

Arizona Newspapers Association
Official Entry and Information Packet



Better Newspapers and Excellence in Advertising Contest

ANA returns for
its **THIRD YEAR** to the
Advanced Contest Entry System
(ACES) by Illinois Press Association.
Same categories,
same divisions, same
easy-to-use entry process.

2017

Accepting Entries May 1 – 26, 2017

Plan to join the excitement as the winners are announced at the
**ANA Fall Convention/Annual Meeting
and Awards Receptions:**

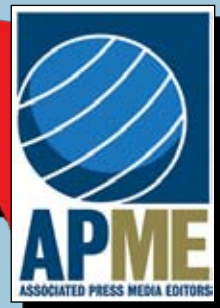
SATURDAY, SEPTEMBER 30, 2017

~ Wild Horse Pass Hotel & Casino | Chandler, Arizona ~

CONTEST DEADLINE:

May 26, 2017

Co-Sponsor:
Arizona Associated
Press Media Editors



Instructions and Tips for BNC *and* Excellence in Advertising Entries

CONTENTS

INSTRUCTIONS and TIPS for Entries	2	Better Newspapers Contest BNC – Guidelines	7
Instructions for Using the Online Contest System . . .	3	BNC – Newspaper Awards: Categories 1-8.	8
Excellence in Advertising Contest – Guidelines	4	BNC – Individual Awards: Categories 9-24	9
Excellence in Advertising Contest – Categories	5	BNC – Best of the Year: Categories 25-27	10

WHAT CATEGORIES NEED TO BE ENTERED ONLINE?

Excellence in Advertising: Categories 1, 2, 3, 4, 5, 6, 8, 9, 11 and 12 must be submitted online.

BNC: Categories 8, 9, 10, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23 and 24 must be submitted online.

WHAT CATEGORIES MUST BE SUBMITTED BY MAIL?

Excellence in Advertising: Categories 7 and 10 must be submitted by mail.

BNC: Categories 1, 2, 3, 4, 5, 6, 7, 11, 26 and 27 must be submitted by mail.

Even though you are submitting these by mail, you will still need to fill out an online entry form and attach its label to the hard copy entry.

Mail entries to:

**ARIZONA NEWSPAPERS ASSOCIATION
CONTESTS
1001 N. CENTRAL AVE., SUITE 670
PHOENIX, AZ 85004-1947**

HOW TO MAKE PDF FILES SMALLER

1. Change the resolution to 72 dpi. This can reduce your file size up to 75%. This seldom affects the quality of the file, as most entries will be viewed online.

2. Color mode. Converting your file from CMYK to RGB will reduce the file size.

WHAT PDF FILES DO I SUBMIT?

1. Only submit the pages that contain entry-related content. For example, if your story jumps from page 1 to page 4, only submit tearsheets for page 1 and page 4. We don't need pages 2 and 3.

2. Make PDF files as small as possible.

WHAT IS THE MOST EFFICIENT WAY TO COLLECT ENTRY FILES?

Collect all PDF files that contain entry-related pages. Extract the page(s) you need, giving each file a clear and descriptive name. Combine PDFs if your entry contains multiple pages. Once you've created all your entry PDFs, re-distill each file to reduce it to the smallest practical size.

PLACES WON AND JUDGES' DECISIONS

The rulings of the judges are final. Judges reserve the right NOT to make an award in divisions, categories and places. Judges will not award Honorable Mentions.

You will be notified by July 28, 2017 if you have won an award.

This year the judges are your peers from the newspapers of the New Mexico Press Association.

HOW CAN I GET MORE HELP?

Contact Julie O'Keefe at (602) 261-7655, ext. 110 or at j.okeefe@ananeews.com for assistance.

SPECIAL ATTENTION!

ALL ENTRIES must be logged in with the online contest system – this means that even if you're mailing in an entry, it **MUST** have an **ONLINE RECORD** and attach its label to the hard copy entry.

HOW TO MAKE A LABEL For mail-in entries.

After you create an online entry, instead of uploading/adding a file you will ignore that field and just click SAVE and the 'Entries' page will open. Select the yellow label button, print and attach it to the entries you are mailing in. At the bottom of the LABEL page is a 'Back to list' button where you can go back to continue submitting entries.

ELIGIBILITY

Newspapers entering the 2017 contests must be in good standing and must be current on their dues. Entries are NOT accepted from individuals, only from publishers. All entries must have been published in an ANA member newspaper or news website.

