

Group IV
Daily
Orange

UTAH PRESS ASSOCIATION
DAILY BETTER NEWSPAPER CONTEST
ENTRY/JUDGING FORM
(type or print only)

Newspaper Name: _____

Article/ Photo Headline: _____

Author/Designer of Entry: _____

1. BEST GENERAL NEWS REPORTING, SINGLE STORY

Judges will weigh a staff-written article on a subject of general interest, produced on a news beat (such as government, police or education), for news value, writing style and reporting excellence. An entry is a single story; sidebars may be included.

Scoring: Significance and impact, 34 points; quality of reporting, 33 points; quality and clarity of writing, 33 points.

Entry: Submit pertinent tearsheets with the story and/or sidebars clearly identified.

<i>JUDGING FACTORS</i>	<i>MAX. POINTS</i>	<i>JUDGE'S SCORE</i>
Significance and impact	34 points	_____
Quality of reporting	33 points	_____
Quality and clarity of writing	33 points	_____
		TOTAL JUDGE'S SCORE: _____

JUDGE'S TITLE (Publisher? Editor? Other?): _____ | _____ |
(please initial)

COMMENTS: _____

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2. BEST INVESTIGATIVE REPORTING

Judges will weigh a staff-written article or series for in-depth or investigative news value, writing style and reporting enterprise on a subject of community-wide interest or importance. An entry can be a single story; a one-day package; or a series or multi-day sequence of up to 10 parts. A newspaper is limited to submitting up to three such series.

Scoring: Significance and impact, 50 points; quality of reporting, 25 points; quality and clarity of writing, 25 points.

Entry: Submit pertinent tearsheets with story or stories clearly identified.

<u>JUDGING FACTORS</u>	<u>MAX. POINTS</u>	<u>JUDGE'S SCORE</u>
Significance and impact	50 points	_____
Quality of reporting	25 points	_____
Quality and clarity of writing	25 points	_____
		TOTAL JUDGE'S SCORE: _____

JUDGE'S TITLE (Publisher? Editor? Other?): _____ | _____ |
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3. BEST EDITORIAL

Judges will look for the most distinguished, original editorials written by a paper's local staff. A single entry can include up to three (3) samples by an individual writer.

Scoring: Significance and impact, 25 points; insight, 25 points; argumentation and/or persuasiveness, 25 points; writing quality, 20 points.

Entry: Submit tearsheets of the three (3) editorials of your choice.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
Significance and impact	25 points	_____
Insight	25 points	_____
Argumentation and/or persuasiveness	25 points	_____
Writing quality	25 points	_____

TOTAL JUDGE'S SCORE: _____

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Author/Designer of Entry: _____

4. BEST FEATURE REPORTING, SINGLE STORY

Judges will weigh a staff-written article on a non-news subject of general interest, produced on a topical or feature beat (such as science, medicine, food or entertainment), for quality of writing and reporting excellence; as well as general interest and entertainment value. An entry is a single story; sidebars can also be submitted.

Scoring: News interest and/or subject matter, 25 points; quality of reporting, 25 points; quality and clarity of writing, 50 points.

Entry: Submit pertinent tearsheets with the story and/or sidebars clearly identified.

<u>JUDGING FACTORS</u>	<u>MAX. POINTS</u>	<u>JUDGE'S SCORE</u>
News interest and/or subject matter	25 points	_____
Quality of reporting	25 points	_____
Quality and clarity of writing	50 points	_____
TOTAL JUDGE'S SCORE:		_____

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5. BEST NEWS OR FEATURE SERIES

Judges will weigh a staff-written collection of stories — a multi-part series or continuing-coverage sequence — for thoroughness of coverage, and quality of writing, reporting and originality. These should not entail investigative or hard-news subjects (see category 1). A newspaper is limited to submitting up to three such series.

Scoring: Significance and impact, 34 points; quality and depth of reporting, 33 points; quality and clarity of writing, 33 points.

