



**SOUTH CAROLINA  
PRESS ASSOCIATION**

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2019 NEWS CONTEST  
**RULES**

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

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

*RECOGNIZING THE BEST IN S.C. JOURNALISM*

# Quick Guide to Categories

Here's a quick guide to help you find the contests that you want to enter!

## GENERAL

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# The Essentials

**CONTEST DEADLINE** | Friday, Dec. 6, 2019

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

**CONTEST DIVISIONS** | Competition will take place in six divisions:

- **DIVISION A:** Daily newspapers over 30,000 circulation
- **DIVISION B:** Daily newspapers with circulation 10,000-30,000
- **DIVISION C:** Daily newspapers under 10,000 circulation
- **DIVISION D:** Weekly newspapers over 7,500
- **DIVISION E:** Weekly newspapers with circulation 3,500-7,500
- **DIVISION F:** Weekly newspapers under 3,500 circulation

Your division will auto-fill in the digital contest platform after you select your newspaper. Circulation is based on your 2018 USPS Statement of Ownership (paid), 2019 AAM Report (paid) or your 2019 Distribution Affidavit (free). These are the figures published in the 2020 S.C. Media Directory. If you think your newspaper is in the wrong division, contact SCPA.

## **SCNEWSCONTEST.COM**

Each newspaper editor will be given a username and password for [scnewscontest.com](http://scnewscontest.com). If you are the editor of multiple papers, you can submit entries for all of your newspapers using this same log-in information. The editor is welcome to share his or her log-in info with staffers so they can upload their entries.

**ELIGIBILITY** | Full-time or part-time regular employees of newspaper companies, or regular contributors or freelancers to newspapers that were members of the SCPA during the contest period are eligible to enter. A contestant must have been a regular employee or contributor during the period the entry was published. **Contestants may enter regardless of physical location, i.e. out-of-state design centers are eligible.** Newspapers that became members of SCPA during the contest period may submit contest entries published after their application date. **All entries must have been published in a member newspaper's print or digital edition, specialty publication (including special sections, magazines and other print products produced by newspaper) or on a newspaper's website, affiliate website, tablet/mobile app, social media site or personal social media account associated with newspaper.**

**NUMBER OF ENTRIES** | Unless otherwise specified, each entrant may submit as many entries in each contest as desired. **Unless otherwise specified, no individual entry may be entered in more than one contest**, with the exception that all or part of any entry in the following contests may be entered in any other category as an individual entry:

- (1) Judson Chapman
- (6) Montgomery/Shurr FOI Award
- (7) Jay Bender Award for Assertive Journalism
- (8) Journalist of the Year
- (9) Photojournalist of the Year
- (10) Editorial or Column in Support of FOI/Open Government Issues
- (12) Election/Political Coverage
- (39) Public Service
- (52) Page One Design Portfolio
- (53) Single Page One Design
- (54) Feature Page Design Portfolio
- (55) Single Feature Page Design
- (56) Sports Page Design Portfolio
- (57) Single Sports Page Design

Only one story from each beat reporting contest (15, 16, 17, 34, 35, 36, 37 and 38), (29) Breaking News Reporting, (31) Reporting-in-Depth, (32) Investigative Reporting and (33) Series of Articles may be entered in any other contest. Articles, photos, etc., that are encompassed in an entry submitted for a dissimilar category shall be eligible for submission as an individual entry in a separate category.

**If you enter in more than one category where not allowed by the rules, SCPA will determine in which category the entry should compete and disqualify the other entries. Your entry fee(s) will not be returned.**

**PORTFOLIO/BEAT REPORTING CONTESTS** | **An individual may only submit one entry in each of the portfolio/beat reporting contests listed below. You may not enter Staff or multiple bylines in these contests.** If an individual works for multiple newspapers, he or she may only submit one portfolio, but the work may have been published in one or multiple newspapers. If the portfolio contains work from multiple newspapers, the entrant must submit the entry under the newspaper in the highest circulation division. If the entry wins and it contains work from more than one newspaper, President's Cup points will be split accordingly.

- (2) Cartoon
- (14) Review Portfolio
- (15) Health Beat Reporting
- (16) Faith Beat Reporting
- (17) Sports Beat Reporting
- (18) News Headline Writing
- (19) Feature Headline Writing
- (20) Sports Headline Writing
- (34) Beat Reporting
- (35) Government Beat Reporting
- (36) Business Beat Reporting
- (37) Growth and Development Beat Reporting
- (38) Education Beat Reporting
- (46) Column Writing
- (47) Humor Column Writing
- (51) Sports Column Writing
- (52) Page One Design Portfolio
- (54) Feature Page Design Portfolio
- (56) Sports Page Design Portfolio

**MULTIPLE BYLINES** | Entries that are the work of more than one person may be submitted unless otherwise noted. **You may not enter Staff or multiple bylines in portfolio/beat reporting contests (listed above).**

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

**GROUP PUBLICATIONS** | Newspaper groups that produce an item for multiple publications within their group may enter the item only once by the newspaper in which the item originated. You may not enter the same item more than once under multiple flags.

**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.

**Unless otherwise specified, no individual entry may be entered in more than one contest. If you enter in more than one category where not allowed by the rules, SCPA will determine in which category the entry should compete and disqualify the other entries. Your entry fee(s) will not be returned.**

**ENTRY FEES/PAYMENT** | Each entry is \$9. On the Entry Report page, you will see a breakdown of all of the entries that are being submitted for your newspaper. No total entry fees will be displayed. Instead, SCPA will ensure that all of your entries are correct and contact the paper's editor with an invoice that can be paid by check or online by credit card. *Please note that while SCPA staffers will work as quickly as possible to sort your entries and bill you, we cannot ensure that you will be invoiced by Dec. 31, 2019.*

**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 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 or AP graphics, 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** (only for categories 6, 7, 8 and 75), 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 5 of these rules. Then mail your entry to SCPA at 106 Outlet Pointe Blvd., Columbia, SC 29210.

#### **FILE TYPES ACCEPTED**

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

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

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

**TITLE/CUTLINE** | In the Title/Cutline box, enter the headline of the article exactly 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.

**YOUR WEBSITE'S PAYWALL** | If you are submitting a URL and your site has a paywall, you must include a username and password for the judges that will work Dec. 2019 – March 2020. Judges may disqualify your entry if work samples are inaccessible. Enter your paywall info into the Title/Cutline box.

