

# 2009 MPF BETTER NEWSPAPER CONTEST

Sponsored by the Missouri Press Foundation –

Deadline: Entries must be **postmarked** by April 30, 2009.

**NOTE: No Entries Postmarked After April 30 Will Be Accepted. Late entries will be discarded.**

Follow these rules carefully.

Be sure to fill out and send in your Entry Log sheet with your entries. An Entry Log Sheet and a sheet of Labels are enclosed. They also are on mopress.com. If you have questions about these rules, call the MPA office in Columbia, (573) 449-4167.

Newspapers that win in photo and graphics categories will be asked to submit digital copies of their winning entries for inclusion in the contest results tabloid, the Convention display and slide show.

1. Newspapers must be ACTIVE members in good standing of Missouri Press Association to enter the contest. WEEKLY newspapers will be allowed to compete in the DAILIES Division. Weeklies choosing to compete in the Dailies Division will do so in all categories.

**2. Entries must have been published during 2008.** Work done by freelancers may be entered, but the freelance work must have been done *exclusively* for the newspaper entering the material.

3. Mail entries to: Missouri Press Association, 802 Locust St., Columbia, MO 65201.

4. A fee of \$5 per entry must accompany the package of entries. One check for the total number of entries — payable to the Missouri Press Foundation — should be placed in an envelope attached to the top of the package of entries, inside the shipping package.

5. Combination newspapers may submit separate entries in each contest category. (Series of stories can run in combination papers, but only one of the papers may enter the series.)

6. In many categories newspapers will be divided into circulation classes. General Excellence will be divided into 4 circulation classes in both Weeklies and Dailies divisions. A newspaper will compete against only the newspapers in its class. If a category is divided, the rules will indicate that. Circulation classes will be determined when all entries have been received. If fewer than 15 entries are received in a category, the category will be judged as one class, even if the category rules indicate that it will be more than one class.

7. In categories with circulation classes, newspapers will be placed in the class consistent with their circulation as reported in the 2009 MPA Newspaper Directory. A newspaper's circulation class will be determined by its total combined circulation of paid and free newspapers (not shoppers).

**8. PREPARATION OF ENTRIES:** Follow these directions closely. Help Eliminate Confusion and Expedite Processing!

- On tearsheets (or copies of tearsheets), mark items to be judged with a small, distinct bracket around the top left corner of the item. (Full-page tearsheets or photocopies of tearsheets are necessary because they provide proof of publication date.)

- **Do NOT Seal Envelopes.** Entry envelopes are not opened until they reach the judges. If you do not prepare your entries properly, they may be overlooked or placed with the wrong group. Entries in each category must be placed in an envelope 9-by-12 inches or larger. (All entries in a single category may be in the same envelope, but the outside of the envelope must display an entry label for each entry enclosed.)

- Attach labels neatly on the top of tearsheets to only one sheet in a manner that does not hinder judging, i.e. do not staple or tape folded sheets together or closed or place the label upside down, inside or on the back of the tearsheets. Judges should be able to read the entry label quickly and open and examine the entry without tearing through staples or tape. If an entry consists of several pages, staple them neatly in one corner and fold them neatly. Attach the entry label to the top sheet only.

- A page of labels is enclosed. Copy the page of labels to make enough labels for your entries. SUGGESTION: Before copying the page, fill in the City/Newspaper line on each of the labels.

- A label or labels MUST be glued or taped to each envelope. FILL OUT LABELS COMPLETELY. On the labels, print or type: Category Name and Number, City and Newspaper, Name of person to whom award is to be made, and TITLE OF ENTRY (1-3 words identifying the entry). Eliminate Confusion and Expedite Processing!

- Fill out an Entry Log Sheet. Send a copy of it with your entries and save a copy.

- DO NOT seal or clasp individual entry envelopes, so judges can retrieve contents quickly.

- Place all of your entry envelopes in a package labeled Better Newspaper Contest.

**Package your entry envelopes with the labels up and in numerical order, with the lowest number on top of the bundle.** Properly labeled entries expedite processing and judging and help avoid mistakes.

