



2011 Better Newspapers Competition

Entry Criteria and Forms
General Excellence and Premiere Awards

DEADLINE: Friday, January 21, 2011



Contest Rules

- 1. Any member in good standing is eligible to enter.**
- 2. Registration fee is \$75 + HST for each newspaper entering the competition.**
- 3. ONE ORIGINAL FULL PAGE tearsheet must be submitted for each entry.**

In the case of a story which carries forward or a series of ads, include a tear sheet of each page on which the entry appears and indicate by writing on the lower right hand corner of the tearsheet "page 1 of 3", "page 2 of 3" and so on. Clippings, photo-copies, and mounted or improperly prepared material cannot be accepted.
- 4. All entries must be clearly marked by STAPLING a COMPLETED entry form to the upper right hand corner of each tear sheet.**

Please use the correct forms as provided. Photocopy the entry forms as needed. Draw a RED arrow or circle on each tear sheet to indicate which article, photo or ad is to be judged. Place all entries for a particular category together in one envelope or folder.
- 5. Entries must have been published January 1 - December 31, 2010.**
- 6. Entries submitted contrary to the rules as listed will not qualify for competition and will be disqualified.**
- 7. Any story, photo, ad, etc. submitted may only be entered in a single category.**
- 8. All entries must be delivered to the ACNA office no later than:
Friday, January 21, 2011.**

If you have any questions, concerns or comments about the Better Newspapers Competition, please contact our office at 1-877-842-4480, or e-mail: mike@acna.com.



General Excellence Criteria

Entrants are to submit TWO copies of ONE issue from the month of **JANUARY** and the month of **SEPTEMBER**.

The three classes for this competition are:

Class 1 Circulation up to 3000

Class 2 Circulation 3000 - 4500

Class 3 Circulation 4501 and up

Scoring system & judging criteria for General Excellence:

Front Page 150 points = 15%

Classified Advertising 50 points = 5%

Community News 150 points = 15%

Local Features 50 points = 5%

Editorial / Op-Ed 100 points = 10%

Sports 50 points = 5%

Presentation 100 points = 10%

Production Quality 50 points = 5%

Photography 100 points = 10%

TOTAL 1000 points = 100%

Advertising Content 100 points = 10%

Advertising Design 100 points = 10%



General Excellence Criteria

1. Front page - (15%)

First impressions are lasting. Judges will look for strong, concise writing and community relevance of lead stories and their heads; clean, attractive design conducive to reading; the quality, content and play on page of photos, whether black and white or colour.

2. Community news - (15%)

Judges will score based on the belief that a good newspaper should provide news content that is relevant to the community and gives a clear reflection of the nature and the people of the area it serves. Quality of writing, insight and reporter initiative will be rewarded. Photos will be judged for how they contribute to the telling of the story - whether as stand-alones, spreads or related to an article.

3. Editorial page and op-ed - (10%)

The editorial page and/or op-ed page will be judged as one element, looking for staff-written editorials, cartoons or editorial photo which make a statement, letters to the Editor, editorial style columns and/or guest opinions. Focus will be on content but all elements of good layout and design will be considered.

4. Presentation - (10%)

Judges will look for composition and layout that results in a package which is interesting, attractive and readable.

5. Photography - (10%)

Photos will be judged for impact, action, technical quality, composition, cropping, sizing, positioning on the page and cutlines. Where colour photos are used they will be judged for effectiveness rather than their presence or absence.



6. Advertising content - (10%)

Recognizing that advertising is an indication of how well the newspaper and the community work together for the readers, judges will look for innovative ideas, initiative to reach both traditional advertisers and new markets, and use of in-house promotions to support staff.

7. Advertising design - (10%)

Judges will be looking for ads which through their design, concepts, understanding of the client and placement benefit the advertiser, the prospective consumer (reader) and the newspaper's bottom line.

8. Classified advertising - (5%)

A strong classified advertising section will be judged as one which attracts readership - both buyers and sellers - through ease of use, presentation and consistency.