CIRCULATION DIVISIONS:

Daily Newspapers

Circulation More than 25,000

Circulation Less than 25,000

Non-Daily Newspapers

Circulation More than 10,000

Circulation 3,500 to 10,000

Circulation Less than 3,500

Online Only Organizations

Circulation None, all content is web-based

CLEARLY INDICATE WHAT IS PART OF THE ENTRY

When you enter online, please give us the title of the piece so we can easily find it on the tearsheet you uploaded.

When mailing in your entry(ies), use a highlighter marker to outline or mark the four corners to identify the piece/content.

Instructions for using the online contest system, ACES, for BNC *and* Excellence in Advertising Entries

Contest rules can be viewed and downloaded at:
www.newspapercontest.com/contests/ArizonaNewspapersAssociation.aspx

SPECIAL ATTENTION!

ALL ENTRIES must be logged-in with the online contest system – this means that even if you're mailing in an entry, it **MUST** have an **ONLINE RECORD** and an attached label! **SEE PAGE 2, HOW TO MAKE A LABEL.**

HOW DO I CREATE AN ACCOUNT?

Step 1 — Use the link at top of this page to go to ANA's contest home page.

- Select the "Register" tab.

- Create your login profile and password. **Previous accounts and passwords are no longer valid.**

- ANA's Association code was emailed to all publishers, editors and ad managers. The code is case sensitive. If you have misplaced or lost the code, call Julie O'Keefe, ((602) 261-7655, xt. 110.

You will then receive a confirmation email, which you need to complete the registration/login.

After confirming the account you will be taken to the "Entries" page.

HOW DO I UPLOAD PDF FILES?

Step 2 — Click on the "Add New Entry" link.

Step 3 — On this page, select your newspaper name. A lot of information will auto-fill. If that information is incorrect, please call Julie O'Keefe at (602) 261-7655, x 110.

Your Division will auto-fill for you based on your circulation.

Fill in the preparer's name.

IMPORTANT NOTICE: members that are **Online-only (.com)** can only enter in **three categories:**

- Excellence in Advertising: #8, #9
- BNC: #8.

Step 4 — Select the contest category. These are drop-down menus for your convenience. This field will clear each time you save an entry, so you must select a category for each new entry. When you select the category, special instructions will appear below it.

Step 5 — If necessary, or required, provide an explanation of your entry. The explanation/cutline box is limited to 3,000 characters. It's a good idea to write your explanation in another program, such as Word, and copy/paste into the explanation box. If a URL is required, fill in the URL box; there is no need to type "http://."

Step 6 — Include the name of the entry. If uploading full-page PDF files, it will be helpful if the entry name matches the headline on the page so the judges can find it easily. If the judges cannot tell what is to be judged, the entry will be discarded without refund.

Step 7 — Include the name of the person or people who should be credited for any award. This is generally the writer, reporter, photographer, graphic artist, cartoonist, etc. It is not necessarily the name of the person submitting the entry nor the person picking up the award at the convention.

Step 8 — Add your file or files. You can drag and drop files or use the "Add files" button to navigate your files. Generally, files should be in PDF format except photos, which should be in JPG format. Other files and URLs may be acceptable as noted in the special instructions. Upload as many files as are necessary to complete your entry but refer to the special instructions for any limitations.

Step 9 — When you have completed your submission, click the "Save" button. If you click the "Back to list" button, before you Save, you will lose the entry you just completed. After clicking "Save," you will be automatically directed back to the list of your entries.

Step 10 — To submit another entry, click "Add New Entry." As long as you have not logged out of the system, your newspaper name will still be in place and you can simply start at Step 6 again. You may log out and log back in later to continue adding entries. You will need to select your newspaper name each time you log in.

Step 11 — If you are done submitting entries, please review the list carefully. Make sure you have YOUR newspaper's name selected, and not mistakenly a different paper's name. You may not change an entry, but you may delete an entry and resubmit it.

HOW DO I LOGIN AFTER LOGGING OUT?

After you have created an account you may log in at any time by using the link at top of this page.

HOW DO I KNOW WHAT I'VE ALREADY UPLOADED?

Each time you start at login, you will be taken to the "Entries" page, there you will see a list of your entries.

HOW DO I MAKE CHANGES?