9. Judges will be asked to choose and comment on first, second, third and honorable mention winners in each category. They will be encouraged to award no more than 2 honorable mentions. Judges of the General Excellence categories will be asked to write comments on ALL entries.

10. If a category refers to a “week,” the week begins on Sunday and ends on Saturday.

11. Gold Cups will be awarded to the Daily and Weekly that win the most points in the contest.

12. Gold Cup points will be awarded as follows:

General Excellence: 1st-12 points; 2nd-10 points; 3rd-8 points; HM-5 points

Community Service: 1st-10 points; 2nd-8 points; 3rd-6 points; HM-3 points

Investigative Reporting: 1st-10 points; 2nd-8 points; 3rd-6 points; HM-3 points

All Other Categories: 1st-6 points; 2nd-5 points; 3rd-4 points; HM-2 points

Awards will be presented on Saturday, Oct. 17, 2009, during the 143rd annual Missouri Press Association Convention, Sheraton Hotel, Kansas City.

## WEEKLIES

### 1. GENERAL EXCELLENCE (4 Classes)

(Gold Cup Extra Points category) Limit one entry. Entry consists of three complete issues: One issue from March 2008, one issue from September 2008, and one issue of choice from 2008. Award is made to the newspaper.

Judging criteria: **All 3 issues are to be judged as one body of work.** Judge the newspaper on this point system: Quality of writing—20 points; Advertising Design and Layout—15; General Layout—10; Use of Photos and Artwork—10; Editorial Page—10; Front Page—10; Sports Page—10; Headline Language—5; Scope of Coverage—5; Treatment of Public Notices—5.

### 2. BEST NEWSPAPER DESIGN (2 Classes)

An evaluation of the overall design of the entire newspaper. Limit one entry consisting of three consecutive issues from May through July 2008.

Judging criteria: **All 3 issues are to be judged as one body of work.** Judge on the issue-to-issue consistency of layout and design of the *entire newspaper*, including typography, photography/graphics, white space, all other design elements. Award is made to the newspaper.

### 3. BEST FRONT PAGES (2 Classes)

Limit one entry consisting of three consecutive front pages from August through December 2008.

Judging criteria: **All 3 issues are to be judged as one body of work.** Judge on the issue-to-issue consistency of news writing; layout, design and graphics; use of headlines, white space and other design elements. Award is made to the newspaper.

### 4. BEST NEWS STORY (4 Classes)

Each story, with sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Full-page tearsheets with stories and sidebar(s) marked.

Judging criteria: Style and quality of writing and reporting.

### 5. BEST FEATURE STORY (4 Classes)

Each story with sidebar(s) shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Full-page tearsheets with stories marked.

Judging criteria: Quality of writing; interest and impact; subject and composition; lead.

### 6. BEST NEWS OR FEATURE SERIES

No more than 6 entries per newspaper; no more than 4 entries per person. A series of stories, including sidebars, on the same topic or with the same general theme, all in the same issue or in multiple issues. Full-page tearsheets with stories and sidebars marked.

Judging criteria: Style and quality of writing and reporting; interest and impact; subject and presentation.

### 7. TILGHMAN CLOUD MEMORIAL EDITORIAL (2 Classes)

Editorials Only! Do not enter columns. Award is made to the newspaper, not to the writer. Each single editorial shall constitute an entry. Limit 4 entries per newspaper. Writers must be full- or part-time members of the staff. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. Full-page tearsheets.

Judging criteria: Significance; clarity of style; power to influence opinion; sound reasoning; writing quality.

### 8-H. BEST COLUMNIST - HUMOROUS

### 8-S. BEST COLUMNIST - SERIOUS

Do not enter Editorials! Columns must be regular features of the newspaper written by full- or part-time staff members. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. An entry consists of three columns — two from any one calendar month and a third column of your choice. One entry per writer in each category, Humorous and Serious.

**Judging criteria: We're looking for the best columnist, not the best single column. Judge consistent quality and style of writing in all 3 columns judged as a body of work.** Consistency of writing quality, style, content, topic, effectiveness.

