

# New York News Publishers Association

## 2011-2012 AWARDS FOR EXCELLENCE COMPETITION

Official Rules and Entry Information Booklet

**EXTENDED DEADLINE:  
Friday, November 30th**

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### How to Submit Entries Online in Six Easy Steps

- 1) Log on to [betternewspapercontest.com](http://betternewspapercontest.com)
- 2) Click on "Contestant Login"
- 3) Select "Contestant Manager"
- 4) Select "2011-12 NYNPA Awards for Excellence"
- 5) Select your newspaper
- 6) Enter "bnc" as your temporary password, fill out your contact info, and submit your entries online.

### New for 2011-2012

- **CONTESTANT MANAGER** - Designate a member of your staff to manage all entries and add other authorized users for your paper.
- **AUTHORIZED ENTRANT** - Create additional users to submit entries for your newspaper.
- **CLARIFIED RULES** - Newly clarified rules make it easier than ever to submit entries with confidence.

Here is your chance to be recognized for your efforts and receive one or more of the 95 awards presented at the annual Awards for Excellence Banquet on Wednesday, April 3, 2013 in Albany.

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# 2011-2012 Awards for Excellence

## CONTEST RULES & GUIDELINES

PLEASE READ CAREFULLY AND KEEP THIS BOOKLET  
HANDY WHEN SUBMITTING ENTRIES ONLINE!

### CONTEST ELIGIBILITY

All member newspapers of the New York News Publishers Association are eligible to enter.

### SPONSORSHIP

The contest is sponsored by the New York News Publishers Association.

### PURPOSE

The contest is designed to: encourage continuing excellence in newspaper service; suitably reward excellence in various categories of news, editorial, and photographic presentation.

### CONTEST DESCRIPTION

First place will be awarded in each of 19 categories in five circulation classes to those NYNPA member newspapers whose entries have demonstrated editorial, creative and/or photographic excellence.

### ENTRY FEE (per piece submitted)

1. Under 10,000 circulation: \$15
2. 10,000-24,999 circulation: \$20
3. 25,000-49,999 circulation: \$25
4. 50,000-175,000 circulation: \$30
5. Over 175,000 circulation: \$35

Fees collected are used to defray costs associated with administering the contest. Where the rules of a category require, or present the option of, submitting more than one piece (Ex. Distinguished Community Service), all pieces submitted in that category will count as a single entry. Fees may be paid via check or with credit card via PayPal.

### CIRCULATION CLASSES

Entries will be placed into one of five circulation classes according to each newspaper's daily 12-month average circulation (based on the October 1, 2011 Postal Service Statement of Ownership, Management, and Circulation). Newspapers that publish a Sunday edition as well as a daily edition will be classified according to the average of all editions published by that newspaper.

The classes are as follows:

1. Under 10,000 circulation
2. 10,000-24,999 circulation
3. 25,000-49,999 circulation
4. 50,000-175,000 circulation
5. Over 175,000 circulation

## ENTRIES

Each newspaper is allowed to enter a maximum of three (3) entries per category, and may enter a given entry in any or all of the listed categories for which it qualifies.

In order for an entry to be eligible for this competition, the following criteria must be met:

- The entry must have been originally published either in print or online during the contest eligibility period of October 1, 2011 to September 30, 2012, or be part of a series that either began or ended during that period.
- The entry must have been published in or distributed within the newspaper, except for the Distinguished Online Breaking News, Distinguished Online Blog, and Distinguished Multi-Media Presentation categories, which require that the entry was published on the newspaper's website, or the Distinguished Specialty Supplement Feature Writing category, which calls for content published in a specialty supplement of the newspaper.
- The entry must not have been entered in a previous incarnation of this competition (Ex. the 2010-11 contest), either individually or as part of a series.
- The entry must meet any additional criteria of a given category as outlined in that category's description.

## PRESENTATION

New this year, each newspaper must designate a "Contestant Manager" who will be responsible for managing all entries and adding other "Authorized Entrants" for that paper. The first person that logs in to the contest website from a newspaper should be that paper's Contestant Manager, as he or she will have full control over all entries and adding additional users for that paper. After that person has uploaded two entries he/she will be recognized by the website as the Contestant Manager and asked to verify his/her role via e-mail. Once the Contestant Manager has been verified he/she will be able to add Authorized Entrants who can also upload, edit, and delete entries for that paper.

To get started, your paper's Contestant Manager should follow these steps:

1. Log on to [www.betternewspapercontest.com](http://www.betternewspapercontest.com)
2. Click on "Contestant Login"
3. Select "Contestant Manager"
4. Select "2011-2012 NYNPA Awards for Excellence"
5. Select your newspaper
6. Enter "bnc" as your temporary password, fill out your contact information, and submit your entries online as either PDFs, JPEGs, URLs, or Microsoft Word documents.

After submitting all entries for the contest online the Contestant Manager must fill out the contest entry form on the back cover of this booklet (also available for download at [www.nynpa.com/docs/entryform1112.pdf](http://www.nynpa.com/docs/entryform1112.pdf)) and mail it to NYNPA with one check to cover the full amount of all entries being submitted by that newspaper, or with a copy of a payment receipt from PayPal.

