

WYOMING PRESS ASSOCIATION ASSOCIATES' GROUP

2023 COMMUNICATIONS CONTEST RULES

PURPOSE:

- To enhance professional skills by providing an opportunity for Associate members to have their work critiqued by WPA members.
- To provide recognition of outstanding public information projects produced by Associate members.

**DEADLINE: All entries must be submitted no later than
Friday, Dec. 8, 2023!!!**

JUDGING: The contest will be judged by WPA members. Entries will be judged on creativity, content, style, and conformity to journalistic standards.

ELIGIBILITY: Open to WPA Associate members who are current on dues for 2023.

CATEGORIES: *(see detailed descriptions beginning page 3)*

1. News/Feature Releases

- A. One Release
- B. Three Releases Dealing with the Same Topic or Campaign
- C. One Feature

D. Three Features Dealing with the Same Topic or Campaign

2. Layout & Design

A. Advertising Internally Developed by Entrant(s)

B. Page Layout & Design

3. Photography *(each category has two sub-categories: black & white and color)*

A. Feature Photo

B. News Photo

C. Photo Page/Story

4. Information Campaigns (including Press Kits)

5. Publications

6. Magazine Articles

7. Column Writing

8. Op-Ed Writing

9. Videography

A. Long Video — Longer than 1 minute

B. Short Video — Shorter than 1 minute

PUBLICATION DATES:

Entries must have been produced and published and/or issued between Nov. 1, 2022, and Oct. 31, 2023.

AWARDS:

Each category has the opportunity for a First, Second, Third or an Honorable Mention, although the judges will make the final decision as to actual placing and number of awards. Awards will be presented in conjunction with the WPA's convention.

SPONSORS:

The WPA Communications Contest is sponsored by the Wyoming Press Association and its Associate Group as an annual recognition of outstanding public information projects.

INSTRUCTIONS:

1. Each entry must be accompanied by an explanation of the particular entry.
2. Please follow instructions outlined by in the body of the email to submit entries.

ENTRY FEES:

An entry fee of \$7.50 for each entry per category will be charged to defray expenses of the contest. Please either pay by PayPal or send your check to:

Associates Contest, Wyoming Press Association, 2121 Evans Avenue, Cheyenne, WY 82001.

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**2023 COMMUNICATIONS CONTEST
CATEGORY GUIDELINES**

Category Guidelines

1. News/Feature Release

(A.) Single Release - **News**

Submit an electronic file or a scanned copy of the original release and, **IF AVAILABLE**, a clipping of one published article. Release may have been rewritten by media.

Include a statement as part of the entry as to the media and audience targeted, and the results of that effort.

Judging will be based on clear objectives, success in meeting objectives and relating to the audience, effective use of the medium, general impact of program, evaluation of effectiveness and technical quality.

(B.) Three Releases Dealing with the Same Topic or Campaign - **News**

Submit an electronic file or a scanned copy of the original release and, **IF AVAILABLE**, a clipping of one published article. Release may have been rewritten by media.

Include a statement as part of the entry as to the media and audience targeted, and the results of that effort.

Judging will be based on clearly stated objectives, success in meeting objectives and relating to the audience, effective use of the medium, general impact of program, evaluation of effectiveness and technical quality.

(C.) Single Feature

Submit an electronic file or a scanned copy of the original release and, **IF AVAILABLE**, a clipping of one published article. Release may have been rewritten by media.

Include a statement as part of the entry as to the media and audience targeted, and the results of that effort.

Judging will be based on clear objectives, success in meeting objectives and relating to the audience, effective use of the medium, general impact of program, evaluation of effectiveness and technical quality.

(D.) Three Features Dealing with the Same Topic or Campaign

Submit an electronic file or a scanned copy of the original release and, **IF AVAILABLE**, a clipping of one published article. Release may have been rewritten by media.

Include a statement as part of the entry as to the media and audience targeted, and the results of that effort.

- Judging will be based on clearly stated objectives, success in meeting objectives and relating to the audience, effective use of the medium, general impact of program, evaluation of effectiveness and technical quality.