*NOTE: Newspapers that win awards in photo/graphics categories will be asked to email digital copies and mail prints of the winning photos to Missouri Press for inclusion in the contest results tabloid, the awards slide show and the contest display.*

### 9-N. BEST NEWS PHOTOGRAPH (2 Classes)

### 9-F. BEST FEATURE PHOTOGRAPH (2 Classes)

### 9-S. BEST SPORTS PHOTOGRAPH (2 Classes)

No more than 6 entries per newspaper per sub-category; no more than 4 entries per person per sub-category. Pictures must have been taken and published during the contest period by a full- or part-time member of the newspaper staff. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. **ONLY FULL-PAGE TEARSHEETS OR PHOTOCOPIES OF PAGES WILL BE ACCEPTED. DO NOT ENTER PRINTS.** Attach a completed entry label to the top left corner of the tearsheet, being sure to indicate which sub-category is being entered, N, F or S.

Each sub-category must have a separate envelope. On the outside of each envelope, attach a completed entry label for each of the entries enclosed.

Judging criteria: REPRODUCTION QUALITY IS NOT TO BE CONSIDERED. Judge on the quality of photo; composition, cropping; impact. Cutlines are not to be judged.

#### **9-I. BEST PHOTO ILLUSTRATION (2 Classes)**

Photo illustrations are not news, sports or feature photographs. They are staged or manipulated photographs created by a full- or part-time member of the newspaper staff to illustrate a story or ad. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. No more than 6 entries per newspaper; no more than 4 entries per person. **ONLY FULL-PAGE TEARSHEETS OR PHOTOCOPIES OF PAGES WILL BE ACCEPTED. DO NOT ENTER PRINTS.** Submit entries as in other photo sub-categories.

Judging criteria: REPRODUCTION QUALITY IS NOT TO BE CONSIDERED. **Judges should discard photographs that should be entered in the News, Feature or Sports categories.** Illustrations will be judged on concept, creativity, composition and impact.

#### **10. BEST PHOTO PACKAGE (2 Classes)**

Full-page tearsheets containing two or more photographs relating to the same subject, on one or more pages. Do not send copies of the photos. No more than 6 entries per newspaper; no more than 4 entries per person.

Judging criteria: REPRODUCTION QUALITY OF PHOTOS IS NOT TO BE CONSIDERED. Quality of photographs; layout; story, headlines, captions.

#### **11-A. BEST AD IDEA OR PROMOTION of an Advertiser**

#### **11-N. BEST AD IDEA OR PROMOTION of the Newspaper**

Submit tearsheets showing an advertising idea or promotion. No more than 6 entries per newspaper; no more than 4 entries per person in each category. Entry may be a single advertisement, series, campaign, special page or issue or any other idea. Entries in 11-A and 11-N must be in separate envelopes.

Judging criteria: Originality of idea or promotion; selling power of copy; makeup, layout and design; use of art and photos.

#### **12. BEST NEWS CONTENT (2 Classes)**

One entry per newspaper. Submit three complete issues, one from April 2008, one from June 2008, and one issue of choice.

Judging criteria: **Judge all 3 issues as a body of work.** Judge on the consistency of writing and reporting quality; range of coverage.

#### **13. COMMUNITY SERVICE**

(Gold Cup Extra Points category) Submit projects — reporting, programs, activities, sponsorships, special events — that extend over and above the routine community service mission of the newspaper. The projects should have occurred substantially during the contest period. Each project is a separate entry. Limit of 2 entries. The presentation should convey through tearsheets, pictures, letters, etc. the newspaper's activity and any public involvement or response generated by this community service. A brief explanatory cover letter may be provided. Awards go to the newspaper. (Enter Newspaper In Education programs in the NIE category.)

Judging criteria: Importance of project, depth of research and reporting, involvement of the community, use of pictures and editorials, general appeal.

#### **14. BEST EDITORIAL PAGES (2 Classes)**

Submit full-page tearsheets. One entry per newspaper consisting of pages from three consecutive issues. Awards go to the newspaper.

Judging criteria: **All 3 issues are to be judged as one body of work.** Power of original editorial matter; layout and design of pages; quality of content; informational value.

#### **15. BEST SPORTS PAGES (2 Classes)**

Submit full-page tearsheets. One entry per newspaper consisting of tearsheets or sections from two issues in September 2008 and one issue of choice. Award goes to the newspaper.