**BEST OF THE BEST** | First place winners from each division will compete for a Best of the Best award in the following contests:

- (29) Breaking News Reporting
- (30) Enterprise Reporting
- (31) Reporting-in-Depth and (33) Series of Articles combined
- (40) News Feature Writing
- (46) Column Writing
- (48) Spot Sports Story and (50) Sports Feature Story combined
- (52) Page One Design Portfolio and (53) Single Page One Design combined
- (60) Spot News Photo and (61) General News Photo combined
- (62) Feature Photo
- (63) Sports Action Photo and (64) Sports Feature Photo combined

Only first place shall be awarded in the Best of the Best competition. A Best of the Best plaque will replace the winner's first place plaque. There is no fee for the Best of the Best competition; winners are automatically entered by SCPA. Winners will not be announced until the Annual Meeting.

**PRESIDENT'S AWARD FOR EXCELLENCE (SWEEPSTAKES AWARD)** | A silver loving cup will be given for one year to the member newspaper in each circulation division that scores the highest number of points in its division. Three points will be given for each first place award, two points for each second place and one point for each third place award. (6) Montgomery/Shurr FOI Award, (7) Jay Bender Award for Assertive Journalism, (8) Journalist of the Year, (9) Photojournalist of the Year and (75) General Excellence points do not count towards President's Award points. If there is a tie, the newspaper with the most first place awards will win the President's Award. If a portfolio contest winner contains work from multiple newspapers, President's Cup points will be split accordingly.

#### **NEED HELP?**

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

## Label for mailed entries

**THIS YEAR, YOU HAVE THE OPTION TO MAIL CONTESTS 6, 7, 8 AND 75 OR SUBMIT DIGITAL FILES.**

If you are submitting digital files (URLs, links to e-edition and/or full page PDFs), you **DO NOT** need to mail SCPA the publication.

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.

### 2019 SCPA News Contest | Mailed Entry

- |   |  |
|---|--|
| <input type="checkbox"/> 6. Montgomery/Shurr FOI Award            | <input type="checkbox"/> 8. Journalist of the Year |
| <input type="checkbox"/> 7. Bender Award for Assertive Journalism | <input type="checkbox"/> 75. General Excellence    |

Newspaper: \_\_\_\_\_

Nominee: *(For Contests 7 & 8 only)* \_\_\_\_\_

# How to enter

- 1 |** Acquire your login information from SCPA. Contact Jen Madden at [jmadden@scpress.org](mailto:jmadden@scpress.org).
- 2 |** Login 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. Some browsers, such as Safari, will open the rules in a new window; others will require you to download the PDF file to your computer.
- 3 |** Click on the “Add New Entry” link.
- 4 |** On this page, select your newspaper name. A lot of information will autofill. If that information is incorrect, contact SCPA. Your division will be selected for you based on your circulation. 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.)
- 5 |** Select the Newspaper Group from the drop-down menu for the contest you are entering. You must select Open, All Daily, All Weekly or Contests By Division.
- 6 |** Select the contest category from the drop-down menu. When you select the category, special instructions will appear below it. If you don’t see the category you’re looking to enter, make sure you’ve selected the correct Newspaper Group (See Step 5). This field will clear each time you save an entry, so you must select a category for each new entry.
- 7 |** Enter the title/cutline for your entry.
- 8 |** Include the name of the person or people who should be credited for any award. This is generally the writer, photographer, designer, etc.
- 9 |** Add your file(s) and/or enter URL(s). You can drag and drop files or use the “Add files” button to navigate to your files. Upload as many files as are necessary to complete your entry but refer to the special instructions for any limitations. If you are submitting URL(s), enter each URL in a separate box. If you are entering more than five URLs on a single entry, do not use the entry form boxes. Instead, copy and paste the URLs into a Word document and upload the document.
- 10 |** **WHEN YOU HAVE COMPLETED YOUR SUBMISSION, CLICK THE “SAVE” BUTTON.** If you click the “Back to list” button, you will lose the entry you just completed. After clicking “Save,” you will be directed back to the list of your entries.
- 11 |** To submit another entry, click “Add New Entry.” As long as you have not logged out of the system, your newspaper name will still be in place and you can simply 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.
- 12 |** If you are finished submitting entries, please review the list. Click Entry Report for full listing of entries submitted. No total fee will be displayed. Instead, SCPA will ensure all your entries are correct and contact the paper’s editor with an invoice that can be paid by check or online by credit card. *Please note that while SCPA staffers will work as quickly as possible to sort and bill you, we cannot ensure that you will be invoiced by Dec. 31, 2019.*

## PDF Instructions

**EXTRACT PAGES |** If your entry is part of a multi-page PDF, open the PDF with Acrobat and go to “Document” menu. Select “Extract Pages” and follow the directions. Eliminate all pages that are not part of your entry. Save the new PDF.

**COMBINE MULTIPLE PDFS INTO ONE | EACH ENTRY SHOULD CONSIST OF ONE SINGLE PDF FILE WHENEVER POSSIBLE.**

If a category calls for more than one piece or you have page jumps, combine the PDFs into a single file. In 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 |** In Acrobat, mark your entry with an arrow, box or highlighter so judges will know what to judge.

**MAKE PDF FILES 100 MB OR SMALLER |** Reducing 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.

**DON'T HAVE ADOBE ACROBAT? |** If you can't edit PDFs because you don't have Acrobat, contact SCPA. We will work with your files.

# Open Division

Open division contests are open to all SCPA member newspapers, regardless of circulation or frequency.

**1. JUDSON CHAPMAN AWARD** | This award is for the best single story in support of a cause or benefit of concern to the community. Effectiveness in presenting the cause and quality of writing shall be the criteria for judging. Editors are encouraged to include a letter to the judges explaining the circumstances of the story. The award is named for Judson Chapman, the late general manager of *The Greenville News-Piedmont*. Each Judson Chapman Award entry may be entered in one other writing contest.  
*Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box. If you are submitting a letter of explanation, upload it as a PDF file.*

**2. CARTOON** | This contest is for the best editorial cartoon. **A single entry shall consist of three cartoons by an individual. No staff/multiple byline entries will be allowed.** This award is for the body of work, not an individual cartoon. **AN INDIVIDUAL MAY SUBMIT ONLY ONE ENTRY IN THIS CATEGORY.** Before entering this contest, make sure you've read the general rules for portfolio contests. A letter of explanation is encouraged to accompany local issue cartoons since judges will be from out of state.

