

**Wyoming Press Association**  
**2023 ANNUAL AWARDS CONTEST**

**DEADLINE**

Entries must be submitted no later than midnight Friday, November 17, 2023.

**ELIGIBILITY**

All Wyoming Press Association member newspapers in good standing are eligible. No others will be judged.

All awards are open to both dailies and weeklies, but will be judged separately. Any item published between November 1, 2022 and October 31, 2023.

**DIVISIONS**

There are three divisions of competition: Daily, Large Weekly, and Small Weekly. The division between small and large weekly will be made by circulation according to the 2023 WPA newspaper directory as follows: 2,500 or under, small weekly; over 2,500, large weekly. Twice-weekly publications will enter weekly category but MAY submit both editions from one week (that is, one week's publication may constitute one issue) where applicable. See last page for list of divisions.

**SUPERVISION**

The contest is under the supervision of the Wyoming Press Association. Decisions as to the submission of entries in the correct category are final.

**JUDGING**

Judging of most Pacemakers and General, Advertising and Typographic excellence categories will be done by members of the other press association.

Judging of Pacemaker awards for outdoor/environmental reporting, education reporting, business/energy reporting, agriculture reporting, arts/entertainment/culture reporting and obituary writing will be done by Wyoming Press Association associate members.

The Editorial Leadership Award will be judged by winners of the NNA's Better Newspaper Contest editorial writing awards.

All Major and Pacemakers award MAY have only one judge. Decisions of the judges are final.

Only first and second places will be given except at the discretion of the judges who may add honorable mentions or who may give no awards in a category.

**ENTRY REQUIREMENTS**

Entries must be written or created by Wyoming newspaper staff (no stringers), and no outside contracting for advertising design.

Entries for Pacemaker can be submitted as either full-page electronic tearsheets or as individual text files (for stories, columns, etc.) or .jpg files (for photos). Any entry not submitted as a full-page tearsheet must have appeared in a printed version of a WPA member

newspaper.

For the photo contest, entries should be submitted as jpeg files of the photo/s only and submitted with the date they appeared in the newspaper and include the published cut line.

Entries for “Best Headline Writing” will consist of three full copies - one each from the same dates selected for entries for major awards (see page 3).

Major awards for General, Advertising and Typographic excellence will be judged from complete issues submitted electronically through the Advanced Contest Entry System.

See instructions for Editorial Leadership, Photographic Excellence, WPA Foundation Sweepstakes entries on pages 3-5.

Failure to submit entries in proper categories will result in disqualification. Failure to adhere to entry rules will result in disqualification.

With the exception of major award categories, the entry fee for each submission will be \$7, which can be paid online or mailed to the WPA.

## **AWARDS**

**Major Awards:** First and second places will be awarded. First place winners will receive traveling trophies and permanent plaques. Second place winners will receive plaques. Winners will be announced during the WPA’s Annual Convention, Jan. 18-20, 2024.

**Pacemaker and Photo Awards:** Certificates awarded for first, second and honorable mention. Announced and displayed at winter convention and presented during the WPA Convention, Jan 18 - 20, 2024.

The privilege of carrying award-winning Wyoming Newspaper 2023 in the masthead goes only to newspapers winning first-place awards.

Instructions for submitting electronic entries (pacemakers, photos, editorials) will be sent to each newspaper on or near Oct. 20, 2023.

## **MAJOR AWARDS**

To enter the first three Major Awards Categories (I, II and III), submit digital copies of three separate issues as follows:

One copy of one issue of your choice and one copy each from the following weeks for each Major Award Category: Week beginning Feb. 12 and ending Feb. 18, 2023, and the week beginning Sept. 24 and ending Sept. 30, 2023. One copy of each of the three dates is needed as an entry for each Major Award Category. (Dailies: Please choose one day out of these weeks as your entries.) General, Advertising and Typographic Excellence will all be judged from these issues.

There is no entry fee for Major Award entries.

