

2011 EDITORIAL, DAILY

CONTEST RULES, CATEGORIES & ENTRY INSTRUCTIONS

CONTEST PERIOD

January 1, 2011 –
December 31, 2011

DEADLINE

Friday, January 13, 2012
no later than 4 p.m.

NJPA CONTEST COORDINATOR

Peggy Stephan Arbitell, NJPA
member services manager
(609) 406-0600, ext. 14
pastephan@njpa.org

New Jersey Press Association's Better Newspaper Contest encourages excellence by recognizing the achievements of NJPA member newspapers. The contest looks to the future by encouraging news organizations to find new ways to inform, entertain, enlighten and engage their readers.

ELIGIBILITY

This competition is open to newspapers that are full members of New Jersey Press Association whose dues and assessments are paid in full through December 31, 2011.

CONTEST PERIOD January 1, 2011 – December 31, 2011

DEADLINE **January 13, 2012 – no later than 4 p.m.**

- Register all entries online, including mail-in category:
www.betternewspapercontest.com
- Contest Entry Form, payment and mail-in category to NJPA's office:

NJPA 2011 Better Newspaper Contest
840 Bear Tavern Road, Suite 305
West Trenton, NJ 08628-1019

Need directions? Call (609) 406-0600 or go to www.njpa.org

JUDGING

Entries will be judged according to the guidelines set forth in the category listings and rules. Judges who are independent of the New Jersey Press Association will select First, Second and Third place winners in each category. Awards will be granted only when judges believe that special recognition is warranted.

AWARDS PRESENTATION

Winners will receive their awards at Press Night, the editorial and photography awards banquet, on Thursday, April 26, 2012, at The Hamilton Manor, Hamilton, N.J.

COST TO ENTER

Entries are \$10 each or a flat rate of \$359 for the entire Editorial Contest. Please total the number of your entries on the Contest Entry Form. Send the form and a check for the full amount to NJPA by the contest deadline. If entering more than one contest, a single check may be submitted with the various registration forms.



NEW JERSEY PRESS ASSOCIATION

840 Bear Tavern Road, Suite 305
West Trenton, NJ 08628-1019
(609) 406-0600

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

CONTEST PERIOD

January 1, 2011 –
December 31, 2011

DEADLINE

Friday, January 13, 2012
no later than 4 p.m.

CIRCULATION BREAKS

Daily over 45,000
Daily under 45,000

MAXIMUM NUMBER OF ENTRIES

2 entries per category,
unless otherwise noted in
the category description.

GUIDELINES & DEFINITIONS

All entries must have been published between January 1, 2010 and December 31, 2011.

The contest is divided into two circulation levels: Daily over 45,000 circulation and Daily under 45,000. Please use your daily circulation figure, not daily and Sunday combined.

The maximum number of entries per category per newspaper is 2, unless otherwise indicated in the category description.

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 have been 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. Note: A three-story series would be considered the three articles in a portfolio.

Entries from a publication or magazine that is distributed with or within the newspaper on a regular basis throughout the year, may enter any category except Special Issue. Publications and magazines distributed independent of the newspaper are not eligible for the contest.

The contest allows entries from wire services, from groups of NJPA daily newspaper members, and from bureaus jointly owned by NJPA member newspapers. These entries may be submitted only in the Over 45,000 circulation division and will not count toward the General Excellence award.

Cover letters *must* be submitted in these six categories: D-1, D-3, D-4, D-5, D-17 and D-24.

Each entry – except for category D-19 – must be submitted as a PDF tearsheet of the newspaper page, including the publication date. Identify the article or section by its headline. Cover letters must be submitted as PDFs too. See the Editorial Entry Instructions for more details.

D-19 is a Mail-in Category. The original printed pages or sections must be sent to NJPA. In addition, each entry must be registered online. Omit Steps 11 and 12 in the Entry Instructions. Print the Official Entry Form (Step 18) and attach to the full-page tearsheet or section. These entries must be received at NJPA's office by the deadline.

