



2015
NMPA Better Newspaper Contest
Information and Rules

Please read this booklet very carefully and in its entirety. Entries that don't meet the requirements listed here may be disqualified by the judges.

2015 NMPA Better Newspaper Contest

CONTEST DETAILS

The New Mexico Press Association and the New Mexico Associated Press Managing Editors are continuing to sponsor a merged contest between the two groups. Winners are announced at the awards' banquet on Saturday, September 26th at the Hyatt Tamaya Resort.

The APME will judge and present AP Member of the Year. There will be only one award covering all classes. These awards will not be counted in the point total that determines the General Excellence Awards.

Contest Period: July 1, 2014 -June 30, 2015

Entry Deadline: Postmarked or Uploaded by July 24, 2015 11:59 PM MST

Contest Divisions

(by printed circulation as of October 2014)

Daily Class I:	11,000 and above circulation
Daily Class II:	10,999 and below circulation
Weekly Class I:	5,000 and above circulation
Weekly Class II:	4,999 and below circulation

Publication five times a week or more constitutes a daily; publication four times a week or less constitutes a weekly.

General Information

This year, entries to the NMPA-APME BNC will be submitted using a web-based program at <http://betternewspapercontest.com/>. Below are directions for preparing and submitting entries. If you have questions, please contact Philip Lucey at (505) 275-1377, or phil@nmpress.org.

IMPORTANT: The contest platform is optimized for Firefox for PC and Macintosh. Please have a recent version downloaded and installed for the best contest experience.

1. Login

- a. Go to <http://betternewspapercontest.com/>.
- b. Click contestant login (upper left) or the appropriate Contestant Login button on the right side of the page.
- c. Select the appropriate contestant type:
 - i. If you are the single point of contact for your organization, select **Contestant Manager**. NOTE: Once you have submitted 2 entries, you will receive an email validating your Contestant Manager account, enabling you to create Authorized Entrant accounts to make entries on behalf of your organization.
 - ii. If you have received an email authorizing you to submit entries for your organization, select **Authorized Entrant**.
- d. Contestant Manager and Authorized Entrant only:
 - i. Select the appropriate Contest.
 - ii. Select the appropriate News Organization.
 - iii. (Authorized Entrant only) Enter your email address.
 - iv. Enter your temporary Password: bnc (lower case), and click Login. When you first login, the system will prompt you to create a secure password and enter your contact information.

2. Submit Entries

- a. On the Manage Entries page, click Submit Entry (left side).
- b. Select the appropriate Division (grouping of categories).
- c. Select the appropriate Category.
- d. (If applicable) Read the corresponding Category Note (directly below the Category selection box), describing the category's requirements.
- e. Complete the Headline/Title field.
- f. Add entry content (may vary by category):

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- i. **To upload digital file attachments (other than audio/video)**, click Browse, navigate to the desired file, and select Open. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. If more than one attachment is desired for this entry, click Attach More and repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit, set by your contest administrator. Please try to keep file sizes under 5mb, to aid judges in accessing entry content. For larger files (between 5-50mb), you may upload your file(s) to a 3rd-party website such as www.issuu.com, and copy and paste the hosted item's web address into the Website URL field.
- ii. **To add web/audio/video content**, copy and paste the content's web address into the provided Website URL field. To host your content online, either upload it to a free *streaming content* website (e.g. YouTube) or talk to your IT person about adding it to your station's website. Make sure the content will be accessible online throughout the contest and awards process. Here are some examples of free *streaming content* websites where you can upload audio and video content:

Audio: www.kiwi6.com, www.tindeck.com

Video: www.youtube.com, www.vimeo.com

IMPORTANT: Please ensure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password info in the Comments section of your entry. **Judges may disqualify your entry** if work samples are inaccessible.

- iii. **To create an entry for a mail-in, hardcopy-only category** (e.g. tearsheets), DO NOT UPLOAD A FILE OR ADD WEBSITE URL CONTENT. Simply complete all other content fields and see step j below ("For hardcopy/mail-in entry categories...").
- g. Add Credits for each person responsible for the entry content.
- h. Add Comments (if available), but keep them brief (e.g. 100 words).
- i. Click Submit.
- j. For hardcopy/mail-in entry categories, print and attach the entry label (which automatically appears after each entry is submitted) to each hardcopy item and follow contest shipping instructions (contact the contest administrator for more info).

3. Pay for Entries

- a. When all entries are submitted (but before the Entry Deadline), log in to your account's Manage Entries page.
- b. Click Calculate Entry Fee (middle right) and review your list of entries for accuracy.
- c. Scroll to the bottom of the list for your Entry Fee Subtotal (lower right).
- d. Click the payment link (lower left) to pay for your contest entries, following the instructions on the payment page.
- e. (Optional) Click the Print icon (upper right) to print your list of entries and fees.

