



# DAILY BETTER NEWSPAPER CONTEST 2021

Entries for UPA's Better Newspaper Contest are being accepted between January 14, 2022 and February 11, 2022.

For your convenience the Better Newspaper Contest is conducted electronically. All entries will be submitted through <http://www.newspapercontest.com/Contests/UtahPressAssociation.aspx>

**Contest Period:** Publication of entries must be between January 1, 2021 and December 31, 2022.

**Award Presentation:** The winners will be recognized during UPA's Winter Convention, TBD.

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## UTAH PRESS BETTER NEWSPAPER CONTEST RULES

- 1) Entries must have been published between January 1, 2021 and December 31, 2021.
- 2) Entries must be submitted by February 11, 2022 - LATE ENTRIES will be accepted until February 18, 2022.
- 3) Entries Fees: \$5 per entry, paid at time of submission. Cost for late entries will be \$10. All entries must be paid at the time of submission.
- 4) The contest will be judged by members of an out-of-state press association. Determination of winners for first, second and third place will be awarded for each category.
- 5) All newspapers compete together for the Community Service Award and Public Notice.
- 6) In some cases, a newspaper group includes both daily and weekly newspapers, and writers, photographers and graphic design staff who are assigned primarily to a daily newspaper periodically provide work to weeklies in the group. In such instances, weeklies may not enter work done by daily newspaper staff in the Better Newspaper Contest.
- 7) In a newspaper group, if the same item, such as a column or photography, is published by more than one newspaper in a group, only one newspaper may enter the item in the Better Newspaper Contest.
- 8) Weekly and Daily newspapers may submit multiple entries per category, except as noted.
- 9) Individual Newspapers may not have more than one winner in any individual category. For example, if Newspaper XYZ wins first place in a category, any other entries they have in the same category cannot win second or third place. The same rule applies for First, Second or Third Place.
- 10) Each entry must be a FULL pdf tearsheets. Tearsheet and the entry/article must be CLEARLY INDICATED. If the entry is not clearly indicated it could be disqualified by judges.
- 11) ENTRIES NOT IN COMPLIANCE WITH THESE RULES, INCLUDING ENTRIES RECEIVED AFTER February 18, 2022, WILL BE DISQUALIFIED!

# DAILY BETTER NEWSPAPER CONTEST

## 2021 CATEGORIES

### WRITING AND REPORTING DIVISION

#### **01. BEST GENERAL NEWS REPORTING, SINGLE STORY**

Judges will weigh a staff-written article on a subject of general interest, produced on a news beat (such as government, policy or education), for news value, writing style and reporting excellence. An entry is a single story; sidebars may be included.

**Scoring:** Significance and impact, 34 points; quality of reporting, 33 points; quality and clarity of writing, 33 points.

**Entry:** Submit pertinent pdf tearsheets with the story and/or sidebars clearly identified.

#### **02. BEST FEATURE REPORTING, SINGLE STORY**

Judges will weigh a staff-written article on a non-news subject of general interest, produced on a topic or feature beat (such as science, medicine, food or entertainment), for quality of writing and reporting excellence; as well as general interest and entertainment value. An entry is a single story; sidebars can also be submitted.

**Scoring:** News interest and/or subject matter, 25 points; quality of reporting, 25 points; quality and clarity of writing, 50 points

**Entry:** Submit pertinent pdf tearsheets with the story and/or sidebars clearly identified.

#### **03. BEST SPORTS STORY**

Judges will look for quality spot- or first-day sports coverage by a staff member, quality of writing and construction of article, human interest and appeal. Sidebars may be included.

**Scoring:** News interest and/or subject matter, 34 points; quality of reporting, 33 points; quality and clarity of writing, 33 points.

**Entry:** Submit pertinent pdf tearsheets with the story and/or sidebars clearly identified.

#### **04. BEST EDUCATION STORY**

Judges will weigh a staff-written article on Education, produced on a news beat, for news value, writing style and reporting excellence. An entry is a single story; sidebars may be included.

**Scoring:** Significance and impact, 34 points; quality of reporting, 33 points; quality and clarity of writing, 33 points.

