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

Newspaper Name: _____

Article/ Photo Headline: _____

Author/Designer of Entry: _____

PLEASE CHECK ONE	Group I () 0-2,500 Green	Group II () 2,500-5,999 Red	Group III () 6,000 and over Blue
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1. BEST BREAKING NEWS STORY

Judges will look at a locally written article for news value, style and reporting enterprise on a community-wide topic.

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

Entry: Submit one tearsheet with story 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?): _____ | _____ |
(please initial)

COMMENTS: _____

Please Check One (No Ties)
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2. BEST NEWS COVERAGE

Newspapers would be required to submit the first issue in March, the second issue in August, and an issue of their choice in December. They may submit a written statement describing the news coverage challenges in their circulation areas and what resources they have for covering the news.

Scoring: Variety of news topics covered, 20 points; extent to which newspaper covers both news events and news trends, 20 points; feature coverage, 20 points; sports coverage, 20 points; coverage of other major news categories such as education, business, agriculture and entertainment, 20 points.

Entry: Submit 3 entire newspapers, the first issue in March, the second issue in August, and an issue of their choice in December.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
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Variety of news topics covered	20 points	_____
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Extent to which newspaper covers both news events and news trends	20 points	_____
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Feature coverage	20 points	_____
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Sports coverage	20 points	_____
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Coverage of other major news categories such as education, business, agriculture and entertainment	20 points	_____
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TOTAL JUDGE'S SCORE: _____

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

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3. BEST GENERAL NEWS STORY

Judges will look at a locally written article for news value, style and reporting enterprise on a community-wide topic.

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

Entry: Submit one tearsheet with story clearly identified.

<u>JUDGING FACTORS</u>	<u>MAX. POINTS</u>	<u>JUDGE'S SCORE</u>
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?): _____ | _____ |
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COMMENTS: _____

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4. BEST FEATURE STORY

Stories will be evaluated on writing style and quality, news value, interest, readability, planning and general organization.

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

Entry: Submit one tearsheet with story clearly identified. If your best feature story was a series on a single topic, then tearsheets from consecutive issues containing the serialized story will be accepted.

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

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

COMMENTS: _____

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5. BEST NEWS OR FEATURE SERIES

Judges will look for news value, interest, clarity, originality, and literary excellence in coverage of a continuing topic that spans no more than 6 issues.

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

Entry: Submit tearsheets for each part of the news series. Entire series must have been published within the contest period, and cover at least two consecutive editions and no more than six.

<u>JUDGING FACTORS</u>	<u>MAX. POINTS</u>	<u>JUDGE'S SCORE</u>
Significance and impact	34 points	_____
Quality and depth 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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7. BEST EDITOR'S COLUMN

Judges will look for the most distinguished, original column written by an editor, publisher or authorized staff member. Must be written by the same person and carry the same column heading each time.

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.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
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?): _____ | _____ |
(please initial)

COMMENTS: _____

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8. BEST FEATURE COLUMN

Original columns must be written by an editor, publisher or authorized staff member and will be evaluated on writing style and quality, news value, interest, readability, planning and general organization. Must be written by the same person and carry the same column heading each time.

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

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

COMMENTS: _____

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9. BEST SPORTS COLUMN

Columns must be locally written by the publisher, editor, or 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.

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.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
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?): _____ | _____ |
(please initial)

COMMENTS: _____

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Author/Designer of Entry: _____

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10. BEST PHOTO PAGE

Judges will analyze the newspaper's use of local, in-house produced photographs in the editorial section (not in ads), looking for the best overall use and quality of photos and corresponding editorial content or photo identification.

Scoring: Photo composition and quality, 50 points; layout and design, 30 points; accompanying copy and/or captions, 20 points.

Entry: Submit one full page tearsheet of photo page being judged.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
Photo composition and quality	50 points	_____
Layout and design	30 points	_____
Accompanying copy and/or captions	20 points	_____
		TOTAL JUDGE'S SCORE: _____

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

COMMENTS: _____

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11. BEST NEWS PHOTOGRAPH

Judges will analyze the newspaper's use of local, in-house produced photographs in the editorial section (not in ads), looking for the best overall use and quality of photos.