*Submit: Upload three cartoons as high-res JPG images, full-page PDF files or URL(s). Enter cartoon titles in Title/Cutline box. If you are submitting a letter of explanation, upload it as a PDF file.*

**3. ILLUSTRATION** | This contest is for the best single example of original art. The illustration may be hand-drawn or computer-generated. Criteria include creativity and effectiveness in illustrating an accompanying article.

*Submit: Upload one full-page PDF file or high-res JPG image or submit URL. Enter illustration title in Title/Cutline box.*

**4. INFORMATIONAL GRAPHIC** | This contest is for best single informational graphic. Entry can be a graph, chart, map or other infographic produced by a staff member and used to convey information in a succinct manner. Criteria include creativity, effectiveness, clarity of information and accuracy.

*Submit: Upload graphic as JPG image or full-page PDF, or submit URL to graphic. Enter title in Title/Cutline box.*

**5. INNOVATION** | Entries in this contest are any action, publication, project, event, digital advancement or other cool thing that your news department has created/implemented to engage, inform and/or impact your readers and community. Entries must be accompanied by a letter to the judges explaining the concept, purpose and impact.

*Submit: Upload full-page PDF(s) and/or submit URL(s). Enter the project name into the Title/Cutline box. Letter of explanation must be uploaded as a PDF file.*

## All Daily & All Weekly Divisions

These categories are open to all daily newspapers and all weekly newspapers. Unless otherwise noted 1st, 2nd & 3rd place awards will be given among all daily newspapers, as well as all weekly newspapers.

**6. MONTGOMERY/SHURR FOI AWARD** | *Sponsored by The Associated Press*

This award is named in memory of Reid Montgomery, the late secretary-manager of SCPA, and the late John Shurr, who spent more than two decades as FOI Chair of SCPA and as S.C. Bureau Chief for The Associated Press. Both led the fight for open government in South Carolina. Endowed by The Associated Press, the first place winner in the daily and weekly divisions will be awarded a \$500 cash prize. This award will be given only if, in the opinion of the judges, a meritorious entry has been submitted in a given year. Criteria include articles, editorials and supporting materials that demonstrate how the newspaper exercised unusual diligence and/or courage in furthering access to public information, as defined by the S.C. Freedom of Information Act. One or more topics may be included in the entry. A letter of nomination must accompany the entry. Consideration will be given to possible legal precedents set and other actions taken to further the cause of FOI in South Carolina, to include but not limited to: court action, correspondence with public officials, participation in FOI committees, etc. The newspaper's editor or his or her designee may make nominations. The contest shall be judged by a committee of former S.C. journalists. Only first place shall be awarded. However, other newspapers may be honored at the discretion of the judges. **EACH NEWSPAPER MAY SUBMIT ONLY ONE ENTRY IN THIS CONTEST.** Entries in this contest may be entered in other contests.

*Submit: You may choose to submit this entry digitally or as a hard copy. If submitting digital files, enter URLs or upload full-page PDFs. If you choose to submit this entry as a hard copy through the mail, in the online contest platform, select this contest. Click submit to enter this contest. Then, mail to SCPA.*

**7. JAY BENDER AWARD FOR ASSERTIVE JOURNALISM** | This award recognizes the individual journalist or newspaper who stands up to authority in the public's interest. Endowed by SCPA Attorney Jay Bender, the first place winner in the daily and weekly divisions will be awarded a \$250 cash prize. This award will recognize an act or actions taken in the news contest period demonstrating assertiveness in the gathering and dissemination of news in the face of opposition by those in positions of authority. The guiding principle will be that journalists with boldness do the things to get the news that others are reluctant to do. A letter of nomination must accompany the entry. The nomination can be made on behalf of someone or by self-nomination. This contest will be judged by a committee of former S.C. journalists, who during their careers have demonstrated their possession of journalistic boldness. Entries in this contest may be entered in other contests. If there is an FOIA component in this entry, you may also enter it into (6) Montgomery/Shurr FOI Award.

*Submit: You may choose to submit this entry digitally or as a hard copy. If submitting digital files, enter URLs or upload full-page PDFs. 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 nominee's name into the Title/Cutline box. Click submit to enter this contest. Then, mail to SCPA.*

**8. JOURNALIST OF THE YEAR** | This competition is open to any regular employee of the news department of a newspaper. Criteria include the quality of the journalist's published work and actions demonstrating significant impact on their community, their newspaper or the newspaper industry. Nomination shall be made by the editor or publisher of the nominee's newspaper, or their designee. The nomination shall consist of a letter outlining the nominee's contributions to journalism and samples of the nominee's work, if appropriate. **EACH NEWSPAPER IS LIMITED TO ONE ENTRY.** Only first place shall be awarded.

*Submit: You may choose to submit this entry digitally or as a hard copy. If submitting digital files, enter URLs or upload full-page PDFs. 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 nominee's name into the Title/Cutline box. Click submit to enter this contest. Then, mail to SCPA.*

**9. PHOTOJOURNALIST OF THE YEAR** | An entry shall consist of ten published photographs of the photographer's choosing. Criteria include photo quality, creativity, relevance, ability to communicate subject, impact of photos and editing. This award is for the body of work, not an individual photo. Photos entered in this contest may be entered into any other category. There is no limit on the number of photographers at each newspaper who can enter this contest. Only first place shall be awarded.

*Submit: Upload ten high-res images as JPG files. Type the cutlines in the Title/Cutline box.*

**10. EDITORIAL OR COLUMN IN SUPPORT OF FOI/OPEN GOVERNMENT ISSUES** | This award is for the best single editorial or column in support of Freedom of Information/open government issues. Criteria include quality of writing and effectiveness of explaining FOI/open government matters to readers. This contest shall be judged by a committee of former S.C. journalists. Entries in this contest may be entered in other contests.

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

**11. EDITORIAL WRITING** | Each entry will consist of three editorials written by an individual writer or newspaper staff. Criteria include significance of subject, timeliness and quality of writing. This award is for the body of work, not an individual editorial. In the daily division, the editorial writing award is named in honor of the late E. A. "Ned" Ramsaur, publisher of *The Greenville News-Piedmont*. A first place cash prize of \$150, sponsored by *The Greenville News*, will be awarded.

