















**Best Overall Website** - Entries will be judged on content quality, timeliness of information, presentation and visual appeal, ease of navigation, usability, use of photos and/or graphics, use of links to other sites, integration of advertising, and overall value to the audience. Please submit your URL (including a password if required). Judges will view sites on a random day that will be stipulated by NENPA.

**Best Podcast** - This category recognizes journalistic storytelling told through a podcast on newspaper websites. Judges will consider quality of subject matter that educates, inspires and/or entertains. Entries may be an individual episode or a series of stories within the contest year.

**Best Overall Mobile Product** - Recognizes newspapers that have made the commitment to expand their presence and service to readers by offering news, information and advertising that can be accessed via tablet or mobile phone. Entries will be judged on content quality, timeliness of information, presentation and visual appeal, readability, usability, ease of navigation, advertising integration, and overall value to the audience. Please submit your URL (including a password if required). Judges will view your mobile product on a random day that will be stipulated by NENPA.

**News Video** - This category recognizes the best news video on newspaper websites. Judges will consider the quality of the content, the production quality of the piece, and how well it conveyed the story.

**Feature Video** - This category recognizes the best feature video on newspaper websites, including personality, business or organization profiles, tributes, or videos related to feature topics such as food, travel, health or home improvement, etc. Judges will consider the quality of the content, the production quality of the piece, and how well it conveyed the story.

**Sports Video** - This category recognizes the best sports-related video on newspaper websites. Judges will consider the quality of the content, the production quality of the piece, and how well it conveyed the story.

**Entertainment Video** - This category recognizes the best entertainment-related video on newspaper websites, such as previews or coverage of events in the community. Judges will consider the quality of the content, the production quality of the piece, and how well it conveyed the story.

**Spot News Video** - This category recognizes the best spot news video on newspaper websites. Judges will consider how interesting and compelling the news event is, the production quality of the piece, and how well it conveyed the story.

**Best Use of Social Media in Breaking News** - This award will go to newspapers that use social media in creative and effective ways to tell the story within the first hours and days of a single news event. This is likely to include the use of Facebook, Twitter, YouTube and other social media to gather and/or disseminate information. Please submit a note that describes the effort to report the story and the rationale for employing the social media used, samples that illustrate the extent of your efforts, and any evidence of results that you can provide.

## **PHOTOJOURNALISM**

### ***Photojournalism Submission Guidelines***

- All entries must be the work of the newspaper staff or its contractors. Photos from syndicated services, wire services, etc. are not eligible. Entries must have appeared either in print or on the newspaper's website during the contest year. A paper may enter photos from as many photographers as it wishes. ***A series of photos may be entered in only the Photo Series and Photo Story categories, but photos entered as part of a series may also be entered as individual photos in other categories.***

All entries must be submitted as JPEG files.

## **PHOTOJOURNALISM CATEGORIES**

**Feature Photo** - Any photo showing an unusual event, item or person, (not necessarily of a specific news event) or an unusual photo of a commonplace event, item or person.

**General News Photo** - Any photo of a community happening that is known, assigned and planned for in advance, such as political rallies, town meetings, drum and bugle corps competition, etc.

**News Feature Photo** - A photo that occurs in the public domain. It can be at a news event but it can also be a stand alone photo.



**Personality Photo** - Any photo of a person or group of people, whose point is to tell, photographically, who the people are, what they are like, and why they are newsworthy.

**Photo Series** - Two or more photographs relating to the same subject that were published over several editions relating to the same subject.

**Pictorial Photo** - Any photo of natural scenery, buildings or street scenes, etc. in which the emphasis is on the overall scene rather than people or news events.

**Photo Story** – Two or more images that are taken and tell a story from beginning to end.

**Portrait Photo** - An image of a person or a personality that is the focus of the photo.

**Sports Photo** - Photos of sports events.

**Spot News Photo** - Photos of unexpected news events, such as fires, accidents, unrest or disasters of any kind, for which there is no advance assignment or planning.

**Photo Illustration** - A picture produced from a preconceived idea and intended to clarify or dramatize non-visual or editorial concepts -- including, but not limited to, food and fashion.

## **SPECIAL RECOGNITION**

**Digital Strategy Excellence** - This award recognizes newspapers that have been effective in building products that attract and engage audiences on digital platforms. Please submit an outline of the overall approach and specific techniques you're using to serve your community via digital devices, evidence of your success (i.e., traffic counts, reader engagement metrics, subscription volume or advertising revenue), and what differentiates your products from competitors.

**Best Solutions Journalism Project** - This award recognizes excellence in a solutions, evidence-based journalism project that includes coverage of a widely shared problem, as well as evidence-based solutions reporting with a newsworthy response. Judges will look for rigorous and compelling editorial work that creates awareness and impact on a social problem in the community..