All entries will be examined by the committee prior to judging. Those that do not comply with these rules will be disqualified. If any newspaper's entries exceed the stated number in any category, the association staff reserves the right to eliminate the excess at its discretion. In categories that receive a total of fewer than four entries, the association encourages judges to award prizes only if the entries merit them.

Online Entry Process

New Jersey Press Association's Better Newspaper Contest is digital. All entries will be submitted using a web-based program at www.betternewspapercontest.com, including the mail-in category.

Start early and become familiar with the process!

We recommend your newspaper designate one person as the overall contest coordinator. This is the person we will contact if there are problems with any of your contest entries. This person should become very familiar with how to submit and manage entries, so he/she can help others who are making the entries. In addition, depending on the size of your company, you may want to name someone in each department who will coordinate those entries.

Below are directions for preparing, submitting and managing entries. We strongly recommend that you start making your entries early. Certainly don't wait until the day before the deadline!

Finally, we suggest you make some test entries to learn the process. Later, these test entries should be "disabled" so they are not part of your official entries.

If you have questions or problems, please contact Peggy Stephan Arbitell at (609) 406-0600, ext. 14, or pastephan@njpa.org.

Deadline for all entries: January 13, 2012 – no later than 4 p.m.

After this deadline, you have until midnight to manage your entries.

CONTEST DEFINITIONS

Division: a specific contest, i.e., Classified, Editorial Daily, Editorial Weekly, Online, Photography or Retail.

Category: a specific competition within a contest, i.e., "Reporting & Writing – Breaking News". Each contest has a number of categories that will be judged. Each category has specific requirements and limitations that are explained in the contest rules.

Entry: a submission in a category. Each category permits a specific number of entries. For example, a newspaper may submit 2 entries in the category "Editorial Comment".

Most categories require multiple examples as part of each entry – i.e., several articles as part of a writing portfolio entry. In this case, all of the examples for the entry must be uploaded as **attachments** to that one entry. For example, you might upload 3 attachments for the first entry in a category, 2 attachments for the second entry and 4 for the third entry (depending on the maximum number allowed per entry for that category). Please review the description for each category to make sure you submit the correct number of examples per entry.

ENTRY INSTRUCTIONS

Logging in for the first time this year:

(Best done by your newspaper's contest coordinator.)

1. Visit www.betternewspapercontest.com.
2. Below "Are you a contestant?" click on "Newspapers Login".
3. Select "NJPA 2011 Better Newspaper Contest" from the drop-down list.
4. In the "News Organization" drop-down list, select your newspaper's name.
5. In the password box, enter the temporary password **bnc** (case sensitive).
6. Press "Login."

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DEADLINE**Friday, January 13, 2012**

no later than 4 p.m.

**MAIL-IN
CATEGORY**

For category D-19, submit original printed pages or sections, not PDFs. Register each entry online, omitting Steps 11 and 12 in the Entry Instructions. Print the Official Entry Form (Step 18) and attach to the full-page tearsheet or section. These entries must be received at NJPA's office by the deadline.

7. Enter a new password and the contact information for your newspaper's contest coordinator.
 - The password will be used by ALL departments at your newspaper to submit their entries to the contest. *We strongly suggest that your newspaper's contest coordinator select the password and share it with the contest coordinators in each department.*
 - Once the information is entered, press "Submit."
8. Now people at your newspaper can begin submitting entries.