Judging criteria: **All 3 issues are to be judged as one body of work.** Quality of writing; layout, design and photography; scope of content; headlines; local features and columns.

#### **16. BEST SPORTS NEWS STORY OR PACKAGE (2 Classes)**

Each sports news story or package constitutes an entry. "Package" refers to stories and sidebars about the same subject that may appear in the same issue or in more than one issue. No more than 6 entries per newspaper; no more than 4 entries per person. Full-page tearsheets with articles and sidebars marked.

Judging criteria: Quality and style of writing; lead.

#### **17. BEST SPORTS FEATURE STORY (2 Classes)**

Each sports feature story constitutes an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Full-page tearsheets with articles marked.

Judging criteria: Quality and style of writing; lead.

### **18. BEST SPORTS COLUMN**

An entry shall consist of three columns from the contest period. One entry per writer. Columns must be original, written by a full- or part-time member of the staff. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. Full-page tearsheets with columns marked.

**Judging criteria: We're looking for the best columnist, not the best single column. Judge consistent quality and style of writing in all 3 columns judged as a body of work.**

### **19. BEST SPECIAL SECTION (2 Classes)**

Submit complete special sections. Each section shall constitute an entry. Limit of 4 entries per newspaper.

Judging criteria: Overall quality; content.

### **20. BEST INVESTIGATIVE REPORTING**

(Gold Cup Extra Points Category) Story or series. Submit full-page tearsheet(s) with stories marked. Entry may be accompanied by a brief explanation of the project. Entries should show enterprise in explaining or uncovering issues through reporting beyond the routine. (Series of stories can run in combination newspapers, but only one of the papers may enter the series.) Limit 4 entries per newspaper.

Judging criteria: Enterprise and ingenuity in gathering information; quality and style of writing and reporting; lead; local significance; use of headlines; treatment of the story relative to its importance.

### **21. BEST LOCAL BUSINESS COVERAGE**

Limit one entry of tearsheets from any three issues. Entry need not be "Business" pages. Mark news, features, photos and information to be judged. Award goes to the newspaper.

Judging criteria: **All 3 issues are to be judged as one body of work.** Consistent coverage of business news; features and columns; photos and artwork; presentation.

### **22. BEST BUSINESS STORY (2 Classes)**

Each story, including sidebar(s), shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Full-page tearsheets with story(s) and sidebar(s) marked.

Judging criteria: Quality of writing; lead; significance.

### **23. BEST COVERAGE OF GOVERNMENT**

An entry consists of a story, series of stories, related editorials, related analysis, photographs, etc., related to government. All items entered must be about a common topic, such as a government project, a controversy, an issue or an election. Limit 2 entries. Awards go to the newspaper.

Judging criteria: Enterprise; quality coverage that goes beyond routine government reporting.

### **24. BEST STORY ABOUT RURAL LIFE OR AGRICULTURE (2 Classes)**

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Stories must have been written by full-time or part-time members of the newspaper staff. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

### **25. BEST STORY ABOUT RELIGION**

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Stories must have been written by full-time or part-time members of the newspaper staff. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

### **26. BEST STORY ABOUT EDUCATION**

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Stories must have been written by full-time or part-time members of the newspaper staff. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

### **27. BEST STORY ABOUT THE OUTDOORS**

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Stories must have been written by full-time or part-time members of the newspaper staff. Work done by freelancers may be entered, but the freelance

work must have been done exclusively for the newspaper entering the material. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

### **28. BEST STORY ABOUT HISTORY (2 Classes)**

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Stories must have been written by full-time or part-time members of the newspaper staff. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

### **29. BEST COVERAGE OF FAMILY LIVING AND YOUNG PEOPLE**

News stories, features, photos about family living and young people, lifestyle, society, etc. (all coverage of issues and features involving family and young people). An entry consists of full-page tearsheets from three issues of choice. Mark all items to be judged. One entry per newspaper. Award is made to the newspaper.

Judging criteria: **All material constitutes one entry.** Consistent attention to coverage of families and young people; quality of writing and reporting; presentation; news and informational value.

