

# Get your contest entries ready!

Entries for UPA's Better Newspaper Contest are being accepted between now and Friday, January 22, 2010. Contest packets are being mailed to all member newspapers, and may be downloaded in PDF format from [ads.utahpress.com/bnc](http://ads.utahpress.com/bnc) (user=bnc password=bnc).

The contest guidelines include:

**Deadline, all entries must be postmarked, Monday, January 12, 2010.**

**Contest Period,** Publication of entries must be between January 1, 2009 and December 31, 2009.

**Entries Fees,** will be \$9. per entry.

**Award Presentation:** The winners will be recognized during UPA's Winter Convention, Saturday, March 20, 2010 in St. George, Utah.

**Judges:** The contest will be judged by members of an out of state press association. Determination of winners for first, second and third place will be awarded for each category. Judging sheets for each entry will be returned but submitted tearsheets will be returned for winning entries only. All Newspapers compete together for the Community Service Award

**In some cases, a newspaper group includes both daily and weekly newspapers, and writers, photographers and graphic design staff who are assigned primarily to a daily newspaper periodically provide work to weeklies in the group. In such instances, weeklies may not enter work done by daily newspaper staff in the Better Newspaper Contest.**

**In a newspaper group, if the same item, such as a column or photography, is published by more than one newspaper in a group, only one newspaper may enter the item in the Better Newspaper Contest.**

Thank you in advance for your support in this very important contest.

UTAH PRESS ASSOCIATION  
**DAILY BETTER NEWSPAPER CONTEST**  
2009 RULES AND REGULATIONS

- 1) Entries must have been published between January 1, 2009 and December 31, 2009.
- 2) Entries must be received (or postmarked) at the Utah Press Association office by January 12, 2010 - no exceptions!
- 3) Entry fee is \$9.00 per entry. Weeklies submit only one entry per category per newspaper. Daily newspapers are allowed multiple entries per category. Please submit payment along with your completed Master Entry Form (one for every newspaper). The amount due is no longer being with-held from advertising. We can bill you, please indicate and sign Master Entry Form.

**4) Entries MUST be submitted as follows:**

- a) All entries must be placed in a clasp envelope greater than 9x12 and smaller than 12x15.
- b) Close clasp only - do not seal
- c) Attach appropriate entry/judging sheet to front of envelope (side without clasp). Securely fasten all edges of sheet to envelope with tape - no paper clips, staples or glue, these usually fall off or destroy adjacent entries.

PLEASE NOTE THE NEW COLOR SYSTEM FOR JUDGING FORMS

GROUP I - YELLOW PAPER  
GROUP II - RED PAPER  
GROUP III - BLUE PAPER  
GROUP IV - ORANGE PAPER (Dailies Only)

- 5) Each entry must be a **FULL TEARSHEET** and the entry/ article must be **CLEARLY MARKED**. If entry is not clearly marked it could be disqualified by judges. (Several entries were disqualified last year due to not being marked)

**ENTRIES NOT IN COMPLIANCE WITH THESE RULES,  
INCLUDING ENTRIES RECEIVED AFTER JANUARY 22, 2010,  
WILL BE DISQUALIFIED!**

UTAH PRESS ASSOCIATION  
**DAILY BETTER NEWSPAPER CONTEST**  
2009 CATEGORIES

## **WRITING AND REPORTING AND WRITING CATEGORIES:**

### **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.

### **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.

### **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.

### **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.

### **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. 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.

### **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.

## **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.

## **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.

## **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.

## **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.

## **PHOTOGRAPHY CATEGORIES:**

*Identify each photo as printed on a clean, clear newspaper tearsheet. No originals are required for submission.*

## **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.

## **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.

### **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.

## **LAYOUT, DESIGN AND TYPOGRAPHY CATEGORIES:**

### **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.

### **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.

### **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.

## **ADVERTISING AND PROMOTION CATEGORIES:**

### **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.

### **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.

## **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.

## **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.

## **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.

## **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.

## **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.

# **GENERAL CATEGORIES:**

## **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.

## 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.

## 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.

**All newspapers compete together for the SCREW-UP OF THE YEAR award.**

**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!).

## 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.

## 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.

UTAH PRESS ASSOCIATION  
**DAILY BETTER NEWSPAPER CONTEST**  
2009 MASTER ENTRY FORM

NEWSPAPER NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

CONTACT PERSON FOR THIS CONTEST \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_

TOTAL NUMBER OF ENTRIES: \_\_\_\_\_ x \$8.00 PER ENTRY in every category entered

TOTAL ENTRY FEE: \$ \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_  
(Please sign AND we are no longer offering withhold's)

PLEASE NOTE:  
**DEADLINE FOR MAILED ENTRIES RECEIVED AT UPA OFFICE IS  
5:00 PM JANUARY 22, 2010**

UTAH PRESS ASSOCIATION  
1521 E. 3900 S.  
Suite 100  
SLC, Utah 84124

Winners to be announced at our  
UPA Winter Convention  
Hilton Garden Inn, St. George, Utah  
March 18-20, 2009