*Submit: Upload full-page PDFs or submit URL to each editorial. Enter each editorial's headline into the Title/Cutline box.*

**12. ELECTION/POLITICAL COVERAGE** | This award is for the best election and political coverage for local, state and national races. This contest is for the body of work and will be awarded to the newspaper, not an individual staffer. One or more topics may be included in the entry. Criteria include original reporting, commentary and supporting materials that demonstrate how the newspaper exercised unusual diligence and/or courage in informing readers. A letter of explanation should accompany the entry.

**EACH NEWSPAPER MAY SUBMIT ONLY ONE ENTRY IN THIS CONTEST.** Entries in this contest may be entered in other contests.

*Submit: Upload all full-page PDFs or submit URLs to each story/page. You can also upload your coverage package to an e-edition viewer and share a URL to the package. If you are submitting a letter of explanation, upload it as a PDF file.*

**13. OBITUARY** | Each entry shall consist of a single staff-written obituary/tribute. Criteria include originality, use of multiple sources, quality of writing and ability to show how much value ordinary and not so ordinary lives have in a community. The obit can run anywhere in the newspaper or online (news, features, sports, obits, etc.).

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

**14. REVIEW PORTFOLIO** | This award is given to the writer submitting the best examples of critical writing, to include such subjects as literature, architecture, restaurants, art, theater, film and music. **Each entry shall consist of three examples by the same writer. No staff/multiple byline entries will be allowed. AN INDIVIDUAL MAY SUBMIT ONLY ONE ENTRY IN THIS CATEGORY.** This award is for the body of work, not an individual review. Before entering this contest, make sure you've read the general rules for portfolio contests.

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



**15. HEALTH BEAT REPORTING** | Each entry shall consist of three articles by a SINGLE writer on health topics. No staff/multiple byline entries will be allowed. Criteria include enterprise, writing quality and effectiveness in explaining health matters. This award is for the body of work, not an individual story. **AN INDIVIDUAL REPORTER MAY SUBMIT ONLY ONE ENTRY.** One story from each entry may be entered in any other contest.

*Submit: Upload all full-page PDFs or submit URL to each story. Enter the beat topic into the Title/Cutline box.*

**16. FAITH BEAT REPORTING** | Each entry shall consist of three articles by a SINGLE writer on faith/spirituality/religion topics. No staff/multiple byline entries will be allowed. Criteria include enterprise, writing quality and effectiveness in explaining matters of faith. This award is for the body of work, not an individual story. **AN INDIVIDUAL REPORTER MAY SUBMIT ONLY ONE ENTRY.** One story from each entry may be entered in any other contest.

*Submit: Upload all full-page PDFs or submit URL to each story. Enter the beat topic into the Title/Cutline box.*

**17. SPORTS BEAT REPORTING** | Each entry shall consist of three articles on sports topics by a SINGLE writer. No staff/multiple byline entries will be allowed. Criteria include enterprise, writing quality and effectiveness in explaining sports issues. This award is for the body of work, not an individual story. **AN INDIVIDUAL REPORTER MAY SUBMIT ONLY ONE ENTRY PER BEAT COVERED.** One story from each entry may be entered in any other contest.

*Submit: Upload all full-page PDFs or submit URL to each story. Enter the beat topic into the Title/Cutline box.*

**18. NEWS HEADLINE WRITING** | An entry shall consist of three news headlines written by a SINGLE staff member. No staff/multiple byline entries will be allowed. Criteria include accuracy, clarity, imagination (cleverness) and appropriateness to a news story. **AN INDIVIDUAL MAY SUBMIT ONLY ONE ENTRY IN THIS CATEGORY.**

*Submit: Upload full-page PDFs or submit URLs to headlines. Enter headlines into the Title/Cutline box.*

**19. FEATURE HEADLINE WRITING** | An entry shall consist of three feature headlines written by a SINGLE staff member. No staff/multiple byline entries will be allowed. Criteria include accuracy, clarity, imagination (cleverness) and appropriateness to a feature story. **AN INDIVIDUAL MAY SUBMIT ONLY ONE ENTRY IN THIS CATEGORY.**

*Submit: Upload full-page PDFs or submit URLs to headlines. Enter headlines into the Title/Cutline box.*

**20. SPORTS HEADLINE WRITING** | An entry shall consist of three sports headlines written by a SINGLE staff member. No staff/multiple byline entries will be allowed. Criteria include accuracy, clarity, imagination (cleverness) and appropriateness to a sports story. **AN INDIVIDUAL MAY SUBMIT ONLY ONE ENTRY IN THIS CATEGORY.**

*Submit: Upload full-page PDFs or submit URLs to headlines. Enter headlines into the Title/Cutline box.*

**21. NEWS SECTION OR SPECIAL EDITION** | This contest is for a single staff-produced news section or special edition. Criteria include concept, appearance, writing quality, extent of coverage and timeliness. "Progress editions" are to be entered in this contest. There is no limit on the number of entries a newspaper may submit in this contest, but each issue must be submitted as an individual entry.

*Submit: Upload all full-page PDFs from the section or submit URL to e-edition viewer. Enter the section title into the Title/Cutline box.*

**22. SPORTS SECTION OR MAGAZINE** | This contest is for a single staff-produced sports section, special sports edition or sports magazine. Criteria include concept, appearance, writing quality, extent of coverage and timeliness. There is no limit on the number of entries a newspaper may submit in this contest, but each issue must be submitted as an individual entry.

*Submit: Upload all full-page PDFs from the section or submit URL to e-edition viewer. Enter the section title into the Title/Cutline box.*

**23. LIFESTYLE/FEATURE SECTION OR SPECIAL EDITION** | This contest is for a single staff-produced lifestyle/feature section or special edition. Criteria include concept, appearance, writing quality and extent of coverage. There is no limit on the number of entries a newspaper may submit in this contest, but each issue must be submitted as an individual entry.

*Submit: Upload all full-page PDFs from the section or submit URL to e-edition viewer. Enter the section title into the Title/Cutline box.*

**24. ENTERTAINMENT SECTION** | This contest is for a single staff-produced entertainment section. Criteria include staff-generated content, writing quality, appearance and extent of coverage. There is no limit on the number of entries a newspaper may submit in this contest, but each issue must be submitted as an individual entry.