To submit entries:

1. Go to www.betternewspapercontest.com.
2. Below "Are you a contestant?" click on "Newspapers Login".
3. Select "NJPA 2011 Better Newspaper Contest" from the drop-down list.
4. In the "News Organization" drop-down list, select your newspaper's name. (Tip: You can start typing your newspaper's name and when it is highlighted, click "Enter".)
5. In the password box, enter your newspaper's password. (If you don't know it, check with your newspaper's contest coordinator.)
6. Press "Login."
7. Click "Submit Entry" link.
8. In the "Division" drop-down list, choose which contest you are entering: "Editorial Daily."
9. In the "Category" drop-down list, select the specific contest category. These are listed in the same order as in the contest rules, by category ID and name.
10. In the "Headline or Title of Entry" box, enter the name of the story or section exactly as it appears on the page. When submitting two or more examples in an entry, list all of the headlines or titles separated by two slashes, like this: **Title1 // Title2 // Title3**
Remember that you will be submitting full-page PDFs, not individual articles. Please make sure the titles you choose accurately identify the items the judges need to locate on the pages!
11. To upload your entry attachment, click on "Browse."
 - Navigate to the PDF of your entry and click "Open" or "OK".
 - In categories that require cover letters, attach the PDF of the letter first, before the entry itself.
 - *Be careful when selecting your attachment because there is no way to delete it once it has been uploaded. If you make a mistake, you will need to start over on this entry.* For details about entry preparation, see below.
 - Click "Upload".

**NJPA CONTEST
COORDINATOR**

Peggy Stephan Arbitell
NJPA member services mgr.
(609) 406-0600, ext. 14
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DEADLINE**Friday, January 13, 2012**

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12. For categories that require more than one example per entry, repeat the upload step. *Note: Upload attachments in the order in which the entry should be read by the judges, e.g., by date of publication.* As you upload attachments, the names will appear in an “Existing Attachments” list. Better yet, combine all of the page tearsheets for an entry in one PDF. As you upload attachments, the names will appear in an “Existing Attachments” list.
13. When you have finished entering attachments for that entry, click “Next>>”.
14. From the drop-down menu, choose the number of pages the entry was printed on.
15. In the boxes labeled “Who should be credited for this entry?” enter the names of those who worked on the entry. List each name, followed by the *job function*: John Penn, reporter, or Eliza Doe, marketing. *Do NOT list job titles like Managing Editor.* If more than four people worked on the project, enter **Staff** or **Staff Artists**.
16. Press “Submit.”
17. You will see an entry verification page titled “This Page is Your Official Entry Form.” For each mail-in entry, print this page and attach it to the tearsheet or section.
18. ***Do not hit the Back button or you may eliminate this entry!***
19. From the verification page, you can “Submit Another Entry”, “Manage Entries” or “Logout”.
20. Once the maximum number of entries is reached in a category, that category is no longer available unless you “Disable” an entry using “Manage Entries”.

To manage your entries:

1. Once the maximum number of entries is reached in a category, that category is no longer available unless you “Disable” an entry on the “Manage Entries” page.
2. Before the contest deadline, the department contest coordinator should review the entries listed under “Manage Entries”.
3. Make sure that:
 - The correct number of entries are listed in each category. You can have fewer entries than the number specified for that category, but not more.
 - The entries listed are the correct ones. You may remove an entry from the “Entries” list by clicking the “Disable” link to the right of the entry’s name. If an entry is listed under “Disabled Entries”, you may add it to the “Entries” list by clicking the “Enable” link next to the entry name.
 - The label shows the correct information. You can review the label by click the “Label” link next to each entry name. *(Continues on next page)*

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4. To edit any of the entry information, click the “Edit” link next to each entry name. However, if you need to change an attachment, you must create a new submission, disable the previous one and enable the new one.
5. Following the deadline, you have until midnight to manage your entries.

PREPARATION OF ENTRIES

All entries must be uploaded as electronic files, except as noted in the contest rules.

