



NEWSPAPERS ATLANTIC  

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JOURNAUX ATLANTIQUES

# Better Newspapers Competition

Entry Criteria and Forms  
General Excellence and Premiere Awards

**DEADLINE: Friday, January 25, 2019.**

## Contest Rules

1. Any member in good standing is eligible to enter.
2. Registration fee is \$150<sup>+HST</sup> for each newspaper entering the competition.
3. ONE ORIGINAL FULL PAGE tearsheet must be submitted for each entry.  
In the case of a story which carries forward or a series of ads, include a tear sheet of each page on which the entry appears and indicate by writing on the lower right hand corner of the tearsheet "page 1 of 3", "page 2 of 3" and so on. Clippings, photo-copies, and mounted or improperly prepared material will not be accepted.
4. All entries must be clearly marked by STAPLING a COMPLETED entry form to the upper right hand corner of each tear sheet.  
Please use the correct forms as provided. Photocopy the entry forms as needed. Draw a RED arrow or circle on each tear sheet to indicate which article, photo or ad is to be judged. Place all entries for a particular category together in one envelope or folder.
5. Entries must have been published January 1 - December 31, 2018.
6. Entries submitted contrary to the rules as listed will not qualify for competition and will be disqualified.
7. Any story, photo, ad, etc. submitted may only be entered in a single category.
8. All entries must be delivered to the Newspapers Atlantic office no later than: Friday, January 25, 2019.

### PLEASE NOTE OUR UPDATED MAILING ADDRESS:

**Newspapers Atlantic**  
**2882 Gottingen Street, Halifax, NS B3K 3E2**

If you have any questions, concerns or comments about the Better Newspapers Competition, please contact our office at 902-402-3777, or email: [info@newspapersatlantic.ca](mailto:info@newspapersatlantic.ca).

# General Excellence Criteria

Please submit **ONE** issue from the month of **MAY** and the month of **OCTOBER**.

Scoring system & judging criteria for General Excellence:

Community News & Local Features 200 points = 20%

Editorial / Op-Ed 150 points = 15%

Advertising Content 150 points = 15%

Front Page 150 points = 15%

Presentation & Production Quality 100 points = 10%

Photography 100 points = 10%

Advertising Design 100 points = 10%

Sports 50 points = 5%

**TOTAL 1000 points = 100%**

# General Excellence Criteria

## 1. Local community news & local features - (20%)

Judges will score based on the belief that a good newspaper should provide news content that is relevant to the community and gives a clear reflection of the nature and the people of the area it serves. Quality of writing, insight and reporter initiative will be rewarded. Photos will be judged for how they contribute to the telling of the story - whether as a stand alone, spread or related to an article. Judges will be looking for local features which go beyond the news, providing a more in-depth, interesting look at the issues and people of the community through written word, and/or photographic and/or graphic elements.

## 2. Editorial page / op-ed - (15%)

The editorial page and/or op-ed page will be judged as one element, looking for staff-written editorials, cartoons or editorial photo which make a statement, letters to the Editor, editorial style columns and/or guest opinions. Focus will be on content but all elements of good layout and design will be considered.

## 3. Local advertising content - (15%)

Recognizing that advertising is an indication of how well the newspaper and the community work together for the readers, judges will look for innovative ideas, initiative to reach both traditional advertisers and new markets, and use of in-house promotions to support staff.

## 4. Front page - (15%)

First impressions are lasting. Judges will look for strong, concise writing and community relevance of lead stories and their heads; clean, attractive design conducive to reading; the quality, content and play on page of photos, whether black and white or colour.

## **5. Presentation and production quality - (10%)**

Judges will look for composition and layout that results in a package which is interesting, attractive and readable. Because production quality directly reflects the newspaper's commitment to excellence, judges will assess their overall impression of the newspaper, awarding points for the sharpness of reproduction and quality control throughout the production process.

## **6. Photography - (10%)**

Photos will be judged for impact, action, technical quality, composition, cropping, sizing, positioning on the page and cutlines. Where colour photos are used they will be judged for effectiveness rather than their presence or absence.

## **7. Local advertising design - (10%)**

Judges will be looking for ads which through their design, concepts, understanding of the client and placement benefit the advertiser, the prospective consumer (reader) and the newspaper's bottom line.

## **8. Sports - (5%)**

Recognizing that effective sports and recreation reporting and presentation requires a different approach than news, judges will reward for community interest, quality of coverage and content, and creativity.

