



## **WEEKLY & COLLEGE BETTER NEWSPAPER CONTEST**

Entries for UPA's Better Newspaper Contest are being accepted between January 29, 2018 and March 2, 2018.

For your convenience the Better Newspaper Contest is conducted electronically. All entries will be submitted through <http://www.newspapercontest.com/Contests/UtahPressAssociation.aspx>

**Contest Period:** Publication of entries must be between January 1, 2017 and December 31, 2017.

**Award Presentation:** The winners will be recognized during UPA's Winter Convention, held in April 2018.

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## **UTAH PRESS BETTER NEWSPAPER CONTEST RULES**

- 1) Entries must have been published between January 1, 2017 and December 31, 2017.
- 2) Entries must be submitted by March 2, 2018 - LATE ENTRIES WILL NOT BE ACCEPTED!
- 3) Entry Fees: \$5 per entry. All entries must be paid at the time of submission.
- 4) The contest will be judged by members of an out-of-state press association. Determination of winners for first, second and third place will be awarded for each category.
- 5) All newspapers compete together for the Community Service Award and Public Notice.
- 6) In some cases, a newspaper group includes both daily and weekly newspapers, and writers, photographers and graphic design staff who are assigned primarily to a daily newspaper periodically provide work to weeklies in the group. In such instances, weeklies may not enter work done by daily newspaper staff in the Better Newspaper Contest.
- 7) In a newspaper group, if the same item, such as a column or photography, is published by more than one newspaper in a group, only one newspaper may enter the item in the Better Newspaper Contest.
- 8) Daily and Weekly newspapers may submit multiple entries per category, except as noted. All newspapers compete for the Community Service award.
- 9) Individual Newspapers may not have more than one winner in any individual category. For example, if Newspaper XYZ wins first place in a category, any other entries they have in the same category cannot win second or third place. The same rule applies for First, Second or Third Place.
- 10) Each entry must be a FULL Pdf tearsheets TEARSHEET and the entry/article must be CLEARLY INDICATED. If the entry is not clearly indicated it could be disqualified by judges.
- 11) ENTRIES NOT IN COMPLIANCE WITH THESE RULES, INCLUDING ENTRIES RECEIVED AFTER MARCH 2, 2018, WILL BE DISQUALIFIED!

# WEEKLY & COLLEGE BETTER NEWSPAPER CONTEST

## 2017 CATEGORIES

### WRITING AND REPORTING DIVISION

#### **01. BEST GENERAL NEWS STORY**

Judges will look at locally written articles for news value, style and reporting enterprise on a community-wide topic.

**Scoring:** Significance and impact, 34 points; quality of reporting, 33 points; quality and clarity of writing, 33 points.

**Entry:** Submit one pdf tearsheet with story clearly identified.

#### **02. BEST DIGITAL BREAKING NEWS STORY**

Judges will look at a locally written digital article for news value, style and reporting enterprise on a community-wide topic.

**Scoring:** Significance and impact, 34 points; timeliness and accomplishment on deadline, 33 points; quality and clarity of writing, 33 points.

**Entry:** Submit one (1) pdf tearsheet with story clearly identified.

#### **03. BEST EDITORIAL**

Judges will look for the most distinguished, original editorials written by a paper's local staff. A single entry can include up to three (3) samples by an individual writer.

**Scoring:** Significance and impact, 25 points; insight, 25 points; argumentation and/or persuasiveness, 25 points; writing quality, 20 points.

**Entry:** Submit pdf tearsheetss of the three (3) editorials of your choice.

#### **04. BEST FEATURE STORY**

Stories will be evaluated on writing style and quality, news value, reader interest, readability, planning, general organization and clarity.

**Scoring:** News interest and/or subject matter, 25 points; quality of reporting, 25 points; quality and clarity of writing, 50 points.

**Entry:** Submit one pdf tearsheet with story clearly identified. If your best feature story was a series on a single topic, then pdf tearsheets from consecutive issues containing the serialized story will be accepted.

#### **05. BEST NEWS SERIES**

Judges will weigh a staff-written collection of stories — a multi-part series or continuing-coverage sequence — for thoroughness of coverage, and quality of writing, reporting and originality. A newspaper is limited to submitting up to three (3) such series.

