



2019 NEWS CONTEST  
**RULES**  
FOR ASSOCIATE &  
INDIVIDUAL MEMBERS

**Entry Deadline: Dec. 6, 2019**

**[scnewscontest.com](http://scnewscontest.com)**

*RECOGNIZING THE BEST IN S.C. JOURNALISM*

# The Essentials

**CONTEST DEADLINE** | Friday, Dec. 6, 2019 by 11:59 p.m.

**CONTEST PERIOD** | Nov. 16, 2018 – Nov. 15, 2019

**CONTEST DIVISION** | Associate and Individual Members will compete in Division G. Your division will auto-fill in the online contest platform. If you are not listed in Division G, contact SCPA immediately.

**CONTEST SITE** | [scnewscontest.com](http://scnewscontest.com)

Each member will be given a username and password for [scnewscontest.com](http://scnewscontest.com). You are welcome to share this log-in info with fellow staffers so they can upload their entries.

**ELIGIBILITY** | This contest is open to all current Individual Members and full-time, part-time and regular contributors of Associate Member organizations and their publications. Entries must be staff-produced.

**NUMBER OF ENTRIES** | Unless otherwise specified, each entrant may submit as many entries in each contest as desired. However, unless otherwise specified, no individual entry may be entered in more than one contest.

**MULTIPLE BYLINES** | Entries that are the work of more than one person may be submitted as a single entry unless otherwise noted.

**NUMBER OF ENTRIES FOR COMPETITION** | There must be a minimum of five entries from at least two separate member organizations for judging to occur. If not, the SCPA Executive Director and judges reserve the right to judge the category as is or to declare the category null and return the entry fee.

**DISQUALIFICATION** | Entries that do not meet contest criteria may be disqualified and entry fees will not be returned. All participants agree to accept as final the decision of judges recruited by the contest committee. Any entry may be disqualified that does not, in the opinion of the judges, comply with the rules.

**ENTRY FEES/PAYMENT** | A fee of \$20 will be levied for each entry. On the Entry Report page, you will see a list of submitted entries. No fees will be displayed. Instead, SCPA will ensure that your entries are correct and contact you with an invoice.

**AWARDS** | Unless otherwise specified, awards will be made for first, second and third places. Awards will be presented at the Annual Meeting to be held March 21, 2020, at The Marina Inn at Grande Dunes in Myrtle Beach.

**GRAPHICS** | For all graphics and page design entries, double trucks will be considered one layout example. Each individual is limited to one double truck per contest. Non-staff graphics, such as clip art, may not be submitted, although they may be incorporated as part of a larger graphic presentation that was predominantly staff produced. Portions of the graphic not produced by the staff should be noted for the judges.

**MAILED ENTRIES** | If you choose to mail your entry to SCPA (100 and 101), you still must submit the entry using the online entry form. In the online system, complete all of the entry information but do not upload an attachment or URL. Then hit "save." Next, label each entry with a label found on page 6 of these rules. Then mail your entry to SCPA at 106 Outlet Pointe Blvd., Columbia, SC 29210.

**FILE TYPES ACCEPTED** | All print design contests must be submitted as PDF files. All photography contests must be submitted as JPG files. All online contests must be submitted as URLs. Writing contests can be submitted as full-page PDFs or as a URL to the story on your website.

**LETTER OF EXPLANATION** | Some categories require that a letter of explanation be included with each entry. Please upload the letter as a separate PDF file when you upload your entry.

**FILE NAMES** | When uploading a file, any file name can be used.

**TITLE/CUTLINE** | In the Title/Cutline box, enter the headline as it appears on the page. For categories that require more than one example per entry, you may use the series/topic title. If you think judges might have a hard time finding your entry, you can mark the headlines and jumps in Adobe Acrobat with an arrow or box.

**NEED HELP?** Call Jen Madden at (803) 750-9561 or email [jmadden@scpress.org](mailto:jmadden@scpress.org).

# PDF Instructions

**EXTRACT PAGES FROM MULTI-PAGE PDFS** | If your entry is part of a multi-page PDF, open the PDF with Adobe Acrobat and save it with a new name. Open the new PDF, go to “Document” menu, select “Extract Pages” and follow the directions. Eliminate all pages that are NOT part of your entry. In the “Pages” panel, you can rearrange the PDFs in the order you want the judges to see them. Save the new PDF.

**COMBINE MULTIPLE PDFS INTO ONE** | **EACH ENTRY SHOULD CONSIST OF ONE PDF FILE WHENEVER POSSIBLE.** If a category calls for more than one piece, combine the pieces into a single file. It is especially important that jumps are included! Using Adobe Acrobat, open the first PDF that you want in your entry and save it with a new name. Open the new PDF, go to the “Document” menu and choose “Insert Pages.” Navigate to the next PDF that you want in the entry and select it. Continue until you have inserted all of your pages. In the “Pages” panel, you can rearrange the PDFs in the order you want the judges to see them. Save the new PDF.

