

# 2009 News, Editorial & Photojournalism Contest

Wall Rules FAQ Shipping

## General Information

Contest period:  
**Oct. 1, 2008, through  
Sept. 30, 2009**

Entry deadline:  
**Oct. 5, 2009**

Contest fee:  
**\$7 per entry**

Use the enclosed entry forms and logs or download pdf versions from [www.ncpress.com](http://www.ncpress.com)

Awards to be presented at the 2010 Winter Institute

Read all rules and instructions carefully — several have changed!

## Fans



Do something ...  **Enter Today**



**Online Breaking News** qualifies as the newest category in the competition. Judges will look at all coverage within 24 hours of the story breaking.

✈ Posted just minutes ago.



**Best Video** recognizes the increasing popularity of news videos on newspaper Web sites. This is for a single video that helps tell a story.

📽 Film at 11, or whenever you want it



**Public Service** for dailies now comes in two sizes: for papers under 25,000 circulation and those with more than that. The idea is to increase interest in the category and spur more public service projects by smaller dailies, giving them recognition for their good work.

🗣 We *are* in the business of public service



**Deadline News Reporting** replaces the Spot News category introduced last year for dailies. The category was dropped for communities, as the rules state the event must have happened within 24 hours of press deadline. However, communities should note the Online Breaking News above.

🕒 Tick-tock, the deadline is approaching!



**News Feature Writing** returns after a one-year absence for dailies and communities.

📄 Back by popular demand



**PDF Printouts** will be accepted this year for many of the writing categories in all divisions. Previously only papers in Division F could submit those printouts.

📄 Make sure those ink cartridges are full

## Ads



Follow all the news about this year's contest and ask questions at **Blogging on the Contest!**

[www.ncpress.com](http://www.ncpress.com)



**Lose weight** off your entries by following one simple rule: Don't use too many staples.

[www.staplediet.ccc](http://www.staplediet.ccc)



**Don't let your entries be tossed** out because you didn't pay your dues by Oct. 1.

[www.induetime.nnn](http://www.induetime.nnn)

# 2009 Editorial Contest Rules & Guidelines

**who**  
MAY  
ENTER?

Any North Carolina newspaper that is a member of the North Carolina Press Association and has paid its 2009-2010 annual dues by Oct. 1, 2009, may enter this contest. *Entries must be submitted through the newspaper, not by individuals.*

A contestant must have been, at the time the entry was written, a full-time or regular part-time employee or exclusive contributor to the newspaper (*i.e. can't appear in more than one newspaper*).

A story, photograph or any entry that was published in more than one newspaper may be entered only one time, and that must be in the largest circulation category in which the entry appeared. Awards for entries that violate this rule will be disqualified.

All entries become the property of NCPA and may be used for promotional, display and news purposes.

**what's** MY DIVISION?

The divisions in this contest are determined by the newspapers' frequency and circulation. Communities are non-daily newspapers, less than five days a week. Specialty Publications are members whose primary product is business or leisure publications or those publications whose content is directed to a specific audience.

## Communities

Community Newspapers will be judged in three circulation divisions:

- A) Under 3,500
- B) 3,500 to 10,000
- C) Over 10,000

To **calculate the circulation division** of your newspaper, you must multiply the number of days per week your newspaper is published by the total circulation number. For example, if you publish three times per week and your circulation per day is 7,000, your total circulation would be 21,000 and your circulation division would be "Over 10,000." *Please make sure you calculate your circulation division correctly or your entries will be disqualified.*

**Note:** In all cases, for all divisions, NCPA will use the circulation figures listed in the 2009 NCPA Newspaper Directory to verify your newspaper's circulation.

## Dailies

Daily Newspapers will be judged in three circulation divisions:

- D) Under 15,000
- E) 15,000 to 34,999
- F) 35,000 and over

Your **Audited circulation figure** is the number you will use in determining which circulation division your newspaper is in. No calculation is necessary.

## Specialty

Specialty Publications will be judged in the same circulation divisions along with the community newspapers, *except for the categories of **General Excellence, Appearance and Design and Special Section***. These categories will be judged against other specialty publications only.

Specialty publications should **use the same formula** as stated at left for community newspapers in calculating your circulation division.

## Going from Daily to Community:

Papers that switched from Daily to Community during the contest year have two options for entering:

**1.** The paper may enter the contest in the community division that it moved to for the months that it was publishing in that division

or

**2.** The paper may enter the full contest year in the daily division that it had been in at the start of the contest year.

**what's** THE DEAL ON SUBMITTING CDs?

## Photo Entries

All photography category entries must include full tearsheets for judging.

In addition, all photography category entries should be submitted on a CD (or CDs) in digital format, either jpg, png or tif.

**Please label each photo** with the name of the photographer, category and title. (e.g. below)  
JohnDoe\_SportsPhotography\_HomeRun.jpg

Be sure to **write on the CD** your paper's name, city and Division. If more than one CD is submitted for your paper, please ID each individually.

You may include as many photographs as will fit on a single CD. You *do not* need to submit a separate CD for each entry.

The digital files should be cropped as the photographs appeared in the newspaper.

The above applies to the following categories:

- Communities: 10, 11, 12, 13
- Dailies: 11, 12, 13, 14

## Full-Page Entries

**General Excellence** entries *must* be accompanied by a CD containing **two full pages** in digital format from the entered editions. You may submit the files either as pdfs or jpgs.

