

NEWS/EDITORIAL CONTEST

- **Submit entries as PDF, JPG or URL** at www.betternewspapercontest.com. No tear sheets.
NOTE: If your entry is **longer than six pages**, please compile all pages into a single PDF file and upload on www.issuu.com (a free site) to create a URL for your entry. Enter that URL into the appropriate field when submitting your entry on www.betternewspapercontest.com. Issuu is easy to use, but we made a tutorial for first-timers at www.wnpa.com/better_newspaper_contest/
- Enter up to five (5) entries per category per person
- **Entry titles.** Help the judges identify what story they should read! Use **your story headline** as the title of the entry.
- **Judging.** Unless specific criteria are listed with the category, judges will consider quality of reporting, clarity of writing, effectiveness of quotes, creativity, depth of research, and general interest to readers.
- Any story or column entered as part of a **Writer of the Year** entry (categories 330, 331, 332) may be submitted in one additional category.

Category 301: News Story

For each entry, submit a single non-deadline news story written by a staff writer or contributing writer.

Category 302: Best Breaking News Story

This category is limited to stories of general interest that demand immediate attention by writer(s) in order to get them in the paper in a timely manner. **Submit only stories that develop within 24 hours of your press deadline.**

Category 303: Best Health or Medical Story

For each entry, submit a single staff-written health or medical story.

Category 304: Best Environmental Story

For each entry, submit a single staff-written story about the environment. Can include agricultural or “green” stories.

Category 305: Best Business Story (includes Technology and Agriculture)

For each entry, submit a single staff-written business story.

Category 306: Best Education Story

For each entry, submit a single staff-written education story.

Category 307: Best Government Reporting

For each entry, submit a single staff-written government story.

Category 308: Best Crime and Court Story

Enter coverage of a crime, law enforcement or a criminal or civil law topic from news or feature angle. Typically, a police blotter is not entered.

Category 309: Comprehensive Coverage of a Single Issue

For each entry, submit two or more staff-written stories on a single community issue. If the stories extend over several or more months, please include a **letter summarizing the issues and include five (5) representative stories, editorials and/or columns related to same issue**. Please include the letter as the first page of your PDF. Detailed instructions are on page one (above). Judges will consider also the potential value of the story to the community or area.

Category 310: Investigative Reporting

Entry consists of one or more stories containing information not readily available to the news media or public and obtained through reporter initiatives. Entries in this category should require an above average amount of interviewing, documentation and background research. Please include a **letter summarizing the project and include five (5) representative stories, editorials and/or columns**. Please include the letter as the first page of your PDF. Detailed instructions are in **NOTE** on page one (above). Judges will consider also the potential value of the story to the community or area.

Category 311: General Feature Story, Long

Stories 36 or more column-inches long in broadsheet newspapers; stories 24 or more column-inches of text in tabloid-format newspapers.

For each entry, submit a single staff-written feature story — a human-interest story not considered hard or breaking news. Category includes creative coverage of a planned or unplanned event.

Category 312: General Feature Story, Short

Stories less than 36 column-inches long in broadsheet newspapers; stories less than 24 column-inches long in tabloid-format newspapers.

For each entry, submit a single staff-written feature story— a human-interest story not considered hard or breaking news. Category includes creative coverage of a planned or unplanned event.

Category 313: Lifestyle Feature Story (any length)

For each entry, submit a single staff-written lifestyle feature story — trend stories, leisure activities, family life, hobbies, food, fashion.

Category 314: Personality Profile, Long

Stories 36 or more column-inches long in broadsheet newspapers; stories 24 or more column-inches long in tabloid-format newspapers.

For each entry, submit a single staff-written story (person, family, historical figure, significant place, building or animal).

Category 315: Personality Profile, Short

Stories less than 36 column-inches long in broadsheet newspapers; stories less than 24 column-inches of text in tabloid-format newspapers.

For each entry, submit a single staff-written story (person, family, historical figure, significant place, building or animal).

Category 316: Best Story on the Arts (Art, Music, Drama, Dance, Literature, Movies/Video)

For each entry, submit a single staff-written feature story on the arts (not including reviews or criticism).

Category 317: Best Feature Page Design

For each entry, submit a lifestyle, feature, or arts and entertainment page.

Category 318: Best Front Page Design

For each entry, submit a single front page. Judges will consider the quality of design and content, range of stories, quality of headlines, visual impact of art/photographs and placement of text.

Category 319: News of the Weird

Did you publish stories that prompted readers or staff members to say, “Did you see that story about _____? Can you believe it?” Enter them here. Past winners have been stories about:

- Plasterman, a man who portrays a living statue at fairs and festivals
- The discovery by police of the remains of an 84-year-old woman and her 62-year-old daughter, who both died of natural causes. The apartment was filled with hoarders’ goods, and police thought the first remains were the sole cause of reported odors. The remains were found a week apart.
- Two men who stole patio furniture and pads from department store storage sheds, hauled their loot 200 yards away and fell asleep on the pile of stolen goods. Police photographed the sleeping thieves before waking them up to place them under arrest.