# Premiere Awards Criteria

The Premiere Awards recognize achievement in specified areas, including both editorial and advertising categories. Judges are chosen by virtue of their expertise in these areas.

All editorial and advertising copy must have been published in the current year: January 1, 2018 – December 31, 2018. Any issues of any week within this time frame will be accepted.

Individuals are permitted to enter each Premiere Award category once. This also applies to individuals whose work may appear in more than one newspaper. Team entries are permitted, but only one team per category, and a team entry does not preclude entering as an individual. Any story, photo, ad, etc. submitted may only be entered in a single category.

Newspapers Atlantic staff or competition judges reserve the right to disqualify any duplicate entries at any point they are discovered during the competition.

## 1. Outstanding Feature Photo

Enter a single photo. Judging based on technical quality of photograph, feature value, impact and originality.

## 2. Outstanding News Photo

Enter a single photo. Judging based on content, technical quality, circumstances (special lighting required, time exposure, etc.) degree of difficulty in getting the shot, ingenuity, impact and news value.

## 3. Outstanding Photo Essay

This entry must tell a story in pictures. Photos only - no stories. Cutlines are considered only to clarify facts. Judging based on technical quality of individual photos, continuity, dominant photo, originality, storytelling significance and layout.

#### **4. Outstanding Sports Photo**

Enter a single photo. Judging based on technical quality of photograph, sports news value, action, impact and originality.

#### **5. Outstanding Editorial**

For a single editorial on a local or national issue. Judged on simple language, relevancy, organization of thoughts clear message, questions or problems raised and answers or solutions provided. Can be signed or unsigned.

#### **6. Outstanding Feature Story**

Judging based on a local feature story (or series of no more than three). Judges will consider quality of writing, interest, significance, reporter's ingenuity, difficulty of topic covered, clarity and relevance to the community.

#### **7. Outstanding Investigative Story**

Submit one story or story plus follow-up by staff reporter(s) whose initiative and investigative skills turned a lead into a scoop or a great news story. Judging based on degree of research and work involved, quality of writing, content, style and community value. This award is presented for reporter-skills. It is not a photo competition.

#### **8. Outstanding News Story**

Judging based on quality of writing, approach and obvious extra effort that sets this news story apart from usual news coverage. Single story or story with follow-ups where necessary. The award is for the story and recognizes that the reporter usually has no control over placement.

#### **9. Outstanding Resources Story**

Topics can include any natural resource such as fishing, forestry, mining, farming, land use and protection, drilling, aquaculture. Judging based on quality of writing, news value of story, relevance, interest, significance, clarity and

display. Submit a single story that goes beyond immediate news facts and provides a valuable, in-depth report and insight on a significant local issue.

## 10. Outstanding Sports Story

Entries will be judged on quality and depth of writing, resources utilized and enterprise required to complete either the sports story or profile of an event, player, coach, team or person involved in sport. This award strives to recognize a sports feature or story that goes beyond the normal game recount or single interview profile. Jargon should be kept to a minimum. This award recognizes good writing. Layout and placement considerations will not be considered in judging. Note: Stories or features submitted are not eligible for entry to any other Premier Award category.

## 11. Outstanding Advertising Campaign

Submit a series of locally produced ads for a single advertiser promoting a specific program or campaign, which creates an image of the advertiser's product or service. Entry should be substantiated by letter of support or testimonial from the advertiser, verifying the effectiveness of the program.

## 12. Outstanding New Revenue Idea

This award recognizes staff initiative and innovation in finding new and effective ways of increasing revenue. Submit tear sheets and any supplementary back-up material to verify effectiveness of single ad or advertising campaign that is a new approach, non-traditional and generates "new" money for the newspaper. Judging based on the idea, initiative of the sales rep or sales staff, originality, innovation and effectiveness.

## 13. Outstanding Ad

Submit staff generated, single ad. Entry can include submission of support from advertiser. Judging based on all elements; effective use of headlines, copy-writing, graphic design, graphic elements, benefit heading, colour, unique selling proposition and effectiveness in achieving goal of ad. This award will be submitted by sales and graphics people of the newspaper. *This award features two classes: Outstanding Ad Class 1: This award recognizes that an effective ad doesn't have to be large. The ad must be no larger than 1/4 page broadsheet or tabloid. Outstanding Ad Class 2: This award recognizes effective ads larger than 1/4 page broadsheet or tabloid.*



## **14. Outstanding Page Design**

This award is aimed at recognizing computer and graphic design skills of individual designers, editors or reporters. Submit any single or double page layout, paginated or paste up, from any part of the newspaper. Judging will be based on the elements of good design, rather than content, such as headline use, photo management, graphics, story and advertising display, readability, interest, graphic design, use of spot or full colour, co-ordination of materials, font styles and attractive use of white space.