Entry: A series entry can include up to six principal stories; their sidebars may be included for information and impact. Entry must have been published within the contest period and must cover at least two editions and no more than six. Submit pertinent tearsheets with the story and/or sidebars clearly identified.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
Significance and impact	34 points	_____
Quality and depth of reporting	33 points	_____
Quality and clarity of writing	33 points	_____
		TOTAL JUDGE'S SCORE: _____

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6. BEST EDITOR'S COLUMN

Judges will look for the most distinguished, original editorial page or op-ed column written by an editor, publisher or authorized staff member. Must be written by the same person and carry the same column heading or name each time. A single entry can include up to three (3) samples by an individual writer.

Scoring: News interest and/or subject matter, 34 points; insight, 33 points; quality and clarity of writing, 33 points.

Entry: Submit tearsheets of the three (3) columns of your choice.

<i>JUDGING FACTORS</i>	<i>MAX. POINTS</i>	<i>JUDGE'S SCORE</i>
News interest and/or subject matter	34 points	_____
Insight	33 points	_____
Quality and clarity of writing	33 points	_____
		TOTAL JUDGE'S SCORE: _____

JUDGE'S TITLE (Publisher? Editor? Other?): _____ | _____ |
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Author/Designer of Entry: _____

7. BEST FEATURE COLUMN

Judges will look for the best personal (except sports) columns written by an editor, publisher or authorized staff member and will evaluate entries on writing style and quality, news value, interest, readability, planning and general organization. The columns must be written by the same person and carry the same column heading each time. A single entry can include up to three (3) samples by an individual writer.

Scoring: News interest and/or subject matter, 34 points; originality and/or entertainment value, 33 points; quality and clarity of writing, 33 points.

Entry: Submit tearsheets of the three (3) columns of your choice.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
News interest and/or subject matter	34 points	_____
Originality and/or entertainment value	33 points	_____
Quality and clarity of writing	33 points	_____
TOTAL JUDGE'S SCORE:		_____

JUDGE'S TITLE (Publisher? Editor? Other?): _____ | _____ |
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Article/ Photo Headline: _____

Author/Designer of Entry: _____

8. BEST SPORTS COLUMN

Columns must be locally written by the publisher, the editor or a staff member; be of local interest, and be a regular feature of the newspaper. Must be written by the same person and carry the same column heading each time. A single entry can include up to three (3) samples by an individual writer.
Scoring:News interest and/or subject matter, 34 points; originality and/or insight, 33 points; quality and clarity of writing, 33 points.

Entry:Submit tearsheets of the three (3) columns of your choice.

<u>JUDGING FACTORS</u>	<u>MAX. POINTS</u>	<u>JUDGE'S SCORE</u>
News interest and/or subject matter	34 points	_____
Originality and/or insight	33 points	_____
Quality and clarity of writing	33 points	_____
		TOTAL JUDGE'S SCORE: _____

JUDGE'S TITLE (Publisher? Editor? Other?): _____ | _____ |
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Author/Designer of Entry: _____

9. BEST SPOT NEWS COVERAGE

Judges will weigh first-day coverage of a breaking, hard-news story for news value, style and reporting excellence. Sidebars may be included.

Scoring: Significance and impact, 34 points; timeliness and accomplishment on deadline, 33 points; quality and clarity of writing, 33 points.

Entry: Submit pertinent tearsheets with a single-day's story or stories clearly identified.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
Significance and impact	34 points	_____
Timeliness and accomplishment on deadline	33 points	_____
Quality and clarity of writing	33 points	_____
		TOTAL JUDGE'S SCORE: _____

JUDGE'S TITLE (Publisher? Editor? Other?): _____ | _____ |
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Author/Designer of Entry: _____

10. BEST SPORTS STORY

Judges will look for quality spot- or first-day sports coverage by a staff member. Sidebars may be included.