### **ENTRY DEADLINE**

All entries must be received no later than **Friday, November 30, 2012 at 5:00 p.m.** No entries will be accepted after the deadline.

### **ENTRY FEE DEADLINE**

Corresponding entry form and accompanying payment (or proof of payment from PayPal) must be received by NYNPA no later than **Friday, December 7, 2012 at 5:00 p.m.**

### **WINNING ENTRIES**

Winners will be notified by mail in February 2013 and invited to attend the annual awards ceremony, scheduled to take place Wednesday, April 3, 2013 at The State Room in Albany, New York.

### **HELPFUL TIPS**

- While print categories (1-15) are reserved for content published in print, contestants are permitted to submit URLs linking to the online versions of eligible articles or photographs.
- Avoid submitting a URL leading to general coverage of a topic (Ex. [www.yourpaper.com/JohnsonTrial2012](http://www.yourpaper.com/JohnsonTrial2012)) or an entire blog (Ex. [www.yourpaper.com/PoliticsBlog](http://www.yourpaper.com/PoliticsBlog)).
- Do not double-up content by submitting multiple versions of an article or photograph in a single entry (Ex. uploading a PDF of a printed article and also submitting a URL to the same article on the paper's website)
- Always include the publication date(s) in the Comments field of an entry.
- Do NOT include URLs or any special formatting in the Comments field of an entry.
- Do NOT include staff titles when listing staff names under Credits of an entry.

### **CONTEST SUPPORT**

For questions regarding contest rules please contact:

Don Ferlazzo, Advertising & Events Manager  
New York News Publishers Association  
50 Colvin Ave, Suite 102  
Albany, New York 12206  
(518) 449-1667  
[dferlazzo@nynpa.com](mailto:dferlazzo@nynpa.com)

### **TECHNICAL SUPPORT**

For questions regarding the contest website please contact:

Carter Cheston, Business Development Manager  
SmallTownPapers, Inc.  
217 W. Cota Street  
Shelton, WA 98584  
(360) 427-6300  
[carter@smalltownpapers.com](mailto:carter@smalltownpapers.com)

# Category Descriptions

## **PRINT CATEGORY DESCRIPTIONS**

*(Note: Only content that appeared in the printed newspaper or a printed supplement distributed within that newspaper is eligible to be entered in these categories, however URLs linking to online versions of such content are acceptable.)*

### **1) Distinguished Breaking News Coverage**

Submissions should demonstrate effective newspaper response to deadline demands. Submissions may consist of a single print story or a group of print stories by one or more reporters relating to the same event. Submissions should demonstrate clarity, thoroughness, balance and aggressiveness in the coverage of local spot news.

### **2) Distinguished Investigative Reporting**

Submissions should demonstrate thorough, thoughtful, fair, and resourceful reporting of local stories that reveal corruption or malfeasance or inherent flaws in the functioning of society's institutions, and/or stories that effectively measure the performance of those institutions against their stated missions. Submissions may consist of a single story or group of stories by one or more reporters relating to the same event.

### **3) Distinguished Business Reporting**

Submissions should demonstrate effective newspaper coverage of business and the economy, skillful investigative reporting and excellence in writing style, editing, display and other pertinent criteria. The subject matter should deal primarily with how business and economic events relate to individuals and the newspaper's community. In this category, a submission may be one or more articles from the same edition relating to the same story, or a series of articles on a common subject running on different days.

### **4) Distinguished Editorial Writing**

Submissions should demonstrate genuine concern for local community problems; courage in taking a position regardless of the popular view and/or against own self-interest; originality of viewpoint and style; and other pertinent criteria. Each submission must be a local editorial. One or more editorials by the same writer on the same subject may be submitted to this category.

### **5) Distinguished Feature Writing**

Submissions should showcase good writing in non-deadline situations. Submissions may include personality profiles, trend stories, narratives and general features. Submissions should demonstrate style, originality and the ability to make readers laugh, cry or feel. Submissions may consist of a single story or a series of stories from one or more editions relating to the same subject.

### **6) Distinguished Column Writing**

Submissions should demonstrate originality, insight, wit, the capacity to illuminate character, and the capacity to enhance the reader's understanding of persons and events in the community served by the newspaper. Submissions may be a single column or a body of work by the same writer up to a maximum of five columns.



### **7) Distinguished Headline Writing**

Submissions should demonstrate clarity, creativity, and the capacity to distill and capture the essence of the story. Single submissions only will be accepted in this category.

### **8) Distinguished Sports Writing**

Submissions should demonstrate quality and clarity of writing, originality, and local appeal. A submission may be a spot news story or a series from one or more editions relating to the same subject.

### **9) Distinguished Community Service**

Submissions (in this category a submission may be a series of articles and/or editorials on a common subject) should demonstrate effort and effect on the part of the local newspaper toward the improvement of the community served.

