



March 26, 2010

Dear WNPA members:

Welcome to our 2010 Better Newspaper Contest!

The good news for our industry is front and center in WNPA's Better Newspaper Contest: We do great work. The BNC is your opportunity as a publishers contest intended to recognize our best writers, salespeople, designers, photographers and production staff. The Web categories launched last year show you are using the present to prepare for the future. I am looking forward to seeing this year's winners in the video, slide show, ad, news, and blog categories, as well as the innovations you've turned out on your Web site.

BNC news to note:

- The 2010 contest is paperless. All your entries will be electronic. Use PDF files, image files, or URLs to submit your entries at www.betternewspapercontest.com
- If you struggled with file size last year, here's good news. You can upload your big PDF files at www.issuu.com (for free), and automatically create a link to your file. Paste that link into the URL of your entry on www.betternewspapercontest.com, and the judges will see a beautiful version of your entry, including thumbnails. Issuu is easy to use, but we made a tutorial for first-timers at www.wnpa.com/better_newspaper_contest/ For any entry that is longer than six pages, please use issuu.com
- For Black & White Photography, three categories were merged into other categories due to low participation. Enter spot news and general news in 401; enter feature and scenic photos in 402; enter all sports photos in 405. We'll continue the separate competitions for Black & White and Color photography until the entry numbers indicate it's time to stop.
- The Web Division category for Breaking News was dropped. The committee agreed that few papers archive an original breaking news story, but rather update the online text throughout the life of a story.
- Please use the Cover Sheet, available at www.wnpa.com/better_newspaper_contest/ to calculate entry fees. You'll also find an Entry Checklist at the same location. It will help you organize your entries (and keep you from overlooking jumps). It was provided by Kasia Pierzga, publisher of the Whidbey Examiner in Coupeville.

The BNC is a way to showcase our profession and our passion. WNPA is strong because our members know what it means to represent a community, and your entries demonstrate how you do it.

Show us your best work, and come to convention so we can celebrate our success.

Respectfully,

Patrick J. Sullivan
Contest Chair and New Media Director of The Port Townsend Leader