Entries cannot be changed/modified once they are saved. However, there is a "Delete Selected" button on the "Entries" page. If you need to make changes/modify an entry - you will have to delete and resubmit it.

Excellence in Advertising Contest - GUIDELINES

SPECIAL ATTENTION!

ALL ENTRIES must be logged-in with the online contest system – this means that even if you're mailing in an entry, it **MUST** have an **ONLINE RECORD** and an attached label!

SEE PAGE 2, HOW TO MAKE A LABEL.

WHO CAN ENTER:

a) Competition is open to all Arizona Newspapers Association member newspapers. Entries from non-member individuals are not accepted. All entries must have been published in an ANA member newspaper or news website. Ads must have been published between May 1, 2016 and April 30, 2017. Number of entries you may submit in each category is unlimited.

b) **Ads published, produced and sold into multiple newspapers in a group must be submitted by the largest circulation newspaper in the group.**

ORIGINALITY: All newspaper entries must be of original creation — conceived, written, designed and sold by employees of the newspaper submitting the entry at the time the material was published. Clip art ads where only a logo is added and there is no use of staff creativity should not be entered as staff prepared. *Entries judged on originality, copy, layout, typography and reader appeal.*

TEAR SHEETS: Submit a full page tear sheet in PDF format. You will need to upload a separate PDF file for each single entry. (*Except categories 7 and 10, which are mail-in entries*).

PUBLICATION DATES: Entries must have been published for the first time between **May 1, 2016 and April 30, 2017**. Previous entries are not eligible.

ENTRY LABELS FOR MAIL-INS: Every mail-in entry must have an online entry form registered for it. When you have finished creating the entry form for your mail-in, select SAVE, then print out the label, attach it to the entry. See page 2, 'How to Make a Label' if you need more instructions.

GENERAL EXCELLENCE: Points earned by winning a place in categories 1-5, 7-9 and 11 count toward General Excellence determination. **You must enter at least 6 of those categories** to be eligible for a General Excellence Award (but your point total can be greater if you enter more categories).

Points are:

First Place, 20;

Second Place, 15;

Third Place, 10.

Categories 6, 10 and 12 are excluded.

DISQUALIFICATION: Each entry that you upload will need to have the correct identifying information. Entries without this information will be disqualified.

† Contest officials reserve the right to disqualify, without notice or refund, any entry that does not comply with the rules and regulations.

Judges reserve the right not to make an award in divisions, categories and places. Judges' decisions are final. In the case of a disqualification, all other winning entries may move up a place if available.

PLAQUES will be awarded to First Place winners, and certificates to Second Place and Third Place winners in each category.

DEADLINE Entries must be postmarked or received online by **4 p.m., Friday, May 26, 2017. NO LATE ENTRIES WILL BE ACCEPTED.** Our new online system does not allow us to accept entries after the posted deadline, so get your entries submitted as soon as possible. No extensions will be given.

IMPROVE YOUR CHANCES: You may enter unlimited entries per category with a fee for each entry. **A newspaper may win only one place per category.**

ENTRY FEES: \$10 per each entry. We are happy to invoice you, just ask!

When you have finished uploading all entries, you can print out an entry cover sheet that will display the total amount owed for entry fees. Please send the sheet to us along with your check. We are not accepting payments online.

Please make checks payable to:

**ARIZONA NEWSPAPERS ASSOCIATION
1001 N. CENTRAL AVE., SUITE 670
PHOENIX, AZ 85004-1947**



†To ensure that all entries receive an opportunity to be judged, contest officials reserve the right to combine entries from varying divisions. Contest officials also reserve the right, without notice or refund, to disqualify any categories/divisions with insufficient entries.

Excellence in Advertising Awards - CATEGORIES

SPECIAL ATTENTION!

ALL ENTRIES must be logged-in with the online contest system – this means that even if you're mailing in an entry, it **MUST** have an **ONLINE RECORD** and an attached label!

SEE PAGE 2, HOW TO MAKE A LABEL.

Please note: Entries into the Excellence in Advertising competition may come from any issue published between **May 1, 2016 and April 30, 2017.**

*** Categories with a star indicate categories in which points count toward NEWSPAPER OF THE YEAR.**

Revenue-Generating Ads

1: BEST BLACK & WHITE AD*

Can be any size ad 10 col. Inches or larger. Entry form may include an explanation of why entry is a winning entry. Submit a full page PDF-tear sheet with publication date.

