

2007

New Jersey Press Association EDITORIAL DAILY Better Newspaper Contest

2007 NJPA Better Newspaper Contest

EDITORIAL DAILY

Contest Period:

Jan. 1, 2007 through
Dec. 31, 2007

Daily Entry Deadline:

Friday, Jan. 11, 2008
no later than 4 p.m

The New Jersey Press Association Better Newspaper Contest encourages excellence in journalism by recognizing the achievements of individuals and newspaper teamwork. The contest looks to the future by encouraging newspapers to find new ways to inform, entertain and enlighten their readers.

Who May Enter

This competition is only open to full newspaper members of the New Jersey Press Association whose dues and assessments are paid in full through Dec. 31, 2007. Entries become the property of NJPA and are not returned.

All daily entries must be received in the NJPA office by 4 p.m. on Jan. 11, 2008.

If delivering entries, call 609-406-0600 or see the association's Web site, www.njpa.org, for directions. Mail or deliver entries to:

**New Jersey Press Association
2007 Better Newspaper Contest
840 Bear Tavern Road, Suite 305
West Trenton, NJ 08628-1019**

Contest Chairs

Editorial (Daily) Larry Benjamin, Asbury Park Press, Neptune, 732-643-4262, lbenj@app.com
Editorial (Weekly) Hank Kalet, South Brunswick Post, 732-329-9214, hkalet@pacpub.com
Editorial (Weekly) Jaimie Winters, South Bergenite, 201-933-4416, winters@northjersey.com

Photography Loren Fisher, Courier News, 908-707-3154, lfisher@gannett.com

Retail Advertising Douglas McBride, Recorder Community Newspapers, 908-766-3900 ext. 230, dmcbride@recordernewspapers.com

Classified Adv. Bob Waitt, Greater Media Newspapers, 732-358-5200 ext. 8220, bwaitt@gmnews.com

Circulation Aamir Musharraf, Home News Tribune, 732-565-7235, amusharraf@thnt.com
Fran Eiss, The Star-Ledger, 973-392-1824, feiss@starledger.com

The contest coordinator at the New Jersey Press Association is Member Services Manager Peggy Stephan. Contact her by phone at 609-406-0600, ext. 14, or by e-mail at pastephan@njpa.org.

Judging and Awards

Judges who are independent of the New Jersey Press Association will select the winners. Awards will be granted only when judges believe that special recognition is warranted.

The Editorial and Photography Awards presentation will be held April 3, 2008 at the Trenton Marriott at Lafayette Yard.

Cost to Enter

Entries are accepted in EVERY CONTEST at \$9 each. The Editorial (\$299) and Photo (\$165) flat fees apply. Please total your entries in each contest on the worksheets provided and enclose a check for the full amount or individual checks for the contests you are entering.

NJPA

NEW JERSEY PRESS ASSOCIATION

New Jersey Press Association
840 Bear Tavern Road, Suite 305
West Trenton, NJ 08628-1019
609-406-0600
609-406-0300 fax

Serving New Jersey newspapers since 1857, NJPA is a non-profit membership association formed to advance the interests of newspapers and to increase awareness in the benefits of newspaper readership.

Daily Editorial (21)

Responsible Journalism (4)

- Public Service
- Editorial Comment
- Enterprise
- First Amendment

Reporting and Writing (12)

- Breaking News
- News Writing Portfolio
- Environmental Writing Portfolio
- Feature, Lifestyle and Entertainment Writing Portfolio
- Sports Writing Portfolio
- Scholastic Sports Portfolio
- Business and Financial Writing Portfolio
- Columns
- Critical Writing
- Robert P. Kelly Award
- Best Headlines
- Special Issue

Design and Presentation (4)

- News Page Design Portfolio
- Feature Section Page Design Portfolio
- Sports Page Design Portfolio
- Graphics/Illustration Portfolio

Overall Awards (1)

- Innovation Award

General Excellence Award (See page 4)

Eligibility and Fees

The competition is open only to newspapers holding membership in the New Jersey Press Association whose dues and assessments are paid through Dec. 31, 2007.

A fee of \$299 entitles a newspaper to enter all Editorial contests.

Individual entries are accepted at a fee of \$9 each.

Please total your entries on the worksheet provided with this brochure. No discounts are available.

Checks must accompany entries in a separate, labeled, business-size envelope, taped to the outside of the entry package. Make checks payable for the full amount or just for categories entered payable to the New Jersey Press Association.

Definitions & Explanations

If individual member entries exceed the stated number in any particular sub-category, the association staff reserves the right to eliminate the excess at its discretion.