## **15. Outstanding Online Innovation**

This category recognizes any digital initiative that shows innovative ways to connect with the community. This can include but is not limited to creative contests, use of multimedia or coverage of community events. In the entry's description include how the initiative reflects the importance to the community and the influence the project had in the community.

## **16. Outstanding Circulation Promotion**

To recognize a single promotion that results in a measurable increase in circulation. Letters of support from the publisher should outline the program and the benefit.

## **17. Outstanding Community Engagement**

Submit tearsheets, letters of verification, testimony or other substantive material and an explanation of a special service to the community by the newspaper that goes beyond the normal role and shows community leadership, i.e., unusual support for a community cause or program, fundraising efforts, public awareness, education, etc. Service must be non-political and provide no obvious financial benefit to the newspaper. Can be a one-time event or an on-going program. Judging based on innovation of idea, value to the community, interest to readers and degree of difficulty and involvement.

## **18. Outstanding Brand Builder**

Submit a single, locally produced ad or series of ads effectively promoting the newspaper or any aspect of its services to the community. Judging based on effectiveness, clever or innovative approach, quality of design, use of graphics, colour and photos.

## **19. Outstanding Special Section**

Limit – one entry per newspaper. Submit two copies of a special section or special edition designed to attract advertising on a topic of interest to readers. Judging based on originality of idea, innovative approach to traditional theme or development of a new theme, quality of editorial and photo content, effective use of artwork and a high advertising content, well married with staff generated copy.

## **20. Outstanding Cartoon**

Must be on a subject of community interest and drawn by a non-syndicated artist. Judged on quality of art-work, relevance, clarity of subject matter, which can be national or local as long as it relates directly to the local community.

## **21. Outstanding Red Lobster**

Entries can either be for editorial or advertising gaffs, i.e., screwed-up ads, horrendous juxtaposition and classic front page editorial goofs. Any number of entries may be submitted.

## **22. Outstanding Local Columnist**

This award recognizes excellence in writing by a local columnist. Three consecutive columns must be submitted. Entries should be lively, original, tight, grammatical and courageous.

### **1. Outstanding Feature Photo**

NAME:

NEWSPAPER:

### **2. Outstanding News Photo**

NAME:

NEWSPAPER:

### **3. Outstanding Photo Essay**

NAME:

NEWSPAPER:

### **4. Outstanding Sports Photo**

NAME:

NEWSPAPER:

### **5. Outstanding Editorial**

NAME:

NEWSPAPER:

### **6. Outstanding Feature Story**

NAME:

NEWSPAPER:

### **7. Outstanding Investigative Story**

NAME:

NEWSPAPER:

### **8. Outstanding News Story**

NAME:

NEWSPAPER:

### **9. Outstanding Resources Story**

NAME:

NEWSPAPER:

### **10. Outstanding Sports Story**

NAME:

NEWSPAPER:

### **11. Outstanding Advertising Campaign**

NAME:

NEWSPAPER:

### **12. Outstanding New Revenue Idea**

NAME:

NEWSPAPER:

### **13. Outstanding Ad Class 1**

NAME:

NEWSPAPER:

### **13. Outstanding Ad Class 2**

NAME:

NEWSPAPER:

### **14. Outstanding Page Design**

NAME:

NEWSPAPER:

### **15. Outstanding Online Innovation**

NAME:

NEWSPAPER:

### **16. Outstanding Circulation Promotion**

NAME:

NEWSPAPER:

### **17. Outstanding Community Engagement**

NAME:

NEWSPAPER:

## 18. Outstanding Brand Builder

NAME:

NEWSPAPER:

## 19. Outstanding Special Section

NAME:

NEWSPAPER:

## 20. Outstanding Cartoon

NAME:

NEWSPAPER:

## 21. Outstanding Red Lobster

NAME:

NEWSPAPER:

## 22. Outstanding Local Columnist

NAME:

NEWSPAPER:

## General Excellence

NAME:

NEWSPAPER: