The Complete Guide to the
2012 New Jersey Press Association
Best Editorial Contest
Weekly Newspapers

Thank you to NJPA’s contest sponsor:

New Jersey Press Association
840 Bear Tavern Road, Suite 305
West Trenton, NJ 08628-1019
(609) 406-0600 • www.njpa.org
2012 New Jersey Press Association
Best Editorial Contest
Weekly Newspapers

The Essentials

CONTEST DEADLINE: **Friday, January 11, 2013**
- Mail-in entries must be received at NJPA’s office by 4:00 p.m.
- All other entries may be uploaded until 11:59 p.m.

CONTEST PERIOD: **January 1 to December 31, 2012**

CIRCULATION DIVISIONS:
Weekly over 6,500 • Weekly under 6,500

CONTEST WEBSITE: [betternewspapercontest.com](http://betternewspapercontest.com)
All entries, including mail-in ones, must be entered on the website.

YOUR PASSWORD:
The initial password for all members is **bnc**. You will be asked to change it when you log on for the first time. If **bnc** doesn’t work, it means someone at your company has already accessed the site and changed the password.

MAXIMUM NUMBER OF ENTRIES: **Varies by category**
Please refer to the list of contest categories for specific information.

COST TO ENTER:
**Choose either $359 per newspaper or $10 per entry**
Discount rates are available for group weeklies. Please total the number of your entries on the enclosed Contest Entry Form. Send the form and a check for the full amount to NJPA by the mail-in deadline. If entering multiple contests, a single check may be sent with the various contest entry forms.

FOR ADDITIONAL INFORMATION:
**Peggy Stephan Arbitell**
(609) 406-0600, ext. 14
pastephan@njpa.org
Need directions? Call or go to [www.njpa.org](http://www.njpa.org)

**New Jersey Press Association**
2012 Best Editorial Contest
840 Bear Tavern Road, Suite 305
West Trenton, NJ 08628-1019
General Information

New Jersey Press Association’s Best Editorial 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 full members of New Jersey Press Association whose dues and assessments are paid in full through December 31, 2012.

Contest Period
January 1, 2012 – December 31, 2012

Deadline
Friday, January 11, 2013
Mail-in categories must be received at NJPA’s office no later than 4 p.m. The contest website will accept all other entries until 11:59 p.m.

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. In categories that receive fewer than four entries, the association encourages judges to award prizes only if the entries merit them.

Awards Presentation
Winners will receive their awards at Press Night on Thursday, April 25, 2013 at The Hamilton Manor, 30 Route 156, Hamilton, N.J.

Entry Criteria
This contest has two divisions – Weekly Over 6,500 and Weekly Under 6,500 – which are judged separately.

Online entries will be judged together – not in separate daily and weekly divisions.

Digital news organizations may only enter the Online categories, O1-O8.

All entries must have been published between January 1, 2012 and December 31, 2012. Entries must have been published inside the newspaper except for Online categories O1–O8.

The maximum number of entries per category, per newspaper or digital news organization, is two, unless otherwise indicated in the category description.
An individual article or series of articles may be entered in only one category, with one exception: An individual article also may be entered as part of a series, or in the Public Service, Coverage of Government or Robert P. Kelly category. An entry to the Robert P. Kelly category also may be submitted in one other writing category.

Identical or nearly identical articles or series may only be submitted once.

A “series” is no more than five stories.

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. Special Issue entries must be distributed with or within the newspaper and published no more than six times a year. Publications distributed independent of the newspaper are not eligible for the contest.

Cover letters or statements must be submitted in categories W1, W3, W4, W5, W14, O6, O7 and O8. They are optional for categories O2 and O3.

Each print entry must be submitted as a PDF tearsheet of the entire newspaper page, including the publication date. List each article, column or section by its title or headline; do not use just the reporter’s or columnist’s name. See Making entries on Page 10 for more details.

Mail-in Categories are W23, W26, W27 and W28. The original printed pages or sections must be sent to NJPA. In addition, each entry must be registered online and a PDF of its front page uploaded. Print its “Official Entry Form” from the contest site, and attach the form to the full-page tearsheet or section. These entries must be received at NJPA’s office by the deadline.

