

2007

New Jersey Press Association ONLINE Better Newspaper Contest

2007 NJPA Better Newspaper Contest

ONLINE

Contest Period:

Jan. 1, 2007 through
Dec. 31, 2007

Daily Entry Deadline:

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

Weekly Entry Deadline:

Friday, Jan. 18, 2008
no later than 4 p.m

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.

The New Jersey Press Association Better Newspaper Contest encourages excellence 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, including CDs, become the property of NJPA and are not returned.

Daily entries must be received in the NJPA office by 4 p.m. on Jan. 11, 2008.
Weekly entries must be received in the NJPA office by 4 p.m. on Jan. 18, 2008.

If delivering entries, call 609-406-0600 or see the association's website – 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) Jaimie Winters, South Bergenite, 201-933-4416, winters@northjersey.com
Editorial (Weekly) Hank Kalet, South Brunswick Post, 732-329-9214, hkalet@pacpub.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 Bob Waitt, Greater Media Newspapers, 732-358-5200 ext 8220, bwaitt@gmnews.com

Circulation Aamir Musharraf, Home News Tribune, 732-565-7421, amusharraf@thnt.com
Fran Eiss, The Star-Ledger, 973-392-1824, feiss@starledger.com

The contest coordinator at 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 stephan@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.

Winners will be presented their awards at Press Night on Thursday, April 3, 2008 at the Trenton Marriott at Lafayette Yard, Trenton, NJ.

Cost to Enter

Entries are accepted at \$9 each. 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.

ONLINE

How to Submit Entries

1. Please provide entries in the format specified under each category listing at right.
2. One entry only per newspaper, per category. Group websites such as gannett.com and nj.com are not eligible. No website, project or multimedia element may be entered in more than one category.
3. The enclosed NJPA Entry Label must be completely filled out. If a CD is submitted, attach the entry label to the disk sleeve. If no disk is submitted, send us the entry labels in an envelope along with the Registration Form and other entries. You may also complete the entry label online and print it out. Go to our website at www.njpa.org and click on Better Newspaper Contest.
4. Some categories allow a brief statement to be submitted, describing the project and any promotion done in print. This information should be attached to the entry label.
5. Two separate deadlines are assigned for this year's contest:
Dailies - Jan. 11, 2008
Weeklies - Jan. 18, 2008

Online Contest Chairs

Loren Fisher
Courier News
(908) 707-3154
lfisher@gannett.com

Larry Benjamin
Asbury Park Press
(732) 643-4014
lbenj@app.com

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.

Group websites such as gannett.com and nj.com are not eligible.

One entry only per newspaper, per category, at a fee of \$9 each. Checks, payable to New Jersey Press Association, must accompany entries in a separate, labeled, business-size envelope, taped to the outside of the entry package.

Entries will be judged prior to the awards banquet according to the guidelines set forth in the category listings and rules. Only promotions or campaigns published or instituted between Jan. 1 and Dec. 31, 2007 will be eligible for this year's contest.

Categories (for daily and weekly newspaper entries)

A. Online Excellence

Judged on the usefulness of the site to the "reader", quality and quantity of community content, ease of navigation and design. Judges will consider special features such as community forums, advertising information and interactivity. Please submit your website address.

B. Best Web Project

Recognizes the presentation and content on a single topic. Projects should have multiple elements, be innovative, visually stunning and have interactive components to engage readers. May include a description of the project and any promotion done in print. Submit your URL, or the project on a CE that will play in a browser.

C. Best Multimedia Element

Recognizes a single element such as audio slideshow, Flash, video, or audio to tell a story and serve a community. Emphasis will be placed on visitor experience as well as on creative use of technology. It may be part of a larger project or stand on its own. May include a description of the project and any promotion done in print. Submit a URL or the project on a CD that will play in a browser.

Awards will be presented at the Press Night on Thursday, April 3, 2008
at the Trenton Marriott at Lafayette Yard, Trenton, NJ.

**NEW JERSEY PRESS ASSOCIATION
2007 ONLINE CONTEST REGISTRATION FORM**

Newspaper: _____

Address: _____ Telephone: _____

Contact Person: _____

The fee is \$9 per entry. Limit one (1) entry per category from any one individual newspaper.

Group sites such as gannett.com and nj.com are not eligible.

No website, project or multimedia element may be entered in more than one category.

A - ONLINE EXCELLENCE # Entered _____

B - BEST WEB PROJECT # Entered _____

C - BEST MULTIMEDIA ELEMENT # Entered _____

TOTAL ONLINE ENTRIES # Entered _____

PLEASE NOTE: REGISTRATION FEES MUST ACCOMPANY ENTRIES. IN A SEPARATE ENVELOPE, PLEASE ATTACH THIS FORM TOGETHER WITH A CHECK FOR YOUR FEES TO THE OUTSIDE OF YOUR PACKAGE AND CLEARLY MARK "ONLINE CONTEST" ON THE OUTSIDE OF THE PACKAGE.

Entries must be received at NJPA, 840 Bear Tavern Road, Suite 305, West Trenton, NJ 08628-1019, no later than 4 p.m. on Friday, Jan. 11, 2008 for daily newspapers and Friday, Jan. 18, 2008 for weekly newspapers.

2007 NJPA Online Contest

Entry Label

This contest entry was conceived and/or created by the following members of our staff. If this entry is selected for an award, the plaque or certificate should reflect the individuals below in the order provided.

Category Title: _____

Newspaper Name: _____

Title of Entry: _____

Website Designer and/or Project Artist name(s): _____

Contact name: _____

Phone: _____ Fax: _____

E-mail: _____

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