

# 2009-1010 New Jersey College Newspaper Contest

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## Entry Deadline for the 2009-2010 Contest is March 9, 2010

New Jersey college newspapers are encouraged to enter the New Jersey College Newspaper Contest to honor their newspapers and the journalistic writing, photography and artistic skills of their staff members.

Content of print and online college newspapers published between January 1, 2009, and February 28, 2010, may be submitted.

There are 12 individual categories and two newspaper categories.

Newspapers may submit three entries for each of the 12 categories for individual student work and one entry for each of the two newspaper categories – a total of up to 38 possible entries per newspaper. Each individual entry may include two examples of a student's work. The newspaper categories – layout and general excellence – also may include two examples.

Entry Fees: \$7 per entry for 1-27 entries submitted. The maximum is \$190 per newspaper, for any number of entries between 28-38. The fee is for the number of entries submitted, NOT the number of examples, i.e., two examples are allowed for each single entry.

Four-year and two-year colleges will be judged as separate divisions, with separate awards presented in each.

For the two newspaper categories, separate awards will be presented to daily/weekly/bi-weekly newspapers and to newspapers published 12 or fewer times during the academic year.

**All entries must be submitted in digital form** as PDFs of the entire printed or online pages on which articles, photographs or illustrations appeared. The newspaper entries also must be submitted as PDFs.

For details, please refer to the Contest Rules below.

**The top editor or newspaper faculty adviser must verify that each entry follows the rules of the contest and is presented as it appeared in newspapers delivered on campus or online.**

**All Entry fees must be paid by March 30 to be eligible.**

Awards will be announced on this website in late March.

Winners will be honored at the NJCPA Spring Conference and Awards Luncheon on April 24, 2010 at the Trenton Marriott. More details below.

# Description of Contest Categories

## OVERVIEW

Preference in judging is given to entries covering local campus events and college life. Quality journalistic writing, photography, artistic illustrations and design are the primary basis for evaluating entries.

Quality of ledes, handling of quotes, background and supporting information for articles, and smooth transition of story elements are considered as part of a holistic appraisal of each writing-category entry.

The quality of the entire newspaper is considered for the General Excellence category. The judges consider the overall "look and feel" of the newspaper and how it appeals to readers. Please read the category descriptions below for additional judging criteria.

## INDIVIDUAL AWARDS

A maximum of THREE individual entries per category may be submitted by each newspaper. A student may be entered once in each category. Articles written by two or more staff members working as a team will be considered as one entry. However, that doesn't prohibit a team member from submitting a second individual entry in that category. An entry consists of up to TWO writing samples, photographs or illustrations by the same student or team. A sidebar to a story may be submitted as the second writing sample in an entry.

**NEWS WRITING:** Coverage of a college-related event, situation or issue qualifies as hard news. To be judged on fairness, thoroughness, local interest and style. Two writing samples may be submitted with each entry.

**DEADLINE REPORTING:** News coverage of a breaking news story that happened on or near campus no more than 48 hours prior to publication. This does NOT include sports or arts events, nor planned interviews or features. To be judged on fairness, thoroughness, style and the presentation of helpful information that kept the campus community up to date. Two writing samples may be submitted with each entry.

**FEATURE WRITING:** An article on a place, object or situation that is college-related and/or of special interest to students (including sports features). While the standards of good news writing apply, feature writing is judged on originality and human interest. Two writing samples may be submitted with each entry.

**BIOGRAPHY / PERSONALITY PROFILE:** An article about a person or small group of special interest to students (including sports personalities). While the standards of good news writing apply, feature writing is judged on originality and human interest. Two writing samples may be submitted with each entry.

**EDITORIAL WRITING:** Editorial entries should be on issues of special interest to the college or to students. Judging will be based on writing quality, depth of thought, courage, public service and persuasive ability. Two writing samples may be submitted with each entry.

**COLUMN / OPINION WRITING:** A column or opinion article on an issue of special interest to the college or to students (including sports columns, but NOT including arts & entertainment or critical writing). To be judged on quality of writing, depth of thought, courage, public service and persuasive ability. Does not include editorials, which are articles that represent the opinion of the newspaper rather than the individual writer. Two writing samples may be submitted with each entry.

**SPORTS WRITING:** A sports news story based on college-related sports activities. Judged on quality of writing, originality, local appeal and lack of sports clichés. Two writing samples may be submitted with

each entry. *Please note:* Sports columns must be entered in the Opinion Writing category. Sports features must be entered in the Feature Writing category.

**ARTS & ENTERTAINMENT / CRITICAL WRITING:** An article that recognizes opinion writing in such areas as art, theater, movie, book and restaurant reviews. Judging will be based on technical knowledge, writing quality and local appeal to college students. Two writing samples may be submitted with each entry.

**ENTERPRISE / INVESTIGATIVE REPORTING:** An investigative article or in-depth report that uncovers a newsworthy happening or series of happenings on campus. The judges will consider enterprise, initiative and resourcefulness of the writer or team of writers. Two writing samples may be submitted with each entry.

**GENERAL PHOTOGRAPHY:** Any photo or photo series (picture story) of college or student activities. Entries will be evaluated primarily on composition, content and local appeal. Photographs of competitive sporting events and individuals participating in competitive sporting events must be entered in the Sports Photography category. Two photo samples may be submitted with each entry.

**SPORTS PHOTOGRAPHY:** Any photo or photo series of competitive college sports. Entries will be evaluated primarily on composition, content and local appeal. Two photo samples may be submitted in each entry.

**EDITORIAL CARTOON / ARTISTIC STORY ILLUSTRATION:** Entries will be judged on newsworthiness, originality and artistry. If the entry relates to other content on the page it will be evaluated on how well it illustrates that content. Two artistic samples may be submitted in each entry.

