

West Texas Press Association 2022 Better Newspaper Contest

CATEGORIES

All Entries Must Have Been Published During 2021

Divisions:

A. Dailies in Cities With Under 50,000 Population

B. Semi-Weeklies and Twin Weeklies

C. Weeklies 1,001 and Above Circulation

D. Weeklies 1,000 and Below Circulation

GENERAL EXCELLENCE: Submit digital copies of any TWO issues (without inserts) from 2021. Judging will be based on overall appearance, quality of local copy, headlines, composition, makeup, advertising throughout the issue and quality and presentation of pictures. Please submit pages as one continuing PDF.

ADVERTISING COMPOSITION: Submit digital tearsheets (not special sections) of TWO advertisements, composed entirely by your staff, originally published in the newspaper in 2021. Judging will be based on copy, illustrations, use of color (if used), originality of ads, use of type and illustrations and overall design and impact of the ads. Judges will consider both ads as one entry.

EDITORIAL WRITING: Submit TWO staff-written editorials on digital tearsheets. They do not have to be from the same writer and may be from any month originally published in the newspaper in 2021. Entries must be from paid staff employees of the newspaper. Editorials to be considered must include any jumps.

COLUMN WRITING: Submit TWO staff-written columns on digital tearsheets. They do not have to be from the same writer and may be from any month originally published in the newspaper in 2021. Entries must be from paid staff employees of the newspaper. Columns to be considered must include any jumps.

PHOTOGRAPHY: Submit digital tearsheets of TWO staff taken photos, originally published in the newspaper in 2021. Judging will be based on impact, display, news and advertising value, uniqueness, quality of captions and

NEWS WRITING: Submit digital tearsheets of TWO complete staff-written news stories originally published in the newspaper in 2021. Include all jumps. Judging will be based on impact, interest and clarity of writing style. Judges will consider both news stories as one entry.

FEATURES: Submit digital tearsheets of TWO feature stories originally published in the newspaper in 2021. Include all jumps. They may be from any month. Judging will be based on quality of writing, presentation and display and use of pictures and graphics.

SPORTS: Submit complete digital copies of TWO issues originally published in the newspaper in 2021. Mark out any sports articles or pictures not produced by your staff. Judging will be based on quality of writing, presentation of information, extent of coverage and quality of pictures used. Please submit as one continuing PDF.

SPECIAL SECTION: Submit ONE complete digital copy of a special section or edition on any subject originally published in the newspaper in 2021. Judging will be based on attractiveness of layout, suitability of copy and advertising content, originality and benefit to the community. Please submit as one continuing PDF.

JOURNALIST OF THE YEAR: One award in each of the following three divisions will be given: Dailies, Semi-Weeklies and Weeklies. Submit digital tearsheets of five original pieces by the same writer, for the same newspaper, printed during 2021. Writing samples can be from news stories, features, sports, columns, editorials, etc.. One entry per newspaper. Plaques will be awarded to both the winning journalist and to the newspaper.

PHOTOGRAPHER OF THE YEAR: One award in each of the following three divisions will be given: Dailies, Semi-Weeklies and Weeklies. Submit six digital tearsheets of photos (two from sports, two spot news photos and two feature or stand alone photos) taken by the same photographer for the same newspaper and published during 2021. One entry per newspaper. Plaques will be awarded to both the winning photographer and to the newspaper.

SPECIAL COVERAGE AWARD: One award in each of the following divisions will be given: Weekly Division and Semi-Weekly/Daily Division. The award is presented for a member newspaper's commitment to thoroughly cover an on-going story of special interest to the community (i.e., a criminal trial or investigation; a civil trial; a local government scandal; a community historic, economic, agricultural or environmental project; etc.) Each entry must be a digital copy and must include a cover letter summarizing the topic and the newspaper's coverage of the topic. The story may not have started or ended during the contest year, but the entry information must have been originally published in 2021. Materials may include news stories, editorials, pictures, columns, letters to the editor and other material published by the newspaper pertinent to the topic. Please submit as one continuing PDF. This award does not count as points to the Sweepstakes Award, and judges may choose not to convey this award if they believe the entries do not merit the award.

Send \$25 Entry Fee to:

**WTPA
706 SW 10th Ave.
Perryton TX 79070**