Online entries may only be submitted in categories O1-O8. All online category entries must have been created locally by you and must have appeared on your website. For each entry, submit a URL to a permanent location on your web server and a screenshot saved either as a PDF or JPEG.
Group weekly newspapers

Group weeklies must submit each entry under the name of an individual newspaper, not under the name of the group.

Only the originating newspaper, or the newspaper in the group that made the greatest contribution to the project, may submit an entry. If the story was published in all or a majority of the group’s publications, it may be entered by only one newspaper.

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.

Questions?
Contact NJPA’s contest coordinator:
Peggy Stephan Arbitell
(609) 406-0600, ext. 14
pastephan@njpa.org
Contest Instructions

New Jersey Press Association’s Better Newspaper Contest is digital. All editorial entries – including mail-in categories – are submitted at the Better Newspaper Contest website: betternewspapercontest.com

For best results, Better Newspaper Contest recommends using the most recent version of Mozilla Firefox to make your contest entries.

New for this year’s contest

Better Newspaper Contest has made several major changes to its software:

Username and Password
Each person submitting entries will create a unique username and password.

Contestant Manager
The “Contestant Manager” controls what is entered in a contest for your newspaper or website.

• IMPORTANT: The first person who logs into the contest and makes two entries becomes your Contestant Manager. These first two entries may be test entries that are deleted after other entries are submitted.

• NJPA has four contests: Advertising, Editorial Daily, Editorial Weekly, and Photography. Your newspaper or website can have a different Contestant Manager for each contest.

• The Contestant Manager can choose to make entries exclusively or authorize others to make entries. To allow others to make entries, the Contestant Manager must create a separate account for each person.

• The Contestant Manager has access to all entries submitted to a contest for your newspaper or website, and can edit, disable or delete any entry.

• The Contestant Manager can access account information and passwords for every person he/she authorizes to make entries.

Authorized Entrant
Each person the Contestant Manager gives permission to make entries is an “Authorized Entrant”.

• While the Contestant Manager can see and edit all of the entries and account information, the Authorized Entrant only can see and edit the entries he/she made.

Scrapbooks
Potential contestants can save their work on the Better Newspaper Contest website in their own Scrapbook accounts.

• Once a contestant has been made an Authorized Entrant for a contest, he/she can upload content from his/her Scrapbook directly into an entry.

• Contestant Managers do not interact with user Scrapbooks.
Start early and become familiar with the process!

We strongly recommend that you start making your entries early. Certainly don’t wait until the day before the deadline!

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.

Step-by-step directions for setting up accounts and making entries are available on the contest website – www.betternewspapercontest.com. Under “Contestant Login”, click on “Contestant Manager Help” or “Authorized Entrant Help”.

Or use these links for PDFs of the directions:

- **Contestant Managers**

- **Authorized Entrants**

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

Contest definitions

**Division**: a specific contest, e.g., Advertising, Editorial Daily, Editorial Weekly or Photography

**Category**: a specific competition within a contest division, e.g., “Coverage of Government” or “News Writing”. Each division has a number of categories, which have 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 two entries in the “Editorial Comment” category, but only one in the “Front Page Layout” category. The contest rules provide specific information.

Some categories require multiple examples as part of each entry, e.g., several columns as part of a writing portfolio. In this case, ALL of the examples for the entry should be uploaded in a single PDF, e.g., three tearsheets containing the columns as separate pages in one PDF. For information on how to combine multiple tearsheets into one PDF, see **Preparing your entries** on Page 8.
Preparing your entries

Keep the judges happy!
Don’t make them wait for your PDFs to be displayed because a file is too large. Entries that the judges cannot view will be disqualified.

Maximum entry size
Each entry should be less than 5 MB. Smaller is better, faster.
• Eliminate extra pages. Upload only the page on which the entry is located.
• For multiple-example entries, combine all examples into one PDF.
• Reduce the size of each PDF.

Extract pages from multi-page PDFs
If your entry is part of a multi-page PDF, open the PDF and save it with a new name. Open the new PDF, go to “Document” menu, select “Extract Pages” and follow the directions. Eliminate all pages that are NOT part of your entry.