Scoring: News interest and/or subject matter, 34 points; quality of reporting, 33 points; quality and clarity of writing, 33 points.

Entry: Submit pertinent tearsheets with the story and/or sidebars clearly identified.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
News interest and/or subject matter	34 points	_____
Quality of reporting	33 points	_____
Quality and clarity of writing	33 points	_____
		TOTAL JUDGE'S SCORE: _____

JUDGE'S TITLE (Publisher? Editor? Other?): _____ | _____ |
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Article/ Photo Headline: _____

Author/Designer of Entry: _____

11. BEST NEWS PHOTOGRAPH

Judges will look for a staff photographer's accomplishment in producing local photographs for use in the editorial section (not in ads), looking for the best overall image, and the quality and news value of the photos.

Scoring: Creativity, 25 points; news value, 25 points; photo composition and quality, 50 points.

Entry: Submit a full page tearsheet of each photograph being judged. *No originals are required for submission.*

<u>JUDGING FACTORS</u>	<u>MAX. POINTS</u>	<u>JUDGE'S SCORE</u>
Creativity	25 points	_____
News value	25 points	_____
Photo composition and quality	50 points	_____
		TOTAL JUDGE'S SCORE: _____

JUDGE'S TITLE (Publisher? Editor? Other?): _____ | _____ |
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Article/ Photo Headline: _____

Author/Designer of Entry: _____

12. BEST FEATURE PHOTOGRAPH

Judges will look for a staff photographer's accomplishment in producing local photographs for use in the editorial section (not in ads), looking for the best overall image, and the quality and news value of the photos.

Scoring: Creativity, 25 points; feature value, 25 points; photo composition and quality, 50 points.

Entry: Submit a full page tearsheet of each photograph being judged.

No originals are required for submission.

<u>JUDGING FACTORS</u>	<u>MAX. POINTS</u>	<u>JUDGE'S SCORE</u>
Creativity	25 points	_____
Feature value	25 points	_____
Photo composition and quality	50 points	_____
		TOTAL JUDGE'S SCORE: _____

JUDGE'S TITLE (Publisher? Editor? Other?): _____ | _____ |
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Article/ Photo Headline: _____

Author/Designer of Entry: _____

13. BEST SPORTS PHOTOGRAPH

Judges will look for a staff photographer's accomplishment in producing local photographs for use in the editorial section (not in ads), looking for the best overall image, and the quality and news value of the photos.

Scoring: Creativity, 25 points; extent to which photo captures action, 25 points; photo composition and technical quality, 50 points.

Entry: Submit a full page tearsheet of each photograph being judged. *No originals are required for submission.*

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
Creativity	25 points	_____
Extent to which photo captures action	25 points	_____
Photo composition and technical quality	50 points	_____
		TOTAL JUDGE'S SCORE: _____

JUDGE'S TITLE (Publisher? Editor? Other?): _____ | _____ |
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Article/ Photo Headline: _____

Author/Designer of Entry: _____

14. BEST FRONT PAGE

Select and submit three (3) front pages from throughout the year; these constitute one entry. Judges will look for excellence in layout, design and typography as well as content and news interest. Pages should demonstrate strong eye appeal and reader interest.

Scoring:News interest, 10 points; headlines, 15 points; use of photos and graphics, 25 points; design and typography, 50 points.

Entry:Submit three full page tearsheets from three different publication dates of your choosing. One entry per newspaper.

<u>JUDGING FACTORS</u>	<u>MAX. POINTS</u>	<u>JUDGE'S SCORE</u>
News interest	10 points	_____
Headlines	15 points	_____
Use of photos and graphics	25 points	_____
Design and typography	50 points	_____

TOTAL JUDGE'S SCORE: _____

JUDGE'S TITLE (Publisher? Editor? Other?): _____ | _____
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Article/ Photo Headline: _____

Author/Designer of Entry: _____

15. BEST SPORTS PAGE

Select and submit three (3) sports pages from throughout the year. Judges will look for excellence in layout, design and typography as well as content and news interest. Pages should demonstrate strong eye appeal and reader interest.

