999

Non-daily Division, circ. 4,000-5,999

Non-daily Division, circ. 2,000-3,999

Non-daily Division, circ. less than 2,000

Photo - Best Feature Photo

Submit tearsheet with the photo clearly marked. Un-bylined photos will be accepted if submitted with a signed statement from the publisher, editor or photographer to verify the entry. Entries will be judged on human-interest, effectiveness and appeal to reader interest.

Daily Division

Non-daily Division, circ. 15,000 or more

Non-daily Division, circ. 10,000-14,999

Non-daily Division, circ. 6,000-9,999

Non-daily Division, circ. 4,000-5,999

Non-daily Division, circ. 2,000-3,999

Non-daily Division, circ. less than 2,000

Photo - Best Pandemic Photo or Series

Submit tearsheet with the photo description(s) in explanation box. Un-bylined photos will be accepted if submitted with a signed statement from the publisher, editor or photographer to verify the entry. (Sports photos may not be included in this category.) Entries will be judged on elements of timeliness, newsworthiness, reader interest, originality, difficulty of achievement and technical competence (focus, cropping, etc.).

Daily Division

Non-daily Division, circ. 10,000 or more

Non-daily Division, circ. 5,000-9,999

Non-daily Division, circ. less than 5,000

Photo - Best Photo Essay

Submit digital version of tearsheet(s). Un-bylined photos will be accepted if submitted with a signed statement from the publisher, editor or photographer to verify the entry. Entries will be judged on the value of the photos alone to tell the story.

Daily & Non-daily Division, circ. 12,000 or more

Daily & Non-daily Division, circ. 6,000-12,000

Daily & Non-daily Division, circ. 3,000-5,999

Daily & Non-daily Division, circ. less than 3,000

Photo - Best Sports Photo

Submit a digital version of a tearsheet with photo description in the explanation box marked. Un-by-lined photos will be accepted if submitted with a signed statement from the publisher, editor or photographer to verify the entry. Photo may be either action or feature. Entries will be judged on newsworthiness, appeal and quality of photo.

Daily Division

Non-daily Division, circ. 15,000 or more

Non-daily Division, circ. 10,000-14,999

Non-daily Division, circ. 6,000-9,999

Non-daily Division, circ. 4,000-5,999

Non-daily Division, circ. 2,000-3,999

Non-daily Division, circ. less than 2,000

Best Online Album or Slide Show

For slideshows utilizing still photography and produced in Flash, Soundslides or other web tools. Photographs may be duplicates of those submitted in other categories. Please provide a specific URL for all postings including a username and password if needed. Entrants are responsible for Web availability of entries between the deadline date and the following three months. Incorrect URLs will not be judged. If your story is unavailable via your website by the contest deadline, you may submit PDFs or screenshots. Date of content must be verified by timestamp or signed statement from the publication's editor.

Daily Division

Non-daily Division

Review - Best Review

Submit a digital version of a tearsheet of any one critical review or analysis of a specific event, performance or literary work. Un-by-lined reviews will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. Entries will be judged on reader interest and style.

Daily & Non-daily Division

Section - Best Family Life/Living Section/Pages

Submit a digital version of a section/tearsheet(s) from two issues of your choice. Entries will be judged on appearance, originality, newsworthiness, features and photos.

Daily & Non-daily Division

Section - Best Special News, Sports or Feature Section or Edition

Submit a digital version of any special issue or section. A statement of circumstances connected with the publication of the issue/section is strongly encouraged. Entries will be judged on originality, timeliness, layout and use of color and photos.

Daily & Non-daily Division, circ. 10,000 or more

Daily & Non-daily Division, circ. 3,000-9,999

Daily & Non-daily Division, circ. less than 3,000

Section - Best Sports Section/Page

Submit digital versions of a sports section or page from two issues, one from April and one from September. Entries will be judged on newsworthiness, overall coverage, style, layout and readability.

Daily & Non-daily Division, circ. 10,000 or more

Daily & Non-daily Division, circ. 3,000-9,999

Daily & Non-daily Division, circ. less than 3,000

Story/Series - Best Agricultural Story

Submit digital version of a tearsheet(s) with story headline in explanation box. Submissions may include news stories, features or editorials. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. Entries will be judged on newsworthiness, presentation and research. Directly related sidebars may be considered where a single story in one issue is submitted.