2: BEST COLOR AD*

Can be any size ad 10 col. Inches or larger. Entry form may include an explanation of why entry is a winning entry. Submit a full page PDF-tear sheet with publication date.

3: BEST PAID AD SERIES (BLACK & WHITE)*

Three or more ads of any size. Ad series must be for one client. Series counts as one entry. Submit a full page PDF-tear sheet with publication date.

4: BEST PAID AD SERIES (COLOR)*

Three or more ads of any size. Ad series must be for one client. Series counts as one entry. Submit a full page PDF-tear sheet with publication date.

5: MOST EFFECTIVE USE OF PAID SMALL SPACE*

Any type of display advertising that is no larger than 10 column inches (1x2, 2x2, 2x3, 3x3, 2x4, 2x5, 1x10). Submit a full page PDF-tear sheet with publication date.

6: BEST PUBLIC NOTICE SECTION

Judged on prominence, educational outreach to readers and visual appeal. Submit a full page tear sheet with publication date.

7: BEST SPECIAL SECTION*

(ENTER BY MAIL W/LABEL) Special advertising sections published during the contest period (**May 1, 2016 through April 30, 2017**). Log in online and print a label for entries in this category, then mail hard copy to ANA.

8: BEST ONLINE AD (STATIC)*

Ad must be fixed, with no moving parts. Buttons and banner welcome. Must be designed by member of newspaper staff. Can be paid or a house ad. Creativity and effectiveness of design and message will be criteria for judging. Entries in this category must be submitted electronically. Upload file OR

enter URL. If more than one of your ads place in categories 8 or 9, the points from the ad receiving the highest award are the ones counted toward General Excellence and Newspaper of the Year.

9: BEST ONLINE AD (ANIMATED)*

Ad may be .jpg, .gif or Flash. Must have an animated or dynamic element. Must be designed by member of newspaper staff. Can be paid or a house ad. Creativity and effectiveness of design and message will be criteria for judging. Entries in this category must be submitted electronically. Upload file OR enter URL. If more than one of your ads place in categories 8 or 9, the points from the ad receiving the highest award are the ones counted toward General Excellence and Newspaper of the Year.

10: BEST CLASSIFIED SECTION

(ENTER BY MAIL W/LABEL) Submit one complete classified section from the week of **Sept. 5-9, 2016.** (Monthly newspapers may submit the issue published closest to that date.) Judged on overall design of pages, classification of items, appeal and ease of understanding by reader of how to submit ads. Log in online and print a label for entries in this category, then mail hard copy to ANA.

Non Revenue-Generating Ads

11: BEST NEWSPAPER PROMOTION AD, SERIES OR SECTION*

Any ad, ad series or section promoting a newspaper's circulation, advertising, editorial or other departments. Include explanation if necessary. Submit a full page PDF-tear sheet with publication date.

12: BEST PRO BONO/PUBLIC SERVICE AD

Any size ad created at no charge for a local nonprofit organization or event. Public service ads sold on SIG, business card or logo pages are eligible. Submit a full page PDF-tear sheet with publication date.

You must mail these to us:

Categories 7 and 10

Entries in these categories can NOT be accepted online. Submit entries for these two categories in hard copy format, full tear sheets, with entry labels, (see page 2: How to Make a Label) by mailing them to ANA.

Please mail them to:

**ARIZONA NEWSPAPERS ASSOCIATION
CONTESTS
1001 N. CENTRAL AVE., SUITE 670
PHOENIX, AZ 85004-1947**

**The deadline for entries is
MAY 26, 2017.
No extensions will be given.**

Mark your calendars!

The 78th ANNUAL MEETING and FALL CONVENTION

New this year – now a one-day event

September 30, 2017

Workshops and Training Sessions are still planned through out the day with the Excellence in Advertising Awards presented at the afternoon luncheon, and the (BNC) Better Newspapers Contest Awards presented during the evening reception.