Scoring: News interest, 10 points; headlines, 15 points; use of photos and graphics, 25 points; design and typography, 50 points.

Entry: Submit three full page tearsheets from three different publication dates of your choosing. One entry per newspaper.

<u>JUDGING FACTORS</u>	<u>MAX. POINTS</u>	<u>JUDGE'S SCORE</u>
News interest	10 points	_____
Headlines	15 points	_____
Use of photos and graphics	25 points	_____
Design and typography	50 points	_____

TOTAL JUDGE'S SCORE: _____

JUDGE'S TITLE (Publisher? Editor? Other?): _____ | _____ |
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Article/ Photo Headline: _____

Author/Designer of Entry: _____

16. BEST FEATURE OR LIFESTYLE PAGE

Select and submit three (3) feature or lifestyle pages that runs regularly throughout the year (Not limited to society pages). Judges will look for excellence in layout, design and typography as well as content and news interest. Pages should demonstrate strong eye appeal and reader interest.

Scoring: News interest, 10 points; headlines 15 points; use of photos and graphics, 25 points; design and typography, 50 points.

Entry: Submit three full page tearsheets from three different publication dates of your choosing. One entry per newspaper.

<i>JUDGING FACTORS</i>	<i>MAX. POINTS</i>	<i>JUDGE'S SCORE</i>
News interest	10 points	_____
Headlines	15 points	_____
Use of photos and graphics	25 points	_____
Design and typography	50 points	_____

TOTAL JUDGE'S SCORE: _____

JUDGE'S TITLE (Publisher? Editor? Other?): _____ | _____ |
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Author/Designer of Entry: _____

17. BEST IN HOUSE PRODUCED AD

Judges will evaluate the creative quality and reader impact of advertising ideas in a single ad.

Scoring:Originality, 40 points; use of art, copy and white space, 40 points; production quality, 20 points.

Entry:Submit tearsheet with ad clearly marked. Must be ads made up by your staff for any advertiser or group of advertisers.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
Originality	40 points	_____
Use of art, copy and white space	40 points	_____
Production quality	20 points	_____
		TOTAL JUDGE'S SCORE: _____

JUDGE'S TITLE (Publisher? Editor? Other?): _____ | _____ |
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Article/ Photo Headline: _____

Author/Designer of Entry: _____

18. BEST R.O.P. AD CAMPAIGN

Judges will evaluate the creative quality and reader impact of advertising ideas in an ad campaign.
Scoring:Originality, 40 points; use of art, copy and white space, 40 points; production quality, 20 points.

Entry:Submit tearsheets of two or more consecutively run ads for a business. Ads must be made up by your staff for any advertiser or group of advertisers.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
Originality	40 points	_____
Use of art, copy and white space	40 points	_____
Production quality	20 points	_____
		TOTAL JUDGE'S SCORE: _____

JUDGE'S TITLE (Publisher? Editor? Other?): _____ | _____ |
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Author/Designer of Entry: _____

19. BEST USE OF AD COLOR

Judges will evaluate effective use of two or more colors in addition to black and white in a single, locally produced ad. Entries must be paid ads, not house ads.

Scoring: Appropriateness and clarity of color, 40 points; Originality of basic concept, 40 points; production quality, 20 points.

Entry: Submit a tearsheet with ad clearly marked.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
Design and layout	40 points	_____
Ad placement information	40 points	_____
Ad production quality	20 points	_____

TOTAL JUDGE'S SCORE: _____

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Author/Designer of Entry: _____

20. BEST ADVERTISING IDEA

Judges will evaluate an advertising or sales idea based on its originality, success in creating reader interest, and success in generating revenue.

Scoring: Originality of idea, 40 points; execution in ads, 40 points; revenue generation, 20 points.

