



2024 Panhandle Press Association Better Newspaper Contest Official Rules

GENERAL RULES: All entries in all categories **MUST** have been published in calendar year 2024. All entries will be uploaded on the new online contest platform. For registration and uploading instructions, please visit: www.newspapercontest.com/panhandle.

CONTEST DIVISIONS Division I – Weeklies Division II – Semi-Weeklies & Dailies

GENERAL EXCELLENCE

All newspapers will automatically be entered in this contest, based on placings in all other categories. First place nets 15 points; second place 10 points; third place 5 points; and honorable mention 2 points. Points earned in all categories will be added together to determine Division I and II winners. Those newspapers with entries submitted on or before Friday, June 14, 2024, will receive an additional 5 points. First place plaques awarded in Division I and II.

BEST NEWS WRITING

Enter three news stories you consider your best in 2024. The stories can cover any topic. Send full-page tearsheets. Judges will look at the quality of coverage, reader interest and importance of placement. Plaques awarded in Divisions I and II.

BEST EDITORIALS

Enter your three best locally written editorials published in 2024. Send full-page tearsheets. Judges will look at the timeliness of the topic, significance of the material presented and suitable handling of the topic. Plaques awarded in Divisions I and II.

BEST SERIOUS COLUMNS

Each newspaper may enter two columnists in this category. For each columnist, submit three locally produced (non-syndicated) columns from 2024. Columnists may enter both serious and humorous categories. Judges will consider quality of writing, reader interest and originality. Plaques awarded in Divisions I and II.

BEST HUMOROUS COLUMNS

Each newspaper may enter two columnists in this category. For each columnist, submit three locally produced (non-syndicated) columns from 2024. Columnists may enter both serious and humorous categories. Judges will consider quality of writing, reader interest and originality. Plaques awarded in Division I and II.

ADVERTISING DESIGN

Enter your three best locally designed ads published in 2024. The category will be judged on originality, creativity, impact and benefit to advertiser. Plaques awarded in Divisions I and II.

FEATURE STORIES

Select the three features you consider your best in 2024. Only one set of entries and one award per paper. Judges will look at originality, style of writing and reader interest. Photos and appearance of layout will also be considered. Plaques awarded in Divisions I and II.

BEST NEWS PHOTOGRAPHY

Enter three staff-produced news photos published in 2024. Entries may be "stand alone" photos with a cutline or accompany a "hard news" story. Judges will consider elements of timeliness, composition, quality and relevance. Plaques awarded in Divisions I and II.

BEST SPORTS PHOTOGRAPHY

Enter three staff-produced sports photos published in 2024. Entries may be "stand alone" photos with a cutline or accompany a "hard sports" story. Judges will consider elements of timeliness, sports action, composition, quality and relevance. Plaques awarded in Divisions I and II.

BEST HUMAN INTEREST PHOTOGRAPHY

Enter three staff-produced feature photos published in 2024. Judges will consider human interest, unusual effectiveness, appearance to reader, reader interest and composition. Entries may be "stand alone" photos. Plaques awarded in Divisions I and II.

SPORTS WRITING

Select your three best stories of the year 2024. Emphasis should be on "hard" sports writing, not on features. Plaques awarded in Divisions I and II.

BEST SPECIAL EDITION/SECTION

Enter your best special edition or section published in 2024. Any special edition on any topic is eligible. Judging will be on basis of appearance, content and creative use of subject matter. Plaques awarded in Divisions I and II.

SOCIETY/LIFESTYLES

Enter three issues of your choice from 2024. The category is designed to encourage the use of material appropriate to modern lifestyles. Both photos and stories will be considered. Send entire section or page. Plaques awarded in Divisions I and II.

HEADLINE WRITING

Enter your three best headlines of 2024. They may be from the same or different issues. The three headlines will constitute a single entry for judging which will be based on clarity, applicability to story, impact and originality. Plaques awarded in Divisions I and II.

FRONT PAGE LAYOUT

Emphasis on attractive and effective front page layout, typography, composition and reader interest. Enter your best three consecutive issues from 2024. Send full-page tearsheets. Plaques awarded in Divisions I and II.

BEST WEBSITE

Websites will be judged for quality of content, ease of use, design, interactivity and innovations. Plaques awarded in Divisions I and II.

KEN TOWERY

COMMUNITY SERVICE PROJECT AWARD

The Community Service Project Award, sponsored primarily by Ken Towery, is presented each year by the Panhandle Press Association. Each entry must be in a three-ring binder and include a cover letter explaining your newspaper's role in a Community Service Project during 2024 (i.e., economic development project, environmental project, historic project, etc). Materials may include news stories, editorials, pictures, columns, letters to the editor and other subject matter pertinent to the support of one project. **Entry must be in the hands of the contest chairman by noon on July 19, 2024, either delivered in person at the convention or shipped ahead of time to Jeff Blackmon, c/o Hereford Brand, PO Box 673, Hereford, TX 79045.** A cash prize will be awarded to the winner.

Early postmark deadline: Friday, June 6, 2025
Final postmark deadline: Friday, June 13, 2025

The absolute deadline for all entries is Friday, June 13, 2025. All entries must be submitted on or before that date. **Newspapers whose entries are submitted on or before Friday, June 6, 2025, will receive five bonus points toward the General Excellence Award.** All newspapers entering the contest must be a paid-up member of PPA under the paper's own name. A \$50 ENTRY FEE is required online. Plaques will be presented at the PPA convention in Borger on July 20, 2024. All entries other than the Community Service Award entry must be submitted online. You should receive confirmation by e-mail to let you know your entries have been received. If you do not receive confirmation within 10 days, call Contest Chairman Jeff Blackmon at 940-585-8720.