*Submit: Upload all full-page PDFs from the section or submit URL to e-edition viewer. Enter the section title into the Title/Cutline box.*

**25. FEATURE MAGAZINE** | This contest is for a single staff-produced feature, lifestyle feature or entertainment magazine. Feature magazines and other slick feature publications must be entered in this contest, not (23) Lifestyle/Feature Section or Special Edition or (24) Entertainment Section. Criteria include staff-generated content, originality, design, quality of writing and photos and quality of topics. There is no limit on the number of entries a newspaper may submit in this contest, but each issue must be submitted as an individual entry.

*Submit: Submit URL to e-edition viewer or upload all full-page PDFs from the magazine. Enter the section title into the Title/Cutline box.*

**26. MIXED MEDIA ILLUSTRATION** | This contest is for the best single illustration in which elements are manipulated by an artist or photographer, and can include, but are not limited to, the use of illustrations, clip art, Photoshop, photographs and images. Photo illustrations should not be entered into this contest. Instead, they should be entered in (27) Photo Illustration. *Submit: Upload one full-page PDF, high-res JPG image or URL. Enter illustration title in Title/Cutline box.*

**27. PHOTO ILLUSTRATION** | Each entry shall consist of a single non-advertising photograph illustrating a fashion, food or editorial concept that may be significantly manipulated using Photoshop (i.e., moving and combining elements, etc.). If elements other than photos are introduced into the illustration, entries must be entered into (26) Mixed Media Illustration. *Submit: Upload one high-res image as a JPG file. Enter cutline in Title/Cutline box.*

**28. DIGITAL PROJECT** | This contest is for a single stand-alone, cohesive, staff-produced digital project on a single news, feature or sports topic. Emphasis in this category should be on the use of engaging digital content including storytelling and multimedia features. A short letter explaining your project should be submitted. Any part of this entry may also be submitted in other contests. *Submit: Enter the URL to your project. Upload your letter of explanation as a PDF file.*

## Contests By Division

The following categories will be judged by circulation division.

**29. BREAKING NEWS REPORTING** | Each entry shall consist of breaking news coverage, including multiple stories, sidebars and URLs/screenshots of real-time digital and social media postings. Video may be included as part of your coverage. A breaking news story may break over an extended period of time and is not limited to one print edition or single 24-hour news cycle. However, this contest stresses breaking news developments over in-depth or enterprise reporting. Exclusive stories that a newspaper breaks should be entered into (30) Enterprise Reporting or (31) Reporting-in-Depth. Entries may be accompanied by a brief letter of explanation describing the circumstances under which the reporting occurred. Criteria include writing quality and thoroughness of coverage of an unplanned news event, taking into account difficulties overcome in reporting a breaking news story. One story from this entry may be entered into any other contest.

*Submit: Upload full-page PDF(s) or submit a URL to each article/digital component. If you have screenshots, they should be uploaded as JPG files. If you are submitting a letter of explanation, upload it as a PDF file. Enter the headline/coverage topic into the Title/Cutline box.*

**30. ENTERPRISE REPORTING** | Each entry shall consist of a single enterprise reporting article. Judging criteria emphasizes initiative or enterprise reporting, writing quality and thoroughness. Sidebar material may be included, including video. Editors are encouraged to submit a short letter illustrating reporter's enterprise. The category is distinguished from (29) Breaking News Reporting in that deadline pressure is not relevant, although timeliness certainly is a factor. This differs from (32) Investigative Reporting in that this contest is limited to a single story. Entries may not also be entered into (49) Sports Enterprise Reporting.

*Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box. If you are submitting a letter of explanation, upload it as a PDF file.*

**31. REPORTING-IN-DEPTH** | Entries may consist of a single article or multiple articles on a single subject. Criteria include significance of the subject matter, writing quality and thoroughness. Video may be included as part of your coverage. Judges should evaluate the comprehensive coverage of a single subject that goes beyond routine reporting and demonstrates resourcefulness, innovative approaches and clarity. Designated news series should be entered into (33) Series of Articles, not this contest. Investigative reporting stories should be entered in to (32) Investigative Reporting, not this contest. Entries in (32) Investigative Reporting should display higher standards of research and investigation than this contest. If submitting multiple articles, one story from this entry may be entered into any other contest.

*Submit: Upload all full-page PDFs or submit URL(s) to article(s). You can also upload your series to an e-edition viewer and share a URL to the package. Enter the headline or topic into the Title/Cutline box.*

**32. INVESTIGATIVE REPORTING** | This contest recognizes an investigative story or series by a reporter or team of reporters on a single topic. Entries may include a single investigative story or multiple stories over a period of time. Entries should display original reporting revealing information otherwise not generally known that individuals, governmental agencies, businesses, elected officials or organizations do not want under public scrutiny. Judging criteria include depth of research, initiative, obstacles overcome, use of databases and public records, analysis of documents and records, use of multiple sources and impact on public policy. Entries must include a brief letter of explanation describing the actual or potential impact of the report. Video may be included as part of your coverage. This differs from (30) Enterprise Reporting in that it is not limited to a single story. This contest is similar to (31) Reporting-in-Depth, but this contest requires higher standards of research and investigation. Entries in this contest may not also be entered in (30) Enterprise Reporting, (31) Reporting-in-Depth or (33) Series of Articles, but one story from this entry may be entered into any other contest.

*Submit: Upload full-page PDF(s) or submit URL(s) to article(s). Enter the story's headline or topic into the Title/Cutline box. Letter of explanation must be uploaded as a PDF file.*

**33. SERIES OF ARTICLES** | Each entry shall consist of two or more articles on a single subject, planned and designated as a series. Video may be included as part of your coverage. Designated news series must be entered in this contest, not (31) Reporting-in-Depth. Criteria shall include importance of subject, extent of coverage, writing quality and effectiveness of presentation. One story from each entry may be entered in any other contest.

*Submit: Upload all full-page PDFs or submit a URL to each story. You can also upload your series to an e-edition viewer and share a URL to the package. Enter the series title into the Title/Cutline box.*

**34. BEAT REPORTING** | Each entry shall consist of three articles by a SINGLE writer on a specific news beat. No staff/multiple byline entries will be allowed. Judging will be based on quality and thoroughness of coverage. Cops and court beats should be entered in this contest. Submissions for local and state government, education, health, sports, faith, business, and growth and development beat contests must be entered into (35) Government Beat Reporting, (15) Health Beat Reporting, (38) Education Beat Reporting, (16) Faith Beat Reporting, (17) Sports Beat Reporting, (36) Business Beat Reporting or (37) Growth and Development Beat Reporting contests. A brief letter of explanation describing the reporter's beat and the coverage circumstances may be submitted. This award is for the body of the writer's work, not an individual story. **AN INDIVIDUAL REPORTER MAY SUBMIT ONLY ONE ENTRY PER BEAT COVERED.** One story from each entry may be entered in any other contest.