### **10) Distinguished State Government Coverage**

Submissions should demonstrate effective newspaper coverage of state government as manifested in service to the community; skillful investigative reporting and excellence in writing style, editing, display, and other pertinent criteria. The subject matter should deal primarily with an aspect of state government-the legislature, executive branch, a specific state agency, etc.-and how it relates to the community. In this category, a submission may be one or more articles from the same edition relating to the same story, or a series of articles on a common subject running on different days.

### **11) Distinguished Sports Coverage**

Submissions should demonstrate innovative layout, design, and photography; scope of content (variation of local sporting events); skill in writing; headline suitability and appeal; and use of local features. A submission may be a page or pages from one or more editions relating to a common subject.

### **12) Distinguished Page Design/Presentation**

Submissions should demonstrate strong visual appeal, style and originality; and should enhance the written content, making it easy to understand and navigate. Submissions may be a single page or a body of work designed by the same person, up to a maximum of three examples. If submitting a series, up to three days' editions may be included.

### **13) Distinguished News Photography**

Submissions should demonstrate news value, timeliness, communicative effectiveness, and skill as shown in composition and technical quality. A submission may be one or more photographs from one or more editions relating to the same news event.

### **14) Distinguished Feature Photography**

Submissions should demonstrate imagination in the handling of feature subjects; communicative effectiveness; appeal to reader interest; and skill in composition, technical quality, and cropping. A submission may be one or more photographs from one or more editions relating to the same feature subject.

### **15) Distinguished Sports Photography**

Submissions should sharply capture the drama inherent in human athletic competition and draw the reader's eye to peak action, capturing the moment and communicating it on an emotional level with a high degree of technical skill, composition and quality. A submission may be one or more photographs from one or more editions relating to the same subject.

### **ONLINE CATEGORY DESCRIPTIONS**

*(Note: Only content that appeared on a newspaper's website is eligible to be entered in these categories.)*

### **16) Distinguished Online Breaking News Coverage**

Submissions should demonstrate effective newspaper response to a breaking news story online. Submissions may consist of a single story or a group of stories by one or more reporters relating to the same event. Submissions should demonstrate clarity, thoroughness, balance and aggressiveness in the coverage of local spot news. Please submit screenshots (PDF or JPEG) or a link (URL) and include timestamps showing when the news was posted on your website if possible.

### **17) Distinguished Online Blog**

Submissions should demonstrate timeliness, originality, insight, reader interaction and the capacity to enhance the reader's understanding of persons and events in the community served by the newspaper. Submissions may be a single day's blog entry or entries, or a series of blog entries over the course of the year by one writer or multiple writers, with a maximum of ten entries.

### **18) Distinguished Multi-Media Presentation**

Submissions should demonstrate work that incorporates distinguished journalistic storytelling via media other than the print 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, ease-of-use for the Web site visitor, impact on the community and overall technical execution will be among factors considered by the judges.

### **SPECIALTY SUPPLEMENT CATEGORY DESCRIPTION**

*(Note: Only content that appeared in a printed specialty supplement of a newspaper is eligible to be entered in these categories, however URLs linking to online versions of such content are acceptable)*

### **19) Distinguished Specialty Supplement Feature Writing**

Submissions should be a feature which appeared exclusively in a specialty supplement published by, and distributed separately from a newspaper. Submissions should showcase good writing in non-deadline situations, and may include personality profiles, trend stories, narratives and general features. Submissions should demonstrate style, originality and the ability to make readers laugh, cry or feel. Only single story submissions will be accepted for this category.

## New York News Publishers Association 2011-2012 Awards for Excellence

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### Official Entry Form

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Please read the official contest rules thoroughly before filling out this form. Registration fee or proof of payment via PayPal must accompany this form. **All entries must be received by Friday, November 30, 2012. This form and accompanying payment or proof of payment must be received by Friday, December 7, 2012.**

Per entry fee:	\$15	Under 10,000 circulation	\$30	50,000-175,000 circulation
	\$20	10,000-24,999 circulation	\$35	Over 175,000 circulation
	\$25	25,000-49,999 circulation		

**IMPORTANT:** Please list only ONE contact person for your entire newspaper. The contact person listed below should be the same person that registers as the Contestant Manager at [www.betternewspapercontest.com](http://www.betternewspapercontest.com). This person will receive all correspondence relating to our contest.

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Contestant Manager Name \_\_\_\_\_ Title \_\_\_\_\_

Newspaper \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Number of Entries \_\_\_\_\_ Total Amount Enclosed \_\_\_\_\_

Payment Method (circle one):      Check                  PayPal (pay online at [nynpa.com/awards.html#pay](http://nynpa.com/awards.html#pay))

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**Mail this form, along with payment (or payment receipt), to:**

New York News Publishers Association  
2011-12 Awards for Excellence  
50 Colvin Ave, Suite 102  
Albany, New York 12206

#### Need Assistance?

Contact Don Ferlazzo at NYNPA:  
(518) 449-1667 or [dferlazzo@nynpa.com](mailto:dferlazzo@nynpa.com)

#### Contest Information and Updates

Available at [www.nynpa.com/awards.html](http://www.nynpa.com/awards.html)