An article or series of articles may be entered in only one category with one exception: one article of a series may be entered as part of an individual's portfolio. A series must be clearly labeled as such in the newspaper. There is no limit to the number of stories in a series. A portfolio is three articles by the same individual. A sidebar is considered an article. A three-story series would be considered the three articles in a portfolio. **If an entry is from a publication/magazine that is distributed with or within a member newspaper on a regular basis throughout the year, it may enter any category except Special Issue. Separate publications/magazines are not eligible for the contest.**

The contest is divided into two circulation category breaks: Over 60,000 circulation and under 60,000 circulation. Please use your daily circulation figure, not daily and Sunday (if you publish 7 days). The contest allows for entries from wire services and groups of NJPA member newspapers (or from bureaus jointly owned by New Jersey Press Association member newspapers). These entries may be submitted only in the over 60,000 circulation division.

Prizes won by groups will not be counted toward the General Excellence award.

All entries must have been published between Jan. 1 and Dec. 31, 2007.

The New Jersey Press Association will entertain cover letters only in the six categories that specifically invite them: D-1, D-3, D-4, D-5, D-14 and D-21.

In categories that receive fewer than four entries, the association encourages judges to award prizes if the entries merit them. Any deviation from the contest rules will disqualify the entry.

Material Preparation

When they are not complete newspapers, entries will be tear sheets. Photocopies are acceptable but must be a complete page to include the folio. Material submitted must be clearly marked on tear sheets. Campaigns, series and groups of stories must be fastened together in chronological order.

Each entry must have an NJPA identifying label stapled to the upper right-hand corner of the first page (originals for copying are included with these rules. **You may fill out entry labels on line then print them by going to www.njpa.org and clicking on Better Newspaper Contest.**

PRESS NIGHT

The NJPA Editorial and Photo Awards presentation will be held 5 p.m., Thursday, April 3, 2008 at the Trenton Marriott at Lafayette Yard.

Responsible Journalism

(Two entries per newspaper)

D-1. Public Service (The Lloyd P. Burns Memorial Award) – This award goes to articles or series that help fulfill journalism's responsibility to use enterprise and initiative to advance the public good. Judged by the newspaper's willingness to commit resources, the team effort involved, the initiative shown in finding information and overcoming obstacles and the outcome of the articles or series. An explanatory letter (500 words or less) must accompany each entry. There is no limit to the number of stories in each entry in this category.

D-2. Editorial Comment – This contest is to encourage excellence in editorials and recognizes courage, analysis, research and writing style. An entry consists of three editorials or one series by the same writer.

D-3. Enterprise – An entry will demonstrate enterprise, initiative and resourcefulness by an individual or reporting team in a series or individual article reporting newsworthy developments. Each entry must be accompanied by an editor's letter (500 words or less).

D-4. First Amendment (The Art Weissman Memorial Award) – This award recognizes excellence in reporting that highlights the importance of a free press, especially in coverage of state, county or local government. Judges give special weight to reporting that uncovers actions detrimental to the public good that would have otherwise remained hidden. Entries may be articles or series and must be accompanied by a letter (500 words or less) describing the impact of the news coverage and obstacles overcome to get the story.

Reporting and Writing

(Two entries per newspaper unless otherwise noted)

D-5. Breaking News – No more than two consecutive days of coverage of an unscheduled event. This category is designed to recognize the team effort such coverage always involves. Entries should include stories, sidebars, graphics, photos, headlines and overall presentation. An explanatory letter (500 words or less) giving the time frame involved and the proximity of the event to the newspaper's deadline must accompany each entry.

D-6. News Writing Portfolio (Four entries per newspaper) – An entry must be three articles demonstrating excellence in news reporting by the same individual. Entries may include coverage of government, education, health, science, the environment, technology, politics, courts, police or transportation. Judged on significance, clarity, originality and writing style.

D-7. Environmental Writing Portfolio – An entry must be three articles demonstrating excellence in environmental reporting by the same individual. Articles may be features, columns or daily reporting. Judged on significance, clarity, originality and writing style.

D-8. Feature, Lifestyle and Entertainment Writing Portfolio (Four entries per newspaper) - An entry must be three articles demonstrating excellence in feature writing or coverage of lifestyle and/or entertainment by the same individual. Articles will be judged on significance, clarity, originality and writing style.

D-9. Sports Writing Portfolio – An entry must be three articles demonstrating excellence in sports reporting by the same individual. They may be features, columns or daily reporting. Judged on significance, clarity, originality and writing style.

D-10. Scholastic Sports Portfolio – An entry must be three articles demonstrating excellence in coverage of high school or youth sports by the same individual. They may be features, columns or daily

Editorial Daily Contest Chair

Larry Benjamin

Asbury Park Press, Neptune
732-643-4262

lbenj@app.com

Reporting and Writing Continued

(Two entries per newspaper unless otherwise noted)

reporting. Judged on significance, clarity, originality and writing style.

D-11. Business and Financial Writing Portfolio – An entry must be three articles by one writer demonstrating excellence in business reporting. Articles may be features, columns or news coverage and will be judged on significance, clarity, originality and writing style.

D-12. Columns (Three entries per newspaper) – An entry must be three locally written columns that appear regularly by the same columnist. The themes may be general interest, editorial commentary or a specialty. Judged on writing style, originality, impact and local appeal.