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FREQUENTLY ASKED QUESTIONS

Who Will Judge Us?

The South Dakota Newspaper Association will judge our contest in late July – early August.

Who Can Enter?

The contest is open to all New Mexico Press Association members that are in good standing. The proper representative of each newspaper (e.g. publisher, editor, ad director, etc.) must submit entries, not individuals.

What Is The Contest Period?

Material published between July 1, 2014, and June 30, 2015.

What Is The Entry Deadline?

Entries (and payment by check or credit card) must be uploaded to the BNC website or postmarked by Friday, July 24th

What's The Difference Between An "Example" And "Entry"?

An example is one part of a full entry. In most categories, one example constitutes one entry, but some categories require or allow two or more examples to constitute an entry.

How Many Entries Are Permitted?

You may enter as many entries as you would like in most categories. In the Design & Typography and Web Site categories, the limit is one entry. See General Excellence details for required dates of publications.

What Is The Cost?

The cost is \$7.00 per entry in each newspaper category

Policy Clarifications

- 1) Individuals who legitimately do work for different newspapers in the same company may submit entries from the different papers and in different classes, but may not submit a substantially similar piece in different classes or for different newspapers. In cases where an individual's piece appears in two different newspapers, the piece should be submitted for the newspaper where the individual does most of his/her work.
- 2) In cases of joint bylines with writers who don't work for the same company (e.g. Albuquerque Journal and Number Nine papers), the piece should be submitted by the paper for which it was most intended. A piece that can be reasonably seen as intended for both communities can be submitted by the larger paper. The judges will decide if the entry is properly submitted.
- 3) Newspapers will be allowed to correct entries that fail to meet guidelines, where practical and possible. The NMPA will make every effort to allow a newspaper to correct a deficient entry, but if the deficiency is not or cannot be corrected, the entry will go to judging as-is. It will be up to the judge to allow or disqualify the entry. In no case will the fee be refunded.
- 4) Work submitted must be from employees of the newspaper; freelance work created specifically for a newspaper reflecting local news or events in the newspaper's own local market for which they have general circulation may be entered. Nationally syndicated columns, photos or agency ads and ads created out-of-house are not eligible.
- 5) Spanish-language newspapers can compete with English newspapers in the size category that they are eligible. Entries must be translated into English.
- 6) In order for there to be a competition in a given category at least three newspapers must have an entry submitted; it is up to the judge's discretion to select a 1st and/or 2nd place winner in any category
- 7) All entries must be paid in full before judging begins and are final; refunds will not be issued or permitted. An entry does not guarantee a competition or a winner.
- 8) Submitted entries may be reproduced in marketing materials, presentations, publications, website promotions or for future use.

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Preparation Guidelines

Entries must be FULL-PAGE published e-tear sheets. Use a highlighter on the pdf to clearly identify the entry and/or photograph on the page. DO NOT COVER THE ENTIRE ARTICLE OR HEADLINE IN HIGHLIGHT. Online material must be published on the newspaper's web site during time frame of the contest when submitted, must be submitted from the first time it appeared on the web, must depict its original publication on the web and not its subsequent update or alteration. An online link to material must remain active during the judging period and MUST NOT require paid access to view the entry. For ease of judging, the URL should be as brief as possible. Advertising entries should be original ROP ads and should be e-tear sheets with the entry ads highlighted.

Categories:

1. Public Service (One Daily Division, One Weekly Division)
2. News Writing
3. Breaking News Story (Print stories only)
4. Series or Continuing Coverage
5. Investigative Reporting
6. Best News Coverage
7. Editorials
8. Columns
9. Feature Writing
10. Business Writing (One Open Division)
11. Environmental and Agriculture Writing
12. Education Writing
13. Sports Writing
14. Sports Columns
15. Sports Coverage
16. Obituary News (One Daily Division, One Weekly Division)
17. Review (One Daily Division, One Weekly Division)
18. Best Headline (One Daily Division, One Weekly Division)
19. General News Photo
20. Feature Photo
21. Sports Photo
22. Photo Series
23. Design and Typography
24. Information Graphic (One Open Division)
25. Editorial Cartoon (One Open Division)
26. Best Rate Card or Marketing Kit (One Daily Division, One Weekly Division)
27. Best Revenue or Marketing Idea (One Daily Division, One Weekly Division)
28. Auto advertisement
29. Real Estate advertisement
30. Retail advertisement
31. Classified Ad Section
32. Community/newspaper event advertisement
33. Supplements and Special Sections
34. Shared/Signature Page
35. Best Breaking News – Web (One Daily Division, One Weekly Division)
36. Best Mobile App (One Daily Division, One Weekly Division)
37. Web Ad (One Daily Division, One Weekly Division)
38. Overall Best Web Site (One Daily Division, One Weekly Division)
39. Single copy Sales Promotion
40. Circulation Campaign
41. General Excellence

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ENTRY RULES AND DEFINITION BY CATEGORY

1. Public Service

Submit full-page e- tear sheets and any other supporting materials, clearly marking news stories, editorials, photos and illustrations to show the efforts of the newspaper in recognizing and addressing a public project. A cover letter detailing what was accomplished must be attached. Only one Public Service award is given in each class.