Combine multiple PDFs into one
Open the PDF that you want first in your entry and save it with a new name. Open the new PDF, go to the “Document” menu and choose “Insert Pages”. Navigate to the PDF that you want next in the entry and select it. Continue until you have inserted all of your pages.

Make PDF files smaller
For printing, most newspaper PDFs include high-resolution grayscale or color images. However, contest entries will be viewed and judged on computer screens at low resolution (72–96 dpi) and in RGB color. Changing the resolution and color mode of images are the two most effective ways to reduce file size without sacrificing the screen viewing quality.

Use lower resolution
In PDFs, the text is clear regardless of resolution. Resolution only relates to photos and graphics. Reducing resolution by half can reduce an image file size by 75%. The recommended maximum resolution of 96 dpi can be enforced in your Adobe Distiller settings.

You might create an Adobe PDF Preset called “NJPA Contest” with the recommended settings, and share it with all the Contestant Managers and Authorized Users in your company.

Or simply use the “Smallest File Size” preset, instead of “High Quality Print” or “Press Quality”.

Convert images to RGB color mode
Converting images from CMYK color mode to RGB will reduce image files by about 25%. This color conversion can be enforced in your Distiller settings.
**Embed all fonts**

Regardless, how you make your PDFs, make sure ALL fonts are embedded. The judges will not have the same fonts as you have. If the PDF is missing fonts, your entry will not display properly.

**Redistill PDFs**

After making final adjustments to your PDF, redistill it to make it smaller. Changes you made to your PDF may not yield the expected reduction in file size until you redistill the PDF. This is true even if you reduce resolution or change color mode using a PDF editor, like Enfocus Pitstop or Quite a Box of Tricks, or use the native profiling/editing tools in Acrobat 6 or later.

To redistill, open the PDF in Adobe Acrobat. Go to the “Advanced” menu, scroll down to “Print Production” and select “Acrobat Distiller”. Enter the settings recommended above or choose the preset that you created and be sure that ALL fonts are embedded.

**Web entries**

All website entries must be accessible online to the judges.

- Provide a direct URL for each entry, to a permanent location on your web server.
- If a username and password are required, please enter those details in the “Comments” box on the entry page.
- If the judge cannot access your entry, it will be disqualified.

Also, upload a screenshot of each entry, in PDF or JPEG format, for the slide presentations of winning entries shown during the award banquets.
Making entries

Headline or Title of Entry
Remember that you are submitting full-page PDFs, so please make sure your titles accurately identify the items the judges need to locate on the pages!

- In the “Headline or Title of Entry” box, enter the headline of the ad, article or photo being uploaded, exactly as it appears on the page.
- Do NOT use just the name of the advertiser, writer or photographer.
- For categories that require more than one example per entry, you may use the name of the advertiser, writer or photographer if it is obvious on every example in the entry. Otherwise, list all of the headlines or titles, separated by double slashes like this: Title1 // Title2 // Title3
- Do NOT use commas, semicolons, colons, dashes or single slashes to separate entry titles. Often they are used in headlines, but double slashes never are.

Credits
In the boxes labeled “Who should be credited for this entry?” you can enter up to four names of people who worked on the entry.

- In the box titled “First Name” list the FULL name: Joe Green
- In the box titled “Last Name” list that person’s title: Reporter, Editor, etc.
- If more than four people worked on the project, enter: Editorial Staff, etc.

Statements
Some categories require that a statement or cover letter be included with each entry.

- If a statement is required, attach it as a Microsoft Word document or PDF.

Official Entry Form
Once you have completed the entry form, click on the “Submit” button and you will be taken to the 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 special section.
- From the verification page, you can “Submit Another Entry”, “Manage Entries” or “Logout”.
- DO NOT hit the Back button or you may eliminate this entry!

Once the maximum number of entries is reached in a category, that category is no longer available unless an entry is “disabled” using “Manage Entries”.

You may print copies of the Official Entry Form for your use, but do not send them to NJPA – except to label your mail-in entries.