Daily & Non-daily Division, circ. 6,000 or more

Daily & Non-daily Division, circ. less than 6,000

Story/Series - Best Breaking News Story

Submit a digital version of a tearsheet with a breaking news story (other than sports) headline in the explanation box. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. Entries will be judged on the importance of the story to the community, timeliness, sentence and paragraph structure, and impact of headline and lead. Directly related sidebars may be considered where a single story in one issue is submitted.

Daily Division

Non-daily Division, circ. 15,000 or more

Non-daily Division, circ. 10,000-14,999

Non-daily Division, circ. 6,000-9,999

Non-daily Division, circ. 4,000-5,999

Non-daily Division, circ. 2,000-3,999

Non-daily Division, circ. less than 2,000

Story/Series - Best Business Feature Story

Submit a digital version of a tearsheet with the story headline in explanation box. Entries must profile a business. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. A brief letter outlining the background that led to the story and/or its impact on the community may be submitted. Entries will be judged on the quality of writing and construction of the article, human interest and appeal to reader interest. Directly related sidebars may be considered where a single story in one issue is submitted.

Daily Division

Non-daily Division, circ. 15,000 or more

Non-daily Division, circ. 10,000-14,999

Non-daily Division, circ. 6,000-9,999

Non-daily Division, circ. 4,000-5,999

Non-daily Division, circ. 2,000-3,999

Non-daily Division, circ. less than 2,000

Story/Series - Best Business Story

Submit digital version of a tearsheet(s) with story headline in explanation box. Submissions may include news stories, features or editorials. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. Entries will be judged on the quality of writing, community importance and the ability to explain economic/financial issues. Directly related sidebars may be considered where a single story in one issue is submitted.

Daily Division

Non-daily Division, circ. 15,000 or more

Non-daily Division, circ. 10,000-14,999

Non-daily Division, circ. 6,000-9,999

Non-daily Division, circ. 4,000-5,999

Non-daily Division, circ. 2,000-3,999

Non-daily Division, circ. less than 2,000

Story/Series - Best Coverage of Military Affairs

Submit a digital version of newspaper's coverage of any branch of the armed forces or National Guard. Entries should examine how community is specifically affected. List headlines in explanation box. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. A brief letter outlining the background that led to the series and/or its impact on the community may be submitted. Entries will be judged on the quality of writing and construction of the article, human interest and appeal to reader interest.

Daily & Non-daily Division

Story/Series - Best Education/Literacy Story

Submit digital version of a tearsheet(s) with story headline in explanation box. Submissions may include news stories, features, or editorials. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. Entries will be judged on clarity of writing, research of facts, timeliness and importance to the community awareness of educational/literacy issues. Directly related sidebars may be considered where a single story in one issue is submitted.

Daily Division

Non-daily Division, circ. 6,000 or more

Non-daily Division, circ. less than 6,000

Story/Series - Best Environmental Story

Submit digital version of a tearsheet(s) with story headline in explanation box. Submissions may include news stories, features, or editorials. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. Entries will be judged on the timeliness, research and reader interest in the environmental issues affecting the community. Directly related sidebars may be considered where a single story in one issue is submitted.

Daily/Non-daily Division, circ. 6,000 or more

Daily/Non-daily Division, circ. less than 6,000

Story/Series - Best Feature Story - Profile

This award recognizes excellence in feature writing that profiles a person or a group that is of interest to the community. Criteria include effectiveness of writing style, originality of approach and human interest. Entry Limit: 2 per reporter or reporting team (no person shall be credited for more than two stories in this category) Submit one (1) feature story as a full-page PDF or URL, as well as any accompanying sidebars. For further submission instructions, refer to the yellow pop-up box on the online entry form that appears after selecting a category.

