



2022 South Texas Press Association BETTER NEWSPAPER CONTEST

ALL ENTRIES MUST HAVE BEEN PUBLISHED DURING 2021
FINAL DEADLINE: FRIDAY, FEB. 4, 2022

CONTEST DIVISIONS

Division 1 – Weeklies 3,000 circulation and below
Division 2 – Weeklies 3,001 circulation and above
Division 3 – Semi-Weeklies

GRIFF SINGER AWARD OF GENERAL EXCELLENCE

Submit TWO CONSECUTIVE issues published anytime during the contest year. Include combined PDFs of the entire issues (except pre-printed inserts). Quality of local copy, local pictures and general appearance of these pages will be judged. Email a PDF of the front page of one of these editions to: rchancellor@pleasantonexpress.com.

NEWS WRITING

Submit TWO locally written news stories printed during the contest year, clearly marked on PDF of full-pages either by outlining in red or with headline. Include any jumps in the entry, also clearly marked. Include the name of the writer. Quality of coverage, reader interest and local impact will be considered by the judges.

NEWS PHOTOS

Submit your TWO best news pictures clearly marked on PDF of full-pages either by outlining in red or with headline. The photos will be judged as a package. Be sure to include the name of the photographer. Entries by photographers that appear in more than one newspaper may be submitted only by the newspaper for which the photographer/writer is a paid staff member. Consideration will be given to the photos' timeliness, news worthiness, composition, quality and relevance.

EDITORIAL WRITING

Submit TWO locally written editorials printed during the contest year, clearly marked on PDF of full-pages either by outlining in red or with headline. Include any jumps in the entry, also clearly marked. Include the name of the writer. Timeliness of the topic, significance of the material presented and suitable handling of the topic will be considered. Must be written by a paid staff member.

SERIOUS COLUMN WRITING

Submit the TWO best serious columns, printed during the contest year, clearly marked on PDF of full-pages either by outlining in red or with headline (included in its entirety if jumped). Column must be locally written and must be a regular feature in the newspaper. Judges will take into consideration quality of writing, reading interest and originality. Entries by columnists that appear in more than one newspaper may be submitted only by the newspaper for which the column writer is a paid staff member.

HUMOROUS COLUMN WRITING

Submit the TWO best humorous columns, printed during the contest year, clearly marked on PDF of full-pages either by outlining in red or with headline (included in its entirety if jumped). Column must be locally written and must be a regular feature in the newspaper. Judges will take into consideration quality of writing, reading interest and originality. Entries by columnists that appear in more than one newspaper may be submitted only by the newspaper for which the column writer is a paid staff member.

FEATURE WRITING

Submit your TWO best features marked on PDF of full-pages either by outlining in red or with headline,

including jumps. Each will be judged separately, but no more than one award will be made to any newspaper. A multi-article series may not be submitted, but a single feature from a series will be allowed. Entries by writers that appear in more than one newspaper may be submitted only by the newspaper for which the writer is a paid staff member. Originality, writing style and reader interest will be factors in judging. Photos and layout of the package will be considered.

FEATURE PHOTOS

Submit your TWO best feature pictures clearly marked on PDF of full-pages either by outlining in red or with headline. The photos will be judged as a package. Be sure to include the name of the photographer. Entries by photographers that appear in more than one newspaper may be submitted only by the newspaper for which the photographer/writer is a paid staff member. Consideration will be human interest, unusual effectiveness, appeal to the reader, reader interest and composition.

SPORTS COVERAGE

Enter PDF of full-pages of sports pages from TWO issues of the newspaper published during the contest year. Material on more than one page in any issue may be included. Locally written sports news and pictures are of predominant importance. Newsworthiness, graphic, style and reader interest will be factors in judging.

SPORTS PHOTOS

Submit your TWO best sports pictures clearly marked PDF of full-pages either by outlining in red or with headline. The photos will be judged as a package. Be sure to include the name of the photographer. Entries by photographers that appear in more than one newspaper may be submitted only by the newspaper for which the photographer is a paid staff member. Consideration will be human interest, unusual effectiveness, appeal to the reader, reader interest and composition.

DISPLAY ADVERTISING

Submit PDF of full-pages by outlining in red with your three best ads created in house (by your staff or your group production department) for your newspaper. If any ad runs in more than one newspaper, only one newspaper may submit the ad. Judging will be on copy, illustrations, use of color (if used) and overall design and impact.

SPECIAL SECTION

Submit ONE PDF sample of your best special section. Mark out advertising and editorial not produced by paid newspaper staff. Entries created by a central office must be submitted in the highest circulation category. Judging will be based on creativity, layout, quality of photos and copy and benefit to the target audience.

LIFESTYLE PAGES

Enter PDF of full-pages from THREE issues. Material on more than one page in any issue may be included. Judging will be based on coverage of social, school and youth-oriented events/activities (sports coverage is not included in this category) as well as style, quality, layout, material selection, originality and use of localized items, including features and photos.