**MARKING AN ENTRY** | Within Acrobat, you may mark your entry with an arrow or box so judges will know what to judge. This is especially important if you have more than one story per page.

**MAKE PDF FILES 100 MB OR SMALLER** | Changing the resolution and changing the CMYK color mode to RGB are the two most effective ways to reduce file size without sacrificing the screen viewing quality.

**EMBED ALL FONTS** | Regardless of how you make your PDFs, make sure ALL fonts are embedded. The judges may not have the same fonts as you have. If the PDF is missing fonts, your entry will not display properly.

## How to enter

**STEP 1** | Acquire your log-in information from SCPA. Contact Jen Madden at [jmadden@scpress.org](mailto:jmadden@scpress.org).

**STEP 2** | Log in at [scnewscontest.com](http://scnewscontest.com). You will see a page showing any entries you have already submitted. Complete rules for the contest are available above.

**STEP 3** | Click on the “Add New Entry” link.

**STEP 4** | On this page, select your organization, newspaper or name. A lot of information, including your division, will autofill. If that information is incorrect, please contact SCPA. Fill in the preparer’s name. (The preparer is the person uploading the entry into the online contest platform, not the staffer that will be credited for any award.)

**STEP 5** | In the Newspaper Group drop-down menu, select Associate/Individual.

**STEP 6** | Select the contest category from the drop-down menu. When you select the category, special instructions will appear below it. This field will clear each time you save an entry, so you must select a category for each new entry.

**STEP 7** | Enter the title/cutline for your entry. If uploading full-page PDF files, make sure the entry name matches the headline on the page so the judges can find it easily.

**STEP 8** | Include the name of the person or people who should be credited for any award. This is generally the writer, photographer, graphic artist, etc.

**STEP 9** | Add your file or files. You can drag and drop files or use the “Add files” button to navigate your files. Upload as many files as are necessary to complete your entry but refer to the special instructions for any limitations.

**STEP 10** | If you are submitting URL(s), enter each URL in a separate box.

**STEP 11** | **WHEN YOU HAVE COMPLETED YOUR SUBMISSION, CLICK THE “SAVE” BUTTON.**

**STEP 12** | To submit another entry, click “Add New Entry.” Start at Step 5 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 13** | Click Entry Report for listing of entries submitted. No fee will be displayed. Instead, SCPA will ensure your entries are correct and contact you with an invoice that can be paid by check or credit card.



# Contest Categories

**100. NEWSPAPER PUBLICATION** | This contest is for newspaper publications of SCPA associate and individual members or their staffs. Judging will be based on writing, design and use of graphics and photography. Content topic will not be a factor. For this contest, submit two separate issues of your newspaper publication.

*Submit: You may choose to submit this entry digitally or as a hard copy. If submitting digital files, enter URLs to e-edition viewer or upload full-page PDFs from the editions. If you choose to submit this entry as a hard copy through the mail, in the online contest platform, select this contest and enter your title into the Title/Cutline box. Click submit to enter this contest. Then, mail your newspapers to SCPA at 106 Outlet Pointe Blvd., Columbia, SC 29210.*

**101. MAGAZINE OR SPECIALTY PUBLICATION** | This contest is for magazine publications or other slick specialty publications produced by SCPA associate and individual members or their staffs. Sports, feature, alumni, membership and other magazines should be submitted in this contest. Judging will be based on writing, design and use of graphics and photography. Content topic will not be a factor. For this contest, submit one issue per entry.

*Submit: You may choose to submit this entry digitally or as a hard copy. If submitting digital files, enter URL to e-edition viewer or upload full-page PDFs from the publication. If you choose to submit this entry as a hard copy through the mail, in the online contest platform, select this contest and enter your title into the Title/Cutline box. Click submit to enter this contest. Then, mail your publication to SCPA at 106 Outlet Pointe Blvd., Columbia, SC 29210.*

**102. NEWS REPORTING** | This contest is for the best single news story, including breaking news. Criteria include quality of news reporting and writing, effectiveness in explaining the issue and editing.

*Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.*

**103. REPORTING-IN-DEPTH** | Entries may consist of a single article or articles appearing in one or more editions, on a single subject. Criteria include significance of the subject matter, writing quality and thoroughness. Judges should evaluate the comprehensive coverage of a single subject that goes beyond routine reporting and demonstrates resourcefulness, innovative approaches and clarity. Series and investigative pieces may be entered into this contest.

*Submit: Upload all full-page PDF(s) or submit URL(s) to article(s). Enter the headline or topic into the Title/Cutline box.*

**104. BUSINESS REPORTING** | This award is for the best single business story. Criteria include enterprise, timeliness, writing quality and effectiveness in explaining business matters.

*Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.*

**105. FAITH REPORTING** | This award is for the best single faith/spirituality/religion story. Criteria include enterprise, writing quality and effectiveness in explaining matters of faith.

*Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.*

**106. FEATURE WRITING** | This award is for the best single feature story. Entries in this contest should demonstrate strength in feature writing, editing, originality and creativity.

*Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.*

**107. SPORTS REPORTING** | This award is for the best single sports story. Entries in this contest should demonstrate strength in sports reporting, writing quality, editing and originality. Sports action (game stories) and sports features may be entered into this contest.

*Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.*

**108. EDITORIAL WRITING** | Entries in this contest should be a single editorial or opinion piece. Criteria include significance of subject, timeliness and quality of writing.

*Submit: Upload full-page PDF(s) or submit URL to piece. Enter the headline into the Title/Cutline box.*

**109. COLUMN WRITING** | This entry is for best single column. Criteria include writing quality and the writer's ability to provoke thought or laughter, or to inform the reader. Serious, humorous and sports columns, as well as blog entries, may be submitted.

*Submit: Upload full-page PDF(s) or submit URL to piece. Enter the headline into the Title/Cutline box.*

**110. NEWS PHOTO** | Each entry shall consist of a single photograph of a breaking or scheduled/organized news event. Criteria include quality and impact of the image.

*Submit: Upload one high-res image as a JPG file. Enter cutline in Title/Cutline box.*

**111. FEATURE PHOTO** | Each entry shall consist of a single photograph, usually of a "found" situation, with strong human interest. Criteria include quality and impact of the photo.

*Submit: Upload one high-res image as a JPG file. Enter cutline in Title/Cutline box.*

**112. SPORTS PHOTO** | Each entry shall consist of a single sports photograph. Sports action (game photos) and sports feature (reaction shots and profiles) may be entered into this contest. Criteria include quality and impact of the photo.

*Submit: Upload one high-res image as a JPG file. Enter cutline in Title/Cutline box.*

**113. PAGE ONE DESIGN** | Each entry shall consist of a single front page. Criteria include creativity and effective communication to readers, clear and forceful headlines, captions and photographic display.

*Submit: Upload one full-page PDF. Enter page date into the Title/Cutline box.*

**114. FEATURE PAGE DESIGN** | Each entry shall consist of a single feature page. Criteria include effective use of photographs, graphics, typography and other design elements, as well as creativity and effective communication to readers.

*Submit: Upload one full-page PDF. Enter page date into the Title/Cutline box.*

**115. INFOGRAPHIC** | Each entry shall consist of a single infographic, including graphs, charts, maps and other staff-produced graphics used to convey information in a succinct manner. Criteria include creativity, effectiveness, clarity of information and accuracy.

*Submit: Upload graphic as high-res JPG, full-page PDF or submit URL. Enter graphic's title into the Title/Cutline box.*

**116. WEBSITE** | This contest is for websites produced and operated by members. Entries will be live judged via the Internet at a date set by the judges. Judging criteria includes content, organization, originality, graphics, use of links and user accessibility. A short letter telling about the site and giving any user passwords needed to access site should be submitted.

*Submit: Enter the URL to your site. Upload your letter of explanation as a PDF file.*

**117. ELECTRONIC NEWSLETTER/PUBLICATION** | This contest is for electronic newsletters and other electronic publications. Up to three editions may be submitted per flag. Judging will be based on ease of use, writing, design and use of graphics, photography and use of technology. Members can use MailChimp, Constant Contact or another email marketing software to create and distribute their campaign. Entries should be accompanied by a letter explaining your audience, frequency and analytics.

*Submit: Enter URL(s) to your campaigns. Upload your letter of explanation as a PDF file.*

**118. EVENT MARKETING** | This contest is for the campaign that best promotes one event or a series of events. Entries should include print and/or digital marketing materials and communications. Entries should include a letter of explanation.

*Submit: Enter the URL(s) for your digital components and PDF(s) for your print components. Upload your letter of explanation as a PDF file. Enter the project topic into the Title/Cutline box.*

**119. PUBLIC RELATIONS PROGRAM** | Entries may include projects, activities and efforts related to increasing public awareness for your organization or industry. Entries should include print and/or digital marketing materials and communication pieces. Entries should include a letter of explanation.

*Submit: Enter the URL(s) for your digital components and PDF(s) for your print components. Upload your letter of explanation as a PDF file. Enter the project topic into the Title/Cutline box.*

# Label for Mail-In Contests

This year, you have the option to mail contests 100 and 101 OR submit digital publications.

If you choose to mail your entry to SCPA, you must submit the entry using the online entry form. In the online system, complete all of the entry information but do not upload an attachment or URL. Then hit “save.” Next, fill out the label below and mail your entry to SCPA at 106 Outlet Pointe Blvd., Columbia, SC 29210.

If you are submitting digital files (link to e-edition viewer or full page PDFs), you DO NOT need to mail SCPA the publication.

## 2019 SCPA News Contest | Mailed Entry

- 100. Newspaper Publication
- 101. Magazine or Specialty Publication

Organization: \_\_\_\_\_

Title/Date: \_\_\_\_\_