9. Local features - (5%)

Judges will be looking for local features which go beyond the news, providing a more in-depth, interesting look at the issues and people of the community through written word, and/or photographic and/or graphic elements.

10. Sports - (5%)

Recognizing that effective sports and recreation reporting and presentation requires a different approach than news, judges will reward for community interest, quality of coverage and content, and creativity.

11. Production quality - (5%)

Because production quality directly reflects the newspaper's commitment to excellence, judges will assess their overall impression of the newspaper, awarding points for the sharpness of reproduction and quality control throughout the production process.



Premiere Awards Criteria

The Premiere Awards recognize achievement in specified areas, including both editorial and advertising categories. Judges are chosen by virtue of their expertise in these areas.

All editorial and advertising copy must have been published in the current year: January 1, 2010 – December 31, 2010. Any issues of any week within this time frame will be accepted.

Individuals are permitted to enter each Premiere Award category once. This also applies to individuals whose work may appear in more than one newspaper. Team entries are permitted, but only one team per category, and a team entry does not preclude entering as an individual. **Any story, photo, ad, etc. submitted may only be entered in a single category.**

ACNA staff or competition judges reserve the right to disqualify any duplicate entries at any point they are discovered during the competition.

Plaques will be inscribed exactly as submitted on the entry sheets.

1. Best Feature Photo

Enter a single photo. Judging based on technical quality of photograph, feature value, impact and originality.

2. Best News Photo

Enter a single photo. Judging based on content, technical quality, circumstances (special lighting required, time exposure, etc.) degree of difficulty in getting the shot, ingenuity, impact and news value.

3. Best Photo Essay

This entry must tell a story in pictures. Photos only - no stories. Outlines are considered only to clarify facts. Judging based on technical quality of individual photos, continuity, dominant photo, originality, storytelling significance and layout.



4. Best Sports Photo

Enter a single photo. Judging based on technical quality of photograph, sports news value, action, impact and originality.

5. Best Local Editorial

For a single editorial on a local issue. Judged on simple language, relevancy, organization of thoughts clear message, questions or problems raised and answers or solutions provided. Can be signed or unsigned.

6. Best National Editorial

For a single editorial on a national issue. Judged on simple language, relevancy, organization of thoughts clear message, questions or problems raised and answers or solutions provided. Can be signed or unsigned.

7. Best Feature Story

Judging is on a single, local feature story. Judges will consider quality of writing, interest, significance, reporter's ingenuity, difficulty of topic covered and clarity.

8. Best Feature Series

Judging based on a series of stories run in two or more issues. Judging will consider quality of writing, interest, significance, reporter's ingenuity, difficulty of topic covered and clarity.

9. Best Investigative Story

Submit one story or story plus follow-up by staff reporter(s) whose initiative and investigative skills turned a lead into a scoop or a great news story. Judging based on degree of research and work involved, quality of writing, content, style and community value. This award is presented for reporter-skills. It is not a photo competition.

10. Best News Story

Judging based on quality of writing, approach and obvious extra effort that sets this news story apart from usual news coverage. Single story or story with follow-ups where necessary. The award is for the story and recognizes that the reporter usually has no control over placement.



11. Best Resources Story

Topics can include any natural resource such as fishing, forestry, mining, farming, land use and protection, drilling, aquaculture. Judging based on quality of writing, news value of story, relevance, interest, significance, clarity and display. Submit a single story that goes beyond immediate news facts and provides a valuable, in-depth report and insight on a significant local issue.

12. Best Sports Story or Feature

Entries will be judged on quality and depth of writing, resources utilized and enterprise required to complete either the sports story or profile of an event, player, coach, team or person involved in sport. This award strives to recognize a sports feature or story that goes beyond the normal game recount or single interview profile. Jargon should be kept to a minimum. This award recognizes good writing. Layout and placement considerations will not be considered in judging. Note: Stories or features submitted are not eligible for entry to any other Premier Award category.

