

# 2011 PHOTOGRAPHY

## CONTEST RULES, CATEGORIES & ENTRY INSTRUCTIONS

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### 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](mailto: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

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- Submit all entries online:  
[www.betternewspapercontest.com](http://www.betternewspapercontest.com)
- Contest Entry Form and payment 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](http://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 to be held on Thursday, April 26, 2012 at The Manor, Hamilton, NJ.

### COST TO ENTER

Entries are \$10 each or a flat rate of \$195 for the entire Photography Contest. Discount rates are available for group weeklies. 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.

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### GROUP WEEKLY DISCOUNTS

Apply to the full contest:

First newspaper	\$191
Second	79
Third	63
Fourth	48
Fifth	33
All other papers	25

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### MAXIMUM NUMBER OF ENTRIES

Newspapers entering at full-contest rates are permitted a total of 54 entries.

There is no limit on the number of entries per category.

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### GROUP WEEKLY DISCOUNTS

Group newspapers may reduce the cost of entering multiple papers in the contest by using the group weekly discounts listed in the column at left. However, in order to benefit from the discounted fees, newspaper groups should enter their participating papers in most of the categories. Otherwise, it may be more cost effective to pay \$10 per entry. Each newspaper group may choose whether it uses the flat rate or the discount ones. Groups may enter as many or as few of their NJPA member papers in the contest.

Groups should complete a Contest Entry Form for each newspaper. In addition, they should submit an entry form that totals their entire group's submissions.

### GUIDELINES & DEFINITIONS

All entries must have been published in print or online between January 1, 2011 and December 31, 2011. Pictures must be the product of 2011.

Entries are separately judged in two divisions: Dailies and Weeklies.

Each newspaper is allowed to submit a total of 54 entries. There is no limit on the number of entries per category. Any photo submitted for judging in one category may not be submitted in any other category.

A **picture story** consists of a minimum of three photos and a maximum of 15 photos.

All photo entries must be in JPEG format. See the Preparation of Entries section for the specific settings and file information required.

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.

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## 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](http://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 Arbitell at (609) 406-0600, ext. 14, or [pastephan@njpa.org](mailto:pastephan@njpa.org).

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

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

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### 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., "News Picture Story". 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. In the Photo Contest, there is no limit on the number of entries per category. Each newspaper is permitted to submit a total of 54 entries to the contest.

Some categories may require multiple examples as part of each entry – i.e., several photos for a picture story 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 15 attachments for your first entry in a category, 11 attachments for the second entry and 7 for the third entry. Picture story entries require a minimum of 3 photos and a maximum of 15 for each entry.

## ENTRY INSTRUCTIONS

### Logging in for the first time this year:

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

1. Visit [www.betternewspapercontest.com](http://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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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](http://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: "Photography."
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 photograph or picture story.
11. To upload your entry attachment, 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".
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 viewed by the judges.* 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>>".

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14. 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 people worked on the project, enter **Staff** or **Staff Photographers**.
15. Press "Submit."
16. 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.
17. ***Do not hit the Back button or you may eliminate this entry!***
18. From the verification page, you can "Submit Another Entry", "Manage Entries" or "Logout".
19. 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 entries listed are the correct ones, and that picture stories have no more than 15 photos per entry. 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 in JPEG format with the following settings:
  - RGB mode (color or black & white)
  - JPEG compression quality set to 6
  - DPI no higher than 250
  - Longest side of image no longer than 10 inches
  - Only one image per file is allowed.
2. Use Photoshop's File Info to enter information about each entry.
  - In the "Description" or "Caption" area:
    - Title:** All photos and picture stories must have titles
    - Author:** Photographer's name
    - Description/Caption:** Date published, followed by caption information the judges need to know about the photo.  
For entries with multiple photos, on the first photo, add a title and introductory paragraph about the entire entry. Photographer's name and affiliation should not appear here.
  - In the "Origin" area:
    - Date Created:** Date the photo was taken
3. The maximum file size is 5 MB. Individual photos using the settings above are unlikely to reach this size. However, picture stories may exceed this limit.

For picture story entries, submit the key photos using the above specs. For the supporting photos, try reducing the DPI resolution until the entire package is no more than 5 MB.
4. 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.

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There is no restriction on the number of entries per category.

Newspapers entering are allowed to submit a total of 54 entries.

**P-1. Spot News**

Any single picture of an unscheduled (no opportunity for planning) news event.

**P-2. General News**

A single picture of a scheduled (opportunity for planning) news event.

**P-3. News Picture Story**

A series of pictures of general news or spot news event.

**P-4. Sports Action**

Any single picture taken during on-going action of any activity considered a competitive sport.

**P-5. Sports Feature**

Any single picture of a sports-related event that is not game action.

**P-6. Sports Feature Picture Story**

Series of photos of a sports-related event that is not game action.

**P-7. Feature**

All single picture entries that do not fit in any other category.

**P-8. Feature Picture Story**

Any series of feature pictures that tells a story other than a breaking news event. It is something that need not be printed in the next day's paper.

**P-9. Portrait**

A single picture that reveals the essence of the subject's character.

**P-10. Pictorial**

A single picture made for scenic or artistic value.

**P-11. Illustrations**

Entry should be a single color or black & white print that is created to illustrate a concept or story.

**BEST OF SHOW**

The winner will be selected by the judges from among all of the first place photos.

**FIRST PLACE WINNERS**

All first place photos will be displayed in NJPA's office until next year's contest.

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NEW JERSEY PRESS ASSOCIATION

2011 PHOTOGRAPHY CONTEST ENTRY FORM

DAILY

WEEKLY

Newspaper: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**The fee is \$195 for the entire Photography Contest, or \$10 per individual entry.**

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

Maximum Number of Entries: 54 per newspaper

	<b># of Entries</b>
P-1 Spot News	P-1 _____
P-2 General News	P-2 _____
P-3 News Picture Story	P-3 _____
P-4 Sports Action	P-4 _____
P-5 Sports Feature	P-5 _____
P-6 Sports Feature Picture Story	P-6 _____
P-7 Feature	P-7 _____
P-8 Feature Picture Story	P-8 _____
P-9 Portrait	P-9 _____
P-10 Pictorial	P-10 _____
P-11 Illustration	P-11 _____

**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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2011 Better Newspaper Contest  
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