

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.



WEEKLY 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!**



WEEKLY BETTER NEWSPAPER CONTEST

2010 CATEGORIES

Note: Changes from last year are indicated in red.

New this year: Weeklies may enter multiple times per category except as indicated.

WRITING AND REPORTING DIVISION:

01W. BEST BREAKING NEWS STORY

Judges will look at a locally written article for news value, style and reporting enterprise on a community-wide topic.

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

Entry: Submit one e-tearsheet with story clearly identified.

02W. BEST NEWS COVERAGE

Newspapers would be required to submit the first issue in March, the second issue in August, and an issue of their choice in **September**. They may submit a written statement describing the news coverage challenges in their circulation areas and what resources they have for covering the news.

Scoring: Variety of news topics covered, 20 points; extent to which newspaper covers both news events and news trends, 20 points; feature coverage, 20 points; sports coverage, 20 points; coverage of other major news categories such as education, business, agriculture and entertainment, 20 points.

Entry: Submit 3 entire PDF newspapers, the first issue in March, the second issue in August, and an issue of their choice in **September**.

03W. BEST GENERAL NEWS STORY

Judges will look at a locally written article for news value, style and reporting enterprise on a community-wide topic.

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

Entry: Submit one e-tearsheet with story clearly identified.

04W. BEST FEATURE STORY

Stories will be evaluated on writing style and quality, news value, interest, readability, planning and general organization.

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

Entry: Submit one e-tearsheet with story clearly identified. If your best feature story was a series on a single topic, then e-tearsheets from consecutive issues containing the serialized story will be accepted.

05W. BEST NEWS SERIES

Judges will look for news value, interest, clarity, originality, and literary excellence in coverage of a continuing topic that spans no more than 6 issues.

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

Entry: Submit e-tearsheets for each part of the news series. Entire series must have been published within the contest period, and cover at least two consecutive editions and no more than six.

06W. BEST FEATURE SERIES

Judges will look for news value, interest, clarity, originality, and literary excellence in coverage of a continuing topic that spans no more than 6 issues.

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

Entry: Submit e-tearsheets for each part of the news series. Entire series must have been published within the contest period, and cover at least two consecutive editions and no more than six.

07W. BEST EDITORIAL

Judges will look for the most distinguished, original editorial written by a paper's local staff.

Scoring: Significance and impact, 25 points; insight, 25 points; argumentation and/or persuasiveness, 25 points; writing quality, 20 points.

Entry: Submit one e-tearsheet with editorial clearly identified.

WRITING AND REPORTING DIVISION: (cont'd)

08W. BEST EDITOR'S / FEATURE COLUMN

Columns must be locally written by the publisher, editor, or staff member; be of local interest, and be a regular feature of the newspaper. Must be written by the same person.

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.

09W. BEST SPORTS COLUMN

Columns must be locally written by the publisher, editor, or 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.

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.

10W. BEST SPORTS STORY

Judges will look at a locally written article for news value, style and reporting enterprise on a **sports-related topic**.

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

Entry: Submit one e-tearsheet with story clearly identified.

PHOTOGRAPHY AND PHOTO LAYOUT DIVISION:

Page PDF e-tearsheets required - no single originals accepted.

11W. BEST PHOTO PAGE

Judges will analyze the newspaper's use of local, in-house produced photographs in the editorial section (not in ads), looking for the best overall use and quality of photos and corresponding editorial content or photo identification.

Scoring: Photo composition and quality, 50 points; layout and design, 30 points; accompanying copy and/or captions **or news interest**, 20 points.

Entry: Submit **one full page or double truck** e-tearsheet to be judged.

12W. BEST NEWS PHOTOGRAPH

Judges will analyze the newspaper's use of a local, in-house produced photograph in the editorial section (not in ads), looking for the best overall use and quality of **single photos of news interest**.

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

Entry: Submit one e-tearsheet with photo clearly identified.