2. News Writing

Submit a digital copy of one example of a news story written during the contest period. Entry may be by one individual or a team.

3. Breaking News Story

Submit a digital copy of one day's coverage of a breaking news event written under deadline pressure. The entry may include multiple stories, such as a main story and sidebars. Entries may be by one individual or a team. This is a printed edition-only category. (See 35 for digital breaking news)

4. Series or Continuing Coverage

This category can include a series of stories on a pre- planned topic, or continuing coverage of a developing story, with articles published over the course of at least two separate editions of the publication. The editions do not have to be consecutive. An entry consists of a minimum of two articles, with no maximum. The entry can come from any editorial department – news, business, features, sports, etc. If the coverage begins within the contest period time, supporting work that falls past the contest period may be included.

5. Investigative Reporting

Submit a digital copy of at least two stories on the same subject. Stories may come from one edition or multiple editions of the publication. The articles should include background and history, and provide information that might not have come to light without the investigation. Entries may be either by one individual or a team. A cover letter must be attached. If the coverage begins within the contest period time, supporting work that falls past the contest period may be included.

6. Best News Coverage

Submit two digital versions of a complete news section from two issues, one from March and one from September. A brief letter is strongly encouraged to be submitted with the entry to describe the community being covered. Entries will be judged on the overall depth of local news coverage in the community, style, layout and readability.

7. Editorials

Submit a digital copy of one example of an editorial written during the contest period.

8. Columns

Submit a digital copy of one example of a column written during the contest period.

9. Feature Writing

Submit a digital copy of one example of a feature story written during the contest period.

10. Business Writing

Submit digital copy of one example of a business story written during the contest period. Main focus of the story should be local business or economy issues. Entry may be by one individual or a team working on the same story.

11. Environmental and Agricultural Writing

Submit digital copy of environmental or agricultural story written during the contest period.

12. Education Writing

Submit digital copy of one educational story or feature written during the contest period.

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13. Sports Writing

Submit a digital copy of one example of a sports story – news, features or mixed – written during the contest period.

14. Sports Columns

Submit a digital copy of one example of a sports column written during the contest period.

15. Sports Coverage

Submit two digital versions of a sports section, one from February and one from October. A brief letter is strongly encouraged to be submitted with the entry to describe the community being covered. Entries will be judged on the overall depth of local sports coverage in the community, style, layout and readability.

16. Obituary News

Submit a digital copy of an obituary written by a staff member during the contest period. All entries must have a byline. No funeral announcements accepted.

17. Review

Submit a digital copy of one critical review on books, art, movies, music, theater or any other performance or artistic expression.

18. Headline Writing

Submit a digital copy of one example of a headline written during the contest period.

19. General News Photo

Submit a digital copy of one example of a general news photo.

20. Feature Photo

Submit a digital copy of one example of a feature photo.

21. Sports Photo

Submit a digital copy of one example of a sports photo.

22. Photo Series

Submit a digital copy of one full-page of the published photo series covering a single event. The entry may feature photos by a single individual or by several individuals.

23. Design & Typography – MAILED ENTRY

Submit one copy each of three issues of your newspaper, chosen to emphasize the use of photos and graphics, editorial and advertising layout, printing reproduction, and overall appearance of the paper. Dailies: Submit one issue from the week of September 14 2014, and one from the week of February 15, 2015 The third issue date is your choice. Only one of the three issues can be a Sunday issue. Weeklies: Submit one issue from September 2014 and one issue from February 2015. The third issue date is your choice.

24. Information Graphic

Submit digital copy of one example of an information graphic. Entries include maps, charts, diagrams or other graphics that provide, explain or clarify information. Submit full page e-tear sheets, including any accompanying stories.

25. Editorial Cartoon

Submit digital copy of one example of an editorial cartoon. The newspaper submitting the entry must have created cartoons initially. If created for two papers it must go into the newspaper with the larger circulation size.

26 Best Rate Card or Marketing Kit

How do you promote your publication to advertisers? Submit a digital version of the most recent rate card or marketing kit. Judging based on design, information, ease of use and clear presentation of ad costs, circulation, days of publication and market demographics for the advertiser.