HEADLINE WRITING

Submit your THREE best headlines. Submit PDF of full-pages by outlining the headlines in red so they

may be easily identified. The three headlines will constitute a single entry for a newspaper. Judges will examine the headlines' originality, clarity and applicability to their stories, as well as impact.

PAGE DESIGN

Submit TWO CONSECUTIVE PDF issues published anytime during the contest year. Include entire issue (except pre-printed inserts). Entries created by a central office must be submitted in the highest circulation category. Judges will examine the entries for readability, innovation, graphics, design features, typography, photos and other artwork.

JOYCE AND FRED LATCHAM COMMUNITY SERVICE AWARD

All newspapers are included in a single division. Entries may consist of a newspaper's community service effort relating to a specific subject, possibly including (but not limited to) news articles, editorials, pictures, columns, letters to the editor and other subject matter pertinent to the newspaper's support of a specific goal. Please include an introductory paragraph stating the purpose of the series or special coverage and whether the goal was accomplished. Present material in a combined PDF format clearly marked in red. This category will not count toward aggregate sweepstakes points.

STPA JOURNALIST OF THE YEAR

The "Journalist of the Year" award will recognize ONE individual out of all (not each) divisions who excels in their field. To nominate a candidate, submit five original pieces written by the same journalist for the same newspaper. Judges will evaluate a writer's skill, creativity and diversity. Entries should represent those qualities through selections of news stories, features, sports, columns, editorials or other article styles. The five chosen articles should be clearly marked in red and submitted as PDFs of full-page tearsheets (including any related jumps). Include name of writer. Newspapers are limited to one nominee and wins in this category will not count toward aggregate sweepstakes points. There will be only one overall winner.

PHOTOGRAPHER OF THE YEAR

The "Photographer of the Year" award will recognize ONE individual out of all (not each) divisions who excels in their field. Judges will evaluate candidates for their abilities to produce photographs (either in color or black and white) that are well framed/cropped and technically accurate, convey and creativity — such as an obvious willingness to go above and beyond to get an unusual angle. To enter, submit six photos (which consists of two from sports, spot news and feature or stand-alone images). Include name of the photographer. Newspapers are limited to one nominee and wins in this category will not count toward aggregate sweepstakes points. There will be one overall winner.

STPA Convention April 21-23 in Corpus Christi.
If you have questions or need more information,
contact contest chair: Rhonda Chancellor
Pleasanton Express, P.O. Box 880
Pleasanton, TX 78064
rchancellor@pleasantonexpress.com
830-569-6130 or 210-722-8092 (cell)



NEW!
ONLINE
SUBMISSION

ENTRY
DEADLINE
FRIDAY • FEB. 4

2022 BETTER NEWSPAPER CONTEST

Deadline to enter is Friday, Feb. 4, 2022

RULES

The South Texas Press Association contest includes:

Division 1 – Weeklies 3,000 circulation and fewer
Division 2 – Weeklies 3,001 circulation and greater
Division 3 – Semi-Weeklies

- Daily newspapers are not eligible to compete.
- ‘Twin weeklies’ (newspapers published on different days of the week under different names, but by the same management for the same community) must enter Division III (semi-weeklies).
- Each newspaper entering the contest must be a paid member of South Texas Press Association and must have had an employee, publisher or owner attend at least one of the last three previous STPA conventions.
- Entries must be from 2021 newspapers.
- All work submitted must be created by paid staff members of the newspaper.

SUBMISSION OF ENTRIES

• Entries will now be submitted to an online platform. For registration and uploading instructions, please visit:

www.newspapercontest.com/southtexas

- If you have questions or need assistance, please contact Texas Press Association Regional Better Newspaper Contest Coordinator Sue Brown at sbrown@texaspress.com or 830-570-7543 (cell) or 512-477-6755 (office).
- The deadline is Friday, Feb. 4, 2022 at midnight.

SCORING

Contest points are awarded as follows in all categories (except Community Service, Journalist of the Year and Photographer of the Year):

- 100 points for each First Place
- 75 points for each Second Place
- 50 points for each Third Place

Aggregate points will determine the winner of the Judy and Bill Wilkerson Sweepstakes Award in each division.

AWARDS

First, second and third awards will be presented in each division in each category (except Community Service, Journalist of the Year and Photographer of the Year). Contest results will be announced at the STPA Convention Awards Luncheon on Friday, April 22, 2022 at the Emerald Beach Hotel in Corpus Christi.

FEES

- Entry fee is \$10 per category including Community Service, Journalist of the Year and Photographer of the Year. Please send a check payable to: STPA Contest, c/o Rhonda Chancellor, Contest Chair, Pleasanton Express, P. O. Box 880, Pleasanton, TX 78064.
- STPA dues (\$75) must be paid before entering the contest. Send dues to: STPA, c/o Jeff Berger, Secretary-Treasurer, P.O. Box 400, Hondo, TX 78861.

2022 STPA Convention
April 21-23, 2022

Emerald Beach Hotel • Corpus Christi