## NEWSPAPER AWARDS

**Indicate the newspaper's frequency on the entry form.** For the two newspaper categories, separate awards will be presented to daily/weekly/bi-weekly newspapers and to newspapers published 12 or fewer times during the academic year.

Newspapers may submit one entry per category, with TWO examples per entry.

**LAYOUT & DESIGN:** The layout and design of specific pages or center-spreads will be considered in this category. Major judging factors include overall attractiveness, excellence of makeup, headlines, typography, special visual and verbal aids to the reader, and use of photos, illustrations and graphics. Newspapers may submit PDF tearsheets of TWO pages or center-spreads as a single entry.

**GENERAL EXCELLENCE:** An overall look at the coverage, writing quality, copy editing, style use and layout in the newspaper. Judging will take local appeal, effectiveness and readability into account. Newspapers should submit PDFs of TWO different and complete issues of the paper as a single entry.

### PLEASE NOTE ...

- All entries become the property of New Jersey Press Foundation.
- The contest will be judged by active and retired editors, senior reporters, photographers and graphic artists from New Jersey daily and weekly newspapers.
- The judges' decisions are final.

# How to Submit Entries

This year, entries to the New Jersey College Newspaper Contest will be submitted using a new web-based program at [www.betternewspapercontest.com](http://www.betternewspapercontest.com).\* Below are directions for preparing and submitting entries. If you have questions or problems, please contact George White at (609) 406-0600, ext. 30 or [gwhite@njpa.org](mailto:gwhite@njpa.org).

## ENTRY INSTRUCTIONS

**The deadline for all entries is March 9, 2010 at 11:00:00 p.m.**

### 1. Logging in for the first time:

- a. Visit [www.betternewspapercontest.com](http://www.betternewspapercontest.com).
- b. Below "Are you a newspaper?" click "Login Here."
- c. Select "2010 New Jersey College Newspaper Contest" from the drop-down list.
- d. In the "News Organization" drop-down list, select your newspaper name.
- e. In the password box, enter the temporary password **bnc** (case sensitive).
- f. Press "Login."
- g. Enter a new private password for your newspaper's staff to use whenever they log into the site:
  - i. Click on "My Account" to change the password and review the contact information for your newspaper.
  - ii. Press "Submit."

### 2. To submit entries:

- a. Click "Submit Entry" button.
- b. Select the "Division" from the drop-down list: "Individual" or "Newspaper"
- c. Select the individual "Category" from the drop-down list.
- d. In the "Headline or Title of Entry" box, enter the name of the story, photo, ad or special section. If submitting two examples in an entry, list both headlines or titles separated by two slashes, like this: **Title1 // Title2**.
- e. "Upload" your entry. For details about entry preparation, see below.
- f. In the "Comments" box, enter the titles of your examples and a brief description so judges know which articles, ads or photos are included in this entry. Limited to 100 characters.
- g. In the boxes labeled "Who should be credited for this entry?" enter the names of those who worked on the entry. If more than four, enter **Staff**.
- h. Press "Submit."

## PREPARATION OF ENTRIES

### **All entries must be uploaded as electronic files.**

Printed tearsheets are not acceptable as an entry format.

1. Use an entry title that will *clearly identify your entry* for the judges — don't make the judges guess what they are looking for! For example, use a story's headline or the first several words of the headline.
2. Entries are accepted in these formats: pdf, jpg, gif or png. The website does not accept Microsoft Word documents.
3. When uploading files, any filename may be used. The website uses information entered (newspaper name, division, category, etc.) to assign a unique code to each file. These codes assign your entries to the proper categories and circulation groups for judging.
4. **IMPORTANT:** Newspapers may submit three entries for each of the 12 categories for individual student work, and one entry for each of the two newspaper categories – a total of up to 38 possible entries per newspaper. Each entry may include two examples, *but the examples MUST be combined in a single PDF.*

Please upload a PDF of the entire page on which the entry appears — not the column or article alone. For examples with more than one page, please combine all pages into one PDF. For entries that contain more than one example, combine the pages of both examples into one PDF.

5. The maximum file size is 20 MB. Judges will view your files on their computer screens, so 300-resolution files are not needed (or helpful — they just hog server space).
6. To combine several PDF files into one file, open one of the files and select "Document>Insert Files" and follow the instructions. (In older versions of Acrobat, select "Document>Pages>Insert".)
7. To extract one or more pages from a PDF, open the PDF file and select "Document>Extract Pages" and follow the instructions. (In older versions of Acrobat, select "Document>Pages>Extract".)

## Awards Presentation

Awards for the 2009-2010 NJ College Newspaper Contest will be presented at the New Jersey Collegiate Press Association Spring Conference and Awards Luncheon to be held Saturday, April 24, 2010 at the Trenton Marriott.

First-place winners will receive plaques at the awards luncheon. All other award recipients will receive certificates. Separate awards will be presented to winners from two-year colleges and four-year colleges. Also, separate awards will be presented in the two newspaper categories, based on the frequency of publication.

A "Sweepstakes Award" will also be presented to the four-year and the two-year college newspaper that accumulate the highest number of points based on the awards received in the 12 individual contest categories and the layout & design category. Three points will be given for each first place, two points for each second place and one point for each third place awarded.

The conference and luncheon is designed to help and recognize New Jersey college newspapers and their staffs as they strive to excel. Conference registration begins at 10 am. Sessions start at 10:30 am. The awards luncheon begins at 12:15 pm.

The cost to attend is \$22 per person and includes both the sessions and the awards luncheon.