

## KPA News Contest Categories with Descriptions

### 01 - Best Editorial Writer

One entry must consist of three editorials, each from a different issue of the newspaper. Editorials must be locally written. The individual is limited to one set of three editorials in this category. Submit as your entry a full-page pdf or a URL and access login information.

### 02 - Best Breaking News Coverage

The stories submitted for this category should be of unscheduled events, for which no advance planning was possible, such as accidents, fires, natural disasters or other breaking news events. Submit as your entry a full-page pdf or a URL and access login information as well as your use of social media in reporting the news event. Social media use can include but is not limited to the newspaper website, Facebook, Twitter, blogs, videos, audio and slideshows. Judges shall consider the use of a newspaper's journalistic resources, including the use of stories, editorials, cartoons, photographs, graphics, videos, databases, multimedia or interactive presentations or other visual material. Entries may be in the print edition only or a combination of print and social media. When entering any types of social media, you must provide screen shot(s) of the entire package included in the ONE pdf or a URL and access login information or create one URL that incorporates all aspects of multi/social media coverage of the event.

### 03 - Best General News Story

The entries in this category should be for articles on scheduled or organized events for which advance planning was possible, such as trials, public meetings, dedications, political appearances, etc. Submit as your entry a full-page pdf or a URL and access login information.

### 04 - Best Feature Story

Submit as your entry a full-page pdf or a URL and access login information. Factors to be considered in judging this category will be quality of writing, subject matter and reader interest. Articles should be of local interest, preferably about local people, places or things.

### 05 - Best Columnist

One entry must consist of three columns, each from a different issue of the newspaper. The three columns should be submitted as one pdf or a URL and access login information. The individual is limited to one set of three columns in this category. Columns must be written by a staff member or regular local columnist for your paper. The writer has considerable latitude in this category. The individual is limited to one set of three columns in this category.

### 06 - Best Sports Columnist

One entry must consist of three full-page pdf or a URL and access login informations from different dates. The individual is limited to one set of three sports columns in this category. Columns must run as a regular feature in your newspaper and must be written by a staff member or local columnist. Judges will also consider originality and style. The individual is limited to one set of three sports columns in this category.

### 07 - Best Sports Story

Submit a full-page pdf or a URL and access login information with your best sports story. Stories in this category are to be more "news" oriented than Sports Feature stories that would be entered in Category 8. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

### 08 - Best Sports Feature Story

Submit a full-page pdf or a URL and access login information with your best sports feature. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

### **09 - Best Enterprise or Analytical Story**

Defined as reporting on an original topic, often an issue or trend. This can be a single story or a story with sidebars. (This category does not include breaking news, which is in Category 2; and coverage of events such as trials or government meetings goes into Category 3. This category could include stories that examine issues stemming from such meetings or from other news events.) The coverage should demonstrate the reporter's/reporters' initiative in story selection, research or analysis. Enter the story/stories as one pdf or a URL and access login information.

### **10 - Best Investigative Story or Series**

This category is defined as a single story or series of stories initiated by the newspaper on the same subject which demonstrates the reporter's/reporters' initiative in research or investigation. If a series, its publication must end within the contest period.

### **11 - Best On-Going/Extended Coverage Story**

This category is intended to recognize efforts by newspapers and reporters to continue coverage of a news story. An example would be follow-up stories on developing news when the entry doesn't qualify as a story series or investigative reporting. Submit the original (first) news story and all subsequent follow-up stories.

### **12 - Best Business/Agribusiness Story**

Submit a full-page pdf or a URL and access login information with your best business or agribusiness story. Entries must be by local staff members.

### **13 - Best Lede**

This category is designed to recognize the best lede for stories. A lede is an opening sentence or paragraph of a story that summarizes the most important aspects and draws a reader in. A writer will submit three story ledes she/he has written in the contest period. There is no limit on the number of staff members entering this category. An entry must consist of full-page pdf or a URL and access login information with the ledes written by the staff member. All three pdf or a URL and access login information for any one individual entry must be submitted together.

### **14 - Best Use of Social Media or Multi-Media**

Entries should demonstrate excellence, and innovation in social or multi-media use by newspapers. Entries may include examples of crowd sourcing; community engagement via sites like Facebook, Twitter, LinkedIn, and photo sharing sites, etc.; and other innovative uses of social media. Entries may be comprised of screen shot(s) of the entire package as ONE pdf or a URL and access login information or create one URL that incorporates all aspects of social media coverage.

### **15 - Best Video**

Entries should demonstrate work that incorporates distinguished journalistic storytelling and information via video format. Submissions may consist of Web-based interactive graphics and displays, videos, photo galleries and audio slideshows, or any combination of all of these elements. Creativity, visual/design, use of news links, impact on the community and timeliness (is it current?) will be among factors considered by the judges. Entries may be comprised of screen shot(s) of the entire package as ONE pdf or a URL and access login information or create one URL that incorporates all aspects of multimedia coverage.

### **16 - Best Website**

Recognizes a news organization's online presence and the involvement of its local staff in the updating of content and maintenance. Judges will make selections based on quality of locally produced content, overall design, consistency of updates, innovation, and functionality of the site such as ease of navigation and customer service interactivity. Judges will visit the site live at predetermined times. Members using third party vendors to host and design their sites are eligible, as long as their staff is primarily responsible for content and maintenance. To enter, submit a link (URL) to your website online. Please include user name and password, if necessary, in the comment box on the online entry. Use the comment box to offer any additional information about your website and particular noteworthy features.

