

## KPA News Contest Categories with Descriptions

### 01 - Best Editorial

One entry must consist of three editorials, each from a different issue of the newspaper. Editorials must be locally written.

### 02 - Best Breaking News Coverage

The stories submitted for this category should be of unscheduled events, for which no advance planning was possible, such as accidents, fires, natural disasters or other breaking news events. Submit as your entry a full-page pdf as well as your use of social media in reporting the news event. Social media use can include but is not limited to the newspaper website, Facebook, Twitter, blogs, videos, audio and slideshows. Judges shall consider the use of a newspaper's journalistic resources, including the use of stories, editorials, cartoons, photographs, graphics, videos, databases, multimedia or interactive presentations or other visual material. Entries may be in the print edition only or a combination of print and social media. When entering any types of social media, you must provide screen shot(s) of the entire package included in the ONE pdf or create one URL that incorporates all aspects of multi/social media coverage of the event.

### 03 - Best General News Story

The entries in this category should be for articles on scheduled or organized events for which advance planning was possible, such as trials, public meetings, dedications, political appearances, etc. Submit as your entry a full-page pdf.

### 04 - Best Feature Story

Submit as your entry a full-page pdf. Factors to be considered in judging this category will be quality of writing, subject matter and reader interest. Articles should be of local interest, preferably about local people, places or things.

### 05 - Best Column

One entry must consist of three columns, each from a different issue of the newspaper. The three columns should be submitted as one pdf. Columns must be written by a staff member or regular local columnist for your paper. The writer has considerable latitude in this category.

### 06 - Best Sports Column

One entry must consist of three full-page pdfs from different dates.. Columns must run as a regular feature in your newspaper and must be written by a staff member or local columnist. Judges will also consider originality and style.

### 07 - Best Sports Story

Submit a full-page pdf with your best sports story. Stories in this category are to be more "news" oriented than Sports Feature stories that would be entered in Category 8. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

### 08 - Best Sports Feature Story

Submit a full-page pdf with your best sports feature. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

### 09 - Best Enterprise or Analytical Story

Defined as reporting on an original topic, often an issue or trend. This can be a single story or a story with sidebars. (This category does not include breaking news, which is in Category 2; and coverage of events such as trials or government meetings goes into Category 3. This category could include stories that examine issues stemming from such meetings or from other news events.) The coverage should demonstrate the reporter's/reporters' initiative in story selection, research or analysis. Enter the story/stories as one pdf.

### 10 - Best Investigative Story or Series

This category is defined as a single story or series of stories initiated by the newspaper on the same subject which demonstrates the reporter's/reporters' initiative in research or investigation. If a series, its publication must end within the contest period.

### **11 - Best On-Going/Extended Coverage Story**

This category is intended to recognize efforts by newspapers and reporters to continue coverage of a news story. An example would be follow-up stories on developing news when the entry doesn't qualify as a story series or investigative reporting. Submit the original (first) news story and all subsequent follow-up stories.

### **12 - Best Business/Agribusiness Story**

Submit a full-page pdf with your best business or agribusiness story. Entries must be by local staff members.

### **13 - Best Use of Social Media**

Entries should demonstrate excellence, and innovation in social media use by newspapers. Entries may include examples of crowd sourcing; community engagement via sites like Facebook, Twitter, LinkedIn, video and photo sharing sites, etc.; and other innovative uses of social media. Entries may be comprised of screen shot(s) of the entire package as ONE pdf or create one URL that incorporates all aspects of social media coverage.

### **14 - Creative Use of Multimedia**

Entries should demonstrate work that incorporates distinguished journalistic storytelling and information via media other than the print format. Submissions may consist of Web-based interactive graphics and displays, videos, photo galleries and audio slideshows, or any combination of all of these elements. Creativity, visual/design, use of news links, impact on the community and timeliness (is it current?) will be among factors considered by the judges. Entries may be comprised of screen shot(s) of the entire package as ONE pdf or create one URL that incorporates all aspects of multimedia coverage.