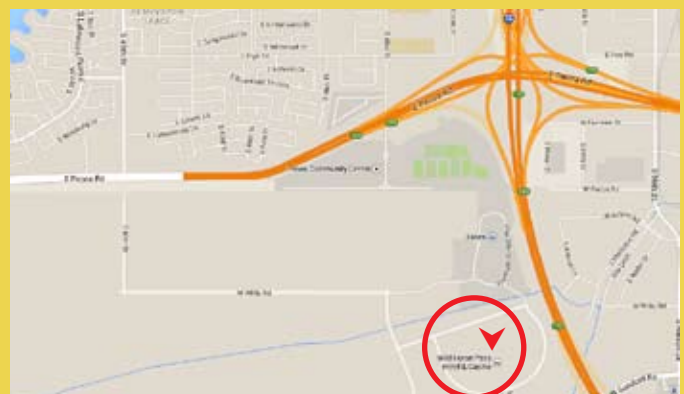


Ideally located, less than 15 minutes south of Sky Harbor Airport and minutes from Tempe, Scottsdale and Chandler.

Wild Horse Pass Hotel & Casino
5040 Wild Horse Pass Blvd.
Chandler, AZ 85226
All parking and valet is complimentary.

Each room features one king size bed or two double beds, a 40" flat screen TV with premier channels, in-room safe, coffee maker, hair dryer, iron/ironing board and complimentary high-speed wireless internet.

ADA rooms are available based on hotel availability. In room dining is always a phone call away, available 24-hours a day.



Better Newspapers Contest - GUIDELINES

SPECIAL ATTENTION!

† **ALL ENTRIES** must be logged-in with the online contest system – this means that even if you're mailing in an entry, it **MUST** have an **ONLINE RECORD** and an attached label!

SEE PAGE 2, HOW TO MAKE A LABEL.

DEADLINE

Entries AND fees must be received in the ANA office (or be Postmarked) by 4 p.m., Friday, May 26, 2017. Due to the nature of the online system, **no extensions** are able to be granted. If you need ANA to invoice you, please call.

BNC CONTEST PERIOD (Publication Dates of Entries)

May 1, 2016 to April 30, 2017.

ENTRY FEES

a) NEWSPAPER CATEGORIES: The one-time fee covers all entries in Cat. 1 through 8.

NON-DAILIES DIVISION:

Circ. less than 3,500	\$ 70.00
Circ. 3,500 to 10,000	\$105.00
Circ. Greater than 10,000	\$135.00

DAILIES DIVISION:

Circ. less than 25,000	\$150.00
Circ. greater than 25,000	\$170.00

(Circulation divisions are based on data in the 2016 ANA Media Directory.)

b) INDIVIDUAL CATEGORIES: \$10 each entry, (Categories 9-27). Stories continued to a second page count as one entry. **Category 11, Min. 3 - Max. of 8 tear sheets.**

FORMAT FOR ENTRIES

a) Newspaper entries in Cat. 1, 2, 3 and 5 require complete editions (**no ad inserts**). Cat. 4 may be submitted with only the editorial section(s)/page(s). These entries must be submitted by mail.

b) Individual entries (Categories 9, 10, 12-24, 26, 27) must be submitted as PDF or JPG files, with the story, column or photo(s) **CLEARLY** marked. Writers or photographers may submit as many entries per category as they wish. All entries must have been published in an ANA member newspaper or news website.

ENTRIES UNLIMITED FOR INDIVIDUAL CATEGORIES†

A newspaper may submit as many entries in the individual categories as they choose, at \$10 per entry. Entries must

come via the newspaper publisher's approval. Separate direct entries from individuals and former employees not accepted unless submitted by the current publisher of the newspaper.

IDENTIFICATION OF ENTRIES

a) Labels for all entries must be printed from the online entry system. If you believe the data on your label is in error, or for further assistance, please don't hesitate to contact us.

b) Staple the printed label to the entries you are mailing in. Be sure to indicate which story or stories the judges should look at. (Entries not identified may be disqualified.)

ADDITIONAL INFORMATION — A letter from the publisher/editor is required for Category 6, 26 and 27. You may attach a letter to any other entry, describing the entry and/or your community, if you think it will help judges.

GENERAL EXCELLENCE — Newspapers must enter at minimum, Categories 1 through 5 to be eligible for **General Excellence Awards**. The total points earned in entry Categories 1 through 8 determine General Excellence finalists.

General Excellence winners are determined by point totals from the first eight categories. Points: First Place, 20; Second Place, 15; Third Place, 10; No Honorable Mentions will be awarded.

AWARDS — Plaques will be awarded to first place winners. Certificates are given for second and third place. First and second place General Excellence winners receive plaques.