**Entry:** Submit pertinent pdf tearsheets with the story and/or sidebars clearly identified.

#### **05. BEST GOVERNMENT / POLITICAL STORY**

Judges will weigh a staff-written article on government / political issues, produced on a news beat (such as government, policy or education), for news value, writing style and reporting excellence. An entry is a single story; sidebars may be included.

**Scoring:** Significance and impact, 34 points; quality of reporting, 33 points; quality and clarity of writing, 33 points.

**Entry:** Submit pertinent pdf tearsheets with the story and/or sidebars clearly identified.

#### **06. BEST BUSINESS STORY**

Judges will weigh a staff-written article on business, produced on a news beat, for news value, writing style and reporting excellence. An entry is a single story; sidebars may be included.

**Scoring:** Significance and impact, 34 points; quality of reporting, 33 points; quality and clarity of writing, 33 points.

**Entry:** Submit pertinent pdf tearsheets with the story and/or sidebars clearly identified.

# WRITING AND REPORTING DIVISION (continued)

## **07. BEST NEWS SERIES**

Judges will weigh a staff-written collection of stories — a multi-part series or continuing-coverage sequence — for thoroughness of coverage, and quality of writing, reporting and originality. A newspaper is limited to submitting up to three such series.

**Scoring:** : Significance and impact, 34 points; quality and depth of reporting, 33 points; quality and clarity of writing, 33 points.

**Entry:** A series entry can include up to six principal stories; their sidebars may be included for information and impact. Entry must have been published within the contest period and must cover at least two editions and no more than six. Submit pertinent pdf tearsheetss with the story and/or sidebars clearly identified.

## **08. BEST EDITORIAL**

Judges will look for the most distinguished, original editorials written by a paper's local staff. A single entry can include up to three (3) samples by an individual writer.

**Scoring:** Significance and impact, 25 points; insight, 25 points; argumentation and/or persuasiveness, 25 points; writing quality, 25 points.

**Entry:** : Submit pdf tearsheets of the three (3) editorials of your choice.

## **09. BEST SPORTS COLUMN**

Columns must be locally written by the publisher, the editor or a staff member; be of local interest, and be a regular feature of the newspaper. Must be written by the same person and carry the same column heading each time. A single entry can include up to three (3) samples by an individual writer.

**Scoring:** : News interest and/or subject matter, 34 points; originality and/or insight, 33 points; quality and clarity of writing, 33 points.

**Entry:** Submit pdf tearsheets of the three (3) editorials of your choice.

## **10. BEST SPOT NEWS COVERAGE**

Judges will weigh first-day coverage of a breaking, hard-news story for news value, style and reporting excellence. Sidebars may be included.

**Scoring:** Significance and impact, 34 points; timeliness and accomplishment on deadline, 33 points; quality and clarity of writing, 33 points.

**Entry:** Submit pertinent pdf tearsheets with a single-day's story or stories clearly identified.

## **11. BEST INVESTIGATIVE REPORTING**

Judges will weigh a staff-written article or series for in-depth or investigative news value, writing style and reporting enterprise on a subject of community-wide interest or importance. An entry can be a single story; a one-day package; or a series or multi-day sequence of up to 10 parts. A newspaper is limited to submitting up to three such series.

**Scoring:** Significance and impact, 50 points; quality of reporting, 25 points; quality and clarity of writing, 25 points.

**Entry:** Submit pertinent pdf tearsheets with story or stories clearly identified.

# PHOTOGRAPHY DIVISION

*Full Page Pdf tearsheets required. No single photos are accepted.*

## **12. BEST NEWS PHOTOGRAPH**

Judges will look for a staff photographer's accomplishment in producing a local photograph for use in the editorial section (not in ads), looking for the best overall image, and the quality and news value.

**Scoring:** Creativity, 25 points; news value, 25 points; photo composition and quality, 50 points.

**Entry:** Submit one full-page pdf tearsheet with photograph being judged. Full Page Pdf tearsheets required. No single original photos are accepted.