Please send NJPA the Contest Entry Form that is included with this package.
Print Categories – Open to member newspapers

RESPONSIBLE JOURNALISM
Two entries per newspaper per category

W1 Public Service – 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. Limit of 5 stories per entry. An explanatory letter (maximum 500 words) must accompany each entry.

W2 Editorial Comment
This category encourages excellence in editorial writing and recognizes courage, analysis, logic and writing style. An entry is composed of two published editorials by the same writer, judged as a pair.

W3 Enterprise
This category recognizes enterprise, initiative and resourcefulness by a staff reporter or reporters, in uncovering newsworthy happenings that are not necessarily hard news. An entry is one article, a series or group of articles, not necessarily published on consecutive days. Limit of 5 stories per entry. An explanatory letter (maximum 500 words) must accompany each entry.

W4 First Amendment Award
Recognizing excellence in reporting that highlights the importance of a free press. The award gives special weight to reporting that uncovers hard news that reveals an issue that is detrimental to the public good and which would have remained hidden otherwise. Entries may be features or news coverage and must be accompanied by a letter (maximum of 500 words) describing the impact of the story.
REPORTING, WRITING & ILLUSTRATION
Two entries per newspaper per category, unless otherwise stated

W5 **News Writing**
Each entry is an article and sidebars on a news event by one or more reporters. Judging will be based on readability, completeness, reader interest and resourcefulness in overcoming obstacles. An explanatory letter (maximum 500 words) must accompany each entry.

W6 **Coverage of Government – Art Weissman Memorial Award**
An entry is composed of three articles by one writer demonstrating excellence in reporting on local, state or national government. Articles may be features or news coverage and will be judged on significance, clarity, originality and writing style.

W7 **Coverage of Elections/Politics**
An entry is three articles by a team or individual, to be judged on the quality and depth of local coverage of elections or politics, balance in reporting and quality of writing.

W8 **Coverage of Crime, Police, Courts**
An entry is three articles by a team or individual, to be judged on the quality of local coverage of crime, police or courts, thoroughness of reporting and quality of writing.

W9 **Interpretive Writing**
An entry is a supporting story or series that delves more deeply into breaking news or an issue of wide public interest and explains or clarifies a situation. Judging will be based on readability, thoroughness of research and ability to make technical details clear to the reader.

W10 **Feature Writing**
An entry is an article or series, by a team or individual, to be judged on reader interest, quality of writing, originality, style and local appeal.

W11 **Column Writing**
An entry is two columns – humorous, reflective or general – by the same writer, on any subject, not necessarily appearing regularly. Entry will be judged on originality, local appeal and writing quality.

W12 **Sports Writing Portfolio**
An entry is three articles demonstrating excellence in sports reporting by the same individual. Entries can include series or single stories and/or sports columns. Entries will be judged on significance, clarity, originality and writing style.
Robert P. Kelly Award
(One entry per individual)
News, interpretive, feature or sports stories written by a full-time staffer with fewer than 12 months of professional experience at the time the piece was written, excluding paid or unpaid interns. Stories are judged on how well they reflect above-average use of the English language and basic reporting skills.
An entry is composed of two published stories of any date within the calendar year, by the same writer, judged as a pair. Either or both of these pieces can also be submitted in one other writing category in this contest. This award is intended to encourage capable and talented young reporters to continue their careers in print journalism.

Investigative Reporting
An entry is an article or series, by a team or individual. A distinguished example of investigative reporting, emphasizing the originality of the subject, depth of reporting and clarity of writing. An explanatory letter (maximum of 500 words) must accompany each entry.

Arts & Entertainment Writing
To recognize excellence in coverage of the arts by a team or individual. Judging will be based on readability, local appeal and cultural background. Entries may be single stories or stories with sidebars. This category includes reviews of art, movies, books, music or restaurants.

Special Subject Writing
To recognize excellence in coverage by a team or individual of special interest areas other than those for which special categories are provided. Examples of such eligible categories are transportation, religion, technology and law enforcement. Judging will be based on readability, local appeal, technical knowledge and ability to translate technical terms into everyday language. Entries may be single stories, stories with sidebars or a series.