*Submit: Upload all full-page PDFs or submit the URL to each story. You can also upload your beat reporting stories to an e-edition viewer and share a URL to the package. Enter the beat topic into the Title/Cutline box. If you are submitting a letter of explanation, upload it as a PDF file.*

**35. GOVERNMENT BEAT REPORTING** | Each entry shall consist of three articles by a SINGLE writer on local or state government topics. No staff/multiple byline entries will be allowed. Criteria include enterprise, writing quality and effectiveness in explaining government matters. This award is for the body of the writer's work, not an individual story. **AN INDIVIDUAL REPORTER MAY SUBMIT ONLY ONE ENTRY PER BEAT COVERED.** One story from each entry may be entered in any other contest. Police and court beat coverage should not be entered into this contest, but should instead be entered into (34) Beat Reporting.

*Submit: Upload all full-page PDFs or submit URL to each story. You can also upload your beat reporting stories to an e-edition viewer and share a URL to the package. Enter the beat topic into the Title/Cutline box.*

**36. BUSINESS BEAT REPORTING** | Each entry shall consist of three articles by a SINGLE writer on business topics. No staff/multiple byline entries will be allowed. Criteria include enterprise, writing quality and effectiveness in explaining business matters. This award is for the body of the writer's work, not an individual story. **AN INDIVIDUAL REPORTER MAY SUBMIT ONLY ONE ENTRY PER BEAT COVERED.** One story from each entry may be entered in any other contest. Enter growth and development beat reporting stories into (37) Growth and Development Beat Reporting.

*Submit: Upload all full-page PDFs or submit URL to each story. You can also upload your beat reporting stories to an e-edition viewer and share a URL to the package. Enter the beat topic into the Title/Cutline box.*

**37. GROWTH AND DEVELOPMENT BEAT REPORTING** | Each entry shall consist of three articles by a SINGLE writer on growth and development. No staff/multiple byline entries will be allowed. Criteria include enterprise, writing quality and effectiveness in explaining growth and development issues. This award is for the body of work, not an individual story. **AN INDIVIDUAL REPORTER MAY SUBMIT ONLY ONE ENTRY.** One story from each entry may be entered in any other contest. Enter general business beat reporting stories into (36) Business Beat Reporting.

*Submit: Upload all full-page PDFs or submit URL to each story. You can also upload your beat reporting stories to an e-edition viewer and share a URL to the package. Enter the beat topic into the Title/Cutline box.*

**38. EDUCATION BEAT REPORTING** | Each entry shall consist of three articles by a SINGLE writer on education topics. No staff/multiple byline entries will be allowed. Criteria include enterprise, writing quality and effectiveness in explaining education matters. This award is for the body of the writer's work, not an individual story. **AN INDIVIDUAL REPORTER MAY SUBMIT ONLY ONE ENTRY.** One story from each entry may be entered in any other contest.

*Submit: Upload all full-page PDFs or submit URL to each story. You can also upload your beat reporting stories to an e-edition viewer and share a URL to the package. Enter the beat topic into the Title/Cutline box.*

**39. PUBLIC SERVICE** | This award will be presented to a newspaper for outstanding public service as demonstrated through responsible reporting and/or comment. Criteria include the extent of good accomplished, initiative and enterprise, opposition overcome, quality of writing and effectiveness of presentation. Editors are encouraged to submit a letter of explanation describing the public service and impact on their community. All or part of any entry in this category may be submitted in any other category.

*Submit: Upload full-page PDF(s) or submit URL to story. Enter the public service topic into the Title/Cutline box. If you are submitting a letter of explanation, upload it as a PDF file.*

- 40. NEWS FEATURE WRITING** | Each entry shall consist of a single news feature article. Criteria include originality and effectiveness of writing in a news feature story. Sidebar material (including video) appearing the same day of publication may be included.  
*Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.*
- 41. LIFESTYLE FEATURE WRITING** | Each entry shall consist of a single lifestyle feature article. Entries may include sidebar material (including video) appearing the same day of publication. Columns are not eligible. Enter food features into (43) Food Writing. Enter arts and entertainment features into (44) Arts and Entertainment Writing.  
*Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.*
- 42. PROFILE FEATURE WRITING OR STORY** | Each entry shall consist of a single story that presents a portrait study or captures the essence of a personality. Criteria include originality and effectiveness of the writing in a feature story. Sidebar material (including video) appearing the same day of publication may be included. Enter all food-related/chef profiles into (43) Food Writing. Enter obituaries into (13) Obituary.  
*Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.*
- 43. FOOD WRITING** | Entry shall consist of a single article on any food or cuisine, restaurant, food farming, nutrition, beer, wine and/or spirits, news and feature food stories, as well as recipe columns, and restaurant/chef profiles. Entries will be judged on writing, creativity, knowledge of subject matter and relevance of the topic. Sidebar material (including video) appearing the same day of publication may be included. This contest is not for restaurant reviews. Those entries should be submitted into (14) Review Portfolio.  
*Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.*
- 44. ARTS AND ENTERTAINMENT WRITING** | Entry shall consist of a single article on any local or regional arts or entertainment subject. News and feature stories on any arts genre, including (but not limited to) film, music, pop culture, literature, dance, video, video games, multimedia, photography, painting, sculpture, theater and performance art may be submitted into this contest. Entries will be judged on writing, creativity, knowledge of subject matter and relevance of the topic. Sidebar material (including video) appearing the same day of publication may be included. This contest is not for performance reviews. Those entries should be submitted into (14) Review Portfolio.  
*Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.*
- 45. SHORT STORY** | Each entry shall consist of a single story that is less than 500 words. Criteria include originality and effectiveness of the writing in a short story, regardless of topic. Sports and humor stories may be entered in this contest.  
*Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.*
- 46. COLUMN WRITING** | Each entry shall consist of three published columns written by the SAME PERSON. No staff/multiple byline entries will be allowed. Criteria include writing quality and the writer's ability to provoke thought or inform the reader. **AN INDIVIDUAL COLUMNIST MAY SUBMIT ONLY ONE ENTRY.** This award is for the body of work, not an individual column. Before entering this contest, make sure you've read the general rules for portfolio contests. Humor columns must be entered into (47) Humor Column Writing. Sports columns must be entered into (51) Sports Column Writing.  
*Submit: Upload full-page PDF(s) or submit a URL to each column. Enter the columns' headlines into the Title/Cutline box.*
- 47. HUMOR COLUMN WRITING** | Each entry shall consist of three published humor columns written by the SAME PERSON. No staff/multiple byline entries will be allowed. Criteria include writing quality and the writer's ability to provoke laughter. **AN INDIVIDUAL COLUMNIST MAY SUBMIT ONLY ONE ENTRY.** This award is for the body of work, not an individual column. Before entering this contest, make sure you've read the general rules for portfolio contests.  
*Submit: Upload full-page PDF(s) or submit a URL for each column. Enter the columns' headlines into the Title/Cutline box.*
- 48. SPOT SPORTS STORY** | Each entry shall consist of a single spot sports story, including game stories. Criteria include reporting, writing quality and originality under pressure of deadline. Sidebar material (including video) appearing the same day of publication may be included.  
*Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.*
- 49. SPORTS ENTERPRISE REPORTING** | Each entry shall consist of a single sports enterprise article. Criteria include initiative, enterprise, writing quality and thoroughness. The category is distinguished from (48) Spot Sports Story in that deadline pressure is not relevant, although timeliness certainly is a factor. Sidebar material (including video) may be included. Sports Enterprise Reporting stories may not be entered into the (30) Enterprise Reporting. Editors are encouraged to submit a short letter illustrating reporter's enterprise.  
*Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box. If you are submitting a letter of explanation, upload it as a PDF file.*