13W. BEST FEATURE PHOTOGRAPH

Judges will analyze the newspaper's use of local, in-house produced photographs in the editorial section (not in ads), looking for the best overall use and quality of photos.

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

Entry: Submit one e-tearsheet with photo clearly identified.

14W. BEST SPORTS PHOTOGRAPH

Judges will analyze the newspaper's use of a local, in-house produced photograph in the editorial section (not in ads), looking for the best overall use and quality of photo.

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

Entry: Submit one e-tearsheet with photo clearly identified.

LAYOUT, DESIGN AND TYPOGRAPHY DIVISION:

15W. BEST FRONT PAGE

You pick and submit your three (3) best front 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 newspaper publication dates of your choosing.

16W. BEST SPORTS PAGE

You pick and submit your three (3) best 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.

17W. BEST FEATURE OR COMMUNITY LIFESTYLE PAGE

You pick and submit your three (3) best lifestyle 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 newspaper publication dates of your choosing.

ADVERTISING AND PROMOTION DIVISION:

18W. 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.

19W. 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 two or more consecutively run ads for a business. Ads must be designed by your staff for any advertiser or group of advertisers.

20W. 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.

21W. 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.

ADVERTISING AND PROMOTION DIVISION: (cont'd)

22W. 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 ROP ads, preprinted insert, direct mailers, or written details of a telephone campaign or any other promotion used to build circulation.

23W. 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:

24W. 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 either 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, 20 points; writing quality and clarity, 20 points; photographs, 20 points; graphic design, 20 points; advertising, 20 points.

Entry: Submit a single, complete PDF copy of one special section.

25W. BEST WEBSITE

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

Scoring: Design and presentation, 35 points; contents, 25 points; special features; 15 points; clarity and organization, 25 points.

Entry: Submit the Web address to be accessed by the judges.

NOTE: Best website points will count towards overall score.

26W. 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 the general excellence competition.

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!).

27W. 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 theme only.

GENERAL DIVISION: (cont'd)

28W. GENERAL EXCELLENCE

A general excellence award will be given to one newspaper in Group 1 (Circulation 0-2,500), one in Group 2 (Circulation 2,501-5,999) and one in Group 3 (Circulation 6,000 and over). The 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.



WEEKLY BETTER NEWSPAPER CONTEST

NEWSPAPER BREAKDOWN

Group 1 - Green Circulation 0-2,500

Beaver County Journal.....	80
Beaver Press.....	1100
Blue Mountain Panorama .	1350
The Eagle (CEU).....	1000
Emery County Progress.....	1896
Gunnison Valley Gazette.....	825
Morgan County News.....	1025
Oquirrh Times.....	903
Payson Chronicle.....	2057
Pyramid.....	1526
Salina Sun	900
San Juan Record	2200
Sanpete Messenger.....	2300
Southern Utah News.....	1400
Summit County News.....	1600
Times-News	1700
Wayne County Insider	1332
Wendover Times.....	2000

Group 2 - Red Circulation 2,501-5,999

Box Elder News Journal	5100
Garfield County Insider	2540
Leader.....	2600
Millard County Chronicle Progress	3100
Nebo Reporter.....	4365
Signpost (Weber State University).....	4500
Spanish Fork Press	4406
Springville Herald.....	4711
Sun Advocate.....	4600
Times-Independent.....	3250
Uintah Basin Standard.....	5400
UVU Review (Utah Valley State College)	4000
Vernal Express.....	5414
Wasatch Wave	4200

Group 3 - Blue Circulation 6,000+

Davis County Clipper.....	11350
El Observador.....	10000
Intermountain Catholic	14500
Iron County Today.....	13832
Park Record	7353
Richfield Reaper	6377
Salt Lake City Weekly.....	60000
Tooele Transcript-Bulletin ..	8132
Utah Statesman (Utah State University)	6000
Valley Journals.....	332550



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