**Scoring:** Significance and impact, 34 points; quality and depth of reporting, 33 points; quality and clarity of writing, 33 points

**Entry:** A series entry can include up to six principal stories; their sidebars may be included for information and impact. Entry must have been published within the contest period and must cover at least two editions and no more than six. Submit pertinent pdf tearsheets with the story and/or sidebars clearly identified.

#### **06. BEST FEATURE SERIES**

Judges will weigh a staff-written collection of stories — a multi-part series or continuing-coverage sequence — for thoroughness of coverage, and quality of writing, reporting and originality. A newspaper is limited to submitting up to three such series.

**Scoring:** Significance and impact, 34 points; quality and depth of reporting, 33 points; quality and clarity of writing, 33 points.

**Entry:** A series entry can include up to six principal stories; their sidebars may be included for information and impact. Entry must have been published within the contest period and must cover at least two editions and no more than six. Submit pertinent pdf tearsheetss with the story and/or sidebars clearly identified.

## WRITING AND REPORTING DIVISION (cont'd)

### **07. BEST EDITOR'S COLUMN**

Columns must be locally written by the publisher, the editor or a staff member; be of local interest, and be a regular feature of the newspaper. Must be written by the same person. A single entry can include up to three (3) samples by an individual writer.

**Scoring:** News interest and/or subject matter, 34 points; insight, 33 points; quality and clarity of writing, 33 points

**Entry:** Submit pdf tearsheets of the three (3) columns of your choice.

### **08. BEST SPORTS COLUMN**

Columns must be locally written by the publisher, the editor or a staff member; be of local interest, and be a regular feature of the newspaper. Must be written by the same person and carry the same column heading each time. A single entry can include up to three (3) samples by an individual writer.

**Scoring:** News interest and/or subject matter, 34 points; originality and/or insight, 33 points; quality and clarity of writing, 33 points.

**Entry:** Submit pdf tearsheets of the three (3) columns of your choice.

### **09. BEST NEWS COVERAGE**

Newspapers would be required to submit the first issue in March, the second issue in August, and an issue of their choice in September. They may submit a written statement describing the news coverage challenges in their circulation areas and what resources they have for covering the news.

**Scoring:** Variety of news topics covered, 20 points; extent to which newspaper covers both news events and news trends, 20 points; feature coverage, 20 points; sports coverage, 20 points; coverage of other major news categories such as education, business, agriculture and entertainment, 20 points.

**Entry:** Submit three (3) entire Pdf tearsheets newspapers, the first issue in March, the second issue in August, and an issue of their choice in September.

### **10. BEST SPORTS STORY**

Judges will look for quality spot - or first-day sports coverage by a staff member, quality of writing and construction of article, human interest and appeal and reader interest. Sidebars may be included.

**Scoring:** News interest and/or subject matter, 34 points; quality of reporting, 33 points; quality and clarity of writing, 33 points.

**Entry:** Submit pertinent pdf tearsheets with the story and/or sidebars clearly identified.

## PHOTOGRAPHY DIVISION

### **11. BEST PHOTO PAGE**

Judges will analyze the newspaper's use of local, in-house produced photographs in the editorial section (not in ads), looking for the best overall use and quality of photos and corresponding editorial content or photo identification.

**Scoring:** Photo composition and quality, 50 points; layout and design, 30 points; accompanying copy and/or captions or news interest, 20 points.

**Entry:** Submit one full page or double truck pdf tearsheets to be judged.

### **12. BEST NEWS PHOTOGRAPH**

Judges will look for a staff photographer's accomplishment in producing a local photograph for use in the editorial section (not in ads), looking for the best overall image, quality, and news value.

**Scoring:** Creativity, 25 points; news value, 25 points; photo composition and quality, 50 points.

**Entry:** Submit one full-page pdf tearsheets with photograph being judged. Full page pdf tearsheets required. No single original photos are accepted.

### **13. BEST FEATURE PHOTOGRAPH**

Judges will look for a staff photographer's accomplishment in producing a local photograph for use in the editorial section (not in ads), looking for the best overall image, quality, human interest, effectiveness and appeal to readers.

**Scoring:** Creativity, 25 points; feature value, 25 points; photo composition and quality, 50 points.

**Entry:** Submit one full page pdf tearsheets with photograph being judged. Full page pdf tearsheets required. No single original photos are accepted.

