

Get your contest entries ready!

Entries for UPA's Better Newspaper Contest are being accepted between now and Friday, January 22, 2010. Contest packets are being mailed to all member newspapers, and may be downloaded in PDF format from [ads.utahpress.com /bnc](http://ads.utahpress.com/bnc) (user=bnc password=bnc).

The contest guidelines include:

Deadline, all entries must be postmarked, Monday, January 12, 2010.

Contest Period, Publication of entries must be between January 1, 2009 and December 31, 2009.

Entries Fees, will be \$9. per entry.

Award Presentation: The winners will be recognized during UPA's Winter Convention, Saturday, March 20, 2010 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. Judging sheets for each entry will be returned but submitted tearsheets will be returned for winning entries only. 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.

Better Newspaper Contest
Newspaper Breakdown

Group 1 - Green - Circ. 0-2,500

West Valley News	318
Pony Express	553
Magna Times	585
Emery County Review	698
Spanish Fork News	717
Gunnison Valley Edition	800
Gunnison Valley Gazette	800
Salina Sun	900
Beaver Press	1100
Orem Times	1120
Blue Mountain Panorama	1350
Pyramid	1360
Morgan County News	1480
Southern Utah News	1554
Summit County Bee	1700
Times-News	1700
American Fork Citizen	1705
Emery County Progress	1896
Wendover Times	2000
Pleasant Grove Review	2039
Payson Chronicle	2055
Sanpete Messenger	2100
San Juan Record	2250
Lone Peak Press	2343
Nebo Reporter	2500

Group 2 - Red - Circ. 2,501-5,999

Garfield County Insider	2540
Springville Herald	2700
Spanish Fork Press	2950
Millard County Chronicle Progress	3100
Leader	3100
Times-Independent	3250
Lehi Free Press	3768
College Times (Utah Valley State College)	4000
Wasatch Wave	4200
Signpost (Weber State University)	4500
Sun Advocate	4600
Vernal Express	5300
Box Elder News Journal	5700

Group 3 - Blue - Circ. 6,000+

Utah Statesman (Utah State University)	6000
Richfield Reaper	6377
Uintah Basin Standard	7650
Park Record	8000
Tooele Transcript-Bulletin	8132
Mundo Hispano	10000
Davis County Clipper	11400
Intermountain Catholic	14500
Salt Lake City Weekly	60000
Valley Journals	307000

UTAH PRESS ASSOCIATION
WEEKLY BETTER NEWSPAPER CONTEST
2009 RULES AND REGULATIONS

- 1) Entries must have been published between January 1, 2009 and December 31, 2009.
- 2) Entries must be received (or postmarked) at the Utah Press Association office by January 12, 2010 - no exceptions!
- 3) Entry fee is \$9.00 per entry. Weeklies submit only one entry per category per newspaper. Daily newspapers are allowed multiple entries per category. Please submit payment along with your completed Master Entry Form (one for every newspaper). If you would like amount due with-held from advertising please indicate and sign Master Entry Form.

4) Entries MUST be submitted as follows:

- a) All entries must be placed in a clasp envelope greater than 9x12 and smaller than 12x15.
- b) Close clasp only - do not seal
- c) Attach appropriate entry/judging sheet to front of envelope (side without clasp). Securely fasten all edges of sheet to envelope with tape - no paper clips, staples or glue, these usually fall off or destroy adjacent entries.

PLEASE NOTE THE NEW COLOR SYSTEM FOR JUDGING FORMS

GROUP I - GREEN PAPER
GROUP II - RED PAPER
GROUP III - BLUE PAPER
GROUP IV - ORANGE PAPER (Dailies Only)

- 5) Each entry must be a **FULL TEARSHEET** and the entry/ article must be **CLEARLY MARKED**. If entry is not clearly marked it could be disqualified by judges. (Several entries were disqualified last year due to not being marked)

**ENTRIES NOT IN COMPLIANCE WITH THESE RULES,
INCLUDING ENTRIES RECEIVED AFTER JANUARY 22, 2010,
WILL BE DISQUALIFIED!**

UTAH PRESS ASSOCIATION
WEEKLY BETTER NEWSPAPER CONTEST
2009 CATEGORIES

WRITING AND REPORTING CATEGORIES:

1. 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 tearsheet with story clearly identified.

2. 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 December. 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 newspapers, the first issue in March, the second issue in August, and an issue of their choice in December.

3. 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 tearsheet with story clearly identified.

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

5. BEST NEWS OR 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 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.

