

The Complete Guide to the

2012 New Jersey Press Association

Best Photo Contest



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 Photo Contest

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**

CONTEST WEBSITE: betternewspapercontest.com

All entries must be submitted 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:

Total of 54 entries per newspaper

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

COST TO ENTER:

Choose either \$195 per newspaper or \$10 per entry

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

New Jersey Press Association

2012 Best Ad Contest

840 Bear Tavern Road, Suite 305

West Trenton, NJ 08628-1019

General Information



Pay Attention

when you see this icon. It could make the difference between winning an award and having your entry disqualified.

New Jersey Press Association's Best Photo 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

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

All entries must have been published between January 1, 2012 and December 31, 2012. Pictures must be the product of 2012.

The photography contest has two divisions – Daily and Weekly – which are judged separately. Most digital news organizations will be judged with the Weekly division.



Each individual photo or “picture story” may only be entered in one category. However, picture stories may include individual photos that have been entered in other categories.

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 “Preparing your 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 a newspaper’s entries exceed the stated number for the contest, the association staff reserves the right to eliminate the excess at its discretion.



Group weekly newspapers

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

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.

Photo contest Group weekly discount

| | |
|-----------------|-------|
| First paper | \$191 |
| Second | 79 |
| Third | 63 |
| Fourth | 48 |
| Fifth | 33 |
| Each addl paper | 25 |

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 photo entries 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.

We recommend your newspaper designate one person as the Contestant Manager. This is the person we will contact if there are problems with any of your contest 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**
http://betterbnctsupport.com/images/ContestantManager_Instructions_4_3.pdf
- **Authorized Entrants**
http://betterbnctsupport.com/images/AuthorizedEntrant_Instructions_4_3.pdf

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., "Best Special Section" or "News Writing Portfolio" or "Sports Action" photo. Each category has specific requirements that are explained in the contest rules.

Entry: a submission in a category. The Photography contest does not limit the number of entries per category. However, this contest has an overall limit of 54 entries per newspaper.

Preparing your entries



Keep the judges happy!

Don't make them wait for your JPEGs 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. Individual photos using the settings below are unlikely to reach this size. However, picture stories may exceed this limit.

Reduce the size of picture story entries

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

Photo settings

Submit your entries in JPEG format with the following settings:

- RGB mode for all photos, color and 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

Identifying photos

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
- In the "Origin" area:
 - Date Created:** Date the photo was taken – NOT the publication date.

Photo captions

Enter photo captions in the "Caption text" box on the website entry form:

- Enter the date published, followed by caption information the judges need to know about the photo.
- For picture stories, on the first picture, add a title and introductory paragraph about the entire entry.
- Photographer's name and affiliation must not appear in the "Comment" box.

Naming entries

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.



Making entries

Headline or Title of Entry

Enter the same title for the photo or picture story as you listed in Photoshop. Do NOT include the name of the photographer.

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: **Photographer**, etc.
- If more than four people worked on the project, enter: **Photo Staff**, etc.

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.”

- 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 please do not send them to NJPA.

Please send NJPA the **Contest Entry Form** that is included with this package.



Photo Contest Categories – Open to newspaper & digital news members

- 1 Spot News**
Any single picture of an unscheduled (no opportunity for planning) news event.
- 2 General News**
A single picture of a scheduled (opportunity for planning) news event.
- 3 News Picture Story**
A series of pictures of a general news or spot news event.
- 4 Sports Action**
Any single picture taken during on-going action of any activity considered a competitive sport.
- 5 Sports Feature**
Any single picture of a sports-related event that is not game action.
- 6 Sports Feature Picture Story**
Series of photos of a sports-related event that is not game action.
- 7 Feature**
All single picture entries that do not fit in any other category.
- 8 Feature Picture Story**
Any series of feature pictures that tells a story other than a breaking news event. It does not need to have been printed in the next day's paper.
- 9 Portrait**
A single picture that reveals the essence of the subject's character.
- 10 Pictorial**
A single picture made for scenic or artistic value.
- 11 Illustrations**
Entry should be a single color or black & white image 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.

NEW JERSEY PRESS ASSOCIATION
2012 Best Photo Contest Entry Form

DAILY **WEEKLY** **DIGITAL NEWS MEDIA**

Newspaper _____

Address _____

Contact Person _____ Title _____

Telephone _____ Email _____

The fee is \$195 per newspaper or \$10 per entry. Maximum of 54 entries per newspaper.



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.

| CATEGORIES | | # of Entries | |
|--------------------------------|------------------------------|---------------------|-------|
| 1 | Spot News | 1 | _____ |
| 2 | General News | 2 | _____ |
| 3 | News Picture Story | 3 | _____ |
| 4 | Sports Action | 4 | _____ |
| 5 | Sports Feature | 5 | _____ |
| 6 | Sports Feature Picture Story | 6 | _____ |
| 7 | Feature | 7 | _____ |
| 8 | Feature Picture Story | 8 | _____ |
| 9 | Portrait | 9 | _____ |
| 10 | Pictorial | 10 | _____ |
| 11 | Illustration | 11 | _____ |
| TOTAL Number of ENTRIES | | Total | _____ |
| 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 Photo Contest
 840 Bear Tavern Road, Suite 305 • West Trenton, NJ 08628-1019