Environmental, Health & Science Writing
A competition to recognize excellence in environmental, health or science coverage by a team or individual. Judging will be based on readability, local appeal, technical knowledge and ability to translate technical terms into everyday language. Entries may be single stories, stories with sidebars or a series.

Business & Economic Writing
A competition to recognize excellence in coverage of business by a team or individual. Judging will be based on readability, local appeal, technical knowledge and ability to translate technical terms into everyday language. Entries may be single stories, stories with sidebars or a series.
W19 **Education Writing**
To recognize excellence in coverage of education by a team or individual. Judging will be based on readability, local appeal, technical knowledge and ability to translate technical terms into everyday language. Entries may be single stories, stories with sidebars or series.

W20 **Fresh Approach to Routine Reporting**
This entry will recognize efforts by a newspaper or an individual to bring a fresh approach to routine reporting. One story is an entry.

W21 **Graphics & Illustration**
Recognizes excellence in graphics, illustrations & cartoons. Judging will be based on overall attractiveness and clear, creative presentation of information and, where applicable, the accompanying story must be included.

W22 **Headlines**
An entry is three headlines by one editor, judged as a group.

**PACKAGING THE NEWS**
One entry per newspaper per category, except for categories W26 and W28.

In categories W23, W24, W25 and W27, newspapers submit one entry with two examples, one of which must have been published within the three-week core period of **Sunday, September 2, 2012 through Saturday, September 22, 2012**. The other example may be from any week during the year.

In category W26, newspaper may submit two entries, one of which must have been published within the period of **Sunday, September 2, 2012 through Saturday, September 29, 2012**, the other from any time during the year. Examples: One entry from business section, the other from feature section; or one from entertainment, the other from living section, etc.

Mail-in categories are W23, W26, W27 and W29.

W23 **General Typography & Layout of the Entire Paper**
Major judging factors are effective use of body type, headlines and departmental typography, thoughtful sectionalization of the newspaper and special visual aids. Mail-in category: also submit a PDF of one front page.

W24 **Front Page Layout**
Major judging factors are overall attractiveness, excellence of makeup and headline writing and effective use of photography. Tabloids must submit Pages 2 and 3 in support of Page One.
W25  **Editorial Section Layout & Content**
Layout, typography and content will be considered. The purpose of the contest is to stimulate development of better editorial sections, including columns and letters to the editor and editorial writing of quality. The entire section should be entered.

W26  **Feature Section Layout & Content**
(Two entries per newspaper)
Major judging factors are overall appearance (typography, layout, headlines, illustrations), writing quality, activities covered and variety of special interests covered. The contest is open to such sections as Family, Society, Living, Lifestyle, Business, Entertainment, etc. The entire section should be entered. Sections must run at least monthly or semi-monthly. Mail in category; also submit a PDF of one page.

W27  **Sports Section Layout & Content**
Major judging factors are makeup and general appearance, including the use of columns and illustrations, scope of coverage and local coverage and appeal. The entire section should be entered. Mail in category; also submit a PDF of one page.

W28  **Special Issue**
(Two entries per newspaper)
Open to any special issue regardless of subject matter or date as long as it was published during the contest year, distributed with or within the newspaper and was not published more than six times a year. This includes magazines. Mail-in category; also submit a PDF of the cover.

---

**General Excellence Award**
Two winners are named, one in each circulation division. 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 division wins the award.
Online Categories – Open to newspaper & digital news members
Three entries per category per news organization.

01 **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. Submit your website’s URL address. Entries in this category will be viewed online during the contest judging in 2013.

02 **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. Submit a permanent link to the project, and a screenshot saved as PDF or JPEG. For projects with print elements, also submit PDFs of newspaper pages.

03 **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. Submit a permanent link to the element, and a screenshot saved as PDF or JPEG.

04 **Best Blog**
News or commentary posted regularly by a staff member to a blog on a member’s news website. Judged on the quality of writing, timeliness and appeal, and originality. Each entry must include three to five examples. Submit a permanent links to the blog and one screenshot saved as PDF or JPEG.
05 **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. Submit a permanent link to the video, and a screenshot saved as PDF or JPEG.