**50. SPORTS FEATURE STORY** | Each entry shall consist of a single sports feature story. Criteria include originality and effectiveness of the writing in a sports feature story. Columns or sports news articles are ineligible. Entries may include sidebar material (including video) appearing the same day of publication.

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

**51. SPORTS COLUMN WRITING** | Each entry shall consist of three published sports columns written by the **SAME PERSON**. **No staff/multiple byline entries will be allowed.** Criteria include writing quality and the writer's ability to provoke thought, inform or entertain the reader. **AN INDIVIDUAL COLUMNIST MAY SUBMIT ONLY ONE ENTRY.** This award is for the body of work, not an individual column. Before entering this contest, make sure you've read the general rules for portfolio contests.

*Submit: Upload full-page PDF(s) or submit a URL for each column. Enter the columns' headlines into the Title/Cutline box.*

**52. PAGE ONE DESIGN PORTFOLIO** | Each entry shall consist of three front pages designed by the **SAME PERSON** during the contest period. **No staff/multiple byline entries will be allowed.** Criteria include creativity and effective communication to readers, clear and forceful headlines, captions and photographic display. **AN INDIVIDUAL DESIGNER MAY SUBMIT ONLY ONE ENTRY.** Before entering this contest, make sure you've read the general rules for portfolio contests. Entries in this contest may also be submitted in the (53) Single Page One Design.

*Submit: Upload three full-page PDFs. Enter page dates into Title/Cutline box.*

**53. SINGLE 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. There is no limit on number of entries submitted by each designer. Entries in this contest can also be entered into (52) Page One Design Portfolio.

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

**54. FEATURE PAGE DESIGN PORTFOLIO** | Each entry shall consist of three feature pages designed by the **SAME PERSON** during the contest period. **No staff/multiple byline entries will be allowed.** Criteria include effective use of photographs, graphics, typography and other design elements, as well as creativity and effective communication to readers. Any page published in the features, food, entertainment, travel, etc., section of a newspaper is eligible. **AN INDIVIDUAL DESIGNER MAY SUBMIT ONLY ONE ENTRY.** Before entering this contest, make sure you've read the general rules for portfolio contests. Entries in this contest may also be submitted in the (55) Single Feature Page Design.

*Submit: Upload three full-page PDFs. Enter page dates into Title/Cutline box.*

**55. SINGLE 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. There is no limit on number of entries submitted by each designer. Entries in this contest can also be entered into (54) Feature Page Design Portfolio.

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

**56. SPORTS PAGE DESIGN PORTFOLIO** | Each entry shall consist of three sports pages designed by the **SAME PERSON** during the contest period. **No staff/multiple byline entries will be allowed.** Criteria include effective use of photographs, graphics, typography and other design elements, as well as creativity and effective communication to readers. **AN INDIVIDUAL DESIGNER MAY SUBMIT ONLY ONE ENTRY.** Before entering this contest, make sure you've read the general rules for portfolio contests. Entries in this contest may also be submitted in the (57) Single Sports Page Design.

*Submit: Upload three full-page PDFs. Enter page dates into Title/Cutline box.*

**57. SINGLE SPORTS PAGE DESIGN** | Each entry shall consist of a single sports page. Criteria include effective use of photographs, graphics, typography and other design elements, as well as creativity and effective communication to readers. There is no limit on number of entries submitted by each designer. Entries in this contest can also be entered into (56) Sports Page Design Portfolio.

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

**58. INSIDE PAGE DESIGN** | Each entry shall consist of a single inside page of the entrant's choosing, including but not limited to Business, Editorial, Nation/World and Local fronts. 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 Title/Cutline box.*

**59. PHOTO PAGE DESIGN** | Each entry shall consist of a single or double-truck page dominated by photos. Judging criteria will emphasize page design and the selection and display of photos, but not the photos themselves.

*Submit: Upload one full-page PDF. Enter the page's title or headline into the Title/Cutline box.*

**60. SPOT NEWS PHOTO** | Each entry shall consist of a single photograph of an unplanned news event. Criteria include quality and impact of the photo. For example, photos may cover, but are not limited to: fires, vehicle accidents, natural disasters, shootings, etc.

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

**61. GENERAL NEWS PHOTO** | Each entry shall consist of a single photograph of a scheduled or organized news event (or issue-photography that explores an important social, economic or political issue) for which advance planning was possible. Examples include: rallies, government meetings, speeches, pickets, election coverage, homelessness, etc. Criteria include quality and impact of the image.

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

**62. 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.*

**63. SPORTS ACTION PHOTO** | Each entry shall consist of a single photograph portraying action from a game or sporting event. Criteria include quality and impact of the photo. “Reaction” and celebration photos, such as dogpiles, may not be entered in this contest. Instead, enter them into (64) Sports Feature Photo.

