

2011 ONLINE

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, 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 and digital news organizations. 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 and digital news organizations that are 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.**

- Submit all entries online:
www.betternewspapercontest.com
- Contest Entry Form and payment to NJPA's office:
NJPA 2010 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 in categories A through G 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.

Winners in categories H through K will receive their awards at the Spring Awards Banquet for advertising on Thursday, April 12, 2012 at The Hamilton Manor, Hamilton, N.J.

NJPA

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.

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**MAXIMUM NUMBER
OF ENTRIES**

3 entries per category
per newspaper

COST TO ENTER

Entries are \$10 each. 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.

GUIDELINES & DEFINITIONS

All entries must have been published or instituted between January 1, 2011 and December 31, 2011, with the exception of Category A.

Entries must be provided in the format specified in each category description.

Entries are limited to 3 per category per newspaper, except for Category F.

Websites associated with multiple newspaper members – e.g., nj.com or northjersey.com – can be entered only once in each category, by one of the members.

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

Some categories allow a brief statement to be submitted, describing the project and any promotion that was done in print. This should be attached to the entry as a PDF.

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 or organization'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.

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 at (609) 406-0600, ext. 14, or pastephan@njpa.org.

Deadline for all entries: January 13, 2012 – no later than 4:00 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., "Best Multimedia Element". 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, you may submit 3 entries in the category "Best Web Project", each entry consisting of one URL to a webpage.

Some categories may require multiple examples as part of each entry – i.e., several examples of writing as part of a "Best Blog" 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, 5 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 or organization'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**

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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: "Online."
9. In the "Category" drop-down list, select the specific contest category. These are listed in the same order as in the contest rules, with the category ID and name.
10. In the "Headline or Title of Entry" box, enter a name of your entry. For an article on a webpage, use the exact headline. For an ad, use the advertiser's name or the headline. *Remember that you are submitting entries that may have many elements on each page. Please make sure the titles you choose clearly identify the items the judges need to locate on the pages!*
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
11. For categories that require cover letters or supporting material, upload PDF attachments.
 - Click on "Browse."
 - Navigate to your entry and click "Open" or "OK".
 - *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".

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COORDINATOR**

Peggy Stephan, NJPA
member services manager
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12. For additional attachments, repeat Step 11. *Note: Upload attachments in the order in which the entry should be viewed by the judges.* As you upload attachments, the names will appear in an “Existing Attachments” list.
13. When you have finished entering attachments, click “Next>>”.
14. In the boxes labeled “Website URL(s)” list the web address of the entry.
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 Suzy Que, artist. *Do NOT list job titles like Online Editor.* If more than four people worked on the project, enter **Staff**.
16. Press “Submit.”
17. You will see an entry verification page titled “This Page is Your Official Entry Form.” You may want to print out this page to keep as reference.
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
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.

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PREPARATION OF ENTRIES

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

1. Submit your entries as URLs. For categories B, C and H, cover letters and supporting materials should be submitted as PDFs.
2. The maximum file size is 5 MB.
3. When uploading files, any filename may be used. The contest website uses information 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.

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A. Best Overall Website

Judged on the usefulness of the site to the “reader,” quality and quantity of community content and ease of navigation and design. Judges will consider special features such as community forums, advertising information and interactive elements which encourage significant audience engagement. Please submit your website’s URL address. Entries in this category will be viewed online during the contest judging in 2011.

B. Best Web Project

Recognizes the presentation and content on a single topic. Projects may integrate both online and print elements, and should be innovative, visually stunning and have interactive components to engage readers. Project must have been created by the publisher. May include a description of the project and any promotion done in print. Please submit URL. For projects with print elements, also submit PDFs of newspaper pages.

C. Best Multimedia Element

Recognizes a single element such as audio slideshow, Flash, video, or audio to tell a story and serve a community. Element must have been created by the publisher. Emphasis will be placed on visitor experience, engagement and response 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. Please submit URL.

D. Best Blog

News or commentary posted regularly by a staff member to a blog on a newspaper website. Judged on the quality of writing, timeliness and appeal, and originality. Each entry must include three to five examples. Please submit URLs.

E. Best Video

Recognizes a single video that uses visuals, natural sound, interviews and narration to tell a story. Can be related to breaking news, features or sports, and can be a supplement to print coverage or a stand-alone element. Emphasis will be placed on engagement and creativity. Time limit: five minutes. Please submit URL.

F. 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 of 500 words or less, explaining measurable ways in which this was accomplished, *must accompany* entry. Please submit URLs.

G. Best Web Event

Recognizes the online presentation of a breaking or ongoing news event that serves the community. Project may integrate multiple elements such as video, still photos and galleries, graphics, streaming video, blogs, community interaction and mobile that were grouped together during the course of the event. Entry should include a description of the mobilization and implementation of covering the event, and a timetable. Please submit entry URLs.

H. Best Online Advertising – Single Ad, Static

Recognizes visual appeal and creativity in design and content of a single static ad appearing online at the newspaper’s website. Ad must have been created locally by the publisher. Submit screen shot, saved as a PDF or JPEG.

I. Best Online Advertising – Single Ad, Animated

Recognizes visual appeal and creativity in design and content of a single animated ad appearing online at the newspaper’s website. Ad must have been created locally by the publisher. Submit screen shots, saved as PDFs or JPEGs.

J. Best Online Advertising – Campaign

Recognizes visual appeal and creativity in design and content of a digital ad campaign including such elements as banners, blogs, interstitials, widgets, etc. appearing online at the newspaper’s website. Campaign must have been created locally by the publisher. Submit screen shots, saved as PDFs or JPEGs.

K. Best Online House Ad or Campaign

Recognizes visual appeal and creativity in design and content of a house ad or campaign on your website and supporting materials that spotlight efforts to increase revenue with online advertising self-promotion for the newspaper and/or related products. Ad or campaign must have been created by the publisher. Submit screen shots, saved as PDFs or JPEGs. For projects with print elements, also submit PDFs of the newspaper pages.

NEW JERSEY PRESS ASSOCIATION
2011 ONLINE CONTEST ENTRY FORM

Newspaper: _____

URL: _____

Address: _____

Contact Person: _____ Title: _____

Telephone: _____ Email: _____

The fee is \$10 per entry. Maximum of 3 entries per category, per newspaper site.

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

Three entries per category per newspaper or digital news organization		# of Entries
A	Best Overall Website	A _____
B	Best Web Project	B _____
C	Best Multimedia Element	C _____
D	Best Blog	D _____
E	Best Video	E _____
F	Innovation Award	F _____
G	Best Web Event	G _____
H	Best Online Advertising – single ad, static	H _____
I	Best Online Advertising – single ad, animated	I _____
J	Best Online Advertising – campaign	J _____
K	Best Online House Ad or Campaign	K _____
TOTAL Number of ENTRIES		Total _____
AMOUNT ENCLOSED for this contest		\$ _____

**All entries, 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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