06 **Innovation Award**
Awarded to a member’s news website that introduces a service, design, feature or news package during the contest year that encourages a new segment of online news readers. Include a letter (maximum of 500) explaining measurable ways in which this was accomplished. Submit a permanent link to the project, and a screenshot saved as PDF or JPEG.

07 **Online Breaking News**
Overall work on a breaking story within 24 hours after the story breaks. Judges will consider the speed with which postings were made, including overall coverage, updates, and supplementary information, such as photographs, video, audio, PDFs or any other form of multimedia. Submit permanent links to the elements, and one screenshot saved as PDF or JPEG. Include a short statement (maximum of 200 words) describing the specific circumstances surrounding the entry. Date of content must be verified by time stamps or a signed statement from the editor.

08 **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. Include a description of the mobilization and implementation of covering the event, and a timetable. Submit permanent links to project elements, and one screenshot saved as PDF or JPEG.
NEW JERSEY PRESS ASSOCIATION

2012 Best Editorial Contest Entry Form
Weekly Newspapers

- [ ] WEEKLY OVER 6,500
- [ ] WEEKLY UNDER 6,500
- [ ] DIGITAL NEWS MEDIA

Newspaper _______________________________________________________________
Address ____________________________________________________________________
__________________________________________________________________________

Contact Person __________________________________________  Title ___________________________________________
Telephone _______________________________________________  email __________________________________________

The fee is $359 per newspaper or $10 per entry.
Below, indicate the total number of entries per category that your newspaper or company is entering.

**Group Weeklies:** Please complete one sheet for each newspaper in your group.
Then complete a master form totaling all entries in each category and attach them together.
Also complete the Group Weekly Registration form.

<table>
<thead>
<tr>
<th>CATEGORIES</th>
<th># of Entries</th>
</tr>
</thead>
<tbody>
<tr>
<td>W1 Public Service – Lloyd P. Burns Memorial Award</td>
<td>W1</td>
</tr>
<tr>
<td>W2 Editorial Comment</td>
<td>W2</td>
</tr>
<tr>
<td>W3 Enterprise</td>
<td>W3</td>
</tr>
<tr>
<td>W4 First Amendment Award</td>
<td>W4</td>
</tr>
<tr>
<td>W5 News Writing</td>
<td>W5</td>
</tr>
<tr>
<td>W6 Coverage of Government – Art Weissman Memorial Award</td>
<td>W6</td>
</tr>
<tr>
<td>W7 Coverage of Elections/Politics</td>
<td>W7</td>
</tr>
<tr>
<td>W8 Coverage of Crime, Police, Court</td>
<td>W8</td>
</tr>
<tr>
<td>W9 Interpretive Writing</td>
<td>W9</td>
</tr>
<tr>
<td>W10 Feature Writing</td>
<td>W10</td>
</tr>
<tr>
<td>W11 Column Writing</td>
<td>W11</td>
</tr>
<tr>
<td>W12 Sports Writing Portfolio</td>
<td>W12</td>
</tr>
<tr>
<td>W13 Robert P. Kelly Award</td>
<td>W13</td>
</tr>
<tr>
<td>W14 Investigative Reporting</td>
<td>W14</td>
</tr>
<tr>
<td>W15 Arts &amp; Entertainment Writing</td>
<td>W15</td>
</tr>
<tr>
<td>W16 Special Subject Writing</td>
<td>W16</td>
</tr>
<tr>
<td>W17 Environmental, Health &amp; Science Writing</td>
<td>W17</td>
</tr>
<tr>
<td>W18 Business &amp; Economic Writing</td>
<td>W18</td>
</tr>
<tr>
<td>W19 Education Writing</td>
<td>W19</td>
</tr>
<tr>
<td>W20 Fresh Approach to Routine Reporting</td>
<td>W20</td>
</tr>
<tr>
<td>W21 Graphics &amp; Illustration</td>
<td>W21</td>
</tr>
<tr>
<td>W22 Headlines</td>
<td>W22</td>
</tr>
<tr>
<td>W23 General Typography &amp; Layout of the Entire Paper</td>
<td>W23</td>
</tr>
<tr>
<td>W24 Front Page Layout</td>
<td>W24</td>
</tr>
<tr>
<td>W25 Editorial Section Layout &amp; Content</td>
<td>W25</td>
</tr>
<tr>
<td>W26 Feature Section Layout &amp; Content</td>
<td>W26</td>
</tr>
<tr>
<td>W27 Sports Section Layout &amp; Content</td>
<td>W27</td>
</tr>
<tr>
<td>W28 Special Issue</td>
<td>W28</td>
</tr>
<tr>
<td>O1 Best Overall Website</td>
<td>O1</td>
</tr>
<tr>
<td>O2 Best Web Project</td>
<td>O2</td>
</tr>
<tr>
<td>O3 Best Multimedia Element</td>
<td>O3</td>
</tr>
<tr>
<td>O4 Best Blog</td>
<td>O4</td>
</tr>
<tr>
<td>O5 Best Video</td>
<td>O5</td>
</tr>
<tr>
<td>O6 Innovation Award</td>
<td>O6</td>
</tr>
<tr>
<td>O7 Online Breaking News</td>
<td>O7</td>
</tr>
<tr>
<td>O8 Best Web Event</td>
<td>O8</td>
</tr>
<tr>
<td>TOTAL Number of ENTRIES</td>
<td>Total ________</td>
</tr>
</tbody>
</table>