Entry: Submit an explanation of the idea along with tearsheets of 1-3 ads based on the concept.

<u>JUDGING FACTORS</u>	<u>MAX. POINTS</u>	<u>JUDGE'S SCORE</u>
Design and layout	40 points	_____
Ad placement information	40 points	_____
Ad production quality	20 points	_____
		TOTAL JUDGE'S SCORE: _____

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Author/Designer of Entry: _____

21. BEST CLASSIFIED PAGE OR PAGES

Judges will evaluate the creative quality and reader impact of advertising liners and boxed ads, lead page information, clarity and ease to understand, typography and overall excellence.

Scoring: Design and layout, 40 points; ad placement information, 40 points; ad production quality, 20 points.

Entry: Submit tearsheets of two run classified sections or pages.

<i>JUDGING FACTORS</i>	<i>MAX. POINTS</i>	<i>JUDGE'S SCORE</i>
Design and layout	40 points	_____
Ad placement information	40 points	_____
Ad production quality	20 points	_____
		TOTAL JUDGE'S SCORE: _____

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Author/Designer of Entry: _____

22. BEST CIRCULATION PROMOTION

Judges will analyze specific newspaper circulation promotion efforts.

Scoring: Originality, 25 points; content including copy, headlines and captions, 25 points; makeup and appearance, 25 points; results, 25 points.

Entry: Submit a series of R.O.P. ads, preprinted insert, direct mailers, or written details of a telephone campaign or any other promotion used to build circulation.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
Originality	25 points	_____
Content including copy, headlines and captions	25 points	_____
Makeup and appearance	25 points	_____
Results	25 points	_____

TOTAL JUDGE'S SCORE: _____

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Author/Designer of Entry: _____

23. BEST IN-HOUSE PROMOTION

Judges will analyze specific newspaper promotion efforts as demonstrated by in-house, local newspaper advertising.

Scoring:Originality, 34 points; content, including copy, headlines and captions, 33 points; makeup and appearance, 33 points.

Entry:Submit a tearsheet(s) of promotion campaign, and if needed a letter describing the promotion.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
Originality	34 points	_____
Content, including copy, headlines and captions	33 points	_____
Makeup and appearance	33 points	_____
		TOTAL JUDGE'S SCORE: _____

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Newspaper Name: _____

Website : http://_____

Author/Designer of Entry: _____

24. BEST WEB SITE DESIGN

Judges will consider a newspaper's Web site design, presentation, contents, organization, clarity and special features. Must be designed and managed by your newspaper.

Scoring:Content, 30 points; clarity and organization, 30 points; design and presentation, 40 points.

Entry:Submit on the form provided the Web address to be accessed by the judges.

NOTE: Web Page Design points will not count towards overall score.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
Design and presentation	35 points	_____
Contents	25 points	_____
Special features	15 points	_____
Clarity and organization	25 points	_____
		TOTAL JUDGE'S SCORE: _____

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Author/Designer of Entry: _____

25. BEST SPECIAL SECTION

Judges will look for creativity, production values and evidence of overall staff teamwork in a special section consisting of at least two pages produced by the local newspaper staff. It can be either tabloid or broadsheet format, focusing on a specific theme or community event.

Scoring: Variety of topics or news angles represented, 25 points; writing quality and clarity, 25 points; photography and graphic effects, 25 points; layout and design, 25 points.

Entry: Submit a single, complete copy of one special section.