D-13. Critical Writing – An entry must be three articles by the same individual demonstrating excellence in such areas as art, theater, movie, book and restaurant reviews. Judging will be based on technical knowledge as well as writing quality and local appeal.

D-14. Robert P. Kelly Award (One entry per newspaper) – Three stories written by a permanent staffer with less than a year of professional experience at the time of publication, excluding paid or unpaid internships. Judging will include basic reporting skills, language use and clarity. An editor's letter (500 words or less) must accompany the entry.

D-15. Best Headlines (Three entries per newspaper) – An entry must be three headlines by the same individual. Headlines will be judged on accuracy, clarity and how well they pull the reader into the story.

D-16. Special Issue – An entry is a one-time supplement published during the calendar year and distributed with the newspaper (no reprints allowed). Judging is based on content, layout and reader service.

Design and Presentation

(Two entries per newspaper)

D-17. News Page Design Portfolio – An entry is five different pages produced on deadline for the next day's newspaper by the same individual. Examples include the front page and local news covers.

D-18. Feature Section Page Design Portfolio – An entry is five different pages produced in advance by the same individual. Examples include lifestyle, entertainment, food, fashion, home, real estate, travel, science and technology.

D-19. Sports Page Design Portfolio – An entry is five different pages by the same individual. Three of the pages must be produced on deadline for the next day's newspaper.

D-20. Graphics/Illustration Portfolio – An entry is five different graphics and/or illustrations designed by an individual. They may be on deadline or non-deadline, in either color or black and white.

Overall Awards

(One entry per newspaper)

D-21. Innovation Award – Awarded to one newspaper that introduces a service, design, feature or news package during the contest year that encourages a new segment of newspaper readers. A supporting letter (500 words or less) explaining measurable ways in which this was accomplished must accompany each entry.

General Excellence

(No entries should be submitted)

The winner is named by tallying points based on each award won in both editorial and photo contests: First place, 3 points; Second, 2 points; Third, 1 point. The newspaper with the most points in each circulation category wins the award.

ENTRY FORM
2007 NJPA BEST EDITORIAL CONTEST - DAILY DIVISION

PLEASE PLACE ENTRY FORM TOGETHER WITH REGISTRATION FEES IN A SEPARATE ENVELOPE
 ATTACHED TO THE OUTSIDE OF THE PACKAGE(S) CONTAINING ENTRIES

**ENTRIES MUST BE RECEIVED AT NJPA , 840 Bear Tavern Rd., Suite 305, West Trenton, NJ, 08628-1019,
 BEFORE 4 P.M. ON FRIDAY, JAN. 11, 2007**

Individual daily division fees:
All editorial category entries.....\$299 (8 or more)
Single entries.....\$9 each

NAME OF NEWSPAPER _____

MAILING ADDRESS: _____ PHONE: _____

CONTACT PERSON: _____ TITLE: _____

CIRCULATION: OVER 60,000 _____ UNDER 60,000 _____ ABC _____ PO _____

TOTAL # OF ENTRIES: _____ AMOUNT ENCLOSED: \$ _____

RESPONSIBLE JOURNALISM (Two entries per newspaper)

	Number of Entries
D-1 Public Service	D-1 _____
D-2 Editorial Comment	D-2 _____
D-3 Enterprise	D-3 _____
D-4 First Amendment	D-4 _____

REPORTING AND WRITING (Two entries per newspaper unless otherwise noted)

D-5 Breaking News	D-5 _____
D-6 News Writing Portfolio (Four entries per newspaper)	D-6 _____
D-7 Environmental Writing Portfolio	D-7 _____
D-8 Feature, Lifestyle and Entertainment Writing Portfolio (Four entries per newspaper)	D-8 _____
D-9 Sports Writing Portfolio	D-9 _____
D-10 Scholastic Sports Portfolio	D-10 _____
D-11 Business and Financial Writing Portfolio	D-11 _____
D-12 Columns (Three entries per newspaper)	D-12 _____
D-13 Critical Writing	D-13 _____
D-14 Robert P. Kelly Award (One entry per newspaper)	D-14 _____
D-15 Best Headlines (Three entries per newspaper)	D-15 _____
D-16 Special Issue	D-16 _____

DESIGN AND PRESENTATION (Two entries per newspaper)

D-17 News Page Design Portfolio	D-17 _____
D-18 Feature Section Page Design Portfolio	D-18 _____
D-19 Sports Page Design Portfolio	D-19 _____
D-20 Graphics/Illustration Portfolio	D-20 _____

OVERALL AWARDS (One entry per newspaper)

D-21 Innovation Award	D-21 _____
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NOTE: Each entry must have an identifying label stapled to the upper right-hand corner of the first page (originals are enclosed, please copy). Place entry form together with registration fees in a separate envelope attached to the outside of the package(s) containing entries. Entries become the property of NJPA and will not be returned. Please type or print all information on the labels. Form may also be completed online and printed out by going to our website at www.njpa.org and clicking on Better Newspaper Contest.