Daily Division

Non-daily Division, circ. 15,000 or more

Non-daily Division, circ. 10,000-14,999

Non-daily Division, circ. 6,000-9,999

Non-daily Division, circ. 4,000-5,999

Non-daily Division, circ. 2,000-3,999

Non-daily Division, circ. less than 2,000

Story/Series - Best Feature Story - Non-Profile

This award recognizes excellence in feature writing. Entries shall consist of a single feature article or article and sidebar(s), but they shall not include sports or personality profiles. Criteria include effectiveness of writing style, originality of approach and human interest. Entry Limit: 2 per reporter or reporting team (no person shall be credited for more than two stories in this category) Submit one (1) feature story as a full-page PDF or URL, as well as any accompanying sidebars. For further submission instructions, refer to the yellow pop-up box on the online entry form that appears after selecting a category.

Daily Division

Non-daily Division, circ. 15,000 or more

Non-daily Division, circ. 10,000-14,999

Non-daily Division, circ. 6,000-9,999

Non-daily Division, circ. 4,000-5,999

Non-daily Division, circ. 2,000-3,999

Non-daily Division, circ. less than 2,000

Story/Series - Best Feature Series

Submit a digital version of tearsheets with the feature series of stories (other than sports), headlines listed in explanation box. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. A brief letter outlining the background that led to the series and/or its impact on the community may be submitted. Entries will be judged on the quality of writing and construction of the article, human interest and appeal to reader interest.

Daily & Non-daily Division, circ. 6,000 or more

Daily & Non-daily Division, circ. less than 6,000

Story/Series - Best Health Story

Submit digital version of tearsheet(s) with headline in explanation box. Submissions may include news stories, features, or editorials. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. Entries will be judged on clarity of writing, research of facts, timeliness and importance to the community's awareness of health related issues. Directly related sidebars may be considered where a single story in one issue is submitted.

Daily & Non-daily Division, circ. 6,000 or more

Daily & Non-daily Division, circ. less than 6,000

Story/Series - Best Investigative or In-Depth Story or Series

Submit digital version of tearsheet(s) with series or story headlines in explanation box. In-depth story or series requires (a) research into documents and records; (b) background sources; and (c) preplanning. A brief letter outlining the background that led to the story or series is strongly encouraged. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. Entries will be judged on community-wide interest, thoroughness of research, execution and commitment of the newspaper to the project. Directly related sidebars may be considered where a single story in one issue is submitted.

Daily Division

Non-daily Division, circ. 10,000 or more

Non-daily Division, circ. 3,000-9,999

Non-daily Division, circ. less than 3,000

Story/Series - Best Localized National Story

Submit a digital version of a tearsheet with a localized national news story headline in explanation box. Unbylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. Entries will be judged on community-wide relevance, local angle, timeliness, quality of writing and clarity. Directly related sidebars may be considered where a single story in one issue is submitted.

Daily Division

Non-daily Division, circ. 15,000 or more

Non-daily Division, circ. 10,000-14,999

Non-daily Division, circ. 6,000-9,999

Non-daily Division, circ. 4,000-5,999

Non-daily Division, circ. 2,000-3,999

Non-daily Division, circ. less than 2,000

Story/Series - Best Performing Arts Story

Submit digital version of tearsheet(s) with story headline in explanation box. Un-bylined stories will be accepted if signed by the publisher, editor or writer to verify the entry. Entries will be judged on clarity of writing, research and reader interest in the performing arts. Directly related sidebars may be considered where a single story in one issue is submitted.

Daily & Non-daily Division

Story/Series - Best Reader-Generated Campaign

This award recognizes a newspaper's ability to engage the readership by soliciting for content. The entry can be of a single submission by a reader — a single picture taken by a reader or community member — or a package of entries by multiple readers submitted for publication to the newspaper. Must submit a tearsheet, both bearing the name of the newspaper, date of publication and name of the person who took/ submitted the photograph(s). This category applies to readers only, not freelancers, who submit a photo to the newspaper. All freelancer (free and paid) should submit under the regular categories. Judges will consider creativity and quality of the photograph. Quality of reproduction will not be considered. Must be locally prepared.

Note: Newspaper is responsible for obtaining appropriate consent to republish, copy and/or distribute the submitted photograph from the original copyright holder.