### **30. BEST PAGE DESIGN**

Do not enter front pages (p. 1A) in this category. An entry consists of any one page or story — other than page 1 — demonstrating creativity of layout and design. Up to 4 entries per paper. (If the story is on more than one page, all pages should be submitted.)

Judging criteria: Layout and design of page or story (story may be on more than one page), including all design elements.

### **31. BEST INFORMATION GRAPHIC**

Maps, charts, diagrams or other graphic devices that provide, explain or clarify information. (Photo illustrations should be entered in category 9-I, not in this category.) Full-page tearsheets, including any accompanying stories. No more than 6 entries per newspaper; no more than 4 entries per person.

Judging criteria: Originality, craftsmanship, presentation of information, clarity of message. Judge the graphics only, not accompanying stories.

### **32. BEST EDITORIAL CARTOON**

Weeklies and Dailies combined. Submit full-page tearsheets. No more than 6 entries per newspaper; no more than 4 entries per person. Cartoons must have been created initially for the newspaper submitting the entry.

Judging criteria: Originality, presentation, clarity of message.

### **33. BEST NEWSPAPER IN EDUCATION PROGRAM**

Submit examples of NIE projects conducted throughout the year. Entry may include a letter of explanation about projects, how schools use your newspaper, fund-raising activities and sponsor information. One entry per newspaper. Award goes to the newspaper.

Judging criteria: Scope of the program, originality, creativity, presentation.

### **34. BEST ONLINE NEWSPAPER OR WEBSITE**

Submit an entry label attached to a sheet of paper. Label should have your website address and a password to allow the judge to gain access to areas of your online newspaper or website that require a password. If the judge cannot gain access to news/information areas of your online newspaper, your entry will be discarded. Place the entry in an envelope with another entry label on the outside.

Judging criteria: ORIGINALITY, graphic appeal, ease of use, quality and quantity of LOCAL content, advertising, overall utility.

### **35. BEST HEADLINE WRITING**

Submit 4 full-page tearsheets from each of two issues from September 2008. Award goes to the newspaper.

Judging criteria: Headlines on all the tearsheets will be judged as a body of work on accurate description of the story, word selection, graphic appeal, creativity and overall impact.

### **DAILIES**

(Circulation Classes will be determined after all entries have been received by MPA.)

### **36. GENERAL EXCELLENCE (4 Circulation Classes)**

(Gold Cup Extra Points category) Limit one entry consisting of three issues: Any two non-Sunday issues from October 2008 and any one issue of choice. Award is made to the newspaper.

Judging criteria: **All 3 issues are to be judged as one body of work.** Judge the newspaper on this point system: Quality of writing—20 points; Advertising Design and Layout—15; General Layout—10; Use of Photos and Artwork—10; Editorial Page—10; Front Page—10; Sports Page—10; Headline Language—5; Scope of Coverage—5; Treatment of Public Notices—5.

### **37. BEST NEWSPAPER DESIGN (2 Classes)**

An evaluation of overall design of the entire newspaper. Limit one entry consisting of three consecutive issues. Award is made to the newspaper.

Judging criteria: **All 3 issues are to be judged as one body of work.** Judge on the issue-to-issue consistency of layout and design of the *entire newspaper*, including typography, photography/graphics, white space, all other design elements.

### **38. BEST FRONT PAGE (2 Classes)**

Submit front pages from three non-consecutive issues from May 2008. Limit one entry. Award is made to the newspaper.

Judging criteria: **All 3 issues are to be judged as one body of work.** Design, writing, graphics, headlines.

### **39. BEST NEWS STORY (3 Classes)**

Each story, including sidebars, shall constitute an entry. Limit 6 entries per newspaper, no more than 4 from the same person. Stories must have been written by full-time or part-time members of the newspaper staff. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

### **40. BEST FEATURE STORY (3 Classes)**

Limit 6 entries per newspaper, no more than 4 from the same person. Stories, with sidebars, must have been written by a full-time or part-time member of the newspaper staff. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. Full-page tearsheets with stories marked.

Judging criteria: Quality of writing; interest and impact; subject and composition; lead.