## Categories 17 through 22 require full pages in pdf or a URL and access login information

### 17 - Best Breaking News Picture

The photographs for this category should be of unscheduled events for which no advance planning was possible, such as accidents, fires, natural disasters or other breaking news events. Submit a full-page pdf or a URL and access login information. Judging will be made on the basis of newsworthiness, local interest, and overall quality of work.

### 18 - Best General News Picture

Judging for Category 16 will be made on the basis of newsworthiness, local interest, balance and overall quality of work. Submit a full-page pdf or a URL and access login information. The pictures in this category should be of scheduled or organized events for which advance planning was possible, such as public meetings, dedications, political appearances, etc.

### 19 - Best Feature Picture

Submit a full-page pdf or a URL and access login information. Judges will be looking for local interest and appeal, imagination and originality in selection of subject matter, posing, lighting and overall quality of work.

### 20 - Best Picture Essay (Breaking, General or Feature)

An entry must consist of two or more pictures used together to tell a story. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in the judging. Submit a full-page pdf or a URL and access login information.

### 21 - Best Sports Picture

This category is to encourage more and better sports coverage. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in judging. Submit a full-page pdf or a URL and access login information.

### 22 - Best Sports Picture Essay

An entry must consist of two or more pictures used together to tell a story. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in judging. Submit a full-page pdf or a URL and access login information.

### 23 - Best Special Section/Best Sports Special Section

Submit as your entry a full copy of a Special Section or Edition, or Sports Special Section produced by your newspaper. This entry must have been an individual newspaper's own effort, not a canned section. This special section or special edition will be judged as a whole with emphasis placed on editorial content, makeup and photographic excellence. A reasonable blend of advertising will be accepted. A newspaper may enter as many Special Sections/Editions/Sports Special Sections as it wishes but separate entry fees are required for each one. Enter each Special Section/Edition or Sports Special Section as one pdf or a URL and access login information.

### 24 - Best Sports Page/Section

Submit as your entry the pdf or a URL and access login information of three sports pages or sections. The section will be judged on appearance, news content, photographic excellence, other artwork and layout/design. A newspaper may enter three sports pages/sections.

### 25 - Best Editorial Page

Submit as your entry full-page pdf or a URL and access login informations of any three issues. The editorial page will also be judged as a whole. Quality of writing and importance of subjects locally will count. Localized editorials are most desired. Local work, writing, columns, cartoons are more desired than syndicated materials or other outside material. Layout and style of pages are also factors. Advertising will not detract from the judging, providing it occupies less than one quarter of a page.

## 26 - Best Front Page

Submit as your entry full-page pdf or a URL and access login informations of any three issues. Judging will be on the factors of appearance and content of the front page. Newsworthiness and good writing are of prime importance. Pictures will be judged on quality and newsworthiness, not on size alone. Factors to be considered include general appearance and reader appeal, including typography, pictures and other illustrations, headlines, use of white space, layout and proofreading.

## 27 - Best Headline Writer

This category is designed to recognize the best headline writer for stories. A headline writer will submit three headlines she/he has written in the contest period with the limit of two entries (three headlines each) per staff member. There is no limit on the number of staff members entering this category. An entry must consist of full page pdf or a URL and access login informations with the headlines written by the staff member. All three pdf or a URL and access login informations for any one individual entry must be submitted together.

## 28 - Jon Fleischaker Freedom of Information Award

Sponsored by The Associated Press: In honor of the author of the Open Meetings and Open Records Laws in Kentucky and general counsel to the Kentucky Press Association and numerous other newspapers, this award recognizes his lifelong commitment to the First Amendment.

Newspapers will enter in their respective overall divisions. All weeklies and multi-weeklies will enter as Weekly Newspaper; all dailies, published four or more times per week, will enter as Daily Newspaper; all members of the Kentucky Intercollegiate Press Association will enter as Student Publication. One First Place award will be presented in **each** of the three divisions.

A report, or collection of not more than five reports, produced by an individual or a team, that uses public records to shed light on an important community matter and to effect public policy change. Quality of reporting and writing will be considered along with the outcome or result of the reporting efforts. Entry may include supporting materials (explanatory note, follow-up stories) that demonstrate the results of the published work.

A first place award will be issued for Weekly newspapers, including multi-weekly publications; for Daily newspapers; for Student Publications that are members of the Kentucky Intercollegiate Press Association.

AP's mission is to inform the world by providing fast, accurate reporting from every corner of the globe, across all media types and platforms. The AP operates 280 news bureaus in 110 countries, and fights aggressively to keep government open and accessible, filing actions on its own or joining coalitions of media organizations to preserve access to legal proceedings and access to government documents.

## Journalist of the Year

No entries are required.

A Journalist of the Year will be announced for the Weekly Division, Daily Division and Student Publication Division.

A journalist entering multi-classes will be eligible to receive points based on only one class. Each Journalist of the Year will be named by totaling the points received in first (5 points), second (3 points) and third place (1 point) wins in the categories. The highest point total in a single division is the winner.

In case of a tie in points, the winner will be determined by the highest number of First Place wins. If a tie still exists, Co-Journalists of the Year will be awarded.