# LAYOUT, DESIGN AND TYPOGRAPHY DIVISION

## **14. BEST SPORTS PHOTOGRAPH**

Judges will look for a staff photographer's accomplishment in producing a local sports photograph for use in the sports section (not in ads), looking for the best overall image, quality, newsworthiness and appeal.

**Scoring:** Creativity, 25 points; extent to which photo captures action, 25 points; photo composition and technical quality, 50 points.

**Entry:** Submit one full page pdf tearsheet with photograph being judged. Page pdf tearsheets required. No single original photos are accepted.

## **15. BEST FRONT PAGE**

Select and submit three (3) front pages from throughout the year; these constitute one entry. Judges will look for excellence in layout, design and typography as well as content and news interest. Pages should demonstrate strong eye appeal and reader interest.

**Scoring:** News interest, 10 points; headlines, 15 points; use of photos and graphics, 25 points; design and typography, 50 points.

**Entry:** Submit three full page pdf tearsheets from three different publication dates of your choosing.

## **16. BEST SPORTS PAGE**

Select and submit three (3) sports pages from throughout the year. Judges will look for excellence in layout, design and typography as well as content and news interest. Pages should demonstrate strong eye appeal and reader interest.

**Scoring:** News interest, 10 points; headlines, 15 points; use of photos and graphics, 25 points; design and typography, 50 points.

**Entry:** Submit three full page pdf tearsheets from three different publication dates of your choosing.

## **17. BEST LIFESTYLE PAGE**

Select and submit three (3) lifestyle pages that run regularly throughout the year (not limited to society pages). Judges will look for excellence in layout, design and typography as well as content and news interest. Pages should demonstrate strong eye appeal and reader interest.

**Scoring:** News interest, 10 points; headlines, 15 points; use of photos and graphics, 25 points; design and typography, 50 points.

**Entry:** Submit three (3) full page pdf tearsheets from three different publication dates of your choosing.

## **18. BEST COMMUNITY EVENT**

Judges will look for excellence in layout, design and typography as well as content and news interest. Pages should demonstrate strong eye appeal and reader interest.

**Scoring:** News interest, 10 points; headlines 15 points; use of photos and graphics, 25 points; design and typography, 50 points.

**Entry:** Submit one full page pdf tearsheet.

## **19. BEST STAFF PRODUCED AD**

Judges will evaluate the creative quality and reader impact of advertising ideas in a single ad.

**Scoring:** Originality, 40 points; use of art, copy and white space, 40 points; production quality, 20 points.

**Entry:** Submit one full-page pdf tearsheet with ad clearly indicated. Must be ads designed by your staff for any advertiser or group of advertisers.

## **20. BEST USE OF AD COLOR**

Judges will evaluate appropriateness and clarity of the color in addition to the basic idea, copy, layout, typography and originality. Entries must be paid ads, not house ads.

**Scoring:** Appropriateness and clarity of color, 40 points; originality of basic concept, 40 points; production quality, 20 points.

**Entry:** Submit one full-page pdf tearsheet with ad clearly indicated.

## **21. BEST ADVERTISING IDEA**

Judges will evaluate an advertising or sales idea based on its originality, success in creating reader interest, and success in generating revenue for your publication.

**Scoring:** Originality of idea, 40 points; execution in ads, 40 points; revenue generation, 20 points.

**Entry:** Submit an explanation of the idea along with pdf tearsheets of one - three ads based on the concept.

## **22. BEST CIRCULATION PROMOTION**

Judges will analyze specific newspaper circulation promotion efforts.

**Scoring:** Originality, 25 points; content including copy, headlines and captions, 25 points; makeup and appearance, 25 points; results, 25 points.

**Entry:** Submit via pdf tearsheet a series of R.O.P. ads, preprinted inserts, direct mailers, or written details of a telephone campaign or any other promotion used to build circulation.

# ADVERTISING AND PROMOTION DIVISION (cont'd)

## **23. BEST IN-HOUSE SELF PROMOTION**

Judges will analyze specific newspaper promotion efforts as demonstrated by in-house, local newspaper advertising.

**Scoring:** Originality, 34 points; content, including copy, headlines and captions, 33 points; makeup and appearance, 33 points.