PHOTOS OF WINNERS REQUIRED — Winners will be notified by July 25, 2017 if they have placed and in which category. You will be requested to send color photos (JPG files preferred) of the writers, editors, photographers, production personnel, etc., responsible for the winning entry. ANA reserves the right to use photos from past winners.

ENTRIES NOT RETURNABLE. SUBMIT ENTRIES AND MAKE CHECKS PAYABLE TO:

Arizona Newspapers Association
Contests

1001 N. Central Ave., Suite 670
Phoenix, AZ 85004

†To ensure that all entries receive an opportunity to be judged, contest officials reserve the right to combine entries from varying divisions. Contest officials also reserve the right, without notice or refund, to disqualify any categories/divisions with insufficient entries.

How do you win Newspaper of the Year?

YOU HAVE TO ENTER BOTH CONTESTS

Although Newspaper of the Year is determined by total points earned in the Excellence in Advertising and Better Newspapers Contests, you have to enter BOTH contests to be eligible to win. The more newspaper categories you enter the better your chances.

THE POINT SYSTEM

Winning entries earn points in both the Excellence in Advertising Contest and the Better Newspapers Contest, so publishers should make sure the respective department heads enter both contests. For equity between the contests, there are eight categories in both contests that count toward total points for Newspaper of the Year.

POINTS ARE AWARDED ACCORDINGLY:

First Place, 20 points;
Second Place, 15 points;
Third Place, 10 points.

ONE DAILY WINNER AND ONE NON-DAILY WINNER

Two newspapers will be named "Newspaper of the Year": one daily newspaper and one non-daily newspaper, based on total points earned.

IN CASE OF TIES

A tie-break system was developed in 2005. If there is a tie in one of the divisions, the newspaper with the most First Place points wins. If a tie remains, then Second Place points take precedence, and, if needed, then Third Place points.

Better Newspapers Contest

BNC - NEWSPAPER Awards / Categories 1-8

SPECIAL ATTENTION!

† **ALL ENTRIES** must be logged-in with the online contest system – this means that even if you're mailing in an entry, it **MUST** have an **ONLINE RECORD** and an attached label!
SEE PAGE 2, HOW TO MAKE A LABEL.

COMPLETE NEWSPAPERS (Categories 1, 2, 3, 5)
Submit a complete edition (**exclude advertising inserts**)

CATEGORY 4 may be submitted as editorial section(s)/page(s) only. Does not require complete edition. All entries must have been published in an ANA member newspaper or news website.

ENTERING: **Submit categories 1-7 by mail.** Entries for **category 8 must be online.**

DAILIES: Must use dates specified.

*Newspapers not publishing on Sunday should submit the larger of the Thursday, Friday or Saturday newspapers.

NON-DAILIES: Dates are for one edition from the week (Sunday through Saturday) which includes the date.

1: REPORTING & NEWS WRITING EXCELLENCE (ENTER BY MAIL W/LABEL)

What the judges look for: Do the stories show enterprise and originality? Are they well organized? Do they have clarity and carry the reader to the end? Is language and vocabulary effective? Does the publication adhere to news style? Are the ledes effective, do they carry the reader into the story? Do the stories consistently draw relevant connections for readers? Do the stories appear to be balanced and fair? Are multiple sources used?

- 🕒 **Thursday, September 8, 2016**
- 🕒 **Sunday, March 19, 2017***
- 🕒 **Any issue from the month of October 2016**

2: DEPARTMENTAL NEWS & COPY EDITING EXCELLENCE (ENTER BY MAIL W/LABEL)

What the judges look for: Does the entry demonstrate excellence in all areas of news coverage? Do the stories appeal to a broad range of interests? How well do the stories read — their polish. Judges will make judgments based on the flaws they see as they casually scan through the stories as a reader would. The judges may score an entry with an absence of copy editing flaws higher than one with apparent flaws.