6. 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 tearsheet with editorial clearly identified.

7. BEST EDITOR'S COLUMN

Judges will look for the most distinguished, original column written by an editor, publisher or authorized staff member. Must be written by the same person and carry the same column heading each time.

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

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

8. BEST FEATURE COLUMN

Original columns must be written by an editor, publisher or authorized staff member and will be evaluated on writing style and quality, news value, interest, readability, planning and general organization.

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 entertainment value, 33 points; quality and clarity of writing, 33 points.

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

9. 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 tearsheets of the three (3) columns of your choice.

PHOTOGRAPHY AND PHOTO LAYOUT CATEGORIES:

All newspapers identify each photo as printed on a clean, clear newspaper tearsheet.

No originals are required for submission.

10. 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, 20 points.

Entry: Submit one full page tearsheet of photo page being judged.

11. BEST NEWS 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; news value, 25 points; photo composition and quality, 50 points.

Entry: Submit one full page tearsheet of each photograph being judged. Photo pages are not eligible in any of the categories.

12. 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 full page tearsheet of each photograph being judged. Photo pages are not eligible in any of the categories.

13. BEST SPORTS 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; extent to which photo captures action, 25 points; photo composition and technical quality, 50 points.

Entry: Submit one full page tearsheet of each photograph being judged. Photo pages are not eligible in any of the categories.

LAYOUT, DESIGN AND TYPOGRAPHY CATEGORIES:

14. 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 tearsheets from three different newspaper publication dates of your choosing.

15. BEST SPORTS PAGE

You pick and submit your 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 tearsheets from three different publication dates of your choosing.

16. BEST 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 tearsheets from three different newspaper publication dates of your choosing.

ADVERTISING AND PROMOTION CATEGORIES:

17. BEST IN HOUSE 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 tearsheet with ad clearly marked. Must be ads made up by your staff for any advertiser or group of advertisers.

18. BEST 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 tearsheets of two or more consecutively run ads for a businessAds must be made up by your staff for any advertiser or group of advertisers.

19. 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 a tearsheet with ad clearly marked.

20. 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.

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

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

21. BEST CLASSIFIED PAGE OR PAGES

Judges will evaluate the creative quality and reader impact of advertising liners and boxed ads, lead page information, clarity and ease to understand, typography and overall excellence.

Scoring:Design and layout, 40 points; ad placement information, 40 points; ad production quality , 20 points.

Entry: Submit tearsheets of two run classified sections or pages.

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

23. BEST IN-HOUSE 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 a tearsheet(s) of promotion campaign, and if needed a letter describing the promotion.

GENERAL CATEGORIES:

24. 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 tabloid or broadsheet format, 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 copy of one special section.

25. BEST WEB SITE DESIGN

Judges will consider a newspaper's Web site design, presentation, contents, organization, clarity and special features. Must be designed and managed by your newspaper.

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

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

NOTE: Web Page Design points will not count towards overall score.

26. 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 as one for this singularly special award, but, none of the points will be counted for the general excellence competition between the newspapers.

All newspapers compete together for the SCREW-UP OF THE YEAR award.

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

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

27. 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 communities 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, 20 points; content and writing quality 20 points; effort and resources devoted to the project, 20 points; editorial comment on the subject, 20 points; overall effectiveness of newspaper's effort in the community, 20 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.

28. 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. If there is a tie in a category (for example, if two newspapers receive the same number of points in category judging for best news story) UPA will ask judges to review the entry and designate one entry as first place and one as second place. The entry with the next highest score will take third place.

UTAH PRESS ASSOCIATION
WEEKLY BETTER NEWSPAPER CONTEST
2009 MASTER ENTRY FORM

NEWSPAPER NAME: _____

ADDRESS: _____

CITY: _____ ZIP CODE: _____

CONTACT PERSON FOR THIS CONTEST _____

TELEPHONE NUMBER: _____

TOTAL NUMBER OF ENTRIES: _____ x \$9.00 PER ENTRY in every category entered

TOTAL ENTRY FEE: \$ _____

AUTHORIZED SIGNATURE: _____
(Please sign AND we are no longer offering withhold's)

**PLEASE NOTE:
DEADLINE FOR MAILED ENTRIES RECEIVED AT UPA OFFICE IS
5:00 PM JANUARY 22, 2010**

**UTAH PRESS ASSOCIATION
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Winners to be announced at our
UPA Winter Convention
Hilton Garden Inn, St. George, Utah
March 18-20, 2010