Daily Division

Non-daily Division

Story/Series - Best Reporting on Local Government

Any single article or series of articles relating to local (city or county) government issues. The story must be locally prepared and must focus on a single subject.

Daily Division

Non-daily Division, circ. 15,000 or more

Non-daily Division, circ. 10,000-14,999

Non-daily Division, circ. 6,000-9,999

Non-daily Division, circ. 4,000-5,999

Non-daily Division, circ. 2,000-3,999

Non-daily Division, circ. less than 2,000

Story/Series - Best Sports Feature Story or Series

Submit digital version of tearsheet(s) with the feature headline in explanation box. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. Entries will be judged on originality, style and reader interest. Directly related sidebars may be considered where a single story in one issue is submitted.

Daily & Non-daily Division, circ. 10,000 or more

Daily & Non-daily Division, circ. 3,000-9,999

Daily & Non-daily Division, circ. less than 3,000

Story/Series - Best Sports Story

Submit a digital version of a tearsheet with the story headline in explanation box. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. Entries will be judged on the quality of writing and construction of the article, human interest and appeal to reader interest. Directly related sidebars may be considered where a single story in one issue is submitted.

Daily Division

Non-daily Division, circ. 15,000 or more

Non-daily Division, circ. 10,000-14,999

Non-daily Division, circ. 6,000-9,999

Non-daily Division, circ. 4,000-5,999

Non-daily Division, circ. 2,000-3,999

Non-daily Division, circ. less than 2,000

Story/Series - Communication in Crisis

This award honors a newspaper staff for their commitment to keeping the community informed despite crisis. Submit three to five stories, photographs and information boxes detailing the “need to know” information — list headlines in the explanation box. Un-bylined stories will be accepted if submitted with a signed statement from the publisher, editor or writer to verify the entry. No limit to the number of entries. One entry consists of coverage for one crisis — for example, “March tornado” and “May flooding” would be two separate entries. Entries will be judged on the quality of writing and construction of the article, human interest and appeal to reader interest.

Daily & Non-daily Division, circ. 6,000 or more

Daily & Non-daily Division, circ. less than 6,000

Story/Series - Michael Kramer Public Notice Journalism Award

Sponsored by the Public Notice Resource Center

Named in honor of Mike Kramer, president of Law Bulletin Media in Chicago, longtime defender of the public’s right to know, who left us too soon in 2020. This category is for a news story or series that highlights the impact of a public notice or the omission of a public notice, helps readers understand a public notice or explains the consequences of a public body’s failure to publish a notice in a newspaper, or the consequences of publishing a notice on a government website instead of a newspaper. A successful entry will usually result from the newsroom’s having read the public notices in the newspaper and recognizing a news hook or feature opportunity coming from the subject of a particular public notice. Stories should reference and/or provide a link to the notice; or if the story is based on a public notice requirement that was not met or was deficient, it must describe the deficiency. The category is not intended for editorials advocating for more public notice or opposing changes in public notice law.

Daily & Non-daily Division

Story/Series - Preserving Local History - NEW!

Entries in this category may be a story or series of stories that celebrate the history of your community. Entries will be judged on the quality of writing and construction of the article, human interest and appeal to reader interest. Directly related sidebars may be considered where a single story in one issue is submitted.

Daily Division, circ., more than 10,000

Daily Division, circ., less than 10,000

Non-daily Division, circ. 5,000-9,999

Non-daily Division, circ. less than 5,000

“Rookie” Reporter of the Year

This award recognizes outstanding entry-level reporters who have been employed by the newspaper for 18 months or less as of Aug. 31, 2022, and who have had no previous employment in the newspaper industry. Entries shall include five examples of the reporter’s work, along with a letter specifying when the reporter joined the paper and what his or her responsibilities have been during that time. Submit five (5) examples of the reporter’s work as attachments or URLs, as well as a letter from his/her editor and a headshot. Letters can be submitted as attachments or included in the comment section.

Daily

Non-daily Division

Best Use of Social Media for Breaking News

Any social media post(s) that supports the telling of or the impact of a single news story. The post should be made within the first 24 hours after the story breaks. Judges will consider speed at which the postings were made, updates, overall coverage and supplementary information. Please provide a specific URL for all postings or provide screenshots of the original postings. Incorrect URLs will not be judged. If your story is unavailable via your website by the contest deadline. A short statement of less than 250 words with the specific circumstances surrounding your entry is encouraged. The date of content must be verified by a timestamp or signed statement from the publication's editor.