AMOUNT PAYMENT enclosed $ __________

Contest Entry Form and payment MUST arrive at NJPA’s office by 4 p.m. on January 11, 2013

New Jersey Press Association • 2012 Best Editorial Contest
840 Bear Tavern Road, Suite 305 • West Trenton, NJ 08628-1019
NEW JERSEY PRESS ASSOCIATION  
2012 Group Weekly Registration Form

Newspaper Group ________________________________________________________________________________________ 
Address ________________________________________________________________________________________________
________________________________________________________________________________________________________
Contact Person __________________________________________  Title ___________________________________________ 
Telephone _______________________________________________  email __________________________________________

**Group Weekly Discounts**  
Beside each paper, circle amount for contests entering

<table>
<thead>
<tr>
<th>Name of Newspaper</th>
<th>Editorial</th>
<th>Photography</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 ____________________________________________________________________________</td>
<td>First Paper $359</td>
<td>$195</td>
</tr>
<tr>
<td>2 ____________________________________________________________________________</td>
<td>Second 279</td>
<td>79</td>
</tr>
<tr>
<td>3 ____________________________________________________________________________</td>
<td>Third 239</td>
<td>63</td>
</tr>
<tr>
<td>4 ____________________________________________________________________________</td>
<td>Fourth 199</td>
<td>48</td>
</tr>
<tr>
<td>5 ____________________________________________________________________________</td>
<td>Fifth 159</td>
<td>33</td>
</tr>
<tr>
<td>6 ____________________________________________________________________________</td>
<td>Sixth 79</td>
<td>25</td>
</tr>
<tr>
<td>7 ____________________________________________________________________________</td>
<td>Seventh 48</td>
<td>25</td>
</tr>
<tr>
<td>8 ____________________________________________________________________________</td>
<td></td>
<td>48</td>
</tr>
<tr>
<td>9 ____________________________________________________________________________</td>
<td></td>
<td>48</td>
</tr>
<tr>
<td>10 ____________________________________________________________________________</td>
<td></td>
<td>48</td>
</tr>
<tr>
<td>11 ____________________________________________________________________________</td>
<td></td>
<td>48</td>
</tr>
<tr>
<td>12 ____________________________________________________________________________</td>
<td></td>
<td>48</td>
</tr>
</tbody>
</table>

**Circulation Figures**

<table>
<thead>
<tr>
<th>Name of Newspaper</th>
<th>ABC</th>
<th>CAC</th>
<th>P.O.</th>
<th>Other – please specify</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 ____________________________________________________________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 ____________________________________________________________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 ____________________________________________________________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 ____________________________________________________________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 ____________________________________________________________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 ____________________________________________________________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 ____________________________________________________________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 ____________________________________________________________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 ____________________________________________________________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 ____________________________________________________________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 ____________________________________________________________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 ____________________________________________________________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

List additional newspapers on another page.