2. Layout & Design

(A) Advertising- Internally Developed

Internal ads are produced in-house by the Associate member. Please submit an electronic file or a scanned copy of the ad or campaign/series. Each entry must be accompanied by a statement as part of the entry including the reason for the ad or campaign, special strategies, effectiveness in terms of results and the role of the entrant in carrying out the project.

- Judges will consider the originality of the selling idea or promotion, adaptability, and suitability of idea to the advertiser, make-up and appearance, style, content of copy and results.

(B) Page Layout & Design

Submit an electronic file or one scanned tear sheet of a page designed by the Associate member. Each entry must be accompanied by a statement as part of the entry, including the reason for the page, special strategies, and the role of the entrant in carrying out the project.

- Entry can include photos, although a stand-alone photo layout should be entered in the photography category. Judge will consider all elements of design in evaluating the entry.

3. Photography (*must be published, own publications acceptable*)

In feature and news photo categories, the photo must be submitted via an electronic file. **IF AVAILABLE**, please include a scan of the tear sheet or of the entire printed page. Text will not be considered in judging. In the photo page/story category, please submit entire page of photographs and text. Photos, text, and layout/design will be considered in judging.

- A. Feature Photo
- B. News Photo
- C. Photo Page/Story

4. Information Campaigns (Including Press Kits)

Each entry must be accompanied by a statement as part of the entry that includes background and reason for the program or campaign (including research); audience; strategies used to reach this audience; theme; timetable; and budget. Include electronic files of major supporting items, including brochures, news releases, press kits, speeches, and advertising. Entry must be developed and executed under the general supervision of the Associate member.

- Judging will be based on clearly stated objectives, success in meeting objectives and relating to the audience, effective use of the medium, general impact of program, evaluation of effectiveness and technical quality.

5. Publications

Entry must be creatively directed, edited, and executed by the Associate member, and be accompanied by a statement as part of the entry that includes general objectives; audience; theme, if any; frequency; budget; and role of Associate member in developing and executing the project.

- Judging will be based on clearly stated objectives, success in meeting objectives and relating to audience, effective use of the medium, general impact, writing and technical quality, and layout and design.

6. Magazine Articles

Submit an electronic file or a scanned copy of the published article. Do not attach the entire magazine. Entry must be accompanied by a statement as part of the entry that includes general objectives, audience, and the role of the Associate member in developing and executing the project.

- Judging will be based on clearly stated objectives, success in meeting objectives and relating to audience, effective use of the medium, general impact, writing and technical quality and layout and design.

7. COLUMN WRITING

Submit two (2) columns written during Nov. 1, 2022-Oct. 31, 2023, timeframe. One entry consists of two columns -- limit of one entry per writer. Column should have a standing head that indicates it is a regular feature of the publication.

- Column should educate and/or entertain and should reflect/reveal author's style with personal experiences in particular eliciting emotion in the reader.
- It can be humorous, general, informational or specialized (critique or review on one continuing subject, such as gardening).

8. OP-ED WRITING

Submit two (2) Op-Eds written during Nov. 1, 2022-Oct. 31, 2023 timeframe. One entry consists of two columns -- limit of one entry per writer. Column should have a head that indicates it is a regular feature of the publication.

- Op-Eds should educate and/or entertain and should reflect/reveal author's style with personal experiences in particular eliciting emotion in the reader.

9. VIDEOGRAPHY

- Submit a link to media clip of a video. The video is designed to showcase the subject matter or individual that highlights your institution.
- Include a statement as part of the entry as to the media and audience targeted, and the results of that effort.
- Judging will be based on clear objectives, success in meeting objectives and relating to the audience, effective use of the medium, general impact of program, evaluation of effectiveness and technical quality.

BEST OF WPA ASSOCIATES

This award will be presented to the associate member winning the most contest awards across all categories. The winner will receive a traveling trophy and plaque. There will also be recognition of second-place finishers and they will receive a plaque.

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