Daily & Non-daily division

Social Media Journalism

Best Use of Social Media (Up to three entries per paper). Submissions should demonstrate excellence, efficiency, and innovation in social media use by newspapers. Entries may include examples of crowd sourcing; community engagement via sites like Facebook, Twitter, LinkedIn, video and photo sharing sites, etc.; and other innovative uses of social media. Submit PDF(s) and screen shots with entry clearly identified. Please use the comments box online to provide a statement describing the use of social media tools and resulting success.

Daily & Non-daily division

Website - Best Newspaper Website

Submit the web address and any passwords required to access the page, including a brief description of the site's unique, innovative and especially valuable aspects. Entries will be judged on content, construction (flow and function), ease of use, interactive participation, page design, advertising, ease of navigation, timeliness, aesthetics and consistency.

Daily & Non-daily Division

Video Journalism

One entry per newspaper. A journalistic video shot and edited specifically for the Web. An entry in this category may be, but is not limited to, any of the following: News, news feature, feature, sports news or sports feature. A play by-play game story may not be entered in this category. An entry **MUST** include video; if it does not include video it will be disqualified. The entry may include still shots but they are not required. The entry may not include copyrighted material, including audio, from another source without written permission from the copyright holder. Please provide a URL to your video. You may upload Flash, Quicktime, or Windows Media Format (no longer than 5 minutes), but it is recommended a link to your site, YouTube, or similar for enhanced viewing for judges. Judges will consider quality of photos and effectiveness of them; storytelling or technical quality.

Daily & Non-daily Division

Newspaper And Education Contest

Traditional NIE Stories and Curriculum

PUBLICATION DATE/NEWSPAPER NAME: Entries must have been published or carried out between January 2023 and December 2023. We understand this varies from the date range in the past and apologize. Please, no entries from previous contests.

This award recognizes traditional newspaper in education stories and curriculum. Judging for Division “A” will be based on the following criteria:

- State the goal of your NIE project. (Up to 5 points for a stated goal.)
- Indicate the specific ways in which your project met this goal and describe how this project benefited your newspaper. (Up to 10 points for achieving the goal)
- Provide promotional materials, editorials, letters of support and any other documents you believe will demonstrate to judges the scope and impact of this project. (Up to 15 points for quality of supporting materials)

Class 1: Educational Support & Civic Literacy

Demonstrate ways your newspaper supports teachers in their use of the newspaper in their classroom and how your newspaper assisted with student newspapers, civic education programs, student-led public policy debates and other programs to help train the next generation in democracy.

Daily & Non-daily Division

Class 2: Partnerships

Submit projects or activities that involved collaboration between your newspaper and businesses, schools or other organizations.

Daily & Non-daily Division

BASIC ENTRY INSTRUCTIONS

Step 1 — Acquire your Association Code from NNAF. Register on the contest website using your email address. You will receive a confirmation email, which you will need to complete registration. Use the link on newspapercontest.com/Contests/NationalNewspaperAssociationFoundation or [click here](#) to register.



The screenshot shows a registration form titled "Register" with a green header. The form contains the following fields, all marked as required with a red asterisk:

- Email: (Required field)
- Password: (5 Char / 1 Number / 1 Uppercase)
- Re-enter password:
- Company Name:
- Name (first and last):
- Phone:
- Association Code:

Below the fields is a CAPTCHA image showing the code "cZQvto". Below the CAPTCHA is a text input field for typing the code, also marked as required. A legend indicates that a red asterisk (*) denotes a required field. At the bottom of the form is a "Submit" button and a link to "Back to login page".

Notification on registering



Trash x

NOREPLY@newspapercontest.com

to me

You have registered as a user at <https://portal.newspapercontest.com/hna/newspaper/register.php>

Click this link to confirm your account and finish the registration:

<https://portal.newspapercontest.com/hna/newspaper/register.php?a=activate&u=a2E0ZkUpY2hhcmRzb241MjA721haWwuY29t&code=24138eedc9e32>
(If you are unable to click on the link, copy and paste it into your browser window.)