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27 Best Revenue or Marketing Idea

Submit digital copy of any one advertisement or promotion that generated revenue and/or created readership interest. Letter explaining the concept and the results is encouraged. Judges will select winners based on idea, creativity and results.

28. Auto Advertisement

Submit digital copy of any automotive advertisement. Ad can be in black and white or color and appear in any section throughout the newspaper.

29. Real Estate Advertisement

Submit digital copy of any one real estate advertisement. Ad can be in black and white or color and appear in any section throughout the newspaper.

30. Retail Advertisement

Submit digital copy of any one retail advertisement. Ad can be in black and white or color and appear in any section throughout the newspaper.

31. Classified Advertising Section

Submit a digital copy of full Classified Ad section from any date during the contest period.

32. Community/Newspaper Event Advertisement

Submit digital copy of any articles and/or advertisements showcasing a community event, in-house promotion of services, public notices, right to know, or circulation promotions.

33. Supplements & Special Sections – MAILED ENTRY

Mail in a copy of one example (per entry) of a supplement or special edition published during the contest period. The supplement or special edition may be either one printed on a regular schedule or a one-time effort, and must be produced solely by the competing paper.

34. Shared/Signature Page

Submit digital copy. Judging based on originality, layout, copy and creativity. Ad can be in black and white or color and appear in any section throughout the newspaper.

35. Breaking News – Digital

Submit digital copy of coverage of breaking news through digital means - social media, email, text alerts or website. Submit screen grabs of social media feeds or web updates. Letter explaining developments is encouraged.

36. Best Mobile App

Submit app for judges to download and review. Provide a letter explaining what is new or unique and highlight any design elements specific to the user experience (functionality) that separates this app from the rest. Judging is based on local usage and results of the app. A vendor may have produced the app, the winner is selected on how it used, promoted and the benefits in the local market.

37. Best Web Ad

Submit an original web ad. Entries must be the work of member publication staff members; agency ads and ads created out-of-house are not eligible. Submit a screen grab of your home page with the URL visible. URL to ad must be live at time of judging.

38. Best Web Site

Submit web address and any passwords needed to access website. Include description of any innovative or unique features. Judging based on design, advertising, functionality, content, speed and ease of navigation, and most importantly, the impact on the local market. If you have a corporate designed or third-party website how do you make it unique and interesting to your local readers and advertisers.

39. Single copy Sales Promotion

Submit electronic files of any and all sales materials for a specific single copy sales event. Entries can include house ads, flyers, rack cards, inserts, digital promotions, etc. Entry must include letter explaining the promotion and the results. Judges will select winners based on idea, creativity and results.

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40. Circulation Campaign

Submit electronic files of any and all sales materials for a subscriber based promotion. Entries can include house ads, flyers, rack cards, inserts, digital promotions, etc. Entry must include letter explaining the promotion and the results. Judges will select winners based on idea, creativity and results.

41. General Excellence – MAILED ENTRY

Limit one entry. Entry consists of three complete issues:

Dailies: One issue from the week of January 4, 2015, one issue from week of May 3, 2015 and one issue of your choice from the contest dates. Only one Sunday paper from the three entries.

Weeklies: One issue from the week of January 4, 2015, one issue from week of May 3, 2015 (or closest possible publish date) and one issue of your choice from the contest dates.

Judging will be done as one body of work of the three issues. Judges will pick top 3 in each Division

Judging weighted by following criteria: Design and Layout 20%, Quality of writing 20%, Advertising 20%, Photos 10%, Headlines 10%, Front pages of sections 10% and Production quality 10%.

General Excellence points: 75 points for judges' top pick, 50 points for judges' second pick, 25 points for judges' third pick .

of total points in contest: 5 points for first place and 2 points for second place.

Add judges' points (75, 50 or 25) to total contest points (how many awards, 1st or 2nd, you won). The newspaper with most total points wins General Excellence. One General Excellence awarded in each division.

For Mailed Entries:

Sent via USPS

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c/o New Mexico Press Association

PO Box 95198

Albuquerque, NM 87199

(UPS does not deliver to PO Boxes)

Or if you happen to be in the area, deliver in person to:

NMPA Headquarters

Journal Center

7777 Jefferson NE Albuquerque

Ask the security desk to have us come out and greet you.

Entry Deadline: All entries must be uploaded or postmarked by Friday July 24th Judging will begin July 31. Late entries will not be included in contest. There are basic technical skills needed to upload entries. We can assist you as needed, but you may be out of luck if you happen to wait until the final hour. We ask that you at least log on to the website and test out your capabilities early on to resolve any issues.

Good luck to all participants. See you all at the Tamaya in September.