- I. A. DEMING CUP (Dailies)
- B. HANWAY PLAQUE (Large weeklies)
- C. BIGGS PLAQUE (Small weeklies)

These awards recognize overall general excellence. Judging will be on the following point system:

News writing	20 points
Feature writing	10 points
Editorial writing	10 points
Sports writing	10 points
Family life writing	10 points
General use of photos	10 points
Advertising (design, copy-writing quality and impact)	15 points
Typography (general appearance, page makeup, headline and display readability, neatness, photo reproduction)	15 points
	100 total

## II. WYOMING PRESS TYPOGRAPHIC EXCELLENCE PLAQUE

- A. Dailies
- B. Large Weeklies
- C. Small Weeklies

Judging on the following point system:

Photo reproduction	25 points
Type reproduction	25 points
Selection of type for news and advertising	25 points
Design and layout	25 points
	100 total

## III. WYOMING PRESS ADVERTISING EXCELLENCE AWARD

- A. Dailies
- B. Large Weeklies
- C. Small Weeklies

Judging on the following point system:

Design and layout	35 points
Creativity and impact	35 points
Selection of type	15 points
Use of illustrations (photos, clip-art, original art, etc.)	15 points
	100 total

IV. WYOMING PRESS ASSOCIATION EDITORIAL LEADERSHIP CUP

- A. Dailies
- B. Large Weeklies
- C. Small Weeklies

To enter, submit five to 10 of the year’s best editorials as full-page tearsheets in a .pdf format to the WPA 2023 Pacemaker Contest site on [www.newspapercontest.com/wyoming](http://www.newspapercontest.com/wyoming). Judging will be done by the winners of the NNA’s Better Newspaper Contest editorial writing awards.

Judging on the following point system:

Literary Excellence .....	35 points
Insight .....	20 points
Scope.....	15 points
Suitability.....	15 points
Timeliness.....	15 points
	100 total

V. WYOMING PRESS ASSOCIATION ROBERT WARNER PHOTOGRAPHY AWARD

- A. Dailies
- B. Large Weeklies
- C. Small Weeklies

Presented to the newspapers winning the most Pacemaker awards in photography according to the following point system: First place, three points; second place, two points; honorable mention, one point; Sweepstakes photo, one point; and Photo of the Year, one point.

VI. WPA FOUNDATION SWEEPSTAKES AWARD

- A. Dailies
- B. Large Weeklies
- C. Small Weeklies

Presented to the newspapers winning the most Pacemaker awards across all categories, including photography. Award will be based on the following point system: First place, three points; second place, two points; honorable mention, one point. The winner will receive a traveling trophy and plaque. Second-place finishers will receive a plaque.

## VII. JOURNALIST OF THE YEAR

Honors consistent excellence by a reporter or editor. Judged as an “open class” competition, with no division by circulation category. Entries will consist of a portfolio of five stories completed during the contest period, a letter of explanation from the competitor and a letter of recommendation from his or her publisher. Judges will look for consistent high quality in writing or editing, with an eye toward presentation and how the journalist’s efforts improved the newspaper as a whole and affected his or her readers.

## VI. PHOTOGRAPHER OF THE YEAR

Photographers will submit portfolios of 12 images and one photo story. One entry per photographer. Entries will be judged according to circulation division (small weekly, large weekly, daily). Judges will select the “WPA Photographer of the Year” from among the winners of each circulation division. Judging will be based on consistent quality of photography, regardless of the subject matter.

## PACEMAKER AWARDS

### LIMIT

You may submit a **total of 90 entries for all 35 categories** but are limited to **5 per category**.

Entries for the Pacemaker awards will be judged from your choice over the entire year.

### ENTRY FEE

The \$7 per entry fee may be paid online or mailed to the WPA.

### REQUIREMENTS

Submit a **full-page electronic tear sheet**. Entry must be clearly identified, e.g., the title on the entry form matches the title of the entry on the tear sheet.

Credit will be given (where possible) to the individual who created the entry, whether it is an ad or an article, so list the person's name on label.

### CATEGORIES

**1. General news story.** Coverage of events that afford the opportunity for a minimum amount of planning (press conferences, meetings, protests, trials, etc.). Packages of stories on single issue or event will qualify, however, packages must be limited to five articles. Judged on the quality of reporting and writing, rather than merely the scope of the event. Entries in this category cannot be entered in government reporting, news-feature story or in-depth categories.