Email: katerichardson529@gmail.com

Company Name: IPA

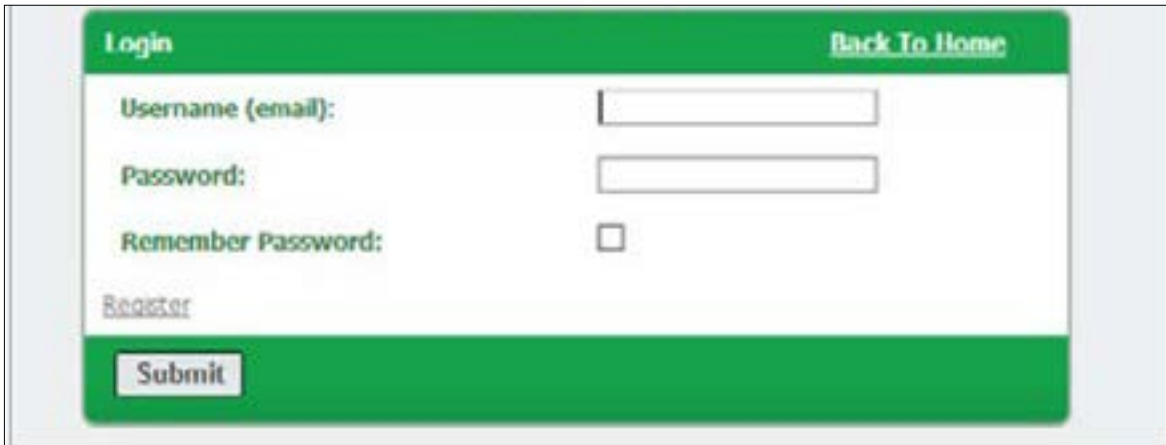
Name: Kate Richardson

Phone: 217-241-1300

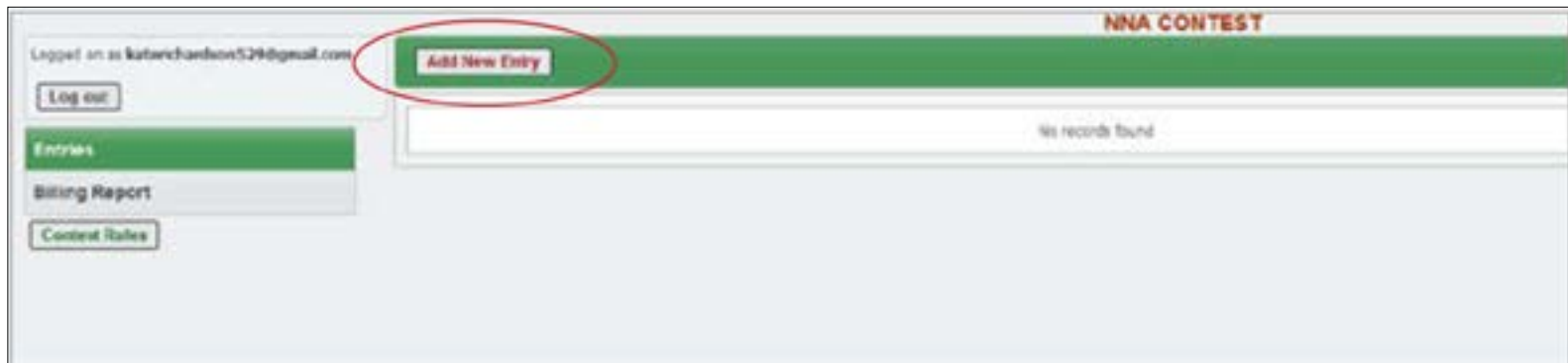
Seccode: [REDACTED]

Step 2 — Login [here](#)