13. Best Advertising Program

Submit a series of locally produced ads for a single advertiser promoting a specific program or campaign, which creates an image of the advertiser's product or service. Entry should be substantiated by letter of support or testimonial from the advertiser, verifying the effectiveness of the program.

14. Best Original Advertising Idea

This award recognizes staff initiative and innovation in finding new and effective ways of increasing lineage. Submit tear sheets and any supplementary back-up material to verify effectiveness of single ad or advertising program that is a new approach, non-traditional and generates "new" money for the newspaper. Judging based on the idea, initiative of the sales rep or sales staff, originality, innovation and effectiveness.

15. Best Overall Ad

Submit staff generated, single ad. Entry can include submission of support from advertiser. Judging based on all elements; effective use of headlines, copy-writing, graphic design, graphic elements, benefit heading, colour, unique selling proposition and effectiveness in achieving goal of ad.



16. Best Small Ad

This award recognizes that an effective ad doesn't have to be large. The ad must be no larger than 1/4 page broadsheet or tabloid.

17. Best Graphically Designed Ad

This award will be submitted by the graphics people of the newspaper, it recognizes the individual effort put forth by a designer to make an advertisement eye catching. Design should combine graphics and text to make ad effective and easy to understand.

18. Best Page Design

This award is aimed at recognizing computer and graphic design skills of individual designers, editors or reporters. Submit any single or double page layout, paginated or paste up, from any part of the newspaper. Judging will be based on the elements of good design, rather than content, such as headline use, photo management, graphics, story and advertising display, readability, interest, graphic design, use of spot or full colour, co-ordination of materials, font styles and attractive use of white space.

19. Best Website

Judging will be based on editorial and other content (quality of writing and photos, timeliness, advertising, archives, links, relevance to your community) as well as overall design (ease of navigation, visual appeal, graphic design). Entries will consist of the newspaper's website address (URL) printed on the entry form. Submit two printouts of home page. Judging will take place online on the same day as yet to be determined.

20. Best Circulation Promotion

To recognize a single promotion that results in a measurable increase in circulation. Letters of support from the publisher should outline the program and the benefit.



21. Best Community Service

Submit tearsheets, letters of verification, testimony or other substantive material and an explanation of a special service to the community by the newspaper that goes beyond the normal role and shows community leadership, i.e., unusual support for a community cause or program, fundraising efforts, public awareness, education, etc. Service must be non-political and provide no obvious financial benefit to the newspaper. Can be a one-time event or an on-going program. Judging based on innovation of idea, value to the community, interest to readers and degree of difficulty and involvement.

22. Best In House Promotion

Submit a single, locally produced ad or series of ads effectively promoting the newspaper or any aspect of its services to the community. Judging based on effectiveness, clever or innovative approach, quality of design, use of graphics, colour and photos.

23. Best Special Section

Limit – one entry per newspaper. Submit two copies of a special section or special edition designed to attract advertising on a topic of interest to readers. Judging based on originality of idea, innovative approach to traditional theme or development of a new theme, quality of editorial and photo content, effective use of artwork and a high advertising content, well married with staff generated copy. Christmas editions are not eligible.

24. Best Christmas Issue

Submit entire Christmas issue or special section(s) on Christmas theme. Judging based originality, advertising content, editorial content, treatment and ingenuity, overall design, photo coverage, artwork, coherence and "personality" of the package.

25. Best Cartoon

Must be on a subject of community interest and drawn by a non-syndicated artist. Judged on quality of art-work, relevance, clarity of subject matter, which can be national or local as long as it relates directly to the local community.



26. Best Red Lobster

Entries can either be for editorial or advertising gaffs, i.e., screwed-up ads, horrendous juxtaposition and classic front page editorial goofs. Any number of entries may be submitted.

NOTE: Columnist can only enter one of the following two categories:

27. Best General Interest Column

This award recognizes excellence in writing by a local general interest columnist. Entries should be lively, original, tight, grammatical and courageous. An entry will consist of columns from three weeks of your choosing during the 12-month period ending December 31 of the previous year.