**Entry:** Submit pdf tearsheets of promotion campaign, and if needed, a letter describing the promotion.

## GENERAL DIVISION

### **24. BEST WEBSITE**

Judges will consider content, construction (flow and function), ease of use, interactive participation, page design, advertising, ease of navigation, timeliness, aesthetics and consistency.

**Scoring:** Content, 30 points; clarity and organization, 30 points; design and presentation, 40 points.

**Entry:** Submit the web address to be accessed by the judges.

### **25. BEST SPECIAL SECTION**

Judges will look for creativity, layout, typography, copy, originality, production values and evidence of overall staff teamwork in a special section consisting of at least two pages produced by the local newspaper staff. It can be magazine, tabloid or broadsheet format included in newspaper circulation, focusing on a specific theme or community event

**Scoring:** Variety of topics or news angles represented, 25 points; writing quality and clarity, 25 points; photography and graphic effects, 25 points; layout and design, 25 points.

**Entry:** Submit a single, complete pdf copy of one special section.

### **26. SCREW-UP OF THE YEAR**

Ah, yes! Everyone's favorite category. Judges will look for the single most embarrassing error in proof-reading, photo display, or copy editing.

**All UPA circulation groups compete together** for this singularly special award, but none of the points will be counted for competition between the newspapers.

**Scoring:** Prominence of error, 50 points; reader impact of error, 25 points; bonus (humor, perhaps?), 25 points.

**Entry:** Submit a pdf tearsheet of the one most excessive screw-up that occurred during the contest period, either from your paper or another UPA paper in good standing. One entry per newspaper (hopefully, you only had one to enter!).

### **27. PUBLIC NOTICE**

A news or feature story that was generated because of a public notice that drew attention to the subject, or because a public notice or the omission of the public notice figured heavily into the subject. Stories must reference and/or provide a link to an actual public notice. If the public notice requirement was not met or was deficient, the story must describe the deficiency.

**All UPA circulation groups compete together for the public notice award.**

# GENERAL DIVISION (cont'd)

## 28. COMMUNITY SERVICE AWARD

Entries should be based on what your newspaper did for your community during the past year, in terms of contributing to the community's understanding of an issue. Such themes could be fund drives, buildings, parks, roads, government projects, developments that will have unusual impact on community life, public education, etc. The possibilities are many. A cover letter from the publisher or editor summing up the newspaper's specific involvement may be submitted with the entry. One theme only.

**All UPA circulation groups compete together for the community service award.**

**Scoring:** Community service theme and importance, 25 points; news space, 25 points;

editorial comment on the subject, 25 points; effectiveness of newspaper's effort in your community, 25 points.

**Entry:** Submit sufficient news story, editorial and photo information to show your involvement in community service. Also submit any evidence to show the effectiveness of your efforts. One entry per newspaper.

## 29. GENERAL EXCELLENCE

The General Excellence award will be given to the newspaper that compiles the most total points in the various contest categories, with 6 points being awarded for each first place, 4 points for each second place and 3 points for each third place. No ties will be permitted in any contest category.

# BETTER NEWSPAPER CONTEST

## Weekly & College Newspapers

WEEKLY NEWSPAPERS CATEGORY 3 (Circulation 6,000+)	WEEKLY NEWSPAPERS CATEGORY 2 (Circulation 2,501 – 5,999)	WEEKLY NEWSPAPERS CATEGORY 1 (Circulation 0 – 2,500)	COLLEGE NEWSPAPERS (All Circulation)
Crossroads Journal	Beaver County Journal	Emery County Progress	The Daily Utah Chronicle (University of Utah)
Davis Clipper	Box Elder News Journal	Gunnison Valley Gazette	The Eagle (Utah State University)
Emery Telcom	Magna Times	Leader	Eastern) Signpost (Weber State University)
Intermountain Catholic	Millard County Chronicle	Morgan County News	The Universe (Brigham Young University)
Intermountain Commercial Record	Progress	Payson Chronicle	Utah Statesman (Utah State University)
Iron County Today	Richfield Reaper	Pyramid	UVU Review (Utah Valley University)
Park Record	Sun Advocate	Salina Sun	
Salt Lake City Weekly	Times Independent	San Juan Record	
Tooele Transcript-Bulletin	Uintah Basin Standard	Sanpete Messenger	
	Vernal Express	Southern Utah News	
	Wasatch Wave	Summit County News	
	The Insider	Times-News	
	Wendover Times	Timpanogos Times	