1. Upload the entire page on which the entry appears – not the article or column alone. Make sure it includes the folio with publication date and page number.
2. Use the exact headline or title to *clearly identify your entry* for the judges — don’t make the judges guess what they are looking for!
3. Submit your entries in PDF format.
4. The maximum file size is 5 MB. Judges will read your files on their computer screens, so high resolution files are not needed or helpful — they take longer to download.
5. When making your PDFs, use Adobe’s “Smallest File Size” setting and make sure ALL fonts are embedded.
Alternately, you can change each document’s resolution to 72 dpi and convert the color mode of your document from CMYK to RGB.
6. When uploading files, any filename may be used. The contest website uses information you entered (newspaper name, division, category, etc.) to assign a unique code to each file. These codes sort your entries into the proper circulation group, division and categories for judging.
7. For category D-19, which requires the printed section be submitted, send or deliver entries so they arrive at NJPA **no later than 4 p.m. on January 13, 2012:**

New Jersey Press Association
2011 Better Newspaper Contest
840 Bear Tavern Road, Suite 305
West Trenton, NJ 08628

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RESPONSIBLE JOURNALISM**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 & WRITING**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 & 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, 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 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. News Column

(Three entries per newspaper)

An entry must be three locally written columns by the same columnist that appear regularly. Judged on writing style, originality, impact and local appeal.

D-13. Opinion Column

(One entry per newspaper)

An entry must be three locally written columns by the same columnist that appear regularly. Judged on writing style, originality, impact and local appeal.

D-14. Feature/Entertainment Column

(One entry per newspaper)

An entry must be three locally written columns by the same columnist that appear regularly. Judged on writing style, originality, impact and local appeal.

D-15. Sports Column

(One entry per newspaper)

An entry must be three locally written columns by the same columnist that appear regularly. Judged on writing style, originality, impact and local appeal.

D-16. 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-17. 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-18. 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-19. 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. Mail-in category.

DESIGN & PRESENTATION**D-20. 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-21. 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-22. 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-23 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 AWARD**D-24. 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* entry.

GENERAL EXCELLENCE AWARD

Two winners are named, one in each circulation category. Winners are chosen by tallying points based on each award won in both editorial and photo contests: first place earns three points; second, two points; third, one point. The newspaper with the most points in each circulation category wins the award.

NEW JERSEY PRESS ASSOCIATION

2011 EDITORIAL CONTEST ENTRY FORM

— DAILY DIVISION —

DAILY OVER 45,000 **DAILY UNDER 45,000**

NOTE: Circulation is based on Daily circulation – not Daily & Sunday combined.

Newspaper: _____

Address: _____

Contact Person: _____ Title: _____

Telephone: _____ Email: _____

The fee is \$359 for the entire Editorial Contest, or \$10 per individual entry.

Please enter the total number of entries per category that your newspaper is entering.

RESPONSIBLE JOURNALISM (Two entries per newspaper per category)	# 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 per category except as noted)	
D-5 Breaking News	D-5 _____
D-6 News Writing Portfolio (Four entries)	D-6 _____
D-7 Environmental Writing Portfolio	D-7 _____
D-8 Feature, Lifestyle & Entertainment Writing Portfolio (Four entries)	D-8 _____
D-9 Sports Writing Portfolio	D-9 _____
D-10 Scholastic Sports Portfolio	D-10 _____
D-11 Business & Financial Writing Portfolio	D-11 _____
D-12 News/Business Column (Three entries)	D-12 _____
D-13 Op-Ed Column (One entry)	D-13 _____
D-14 Feature/Entertainment Column (One entry)	D-14 _____
D-15 Sports Column (One entry per newspaper)	D-15 _____
D-16 Critical Writing	D-16 _____
D-17 Robert P. Kelly Award (One entry)	D-17 _____
D-18 Best Headlines (Three entries)	D-18 _____
D-19 Special Issue	D-19 _____
DESIGN AND PRESENTATION (Two entries per newspaper per category)	
D-20 News Page Design Portfolio	D-20 _____
D-21 Feature Section Page Design Portfolio	D-21 _____
D-22 Sports Page Design Portfolio	D-22 _____
D-23 Graphics/Illustration Portfolio	D-23 _____
OVERALL AWARD (One entry per newspaper)	
D-24 Innovation Award	D-24 _____
TOTAL Number of ENTRIES	Total _____
AMOUNT ENCLOSED for this contest	\$ _____

**All entries (digital and print), registration forms and contest payments
MUST arrive at NJPA's office no later than 4 p.m. on January 13, 2012**

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