28. Best Specialty Column

Will be awarded to the writer of a themed column such as sports, history, gardening, food, etc. It must be original, tight and grammatical.. An entry will consist of columns from three weeks of your choosing during the 12-month period ending December 31 of the previous year.

OUTSTANDING AWARDS:

29. Outstanding Photographer Award:

A photographer who consistently shows a high degree of quality in their photographs, is willing to go beyond the average to get the photo that will tell the story. Entries must consist of a minimum of three and a maximum of six photographs (you may submit original prints) of different events and times that exhibit the talent of the photographer with a brief outline of each photograph and an explanation of what qualifies the photographer as exceptional. Work submitted to premiere categories may also be submitted to this category.



30. Outstanding Salesperson Award:

This award is designed to award a member of the sales staff who has made a significant contribution to the newspaper through sales performance, dedication, client development and community outreach work that raises the profile of the paper. An individual who exhibits a strong work ethic combined with the drive and creativity to assist his/her clients with campaigns that succeed. This salesperson will also exceed expectations for lineage on a continual basis and show leadership qualities. Entries must contain examples of work with clients that display the creativity and drive that go beyond expectations. Provide lineage increases and/or anecdotal examples of clients who have been rehabilitated, significant incremental sales and the reasons for the increase(s). Work submitted to premiere categories may also be submitted to this category.

31. Outstanding Journalist Award:

A journalist who consistently shows a high degree of quality in their writing and is willing to go beyond the average to tell the story. Judges will be looking for skillful and enterprising journalism that goes beyond the obvious, the ordinary, the expected and the regular. Entries must consist of a minimum of three and a maximum of six stories of different events that exhibit the talent of the journalist with a brief outline and an explanation of what qualifies the journalist as exceptional. Work submitted to premiere categories may also be submitted to this category.

1. BEST FEATURE PHOTO

Name

Newspaper

2. BEST NEWS PHOTO

Name

Newspaper

3. BEST PHOTO ESSAY

Name

Newspaper

4. BEST SPORTS PHOTO

Name

Newspaper

5. BEST LOCAL EDITORIAL

Name

Newspaper

6. BEST NATIONAL EDITORIAL

Name

Newspaper

7. BEST FEATURE STORY

Name

Newspaper

8. BEST FEATURE SERIES

Name

Newspaper

9. BEST INVESTIGATIVE STORY

Name

Newspaper

10. BEST NEWS STORY

Name

Newspaper

11. BEST RESOURCES STORY

Name

Newspaper

12. BEST SPORTS STORY

Name

Newspaper

13. BEST ADVERTISING PROGRAM

Name

Newspaper

14. BEST ORIGINAL ADVERTISING IDEA

Name

Newspaper

15. BEST OVERALL AD

Name

Newspaper

16. BEST SMALL AD

Name

Newspaper

17. BEST GRAPHICALLY DESIGNED AD

Name

Newspaper

18. BEST PAGE DESIGN

Name

Newspaper

19. BEST WEBSITE

Name

Newspaper

20. BEST CIRCULATION PROMOTION

Name

Newspaper

21. BEST COMMUNITY SERVICE

Name

Newspaper

22. BEST IN HOUSE PROMOTION

Name

Newspaper

23. BEST SPECIAL SECTION

Name

Newspaper

24. BEST CHRISTMAS ISSUE

Name

Newspaper

25. BEST CARTOON

Name

Newspaper

26. BEST RED LOBSTER

Name

Newspaper

27. BEST GENERAL INTEREST COLUMN

Name

Newspaper

28. BEST SPECIALTY COLUMN

Name

Newspaper

29. OUTSTANDING PHOTOGRAPHER

Name

Newspaper

30. OUTSTANDING SALES PERSON

Name

Newspaper

31. OUTSTANDING JOURNALIST

Name

Newspaper

GENERAL EXCELLENCE

Class

Newspaper