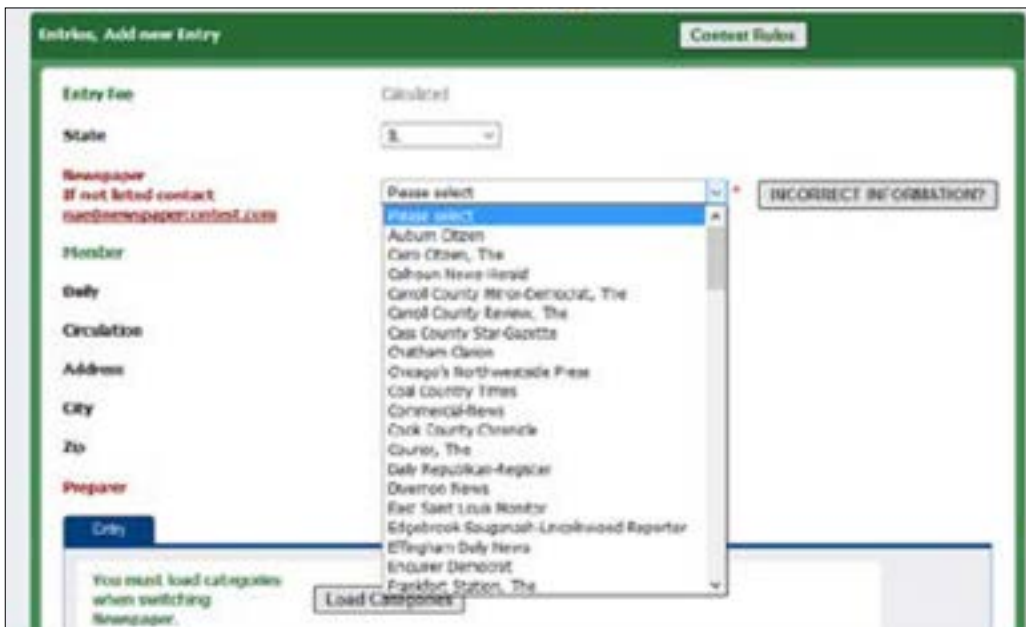
(or use the link on newspapercontest.com/Contests/NationalNewspaperAssociationFoundation.aspx). You will see a page showing any entries you have already submitted. Complete rules for both advertising and editorial contests are available above (click links). Some browsers, such as Safari, will open the rules in a new window; others will require you to download the PDF file to your computer.



Step 3 — Click on the “Add New Entry” link.



Step 4 — On this page, select your state and then your newspaper name. A lot of information will autofill. If that information is incorrect, please call the NNAF at (850) 542-8078 or email nna@newspapercontest.com. Your Division will be selected for you based on your circulation. Fill in the preparer's name.



Step 5 — Click the “Load Categories” button. Select “Editorial” or “Advertising” to begin submitting entries. All required fields are marked with a red asterisk.

The screenshot shows a web form titled "Prepare" with the name "Kate Richardson" in the top right. The main section is titled "Entry" and contains the following elements:

- A message: "You must load categories when switching Newspaper."
- A button labeled "Load Categories" with "Categories Loaded" below it.
- A dropdown menu labeled "Please select" with a red asterisk, showing options "Advertising" and "Editorial".
- A text input field labeled "Special Instruction(s)".
- A text input field labeled "Explanation or Outline".
- A text input field labeled "URL (ex. www.google.com)".
- A text input field labeled "Name of Entry" with a red asterisk.

Red circles highlight the "Load Categories" button and the dropdown menu.

Step 6 — 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 7 — If necessary, provide an explanation of your entry. The explanation/outline 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 8 — 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 9 — 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.

Step 10 — 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.

Step 11 — 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.

We supported education with our special section...


Explanation or Outline

URL (ex. www.google.com)

Name of Entry

Person(s) to Receive Award (Separate names with comma)

File(s)
100MB Per Entry Limit

 PAR scholarships.JPG 3.32 MB [Upload](#) [Cancel](#)

System Use Only: 36

* Required field

Step 12 — 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 13 — If you are done submitting entries, please review the list. You may not change an entry, but you may delete an entry and resubmit it. When done uploading all your entries, click the “Billing” button on the list page. This will take you to a page where the entry fee is automatically generated. Follow instructions on the Billing page for payment options. Checks will also be accepted. [See page two of this document for details.](#)