- 🕒 **Wednesday, October 5, 2016**
- 🕒 **Sunday, April 9, 2017***
- 🕒 **Any issue from the month of March 2017**

3: PAGE DESIGN EXCELLENCE (ENTER BY MAIL W/LABEL)

- 🕒 **Sunday, November 6, 2016***
- 🕒 **Wednesday, June 8, 2016**
- 🕒 **Any issue from the month of April 2017**

4: EDITORIAL PAGE EXCELLENCE (ENTER BY MAIL W/LABEL) EDITORIAL PAGE(S) ONLY - DOES NOT REQUIRE ENTIRE NEWSPAPER

- 🕒 **Sunday, July 10, 2016***
- 🕒 **Monday, December 5, 2016**
- 🕒 **Any issue from the month of February 2017**

5: BEST USE OF PHOTOGRAPHY (ENTER BY MAIL W/LABEL)

- 🕒 **Tuesday, November 8, 2016**
- 🕒 **Wednesday, June 1, 2016**
- 🕒 **Any issue from the month of January 2017**

6: COMMUNITY SERVICE/JOURNALISTIC ACHIEVEMENT (ENTER BY MAIL W/LABEL) DOES NOT REQUIRE ENTIRE NEWSPAPER

Community Service and Journalistic Achievement is one category. Entries should show how the newspaper is a part of its community, the effect it has on the community, and the results it generates, through good journalism. Materials submitted can be any number of single stories, investigative or special project stories or series, on various topics. (May 1, 2016 through April 30, 2017).

A letter from the editor or publisher describing the newspaper's role in the community is required. You may also submit letters to the editor that show Community Service/Journalistic Achievement.

Scrapbooks are not required. For Category 6, gather full tear sheets and other material, in sequence if possible, clip together and place in a manila folder. Attach entry label to front of folder.

7: SPECIAL SECTION OR NEWSPAPER SUPPLEMENT OR MAGAZINE (ENTER BY MAIL W/LABEL)

Entries must have been produced by the newspaper and may be from any time during the contest period (**May 1, 2016 through April 30, 2017**). Up to three special sections, newspaper supplements/magazines may be submitted. Please attach entry label to special section.

8: NEWSPAPER WEBSITE (ENTER ONLINE)

Instead of using the online entry system to upload a PDF, simply type the URL of your Web site into the "title" field. Judges will visit entered website on a predetermined date and choose the best based on the following criteria: news content, design and presentation, interactivity and connectivity to other sites of interest.

†To ensure that all entries receive an opportunity to be judged, contest officials reserve the right to combine entries from varying divisions. Contest officials also reserve the right, without notice or refund, to disqualify any categories/divisions with insufficient entries.

The deadline for entries is MAY 26, 2017. No extensions will be given.

Better Newspapers Contest

BNC - INDIVIDUAL Awards / Categories 9 - 24

SPECIAL ATTENTION!

† **ALL ENTRIES** must be logged-in with the online contest system – this means that even if you're mailing in an entry, it **MUST** have an **ONLINE RECORD** and an attached label!
SEE PAGE 2, HOW TO MAKE A LABEL.

All entries must have been published in an ANA member newspaper or news website, between May 1, 2016 and April 30, 2017. Any number of individuals from a newspaper may enter. There is no limit to the number of entries from each individual. Entries in all categories are to be submitted as PDF or JPG files except where indicated with the words "Enter By Mail."

Stories continued to another page count as one entry. A full tone print is NOT required for photography. Individual entries accepted only with permission of publisher. (If a writer/photographer is a former employee of a member newspaper, the current publisher of that newspaper where the work was published must sign and submit the entry form. Entries not accepted directly from individuals.)

ENTERING: Submit category 11 by mail. Entries for category 9-10, 12-24 must be online.

HEADLINES

9: BEST HEADLINE In recognition of the editorial skill and judgment necessary to write a headline that draws the attention of the reader to a particular article. Judging is based on effectiveness of a headline (and subhead, if used) to engage the reader. In this individual category only, each author is charged a single entry fee and may submit unlimited headlines that he or she has written.

STORIES

10: BEST NEWS STORY This category is defined as the coverage of a single news event, planned and anticipated, or breaking, or spot news. The entry may include side bars published by the same writer in the same edition as the general news story. Entry will be judged on quality of writing, thoroughness of fact and continuity of thought.

11: BEST SUSTAINED COVERAGE OR SERIES
(ENTER BY MAIL W/LABEL)

This category is defined as a series or package of stories (Min. 3 - Max. of 8) on the same subject that combines the elements of news and/or feature writing. The series can be published in a single issue or a sequence of issues. The bulk of the series must have been published during the contest period. Entries will be judged on quality of writing, ability to hold readers' interest, enterprise, impact and thoroughness.

12: INVESTIGATIVE REPORTING For a story or series of stories that demonstrates the newspaper's ability to obtain hard-to-get information, facts and details and put them in compelling story form.