**2. Spot news story.** Coverage of unscheduled events for which no advance planning was possible (fires, accidents, storms, etc.) published in a **single** edition of a newspaper. Will be judged on the quality of reporting and writing, with an eye toward quality of work under deadline pressure. Packages of stories on a single issue or event will qualify, however, packages must be limited to five entries. Entries in this category cannot be entered in government reporting.

**3. In-depth reporting.** Individual story or package of stories on a single issue or event will qualify. Emphasizes in-depth reporting on any issue, especially those that require expertly reported analysis or an extraordinary amount of research. Can include series reporting. All packages must be limited to five pieces. Entries in this category cannot be entered in news, government reporting or news-feature story categories.

**4. Government issue reporting.** Package of stories on single issue or event will qualify. Emphasizes solid reporting on any government activity, although not necessarily through news reporting. Packages must be limited to five pieces per entry. Entries in this category cannot be entered in news or in-depth categories.

**5. News-feature story.** A feature linked to a single news event or issue. Emphasizes ability to approach a news story or topic from an unusual angle to give the reader a broader understanding of the event or issue. Entries in this category cannot be entered in the in-depth reporting category.

**6. Feature story.** Emphasis on writing. Judged on quality, originality and imagination.

**7. Column writing.** Each writer submits three columns written during a three-month period. Limit one entry per writer (One entry consists of three columns).

**8. Sports news story.** Coverage of a sports event or issue published in one edition of a newspaper. Packages must be limited to five pieces.

**9. Sports column.** Each writer submits three columns written during a three-month period. Can include outdoor columns. Limit one entry per writer (One entry consists of three columns).

**10. Sports feature story.** Feature focusing on sports activities or issues. Emphasis on writing. Judged on quality, originality and imagination.

**11. Outdoors/Environmental reporting.** Recognizing expertise in coverage of outdoor issues, including wildlife and environmental matters. Each entry must contain three stories having to do with outdoor or environmental concerns, although they need not address the same topic. Examples: Hunting regulations, wildlife health issues, the impact of development on the environment and environmental rule changes by government agencies. Judging will focus on grasp of subject matter, quality of writing, educational value to the reader and overall relevance. Limit one entry package (consists of three stories) per writer. Contest will be judged by a WPA associate member.

**12. Education reporting.** Recognizing expertise in the coverage of educational issues at every level - from local schools to the impacts of federal programs. Each entry must contain three stories having to do with education issues, although they need not address the same topic. Examples: Trends in test scoring, programs to combat bullying or drug use, state education funding debates. Judging will focus on grasp of subject matter, quality of writing, educational value to the reader and overall relevance. Limit one entry package (consists of three stories) per writer. Contest will be judged by a WPA associate member.

**13. Business/Energy reporting.** Recognizing expertise in the coverage of business issues, including energy matters, the driving component in Wyoming's economy. Each entry must contain three stories addressing business and/or energy although they need not address the same topic. Examples: New business features, energy production developments, conflicts over energy production techniques. Judging will focus on grasp of subject matter, quality of writing, educational value to the reader and overall relevance. Limit one entry package (consists of three stories) per writer. Contest will be judged by a WPA associate member.

**14. Agriculture reporting.** Recognizing expertise in the coverage of agriculture. Each entry must contain three stories addressing agriculture, although each story does not need to cover the same topic. Examples: crop outlooks, producer features, local effects of federal programs. Judging will focus on grasp of subject matter, quality of writing, educational value to the reader and overall relevance. Limit one entry package (consists of three stories) per writer. Contest will be judged by a WPA associate member.

**15. Arts/Entertainment/Culture reporting.** Recognizing expertise in the areas of art, entertainment and popular culture. Each entry must contain three stories addressing the issues, although each story does not need to cover the same topic. Examples: Movie reviews, advance stories on upcoming events, stories regarding popular trends. Judging will focus on grasp of subject matter, quality of writing, educational value to the reader and overall relevance. Limit one entry package (consists of three stories) per writer. Contest will be judged by a WPA associate member.

**16. Obituary writing.** Recognizing the art of writing an obituary. Each entry will consist of one obituary. Judging will focus on how well the writer conveys the personality of the subject to the reader, with an emphasis given to the quality of writing. Limit one entry per writer. Contest will be judged by a WPA associate member.