## **13. BEST SPORTS PHOTOGRAPH**

Judges will look for a staff photographer's accomplishment in producing a local photograph for use in the sports section (not in ads), looking for the best overall image, quality, newsworthiness and appeal.

**Scoring:** Creativity, 25 points; extent to which photo captures action, 25 points; photo composition and technical quality, 50 points.

**Entry:** Submit one full page pdf tearsheet with photograph being judged. No single original photos are accepted.

# PHOTOGRAPHY DIVISION (continued)

## **14. BEST FEATURE PHOTOGRAPH**

Judges will look for a staff photographer's accomplishment in producing a local photograph for use in the editorial section (not in ads), looking for the best overall image, quality, newsworthiness and appeal.

**Scoring:** Creativity, 25 points; extent to which photo captures action, 25 points; photo composition and technical quality, 50 points.

**Entry:** Submit one full page pdf tearsheet with photograph being judged. No single original photos are accepted.

# LAYOUT, DESIGN AND TYPOGRAPHY DIVISION

## **15. BEST INFOGRAPHIC**

Judges will look for excellence in use of infographic(s) to convey data to the reader.

Infographic should demonstrate strong eye appeal and reader interest.

**Scoring:** News interest, 25 points; visual appeal 25 points; data conveyance, 25 points; ease of reader understanding, 25 points.

**Entry:** Submit one full page pdf tearsheet.

## **16. BEST FRONT PAGE**

Select and submit three (3) front pages from throughout the year; these constitute one entry. Judges will look for excellence in layout, design and typography as well as content and news interest. Pages should demonstrate strong eye appeal and reader interest.

**Scoring:** News interest, 10 points; headlines, 15 points; use of photos and graphics, 25 points; design and typography, 50 points.

**Entry:** Submit three (3) full page pdf tearsheets from three (3) different publication dates of your choosing.

## **17. BEST SPORTS PAGE**

Select and submit three (3) sports pages from throughout the year. Judges will look for excellence in layout, design and typography as well as content and news interest. Pages should demonstrate strong eye appeal and reader interest.

**Scoring:** News interest, 10 points; headlines, 15 points; use of photos and graphics, 25 points; design and typography, 50 points.

**Entry:** Submit three (3) full page pdf tearsheets from three (3) different publication dates of your choosing.

## **18. BEST FEATURE SERIES**

Select and submit three (3) lifestyle pages that run regularly throughout the year (not limited to society pages). Judges will look for excellence in layout, design and typography as well as content and news interest. Pages should demonstrate strong eye appeal and reader interest.

**Scoring:** News interest, 10 points; headlines 15 points; use of photos and graphics, 25 points; design and typography, 50 points.

**Entry:** Submit three (3) full page pdf tearsheets from three different publication dates of your choosing.

## **19. BEST HEADLINE**

Judges will evaluate the creative quality and reader impact of front page headlines.

**Scoring:** Creativity, 50 points; Headline composition and technical quality, 50 points.

**Entry:** Submit five (5) full page pdf tearsheets from five (5) different publication dates of your choosing.

# ADVERTISING AND PROMOTION DIVISION

## **20. BEST STAFF PRODUCED AD**

Judges will evaluate the creative quality and reader impact of advertising ideas in a single ad. This classification will not count toward General Excellence.

**Scoring:** Originality, 40 points; use of art, copy and white space, 40 points; production quality, 20 points.

**Entry:** Submit one full-page pdf tearsheet with ad clearly indicated. Must be ads designed by your staff for any advertiser or group of advertisers.

## **21. BEST ADVERTISING IDEA**

Judges will evaluate an advertising or sales idea based on its originality, success in creating reader interest, and success in generating revenue for your publication. This classification will not count toward General Excellence.

**Scoring:** Originality of idea, 40 points; execution in ads, 40 points; revenue generation, 20 points.

**Entry:** Submit an explanation of the idea along with pdf tearsheets of one - three (1-3) ads based on the concept.

# ADVERTISING AND PROMOTION DIVISION (continued)

## **22. BEST CIRCULATION PROMOTION**

Judges will analyze specific newspaper circulation promotion efforts. This classification will not count toward General Excellence.