13: BEST SPORTS STORY This category is confined to a news story dealing with a sports subject or personality. Entry judged on the quality or writing.

†To ensure that all entries receive an opportunity to be judged, contest officials reserve the right to combine entries from varying divisions. Contest officials also reserve the right, without notice or refund, to disqualify any categories/divisions with insufficient entries.

14: BEST TEAM, SPORT OR SPORTS BEAT COVERAGE
This category is defined as a series or package of (3-8 stories) sports stories covering a specific school, team or sport. Will be judged on quality of writing and completeness of coverage.

15: BEST SPORTS COLUMN You may submit 1 to 3 columns illustrating excellence in writing and clarity of expression in a sports column.

16: BEST FEATURE STORY This category is defined as a single story in which the writer stresses the elements of feature writing. Entry will be judged on impact, quality of writing and ability of the writer to hold the readers' interest.

17: ENTERPRISE REPORTING This category is for stories demonstrating creative ideas, innovative approach, initiative and reporting that goes beyond routine. Judging will be based on writing, style, enterprise and ability to hold readers' interest. Entry may be a single article or up to 3 parts in a series.

18: BEST COLUMN, ANALYSIS OR COMMENTARY This category includes any byline, serious, issue-oriented commentary column that appears as a regular feature of the newspaper. Entries judged on quality of writing and style, and effectiveness of presentation.

19: BEST COLUMN, FEATURE OR CRITICISM This category includes any general interest byline column that appears as a regular feature of the newspaper. Entries judged on effectiveness, originality, quality of writing, and style of writing.

20: BEST MULTIMEDIA STORYTELLING Awarded for quality presentation of a single story or series, incorporating text, images and interactive elements. No PDF is required, but you must include the URL of the multimedia story.

PHOTOS / Submit full-tear sheets 21 – 24

21: BEST NEWS PHOTOGRAPH This category includes photographs of general news value that are planned or unplanned. Entries judged on quality of photograph, composition, emotional impact and completeness.

22: BEST SPORTS PHOTOGRAPH This category is defined as any single photograph related to a sports subject. Entry judged on quality of photograph, composition, emotional impact and completeness.

23: BEST FEATURE PHOTOGRAPH This category includes any single photograph that demonstrates elements of feature photography, captures the essence of an individual personality or one that represents a portrait story. Entry judged on quality of photograph, composition and emotional impact.

24: BEST FEATURE PHOTO LAYOUT OR PHOTO STORY This entry is defined as any series of photographs in any one issue on any subject. Entry will be judged on quality and effectiveness of presentation as well as layout, captions and text in telling the story.

Better Newspapers Contest

BNC - INDIVIDUAL BEST of the YEAR Awards / Categories 25 - 27

SPECIAL ATTENTION! ALL ENTRIES must be logged-in with the online contest system. Mail-in entries MUST have an **ONLINE RECORD** and an attached label! **SEE PAGE 2, HOW TO MAKE A LABEL.**

BEST OF 2017 CATEGORIES

25: STORY OF THE YEAR All the first-place entries in categories 10 to 17 will automatically compete for outstanding story of the year.

26: PHOTOGRAPHER OF THE YEAR: DAILY AND NON-DAILY (ENTER BY MAIL W/LABEL) Candidates must be nominated by the Publisher, Managing Editor or Editor. Nomination must include a letter explaining why candidate should be chosen. Each entry packet should include 10 to 12 samples of the nominee's work. Submit full tear-sheets. There is no limit to how many nominations can come from a newspaper. All entries will be judged by a panel of at least three industry professionals. Judging based on creativity, quality and

impact. Published during contest period. Published during contest period: May 1, 2016 to April 30, 2017.

27: JOURNALIST OF THE YEAR: DAILY AND NON-DAILY (ENTER BY MAIL W/LABEL) Candidates (including editors, columnists, reporters, special section editors) must be nominated by the Publisher, Managing Editor or Editor. Nomination must include a one page letter explaining why their candidate should be chosen Journalist of the Year. Each entry packet should include 10 samples of the nominee's work (no sidebars, please), Submit full tear-sheets. There is no limit to how many nominations can come from a newspaper. All entries will be judged by a panel of at least three industry professionals. Judging based on creativity, quality and impact. Published during contest period: May 1, 2016 to April 30, 2017.

2016 Winners