**Categories 15 through 20 require full page tearsheets in pdf format.**

### **15 - Best Breaking News Picture**

The photographs for this category should be of unscheduled events for which no advance planning was possible, such as accidents, fires, natural disasters or other breaking news events. Submit a full-page pdf. Judging will be made on the basis of newsworthiness, local interest, and overall quality of work.

### **16 - Best General News Picture**

Judging for Category 16 will be made on the basis of newsworthiness, local interest, balance and overall quality of work. Submit a full-page pdf. The pictures in this category should be of scheduled or organized events for which advance planning was possible, such as public meetings, dedications, political appearances, etc.

### **17 - Best Feature Picture**

Submit a full-page pdf. Judges will be looking for local interest and appeal, imagination and originality in selection of subject matter, posing, lighting and overall quality of work.

### **18 - Best Picture Essay (Breaking, General or Feature)**

An entry must consist of two or more pictures used together to tell a story. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in the judging.

### **19 - Best Sports Picture**

This category is to encourage more and better sports coverage. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in judging.

### **20 - Best Sports Picture Essay**

An entry must consist of two or more pictures used together to tell a story. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in judging.

### **21 - Best Special Section**

Submit as your entry a full copy of one special edition or section produced by your newspaper. This entry must have been an individual newspaper's own effort, not a canned section. This special section or special edition will be judged as a whole with emphasis placed on editorial content, makeup and photographic excellence. A reasonable blend of advertising will be accepted. You may enter three special sections or editions, but separate entry fees are required for each one. Enter each Special Section as one pdf.

## **22 - Best Graphic**

Submit as your entry a full-page pdf showing the best graphic to emphasize a point or to give readers a better understanding of a story. Graphics or charts may be computer generated but must be locally produced. Each graphic is considered a separate entry.

## **23 - Best Sports Page/Section**

Submit as your entry a pdf or section from three separate issues. Advertising is not a detriment to the judging of the content, but such advertising should be not more than one-quarter page and should be appropriate to the sports page. Sports pages will be judged on layout, writing style, pictures and other illustrations.

## **24 - Best Sports SPECIAL Section**

Submit as your entry the pdf of any Sports SPECIAL Section. Each Sports Special Section constitutes a separate entry in the contest and a newspaper may submit as many Sports Special Sections as it wants. The section will be judged on appearance, news content, photographic excellence, other artwork and layout/design. Enter each Sports SPECIAL Section as one pdf.

## **25 - Best Lifestyle Page**

Submit as your entry full-page pdfs of the Lifestyle or Family Section of three separate issues. This page is to be judged on appeal to the family and its general appearance. While advertising is permitted, it should not be more than one-quarter of the page and it should be appropriate to the page. Points to be considered are layout, writing style, photographs, variety of news, features and brief personal items.

## **26 - Best Editorial Page**

Submit as your entry full-page pdfs of any three issues. The editorial page will also be judged as a whole. Quality of writing and importance of subjects locally will count. Localized editorials are most desired. Local work, writing, columns, cartoons are more desired than syndicated materials or other outside material. Layout and style of pages are also factors. Advertising will not detract from the judging, providing it occupies less than one quarter of a page.

## **27 - Best Front Page**

Submit as your entry full-page pdfs of any three issues. Judging will be on the factors of appearance and content of the front page. Newsworthiness and good writing are of prime importance. Pictures will be judged on quality and newsworthiness, not on size alone. Factors to be considered include general appearance and reader appeal, including typography, pictures and other illustrations, headlines, use of white space, layout and proofreading.

## **28 - Best Headline**

This category is designed to recognize the best headlines on stories. A headline writer will submit three headlines she/he has written in the contest period with the limit of two entries (up to three headlines each) per staff member. There is no limit on the number of staff members entering this category. An entry must consist of full page pdfs with the headlines written by the staff member. All three pdfs for any one individual entry must be submitted together.