<i>JUDGING FACTORS</i>	<i>MAX. POINTS</i>	<i>JUDGE'S SCORE</i>
Variety of topics or news angles represented	25%	_____
Writing quality and clarity	25 points	_____
Photography and graphic effects	25 points	_____
Layout and design	25 points	_____

TOTAL JUDGE'S SCORE: _____

JUDGE'S TITLE (Publisher? Editor? Other?): _____ | _____ |
(please initial)

COMMENTS: _____

Please Check One (No Ties)
()1st ()2nd ()3rd

Group IV
Daily
Orange

UTAH PRESS ASSOCIATION
DAILY BETTER NEWSPAPER CONTEST
ENTRY/JUDGING FORM
(type or print only)

Newspaper Name: _____

Article/ Photo Headline: _____

Author/Designer of Entry: _____

26. SCREW-UP OF THE YEAR

Ah, yes! Everyone’s favorite category. Judges will look for the single most embarrassing error in proof-reading, photo display, or copy editing.

All upa circulation groups compete as one for this singularly special award, but none of the points will be counted for competition between the newspapers.

Scoring:Prominence of error, 50 points; reader impact of error, 25 points; bonus (humor, perhaps?), 25 points.

Entry:Submit a tearsheet of the one most excessive screw-up that occurred during the contest period, either from your paper or another UPA paper in good standing. One entry per newspaper (hopefully, you only had one to enter!).

<i>JUDGING FACTORS</i>	<i>MAX. POINTS</i>	<i>JUDGE’S SCORE</i>
Prominence of error	50 points	_____
Reader impact of error	25 points	_____
Bonus (humor, perhaps?)	25 points	_____
		TOTAL JUDGE’S SCORE: _____

JUDGE’S TITLE (Publisher? Editor? Other?): _____ | _____ |
(please initial)

COMMENTS: _____

Please Check One (No Ties)
()1st ()2nd ()3rd

Group IV
Daily
Orange

UTAH PRESS ASSOCIATION
DAILY BETTER NEWSPAPER CONTEST
ENTRY/JUDGING FORM
(type or print only)

Newspaper Name: _____

Article/ Photo Headline: _____

Author/Designer of Entry: _____

27. COMMUNITY SERVICE AWARD

Entries should be based on what your newspaper did for your community during the past year, in terms of contributing to the community's understanding of an issue. Such themes could be fund drives, buildings, parks, roads, government projects, developments that will have unusual impact on community life, public education, etc. The possibilities are many.

A cover letter from the publisher or editor summing up the newspaper's specific involvement may be submitted with the entry. One theme only.

All newspapers compete together for the community service award.

Scoring:Community service theme and importance, 25 points; news space, 25 points; editorial comment on the subject, 25 points; effectiveness of newspaper's effort in your community, 25 points.

Entry:Submit sufficient news story, editorial and photo information to show your involvement in community service. Also submit any evidence to show the effectiveness of your efforts.

One entry per newspaper.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
Community service theme and importance	25 points	_____
News space	25 points	_____
Editorial comment on the subject	25 points	_____
Effectiveness of newspaper's effort in your community	25 points	_____
		TOTAL JUDGE'S SCORE: _____

JUDGE'S TITLE (Publisher? Editor? Other?): _____ | _____ |
(please initial)

COMMENTS: _____

_____ Please Check One (No Ties)
()1st ()2nd ()3rd

Group IV
Daily
Orange

UTAH PRESS ASSOCIATION
DAILY BETTER NEWSPAPER CONTEST
ENTRY/JUDGING FORM
(type or print only)

Newspaper Name: _____

Article/ Photo Headline: _____

Author/Designer of Entry: _____

28. GENERAL EXCELLENCE

Submit your newspaper for March 10 and August 20, along with a Sunday newspaper of your choosing published during December. Judging will be based on content/coverage, 15 points; writing quality, 25 points; layout and typography, 25 points; photography, 20 points; and headlines, 15 points.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
content/coverage	15 points	_____
Writing quality	25 points	_____
Layout and typography	25 points	_____
Photography	20 points	_____
Headlines	15 points	_____

TOTAL JUDGE'S SCORE: _____

JUDGE'S TITLE (Publisher? Editor? Other?): _____ | _____ |
(please initial)

COMMENTS: _____

_____ Please Check One (No Ties)
()1st ()2nd ()3rd