**Innovator Award** - This award recognizes the best new idea (or unique twist on a not-so-new idea) used to grow and/or engage a newspaper's audience. Please submit a note explaining the objective you were trying to achieve, an outline of the idea, details on how it was executed, and evidence of the results achieved.

**Best Niche Publication** - Targeted niche products published by a member paper that are distributed within the paper or stand-alone — in print, digital or both — are eligible. Up to four (4) issues may be submitted. Judges will consider publishing strategy, content mix, audience and advertiser appeal, as well as the quality of the writing, design and production.

**Excellence in Newsroom Collaboration and Partnerships** - This award honors newsrooms who have formed partnerships or collaborations to cover a topic or story. Entries should include documentation from each partner in the collaboration covering the contributions from various entities that made the collaboration a success. A winning entry should show creativity and innovation through a partnership that resulted in outstanding journalism and unique storytelling approaches.

## **TOP HONORS**

**Rookie of the Year** — The purpose of this award is to encourage capable and talented young journalists to continue their careers in print journalism. One daily paper and one weekly paper “Rookie of the Year Award” will be given.

- Only those who started their professional journalism career after January 1, 2018 will be eligible to compete for this award.
- The entry should consist of **four to six samples** of work from the same journalist. The samples may include features, news stories, sports stories, columns, series, photos, video, etc. Entries that were submitted in other categories of the general competition may also be submitted as part of this entry.
- Submit full page digital tearsheets or screenshots of digital work.
- Please have the Publisher or Editor include a cover letter giving background information on the items entered or detailing outstanding work.
- Judges will be asked to consider quality of writing, content, and presentation of information.

**General Excellence** - The purpose of this category is to recognize newspapers that demonstrate all-around outstanding attributes and high professional standards. To enter, please:

- Submit ONE COMPLETE ISSUE from May 6—12, 2019
- Submit ONE COMPLETE ISSUE of your choosing from within the competition year (Aug. 1, 2018 - July 31, 2019)
- Submit your website URL and access information for any other digital products that you publish (including passwords that may be needed, etc.)

Judges will be asked to consider:

**local news and feature content** - including writing, reporting, significance of stories and presentation; community service news, leadership shown in news and feature selection

**editorial page** - writing quality, community impact, variety and quality of other content on the editorial page

**advertising** - presence of a substantial advertising offering, presentation and page layout

**presentation** - use of headlines, use of photos, arrangement and selection of stories for reader appeal, structure, makeup and typography of entire newspaper

**digital products** - content quality, utility, navigability and appearance of your digital products

**The following awards are not categories that can be entered, they are chosen based on points accumulated in the overall competition.**

**Reporter of the Year** — One daily paper and one weekly paper “Reporter of the Year” award will be given. **Finalists will be chosen based on the highest number of points accumulated in the overall competition.**

Points are accumulated as follows:

- First place award = 3 points
- Second place award = 2 points
- Third place award = 1 point

The top scoring journalists may be invited by NENPA to submit additional samples of work from the past year for consideration.

**Photojournalist of the Year** — This award is presented to the most outstanding photojournalist in the competition for both the daily and weekly classes. **Finalists are chosen based on highest number of points garnered from all of their winning entries.**

Points are accumulated as follows:

- First place award = 3 points
- Second place award = 2 points
- Third place award = 1 point

The top point getters in each of the weekly and daily divisions *may* be contacted to submit additional samples of work from the past year for that show their ability, talent, and technical expertise for consideration by the judges.

Skill in a broad variety of areas such as spot news, general news, feature, sports, people, etc. will be considered.

All submissions must have been published either in the newspaper or on the newspaper’s website within the contest year.

2019 NEW ENGLAND BETTER NEWSPAPER COMPETITION


# EDITORIAL ENTRY LABELS

A completed label should be securely stapled to the top right corner of each entry you are submitting for **ONLY** the following categories:

- ⇒ **General Excellence**
- ⇒ **Best Niche Publication**
- ⇒ **Overall Design and Presentation (print newspaper)**
- ⇒ **Overall Design and Presentation (niche pub)**
- ⇒ **Overall Design and Presentation (specialty pub)**

This document is a writeable PDF. Questions? Call 781-281-7284


2019 NEW ENGLAND  
BETTER NEWSPAPER COMPETITION  
**EDITORIAL—MAIL IN ENTRIES**



Category \_\_\_\_\_  
Newspaper \_\_\_\_\_  
City/ State \_\_\_\_\_

Circulation Class  *Dailies*  < 20,000  > 20,000  
 *Weeklies*  < 6,000  > 6,000  
 *Niche*  
 *Specialty*


2019 NEW ENGLAND  
BETTER NEWSPAPER COMPETITION  
**EDITORIAL—MAIL IN ENTRIES**



Category \_\_\_\_\_  
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