

Get your contest entries ready!

Entries for UPA's Better Newspaper Contest are being accepted between now and Monday, January 24, 2011. The big change? The Better Newspaper Contest will now be conducted electronically. All entries will be submitted through www.betterbnc.com. For step-by-step instructions, visit http://www.utahpress.com/pages/contest_info.

The contest guidelines include:

Deadline: All entries must be submitted by Monday, January 24, 2011.

Contest Period: Publication of entries must be between January 1, 2010 and December 31, 2010.

Entries Fees: \$10 per entry.

Award Presentation: The winners will be recognized during UPA's Winter Convention, Saturday, March 19, 2011 in St. George, Utah.

Judges: 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. All newspapers compete together for the Community Service Award

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.

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.

Thank you in advance for your support in this very important contest.



DAILY BETTER NEWSPAPER CONTEST

2010 RULES AND REGULATIONS

Please note: Changes from last year's rules are indicated in red.

- 1) Entries must have been published between January 1, 2010 and December 31, 2010.
- 2) **Entries must be submitted by January 24, 2011 - no exceptions!**
- 3) Entry fee is \$10.00 per entry.
- 4) **NEW THIS YEAR: Weekly and Daily newspapers may submit multiple entries per category, except as noted.** All newspapers compete for the Community Service award.
- 5) Once the contest deadline has passed, newspapers will receive a bill for their total entries (not including any "disabled" entries, described in the online entry instructions). We no longer offer withholds.
- 6) Each entry must be a **FULL PDF TEARSHEET** and the entry/article must be **CLEARLY INDICATED**. If entry is not clearly indicated it could be disqualified by judges.

**ENTRIES NOT IN COMPLIANCE WITH THESE RULES,
INCLUDING ENTRIES RECEIVED AFTER JANUARY 24, 2011,
WILL BE DISQUALIFIED!**



DAILY BETTER NEWSPAPER CONTEST

2010 CATEGORIES

Note: Changes from last year are indicated in red.

WRITING AND REPORTING DIVISION

01D. 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, police 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 e-tearsheets with the story and/or sidebars clearly identified.

02D. 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 e-tearsheets with story or stories clearly identified.

03D. 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, 20 points.

Entry: Submit e-tearsheets of the three (3) editorials of your choice.

04D. BEST FEATURE REPORTING, SINGLE STORY

Judges will weigh a staff-written article on a non-news subject of general interest, produced on a topical 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 e-tearsheets with the story and/or sidebars clearly identified.

05D. 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 e-tearsheets with the story and/or sidebars clearly identified.

06D. BEST FEATURE 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.

WRITING AND REPORTING DIVISION (cont'd)

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 e-tearsheets with the story and/or sidebars clearly identified.

07D. BEST EDITOR'S /FEATURE 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. A single entry can include up to three (3) samples by an individual writer.

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

Entry: Submit e-tearsheets of the three (3) columns of your choice.

08D. 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 e-tearsheets of the three (3) columns of your choice.

09D. 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 e-tearsheets with a single-day's story or stories clearly identified.

10D. BEST SPORTS STORY

Judges will look for quality spot- or first-day sports coverage by a staff member. 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 e-tearsheets with the story and/or sidebars clearly identified.

PHOTOGRAPHY DIVISION

Page PDF e-tearsheets required. No single original photos are accepted.

11D. 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 e-tearsheet with photograph being judged.

PHOTOGRAPHY DIVISION (cont'd)

12D. BEST FEATURE PHOTOGRAPH

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

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

Entry: Submit one full-page e-tearsheet with photograph being judged.

13D. BEST SPORTS 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 quality.

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

Entry: Submit one full page e-tearsheet with photograph being judged.

LAYOUT, DESIGN AND TYPOGRAPHY DIVISION

14D. 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 full page e-tearsheets from three different publication dates of your choosing.

15D. 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 full page e-tearsheets from three different publication dates of your choosing.

16D. BEST FEATURE OR COMMUNITY LIFESTYLE PAGE

Select and submit three (3) feature or lifestyle pages that runs 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 full page e-tearsheets from three different publication dates of your choosing.

ADVERTISING AND PROMOTION DIVISION

17D. BEST STAFF PRODUCED AD

Judges will evaluate the creative quality and reader impact of advertising ideas in a single ad.

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

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

18D. BEST STAFF PRODUCED R.O.P. AD CAMPAIGN

Judges will evaluate the creative quality and reader impact of advertising ideas in an ad campaign.

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

Entry: Submit e-tearsheets of 2 or more consecutively run ads for a business. Ads must be designed by your staff for any advertiser or group of advertisers.

ADVERTISING AND PROMOTION DIVISION (cont'd)

19D. BEST USE OF AD COLOR

Judges will evaluate effective use of two or more colors in addition to black and white in a single, locally produced ad. Entries must be paid ads, not house ads.

Scoring: Appropriateness and clarity of color, 40 points; originality of basic concept, 40 points; production quality, 20 points.

Entry: Submit one full-page e-tearsheet with ad clearly indicated.

20D. 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**.

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

Entry: Submit an explanation of the idea along with e-tearsheets of 1-3 ads based on the concept.

21D. BEST CIRCULATION PROMOTION

Judges will analyze specific newspaper circulation promotion efforts.

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

Entry: Submit **via PDF** 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.

22D. BEST IN-HOUSE SELF PROMOTION

Judges will analyze specific newspaper promotion efforts as demonstrated by in-house, local newspaper advertising.

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

Entry: Submit e-tearsheet(s) of promotion campaign, and if needed a letter describing the promotion.

GENERAL DIVISION

23D. BEST WEBSITE

Judges will consider a newspaper's website design, presentation, contents, organization, clarity and special features.

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.

24D. BEST SPECIAL SECTION

Judges will look for creativity, 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.

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 copy of one special section.

25D. SCREW-UP OF THE YEAR

Ah, yes! Everyone's favorite category. Judges will look for the single most embarrassing error in proof-reading, 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.

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

Entry: Submit an e-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 (cont'd)

26D. 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 entry per newspaper.

27D. 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.



Utah Press
A S S O C I A T I O N

DAILY BETTER NEWSPAPER CONTEST

DAILY NEWSPAPERS

Daily Herald

The Daily Universe

The Daily Utah Chronicle

Deseret News

The Herald Journal

Intermountain Commercial Record & The Salt Lake Times

The Salt Lake Tribune

The Spectrum

Standard-Examiner