

WEB CONTEST

- **Submit your entries** at www.betternewspapercontest.com
- For each entry, provide an **active URL** link or upload an electronic file (pdf, jpg, gif, or png)
- All URLs should stay active through the end of the judging period, August 15, 2010
- To shorten unwieldy URLs go to www.tinyurl.com
- **For Next Year's Contest:** You can “freeze” the contents of a particular URL by caching (saving) it at this site: <http://backupurl.com/faq.php> If you store URLs of your best work this year on backupurl.com, you'll be all ready when it is time to submit your entries in BNC 2011.

501: Best Web Site

Web sites will be judged on three randomly selected days during the month of July 2010. Overall excellence will be judged based on style and substance of content, and clarity and ease of navigation.

502: Best Blog

Submit URLs of your three best posts; three blog posts is one entry. Judges will evaluate quality of writing, photos, audio, and other elements.

May submit up to five (5) entries per category per person.

503: Best Online Ad

Submit an ad in any online medium—static ad, audio or video—via URL, PDF, JPG, or capture a screenshot and save as PDF or JPG. One ad is one entry. Judges will consider creativity and effectiveness of concept and execution.

May submit up to five (5) entries per category per person.

504: Best Online Photo Gallery or Slideshow (no audio or video)

A group of online photos that features a theme or is related to a story published in print or online. Reprint galleries or “this week in photos” galleries will not be accepted. There is no limit as to how many photos are in the gallery. For mixed-media entries, if the majority of it a project is slides, enter it in the slideshow category; if the majority of it a project is video, enter in the video category.

Judges will consider the quality of the photos and storytelling ability.

May submit up to three (3) entries per category per person per newspaper. Multiple photographers at a single newspaper may each enter three photos in all the categories. Photos must be the property of the sponsoring newspaper or, in the case of a freelancer's work, the paper must have limited reproduction rights.

505: Best Audio Slideshow

Audio-enhanced collections of still photographs presented in a slideshow format to tell a clear story. Still photography with audio only (no video). Five-minute limit to the length of each entry. The emphasis here is on presenting great news, sports and feature photographs with the additional level of detail that audio can provide. For mixed-media entries, if the majority of it a project is slides, enter it in the slideshow category; if the majority of a project is video, enter it in the video category. Judges will consider the quality of the photographs and audio, and how well they work together to tell the story.

May submit up to three (3) entries per category per person per newspaper. Multiple photographers at a single newspaper may each enter three photos in all the categories. Photos must be the property of the sponsoring newspaper, or in the case of a freelancer's work, the paper must have limited reproduction rights.

506: Best Video Story:

A story told through video format. Five-minute limit to the length of each entry. The emphasis here is on presenting great news, sports and feature stories with sound and video. For mixed-media entries, if the majority of it a project is video, enter in video; if the majority of it a project is slides, enter it in the slideshow category.

Judges will consider the quality of the videography and audio and how well they work together to tell the story.

May submit up to three (3) entries per category per person per newspaper. Multiple photographers at a single newspaper may each enter three photos in all the categories. Photos must be the property of the sponsoring newspaper, or in the case of a freelancer's work, the paper must have limited reproduction rights.

507: Best Other Internet Feature

Submit the creative work your newspaper is doing online that doesn't fit into any of the above categories.

If you're blazing an online trail, show it off in this category. Last year's winners were:

- Live coverage of a boy' high school basketball tournament
- Live coverage of a local film festival
- A feature Web page on the Twilight phenomenon in Forks

Judges will consider value and effectiveness of concept and quality of execution.

May submit up to five (5) entries per category per newspaper.