**17. Headline writing.** Each entry will consist of three full copies - one each from the same dates selected for entries for major awards (Week beginning Feb. 12 and ending Feb. 18, 2023; Week beginning Sept. 24 and ending Sept. 30, 2023 and a date selected by the newspaper).

Each newspaper's entry will be judged as a whole. Judging will focus on accuracy, creativity, impact and originality. Limit one entry per newspaper. Submit the full issues electronically.

**18. Special section or supplement.** Submit one complete copy of the supplement. Consideration will be given to the excellence and depth of editorial material, the use of pertinent local photographs and illustrative material, and the originality of both the idea and the presentation. Entries will score extra points for skillful handling of tie-in advertising. Limit of three per paper.

**19. Use of graphic elements.** Creative combination of local art, color and other graphic elements to illustrate a story or concept. Judging will be based on creativity, impact, originality and effective use of color. All artwork must be locally produced. Do not submit agency or ad service artwork.

**20. Information graphic.** Emphasizes the most creative combination of artwork and information in a single package. This is a category for charts, maps, infographics, mega-graphics, etc. Graphic can accompany a story but must convey enough information that it could stand alone. Must be locally generated.

**21. Front page design.** One entry will consist of three front pages -- one date selected by the WPA (week beginning July 9 and ending on July 15, 2023) and two dates selected by the newspaper. Judging will focus on overall appearance and content of front page, including use of photos and graphics, headlines, selection of fonts and newsworthiness. Entries may not be submitted in "Open page design" category. Limit one entry per newspaper.

**22. Open page design.** Recognizes the best designed editorial display - any open pages or section fronts, sports, lifestyles, business, entertainment, etc. Entries can consist of a single page or double truck.

**23. Small ad.** Ad must be less than 30 column inches. It should demonstrate creativity in design, illustration, photography, copy or typography. The ad must be produced by local newspaper ad staff.

**24. Institutional ad.** Idea, rather than merchandise, is sold. Entries will consist of one ad promoting one idea. Must be locally prepared. House ad promoting newspaper is not eligible.

**25. Merchandise ad.** Must be locally prepared.

**26. House ad.** Promoting your newspaper. Must be locally prepared. Job shop ads are not eligible.

**27. Use of color in ad.** Must be locally prepared. Cannot be entered in best designed advertisement category.

**28. Best designed ad.** Emphasizes any kind of locally generated advertisement that succeeds in grabbing attention through its design and typography. Cannot be entered in use of color in ad category. One ad cannot be entered in contests over multiple years.

**29. Public Service Award.** This award seeks to honor efforts by Wyoming newspapers to serve the public good. Work that demonstrates evidence of positive change that has benefited the public or its institutions will be given strong consideration. The entry may be a single article or a series, and, in addition to the primary print coverage, can include sidebars, graphics, online work, commentary and editorials. Please include letter explaining the project.

**30. First Amendment Award.** Awarded to the newspaper that goes out of its way to impress upon its readers the importance of government transparency and press freedoms or seeks to educate them about those freedoms. Each entry will consist of up to five of the newspaper's projects aimed at promoting freedom of information – i.e. public records, open meetings, public notice,



stories on the rights of readers to access information under sunshine laws, court battles for information to be published and open, etc. A letter of explanation may be included.

**31. Best website.** Honors best on-line presentation of Wyoming newspapers. Judges will look at newspapers' entire web site, with an eye toward quality of editorial content, the site's design, ease of navigation, level of user friendliness and usefulness to readers. Quantity and quality of web advertising will be considered. To enter, submit the web address and any password that may be needed for full access. Judges will visit web page on a random day.

**32. Plus business advertising idea.** Submit copies of the newspaper or tear sheets showing a novel or unusual idea. This may be a single advertisement, a series, a campaign, a special page, or any other unified idea. Preferential consideration will be given to specially prepared campaigns or ads with an original theme. Entrant should attach a statement of 250 words or less to describe the effectiveness of the idea.

**33. Best video story.** Best news or sports video story. Judging will be based on storytelling and technical skill. Entries should be submitted as a URL or uploaded to the Advanced Contest Entry System.