Category 320: Best Sports News Story

For each entry, submit a single staff-written sports story. General sporting news, including game coverage or any aspect of amateur or professional sports.

Category 321: Best Sports Feature

For each entry, submit a single staff-written sports feature story. Human-interest stories from the world of sports.

Category 322: Best Sports Personality Profile

For each entry, submit a single staff-written story of a person, family, team or other aspect of amateur or professional sports.

Category 323: Best Sports Page Design

For each entry, submit the opening page of one sports section (whether it is a section front or an inside page).

Category 324: Best Editorial

For each entry, submit a staff-written editorial. One column is one entry.

Category 325: Best Editorial Cartoon

For each entry, submit a single cartoon drawn by a member of the newspaper staff or a paid or unpaid local contributor. Include the whole page where the cartoon ran, not just the cartoon.

Category 326: Best Editorial Pages

Two editorial pages make up an entry. For each entry, submit two examples of your editorial or opinion pages (from *two issues*). Detailed instructions are in **NOTE** on page one (above). Judges will consider strength of editorial leadership as shown by local opinion pieces and editorial cartoons; local interest as shown by letters to the editor and guest's columns; and page design. (One entry fee covers both issues.)

Category 327: Best General Interest Column (Single Writer)

Three columns make up an entry; two columns of each entry must be consecutive, based on when the column is published, whether weekly or monthly or quarterly. Columns must have by-lines or standing headings, and must be regularly published in your newspaper. (Editorials, even signed editorials, are not columns and will not be judged as a column.) Detailed instructions are in **NOTE** on page one (above). Judges will consider writing style, originality and reader impact. Judges are looking for sustained quality in this category. (One entry fee covers all three columns.)

Category 328: Best Humorous Column (Single Writer)

Three columns make up an entry; two columns of each entry must be consecutive, based on when the column is published, weekly or monthly or quarterly. Columns must have by-lines or standing headings, and must be regularly published in your newspaper. Detailed instructions are in **NOTE** on page one (above). Judges will consider writing style, originality and reader impact. Judges are looking for sustained quality in this category. (One entry fee covers all three columns.)

Category 329: Best Topical Columns, Gardening, food/wine/movie reviews, etc. (Single Writer)

Three columns make up an entry; two columns of each entry must be consecutive based on when the column is published, weekly or monthly or quarterly. Columns must have by-lines or standing headings, and must be regularly published in your newspaper. Detailed instructions are in **NOTE** on page one (above). Judges will consider writing style, originality and reader impact. Judges are looking for sustained quality in this category. (One entry fee covers all three columns.)

Category 330: Feature Writer of the Year (Portfolio Award) Open competition across all circulation groups. The winner receives a classy, engraved trophy; finalists receive award-specific certificates. Enter your five best feature stories. Detailed instructions are in **NOTE** on page one (above). Limit one entry per person; one entry fee required. Note that any story or column entered as part of a **Writer of the Year** entry may be submitted in one additional category.

Category 331: Sportswriter of the Year (Portfolio Award) Open competition across all circulation groups. The winner receives a classy, engraved trophy; finalists receive award-specific certificates. Enter your five best stories (columns, features, and/or regular reporting, five pieces in all). Detailed instructions are in **NOTE** on page one (above). Note that any story or column entered as part of a **Writer**

of the Year entry may be submitted in one additional category. Limit one entry per person; one entry fee required.

Category 332: News Writer of the Year (Portfolio Award) Open competition across all circulation groups. The winner receives a classy, engraved trophy; finalists receive award-specific certificates. Enter your five best news stories. Detailed instructions are in **NOTE** on page one (above). Note that any story or column entered as part of a **Writer of the Year** entry may be submitted in one additional category. Limit one entry per person; one entry fee required.

Category 333: NEWSPAPER COMMUNITY SERVICE

An open competition across all circulation groups.

Enter a project supported or initiated by the newspaper *for the betterment of your community*. Provide a written statement on the newspaper's letterhead describing the project. In addition, where appropriate, provide substantiating material including tearsheets of stories, photos, editorials, columns and advertising. A majority of the material entered must fall within the contest period. Please include the explanatory letter as the first page of your PDF. Detailed instructions are in **NOTE** on page one (above). Limit two entries per newspaper.

Judges will consider quality of project, news stories, editorial support, imagination and the extent of newspaper's leadership role in the project.

Some winning projects from past years may help you identify your own contenders:

- A series of stories and photos of the local food bank that kept the need for donations in readers' minds over a long period of time. This coverage kept the bank from reducing hours and services
- A series of stories and editorials that brought agencies together to rebuild the community's sports field
- Stories and editorials covering closure of the Hood Canal Bridge and how to plan around it
- Open government reporting that spurred improved compliance with public records and public meetings law