### **41. BEST NEWS OR FEATURE SERIES**

Limit 6 entries per newspaper, no more than 4 from the same person. A series of stories on the same topic or with the same general theme, all in the same issue or in multiple issues. Full-page tearsheets with stories marked.

Judging criteria: Style and quality of writing and reporting; interest and impact; subject and presentation.

### **42. BEST EDITORIAL (2 Classes)**

Editorials only, no columns. Each editorial will constitute an entry. Limit of 4 entries per newspaper. Entries must have been written by a full- or part-time member of the staff. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. Submit full-page tearsheets with editorials marked. Award goes to the newspaper.

Judging criteria: Significance; clarity of style; sound reasoning; power to influence.

### **43-H. BEST COLUMNIST-HUMOROUS**

### **43-S. BEST COLUMNIST-SERIOUS**

An entry shall consist of three columns (not editorials) of choice. One entry per writer, per sub-category. Columns must appear at least weekly, and must be original, regular features of the newspaper written by a full- or part-time member of the staff. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. Full-page tearsheets with columns marked.

**Judging criteria: We're looking for the best columnist, not the best single column. Judge consistent quality and style of writing in all 3 columns judged as a body of work.**

***NOTE: Newspapers that win awards in photo/graphics categories will be asked to email digital copies and prints of the winning photos to Missouri Press for inclusion in the contest results tabloid, the awards slide show and the contest display.***

### **44-N. BEST NEWS PHOTOGRAPH (2 Classes)**

### **44-F. BEST FEATURE PHOTOGRAPH (2 Classes)**

### **44-S. BEST SPORTS PHOTOGRAPH (2 Classes)**

No more than 6 entries per newspaper per sub-category; no more than 4 entries per person per sub-category. Pictures must have been taken and published during the contest period by a full- or part-time member of the newspaper staff. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. **ONLY FULL-PAGE TEARSHEETS OR PHOTOCOPIES OF PAGES WILL BE ACCEPTED. DO NOT ENTER PRINTS.** Attach a completed entry label to the top left corner of the tearsheet, being sure to indicate which sub-category is being entered, N, F or S.

Each sub-category must have a separate envelope. On the outside of each envelope, attach a completed entry label for each of the entries enclosed.

Judging criteria: **REPRODUCTION QUALITY IS NOT TO BE JUDGED.** Judge the quality of photo; composition, cropping; impact. Cutlines are not to be judged.

### **44-I. BEST PHOTO ILLUSTRATION (2 Classes)**

FOLLOW GUIDELINES: Photo illustrations are not news, sports or feature photographs. They are staged or manipulated photographs created by a full- or part-time member of the newspaper staff to illustrate a story or ad. No more than 6 entries per newspaper; no more than 4 entries per person. Submit full-page tearsheets only, as in the other photo categories. Do not submit prints.

JUDGING CRITERIA: REPRODUCTION QUALITY IS NOT TO BE JUDGED. **News, Sports and Feature photos do not qualify as photo illustrations.** Judges should discard photographs that should be entered in the News, Feature or Sports categories. Illustrations will be judged on concept, creativity, composition and impact.

#### **45. BEST PHOTO PACKAGE (2 Classes)**

Two or more photographs relating to the same subject. The photos can be on one page or several. Full-page tearsheets (no prints) of the total package. No more than 6 entries per newspaper; no more than 4 entries per person. Be sure the name of the photographer is on each entry.

Judging criteria: REPRODUCTION QUALITY IS NOT TO BE JUDGED. Overall quality of photographs; presentation and accompanying written material.

#### **46-A. BEST AD IDEA OR PROMOTION of an ADVERTISER**

#### **46-N. BEST AD IDEA OR PROMOTION for the NEWSPAPER**

Submit tearsheets showing an advertising idea or promotion. No more than 6 entries per newspaper; no more than 4 entries per person. Entry may be a single advertisement, series, campaign, special page or issue or any other idea. Indicate category A or N on the entry label. Entries in 47-A and 47-N must be in separate envelopes.

Judging criteria: Originality; selling power; makeup, layout and design; use of artwork/photographs.

#### **47. BEST NEWS CONTENT (2 Classes)**

Submit two complete non-Sunday issues from March 2008 and any one issue from September 2008. (You need not include non-news sections and inserts.) Award is made to the newspaper.