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

Entry: Submit one full page tearsheet of each photograph being judged. Photo pages are not eligible in any of the categories.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
------------------------	--------------------	----------------------

Creativity	25 points	_____
News value	25 points	_____
Photo composition and quality	50 points	_____

TOTAL JUDGE'S SCORE: _____

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

COMMENTS: _____

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12. BEST FEATURE PHOTOGRAPH

Judges will analyze the newspaper's use of local, in-house produced photographs in the editorial section (not in ads), looking for the best overall use and quality of photos.

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

Entry: Submit one full page tearsheet of each photograph being judged. Photo pages are not eligible in any of the categories.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
------------------------	--------------------	----------------------

Creativity	25 points	_____
Feature value	25 points	_____
Photo composition and quality	50 points	_____

TOTAL JUDGE'S SCORE: _____

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

COMMENTS: _____

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13. BEST SPORTS PHOTOGRAPH

Judges will analyze the newspaper's use of local, in-house produced photographs in the editorial section (not in ads), looking for the best overall use and quality of photos.

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

Entry: Submit one full page tearsheet of each photograph being judged. Photo pages are not eligible in any of the categories.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
------------------------	--------------------	----------------------

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

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

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14. BEST FRONT PAGE

You pick and submit your three (3) best front 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 newspaper publication dates of your choosing.

<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?): _____ | _____ |
(please initial)

COMMENTS: _____

Please Check One (No Ties)
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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?): _____ | _____ |
(please initial)

COMMENTS: _____

Please Check One (No Ties)
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Article/ Photo Headline: _____

Author/Designer of Entry: _____

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18. BEST IN HOUSE PRODUCED 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
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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?): _____ | _____ |
(please initial)

COMMENTS: _____

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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
Appropriateness and clarity of color	40 points	_____
Originality of basic concept	40 points	_____
Production quality	20 points	_____
		TOTAL JUDGE'S SCORE: _____

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

COMMENTS: _____

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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.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
Originality of idea	40 points	_____
Execution in ads	40 points	_____
Revenue generation	20 points	_____
		TOTAL JUDGE'S SCORE: _____

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

COMMENTS: _____

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Article/ Photo Headline: _____

Author/Designer of Entry: _____

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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.

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: _____

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

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Newspaper Name: _____

Article/ Photo Headline: _____

Author/Designer of Entry: _____

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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: _____

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

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24. 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, 20 points; writing quality and clarity, 20 points; photographs, 20 points; graphic design, 20 points; advertising, 20 points.

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

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
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Variety of topics or news angles represented	20 points	_____
Writing quality and clarity	20 points	_____
Photographs	20 points	_____
Graphic design	20 points	_____
Advertising	20 points	_____

TOTAL JUDGE'S SCORE: _____

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

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Newspaper Name: _____

Website : http://_____

Author/Designer of Entry: _____

PLEASE CHECK ONE	Group I () 0-2,500 Green	Group II () 2,500-5,999 Red	Group III () 6,000 and over Blue
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25. 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: Design and presentation, 35 points; contents, 25 points; special features; 15 points; clarity and organization, 25 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.

<u>JUDGING FACTORS</u>	<u>MAX. POINTS</u>	<u>JUDGE'S SCORE</u>
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Design and presentation	35 points	_____
Contents	25 points	_____
Special features	15 points	_____
Clarity and organization	25 points	_____

TOTAL JUDGE'S SCORE: _____

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

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Author/Designer of Entry: _____

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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 the general excellence 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!).

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

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

COMMENTS: _____

Please Check One (No Ties)
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Newspaper Name: _____

Article/ Photo Headline: _____

Author/Designer of Entry: _____

PLEASE CHECK ONE	Group I () 0-2,500 Green	Group II () 2,500-5,999 Red	Group III () 6,000 and over Blue
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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 communities 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, 20 points; content and writing quality, 20 points; effort and resources devoted to the project, 20 points; editorial comment on the subject, 20 points; overall effectiveness of newspaper's effort in the community, 20 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 theme only.

JUDGING FACTORS	MAX. POINTS	JUDGE'S SCORE
Community service theme and importance	20 points	_____
Content and writing quality	20 points	_____
Effort and resources devoted to the project	20 points	_____
Editorial comment on the subject	20 points	_____
Overall effectiveness of newspaper's effort in the community	20 points	_____
		TOTAL JUDGE'S SCORE: _____

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

COMMENTS: _____

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