## PHOTO AWARDS

### LIMIT

Up to five photos per category, with a total of 45 photos per newspaper. **Each entry** (except for category 9 ) **will consist of one photograph.** *If multiple images are sent, the entry will be disqualified.* Both black/white and color photos are acceptable but will be judged together. Entry fee of \$7 per photo.

### REQUIREMENTS

Please submit a jpeg file of the photo only, and include the cut line and publication date it appeared in the newspaper. Entire e-tears are no longer required or accepted; however, the photo is required to have printed in the newspaper between Nov. 1, 2022 and Oct. 31, 2023. Failure to clearly identify an entry will disqualify entry. Should it be discovered that the photo was not printed in the actual newspaper the entry will be disqualified.

### CATEGORIES

**1. Spot News.** Photo of events for which no advance planning is possible. Photo is to be taken during or immediately after a breaking news event. Picture should tell the story of the event.

**2. General News.** Photo of events for which advance planning is possible. Timeliness and newsworthiness are to be considered. Photo to be taken during, or immediately after, a news event. Picture should tell the story of the event.

**3. Feature.** Elements are human interest, unusual effectiveness and reader appeal.

**4. Sports Action.** Sports-related events such as game action for which no advance planning is possible. Photos of reactions to wins/losses such as celebratory shots should be entered in the "Sports Feature" category.

**5. Sports Feature.** Sports-related events or subjects for which advance preparation is possible, such as photos of athletes preparing for an event or portraits of athletes, etc. This is also

the appropriate category to submit celebratory photos.

**6. Scenic.** Composition, contrast, tone, mood and other rules of art apply. Human and animal subjects, *if any*, should be only part of the scenery and composition, *not the focus*.

**7. Wildlife.** Photos of animals in their natural setting.

**8. Portrait/personality.** An individual must be the focal point in this category. Face, body, dress and setting are possible elements of a portrait. Regardless, the viewer should be able to tell from the photograph what the person is like and why the subject was photographed.

**9. Photo story.** Single subject, told through multiple photos, either with or without copy. Judged on quality, originality and imagination, photo technical quality and reproduction. Emphasis on photos, not copy.

**10. Best use of photographs.** Recognizes publications that practice and promote high-quality photojournalism by providing the best methods of display for their photographs. Competing newspapers will submit three newspaper dates for judging - the same dates as those selected for the "Major Awards" competitions: Week beginning Feb. 12 and ending Feb. 18, 2023; Week beginning Sept. 24 and ending Sept. 30, 2023; and a date selected by the newspaper. Judges will select winners for each circulation category based on space given to photographs, thought given to placement, photo cropping and editing, consistently good display space and proper attention to reproduction. Submit full issues electronically.

**SWEEPSTAKES PHOTOS:** One from each division - small weekly, large weekly and dailies - will be chosen from the above first-place winners.

**THE WYOMING PRESS ASSOCIATION PHOTO OF THE YEAR:** Chosen from the three Sweepstakes photos.

## **NEWSPAPER DIVISIONS**

### **DAILIES**

Casper Star-Tribune  
Laramie Boomerang  
The Sheridan Press  
Wyoming Tribune Eagle

### **LARGE WEEKLIES**

Buffalo Bulletin  
Cody Enterprise  
Douglas Budget  
Gillette News Record  
Green River Star  
Jackson Hole News&Guide  
Lander Journal  
Powell Tribune  
Riverton Ranger

### **SMALL WEEKLIES**

Star Valley Independent  
Basin Republican Rustler  
Dubois Frontier  
Uinta County Herald  
Glenrock Independent  
Greybull Standard  
Guernsey Gazette  
Wyoming Pioneer  
Kemmerer Gazette  
Lovell Chronicle  
Lusk Herald  
Bridger Valley Pioneer  
Moorcroft Leader  
Newcastle News Letter Journal  
Pine Bluffs Post  
Pinedale Roundup  
Rawlins Times  
Rocket Miner  
Saratoga Sun  
Sundance Times  
Thermopolis Independent  
Record Torrington Telegram  
Weston County Gazette  
Platte County Record Times  
Wind River News  
Northern Wyoming New