Judging criteria: **All 3 issues are to be judged as one body of work.** Consistent writing and reporting quality; depth and breadth of coverage.

#### **48. COMMUNITY SERVICE AWARD**

(Gold Cup Extra Points category) Submit projects — reporting, programs, activities, sponsorships, special events — that extend over and above the routine community service mission of the newspaper. The projects should have occurred substantially during the contest period. Each project is a separate entry. Limit of 2 entries. The presentation should convey through tearsheets, pictures, letters, etc. the newspaper's activity and any public involvement or response generated by this community service. A brief explanatory cover letter may be provided. Awards go to the newspaper. (Enter Newspaper In Education programs in the NIE category.)

Judging criteria: Importance of project, depth of research and reporting, involvement of the community, use of pictures and editorials, general appeal.

#### **49. BEST EDITORIAL PAGES (2 Classes)**

Entry consists of three non-consecutive editorial pages from October 2008. One entry per newspaper. Submit full-page tearsheets. Award goes to the newspaper.

Judging criteria: Judge all 3 pages (sections) as a body of work. Power and value of original editorial matter; layout and design; consistent quality of content.

#### **50. BEST SPORTS PAGES (2 Classes)**

Submit full-page tearsheets or sections from one non-Sunday issue from March 2008, one non-Sunday issue from October 2008, and any issue from February 2008. One entry per newspaper. Awards go to the newspaper.

Judging criteria: **All 3 issues are to be judged as one body of work.** Quality of writing, layout, photography; scope of content; local features and columns.

#### **51. BEST SPORTS NEWS STORY OR PACKAGE (2 Classes)**

Each sports news story or package constitutes an entry. "Package" refers to stories and sidebars about the same subject that may appear in the same issue or in more than one issue. No more than 6 entries per newspaper; no more than 4 entries per person. Full-page tearsheets with articles and sidebars marked.

Judging criteria: Quality and style of writing; lead.

#### **52. BEST SPORTS FEATURE STORY (2 Classes)**

Each sports feature story constitutes an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Full-page tearsheets with articles marked.

Judging criteria: Writing quality and style.

#### **53. BEST SPORTS COLUMN**

Entries consist of three columns from the contest period. One entry per writer. Columns must be original, regular features by a full- or part-

time member of the staff. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. Full-page tearsheets with columns marked.

**Judging criteria: We're looking for the best columnist, not the best single column. Judge consistent quality and style of writing in all 3 columns judged as a body of work.**

#### **54. BEST SPECIAL SECTION (3 Classes)**

Submit complete special sections. Limit 4 entries per newspaper. Award is made to the newspaper.

Judging criteria: Content; overall quality.

#### **55. BEST INVESTIGATIVE REPORTING (2 Classes)**

(Gold Cup Extra Points Category) Story or series. Full-page tearsheets with stories marked. Each entry may be accompanied by a brief explanation. Limit of 4 entries per paper. Entries may consist of stories from more than one issue of the paper. Entries should demonstrate enterprise in explaining or uncovering issues and problems through in-depth or investigative reporting. Investigation implies research beyond routine.

Judging criteria: Enterprise and ingenuity in gathering and reporting information; quality and style of writing and reporting; treatment of the story relative to its importance.

#### **56. BEST LOCAL BUSINESS COVERAGE**

Limit one entry. An entry consists of tearsheets from three issues — one each from May, June and July 2008 — with business news, features and graphics marked. Awards go to the newspaper.

Judging criteria: Overall business news coverage; features and columns; photos and artwork.

#### **57. BEST BUSINESS STORY - NEWS OR FEATURE (2 Classes)**

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing.

#### **58. BEST COVERAGE OF GOVERNMENT**

Limit of 3 entries per newspaper. An entry may include a story, series of stories, related editorials, related analysis, photographs, etc., covering public officials or public governmental bodies. Material for each entry must be related to a common topic, i.e. a government project, an issue, controversy or election. Award goes to the newspaper.

Judging criteria: Coverage that goes beyond routine; quality of writing and reporting; treatment of the topic relative to its news value.