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

**64. SPORTS FEATURE PHOTO** | Each entry shall consist of a single photograph on a single feature sports subject. “Reaction” and celebration photos, such as dogpiles, must be entered in 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.*

**65. PERSONALITY PHOTOGRAPH OR PORTRAIT** | Each entry shall consist of a single photograph that captures the essence of an individual personality or one that presents a portrait study. Criteria include quality and impact of the photo.

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

**66. PHOTO SERIES OR PHOTO STORY** | Each entry shall consist of a designated series of photographs, photo story or photo gallery on any subject. Criteria include quality, impact and selection of photos, as well as editing and storytelling value. Photos entered in this contest can be entered into other categories. There is a limit of 20 photos per entry.

*Submit: Upload high-res JPG files, PDF of printed page or URL to gallery. If uploading JPGs, type cutlines in the Title/Cutline box.*

**67. PICTORIAL** | Each entry shall consist of one pictorial. A pictorial is a photographic image that explores aesthetic qualities through the use of composition, tone and/or color. Content usually is not a news item. (Example: feature photo of a sunset)

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

**68. HUMOROUS PHOTO** | Each entry shall consist of one humorous photo that will be judged on the ability to evoke laughter.

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

**69. WEBSITE** | This contest will be judged on the usefulness of the website to the reader, quality and quantity of community content and ease of navigation and accessibility. Focus should be on digital presentation of content, with emphasis on staff-produced content ranging from stories to photos, videos, interactives, databases, etc., all with an eye toward increasing engagement and building audience. Judging should be on how the news organization uses digital platforms to extend its brand and reach. This is not a design-based contest. Judging will be template-neutral and instead will look at how a newspaper staff uses its digital platforms (including desktop websites, mobile sites and apps) to share content and engage with readers. Judges will consider special features which encourage significant audience engagement, like community forums, social media integration, push alerts, e-editions, newsletters, multimedia offerings and more. Staff designed sites, as well as sites using third-party or corporately designed templates, can be entered into this contest. Entrants are not required to publish on multiple digital platforms. A letter of explanation describing the site and giving the username and password needed to access all areas of the site should be submitted. In your letter, explain how journalists utilize the site to share news and engage with readers. Traffic analytics may be included. **LIMIT TO ONE ENTRY PER NEWSPAPER.** Entries will be judged via the Internet at a date set by the judges.

*Submit: Enter the website's URL. Upload your letter of explanation with username/password (if needed) as a PDF file.*

**70. NEWSPAPER'S USE OF SOCIAL MEDIA** | This award will recognize excellence, effectiveness and innovation in social media use by the newspaper staff. Entrants are not required to use multiple social media sites. Entrants must submit a letter of explanation describing the use of social media tools, strategy, reach and impact. Each entry may include examples of crowd sourcing, news sharing and community engagement through social media sites like Facebook, Twitter, LinkedIn, Instagram and other social media sites; and other innovative uses of social media. Judges will consider: appropriateness of content, timeliness, efficacy, innovation, creativity, impact and results. This contest is for the body of work. Newspapers may include their main flag and niche site's accounts (sports, entertainment, etc.) as one entry. **LIMIT TO ONE ENTRY PER NEWSPAPER.** Entries will be live judged during the judging period.

*Submit: Enter the URL(s) to your social media pages. Upload your letter of explanation as a PDF file.*

**71. INDIVIDUAL USE OF SOCIAL MEDIA** | This award will recognize an individual newspaper staffer's excellence, effectiveness, and innovation in social media use. Entrants are not required to use multiple social media sites. Each entrant must submit a letter of explanation describing his or her personal use of social media tools, strategy, reach and impact. Each entry may include examples of crowd sourcing, news sharing and community engagement through social media sites like Facebook, Twitter, LinkedIn, Instagram and other social media sites; and other innovative uses of social media. Judges will consider: appropriateness of content, timeliness, efficacy, innovation, creativity, impact and results. **AN INDIVIDUAL JOURNALIST MAY SUBMIT ONLY ONE ENTRY.** Entries will be live judged during the judging period.

*Submit: Enter the URL(s) to your social media pages. Upload your letter of explanation as a PDF file.*

**72. NEWS VIDEO** | This contest is for a general news or spot news video. Videos of planned news events, as well as breaking news, should be submitted in this contest. Criteria shall include quality of the video and audio, content and editing.

*Submit: Enter the URL to the video. Enter title in Title/Cutline box.*

**73. FEATURE VIDEO** | This contest is for a feature video. Criteria shall include quality of the video and audio, content and editing.

*Submit: Enter the URL to the video. Enter title in Title/Cutline box.*

**74. SPORTS VIDEO** | This contest is for a single sports video. Criteria shall include quality of the video and audio, content and editing.

*Submit: Enter the URL to the video. Enter title in Title/Cutline box.*

**75. GENERAL EXCELLENCE** | Each DAILY newspaper shall submit one issue dated March 20, 2019, and one issue from the month of August 2019. Each WEEKLY newspaper shall submit an issue published during the week of March 17-23, 2019, and one issue from the month of August 2019. Criteria include every aspect of journalism, including content, writing, design, editing, headlines, use of photographs, editorial page quality, sports and lifestyle coverage. The entire newspaper, excluding advertising, shall be considered. If your newspaper does not meet certain criteria, you are still eligible to enter (you will just not receive points in that area). **EACH NEWSPAPER MAY SUBMIT ONLY ONE ENTRY.** Only first place shall be awarded in the Daily Over 30,000 category.

#### **SCORING:**

- In a 25 point category: Excellent = 20-25 points; good = 15-19 points; fair = 10-14 points
- In a 15 point category: Excellent = 12-15 points; good = 8-11 points; fair = 4-7 points
- In a 10 point category: Excellent = 8-10 points; good = 5-7 points; fair = 2-4 points

#### **CRITERIA:**

- Content/coverage: Quality and quantity of local news, staff generated coverage, and balance and depth of coverage – Up to 25 points
- Quality of writing/editing: Story organization, quality of leads, editing, headlines, mechanics and style – Up to 15 points
- Design/layout – Up to 15 points
- Use of photographs/graphics – Up to 15 points
- Editorial page quality – Up to 10 points
- Sports coverage – Up to 10 points
- Lifestyle coverage – Up to 10 points

*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 edition dates into the Title/Cutline box. Click submit to enter this contest. Then, mail to SCPA.*