**Scoring:** Originality, 25 points; content including copy, headlines and captions, 25 points; makeup and appearance, 25 points; results, 25 points.

**Entry:** Submit via pdf tearsheets a series of R.O.P. ads, preprinted insert, direct mailers, or written details of a telephone campaign or any other promotion used to build circulation.

## **23. BEST IN-HOUSE SELF PROMOTION**

Judges will analyze specific newspaper promotion efforts as demonstrated by in-house, local newspaper advertising. This classification will not count toward General Excellence.

**Scoring:** Originality, 34 points; content, including copy, headlines and captions, 33 points; makeup and appearance, 33 points.

**Entry:** Submit pdf tearsheets of promotion campaign, and if needed a letter describing the promotion.

# GENERAL DIVISION

## **24. BEST WEBSITE**

Judges will consider content, construction (flow and function), ease of use, interactive participation, page design, advertising, ease of navigation, timeliness, aesthetics and consistency.

**Scoring:** Content, 30 points; clarity and organization, 30 points; design and presentation, 40 points.

**Entry:** Submit the web address to be accessed by the judges.

## **25. BEST SPECIAL SECTION**

Judges will look for creativity, layout, typography, copy, originality, production values and evidence of overall staff teamwork in a special section consisting of at least two pages produced by the local newspaper staff. It can be magazine, tabloid or broadsheet format included in newspaper circulation, focusing on a specific theme or community event. This classification will not count toward General Excellence.

**Scoring:** Variety of topics or news angles represented, 25 points; writing quality and clarity, 25 points; photography and graphic effects, 25 points; layout and design, 25 points.

**Entry:** Submit a single, complete pdf tearsheets of one special section.

## **26. REPORTING BASED ON A PUBLIC NOTICE**

A news or feature story that was generated because of a public notice that drew attention to the subject, or because a public notice or the omission of the public notice figured heavily into the subject. Stories must reference and/or provide a link to an actual public notice. If the public notice requirement was not met or was deficient, the story must describe the deficiency.

***All newspapers compete together for the public notice award.***

## **27. SCREW-UP OF THE YEAR**

Ah, yes! Everyone's favorite category. Judges will look for the single most embarrassing error in proofreading, photo display, or copy editing. All UPA circulation groups compete together for this singularly special award, but none of the points will be counted for competition between the newspapers.

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**Scoring:** Prominence of error, 50 points; reader impact of error, 25 points; bonus (humor, perhaps?), 25 points.

**Entry:** Submit a pdf tearsheet of the one most excessive screw-up that occurred during the contest period, either from your paper or another UPA paper in good standing. One entry per newspaper (hopefully, you only had one to enter!).

# GENERAL DIVISION (continued)

## **28. COMMUNITY SERVICE AWARD**

Entries should be based on what your newspaper did for your community during the past year, in terms of contributing to the community's understanding of an issue. Such themes could be fund drives, buildings, parks, roads, government projects, developments that will have unusual impact on community life, public education, etc. The possibilities are many. A cover letter from the publisher or editor summing up the newspaper's specific involvement may be submitted with the entry. One theme only.

**All newspapers compete together for the community service award.**

**Scoring:** Community service theme and importance, 25 points; news space, 25 points; editorial comment on the subject, 25 points; effectiveness of newspaper's effort in your community, 25 points.

**Entry:** Submit sufficient news story, editorial and photo information to show your involvement in community service. Also submit any evidence to show the effectiveness of your efforts. One (1) entry per newspaper.

## **29. GENERAL EXCELLENCE**

The General Excellence award will be given to the newspaper that compiles the most total points in the various contest categories, with 6 points being awarded for each first place, 4 points for each second place and 3 points for each third place. No ties will be permitted in any contest category.



# **DAILY BETTER NEWSPAPER CONTEST**

## **DAILY NEWSPAPERS**

Daily Herald

Deseret News

The Herald Journal

The Salt Lake Tribune

The Spectrum

Standard-Examiner