#### **59. BEST RURAL LIFE / AGRICULTURE STORY (2 Classes)**

Each story, including sidebars, shall constitute an entry. Limit 4 entries per newspaper. Stories must have been written by full- or part-time members of the newspaper staff. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

#### **60. BEST STORY ABOUT RELIGION**

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Stories must have been written by full-time or part-time members of the newspaper staff. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

#### **61. BEST STORY ABOUT EDUCATION**

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Stories must have been written by full-time or part-time members of the newspaper staff. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

#### **62. BEST STORY ABOUT THE OUTDOORS**

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Stories must have been written by full-time or part-time members of the newspaper staff. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

### **63. BEST STORY ABOUT HISTORY (2 Classes)**

Each story, including sidebars, shall constitute an entry. No more than 6 entries per newspaper; no more than 4 entries per person. Stories must have been written by full-time or part-time members of the newspaper staff. Work done by freelancers may be entered, but the freelance work must have been done exclusively for the newspaper entering the material. Submit full-page tearsheets with stories and sidebars marked.

Judging criteria: Quality of writing and reporting.

### **64. BEST COVERAGE OF FAMILY LIVING**

An entry consists of full-page tearsheets from three issues — one each from August, September and October 2008. Mark all items to be judged. One entry per newspaper. News stories, features, photos about family living, lifestyle, society, etc. Items need not be on regular “Lifestyles” or “Family Living” pages. Award is made to the newspaper.

Judging criteria: All material from a newspaper constitutes one entry. Consistent attention to coverage of families; quality of writing and reporting; presentation; news and informational value.

### **65. BEST COVERAGE OF YOUNG PEOPLE**

An entry consists of full-page tearsheets from three issues — one each from April, May and June 2008. Mark all items to be judged. One entry per newspaper. News stories, features, photos about and for young people.

Judging criteria: All material from a newspaper constitutes one entry. Consistent attention to coverage of young people; quality of writing and reporting; presentation; news and informational value.

### **66. BEST PAGE DESIGN**

Do not enter front pages (p. 1A) in this category. An entry consists of any one page or story (other than the front page) demonstrating creativity of layout and design. Up to 4 entries per paper. (If a story is on more than one page, all pages should be submitted.)

Judging criteria: Layout and design of page or story (story may be on more than one page), including all design elements.

### **67. BEST INFORMATION GRAPHIC**

Artwork that is used to tell, explain or clarify information through the use of maps, charts, diagrams or other graphic devices. (Photo illustrations should be entered in category 44-I.) Full-page tearsheets with accompanying stories marked. No more than 6 entries per newspaper; no more than 4 entries per person.

Judging criteria: Originality, craftsmanship, presentation of information, clarity of message. Do not judge related editorial matter.

### **68. BEST EDITORIAL CARTOON**

(Dailies and Weeklies combined) Submit full-page tearsheets. No more than 6 entries per newspaper; no more than 4 entries per person. Cartoons must have been created specifically for the newspaper submitting the entry.

Judging criteria: Originality, craftsmanship, presentation, clarity of message.

### **69. BEST NEWSPAPER IN EDUCATION PROGRAM**

Submit examples of NIE projects conducted throughout the year. You may include a letter of explanation about projects, how schools use your newspaper, fund-raising activities and sponsor information. Award is made to the newspaper.

Judging criteria: Scope of the program, originality, creativity, presentation.

### **70. BEST ONLINE NEWSPAPER OR WEBSITE**

Submit an entry label attached to a sheet of paper. Label should have your website address and a password to allow the judge to gain access to areas of your online newspaper that require a password. If the judge cannot gain access to all news/information areas of your online newspaper, your entry will be discarded. Place the entry in an envelope with another entry label on the outside. Award is made to the newspaper.

Judging criteria: ORIGINALITY, graphic appeal, ease of use, quality and quantity of LOCAL content, advertising, overall utility.

### **71. BEST HEADLINE WRITING**

Submit 4 full-page tearsheets from each of two issues from November 2008.

Judging criteria: Headlines on all the tearsheets will be judged as a body of work on accurate description of the story, word selection, graphic appeal, creativity and overall impact.