A **single digital page file** should be submitted for each entry in any other category where full pages or sections are judged. These files should be in pdf or jpg format.

**Please label each file** with the category name and date of publication. (e.g. below)  
AppearanceandDesign\_012508.pdf

Be sure to **write on the CD** your paper's name, city and Division. If more than one CD is submitted for your paper, please ID each individually.

You may include as many files as will fit on a single CD. You *do not* need to submit a separate CD for each entry.

The above applies to the following categories:

- Communities: 13, 22, 24, 25, 26, 27, 28, 29
- Dailies: 14, 15, 25, 26, 27, 28, 29, 30, 31, 32
- Specialty: 13, 23S, 24S, 25S

## Photojournalism Ethics

Photojournalists have the responsibility to document society and preserve its images as a matter of historical record. Electronic technologies now provide new challenges to the integrity of photographic images.

The guidelines for fair and accurate reporting should be the criteria followed in judging what can be done electronically to a photograph. Images may not be digitally altered beyond traditional cropping, lightening, darkening and color balancing. Any photograph that goes beyond traditional methods should be entered as a photo illustration and should be labeled accordingly.



## Plagiarism Statement

Plagiarism is the act of lifting the words and work of others and representing it as your own. Any entry discovered to contain plagiarized material in any form will be disqualified. *Any award will be automatically rescinded if it is later discovered that the original entry contained plagiarized material.*

**We also need one digital file of any front page from the contest period.**

## DID WE MENTION THE **d**eadline?

**Oct. 5, 2009.** That's a Monday.

If you are shipping your entries, it must be postmarked no later than Oct. 5, 2009.

If you are delivering in person at the office, hours are 9 a.m.-5 p.m. (Call ahead to let us know you're coming.)

More details are located on the back.

## THE CONTEST **p**eriod

Entries must have been published from Oct. 1, 2008 to and including Sept. 30, 2009.

## **p** **d** **f** **s**

This year, newspapers in *all* divisions are permitted to use pdf printouts for **certain writing entries**, provided those entries appear exactly as they did in the printed edition. This rule applies to the following categories:

Dailies: 1, 2, 4, 5, 6, 7, 8, 9, 10, 19, 20, 21, 22, 23

Communities: 1, 3, 4, 5, 6, 7, 8, 9, 17, 18, 19, 20, 30

Specialties: 1, 3, 4, 5, 6, 7, 8, 9, 17, 18, 19, 20, 26

## **d**ivision F

Daily newspapers that fall into the 35,000 and over circulation division may submit a maximum of six (6) entries per newspaper per category that allows multiple entries.

## **o**ne entry PER CONTEST

Here's the rule: You can enter a story, photograph, etc., in one category -- no more than that except as outlined below.

Stories, photos, etc., entered in the normal categories may also be part of entries in the special categories, namely: Hugh Morton Photographer of the Year, Media and the Law Award, Duke/Green-Rossiter Award, Duke Divinity Award, Weathers Freedom of Information Award, Public Service Award and Community Service Award.

## **f**AQs (FREQUENTLY ASKED QUESTIONS)

### **WHAT IF I WORKED FOR MORE THAN ONE NEWSPAPER?**

You may enter work from more than one newspaper (community, daily or both), but you still have to obey the maximum entry rules for the category. In case of doubt, entries from the current employer will take precedence.

### **MAY WE ENTER STORIES WITH MULTIPLE BYLINES?**

A person's name may appear only once as an entrant for any category in which only one entry per person is allowed. If the entered story is "By Joe Brown and Joan Green," then neither Brown nor Green can enter anything else in that category, whether or not they did the additional story by themselves or with anyone else.

In categories that allow two entries per person, an individual's name may appear only twice on the entry blanks.

When three or more persons collaborate on an entry, that will be considered a staff entry.

Being part of a staff entry does not count toward the total number of entries an individual may submit.

In categories where only one individual entry is allowed, the newspaper may enter only one staff entry.

In categories where two individual entries are allowed, the newspaper may enter two staff entries.

### **DO I NEED TO CROSS OUT MY BYLINES OR HEADLINES?**

No.

### **HOW MANY TIMES MAY I ENTER IN EACH CATEGORY?**

Please see the enclosed list of categories, as some categories allow one entry per person and some allow two per person. Make sure you follow these rules or your entries will be disqualified.

### **MUST THE DATELINE APPEAR?**

If the entry requires an entire tearsheet, the dateline will be part of the entry. If the category requires clippings and the dateline is cut off, it is sufficient to write the date(s) of publication on the entry form. However, any entry forms not filled out in their entirety will result in automatic disqualification. For entries where several articles are entered, be sure to include all publication dates. A separate sheet listing publication dates may be included with the entry form if necessary.

### **ARE PHOTOCOPIES ALLOWED?**

We encourage you to use original clippings and/or complete tearsheets in every case possible. (See item at left on .pdf entries.) However, unaltered photocopies of tearsheets will be accepted.

### **MUST ACTUAL PHOTOGRAPHS BE SUBMITTED?**

No. In all photography entries, you must submit a *full tearsheet* showing the entered photograph(s), **not** a print of the photo. In addition, all photography entries should be included on a CD. See the details on the previous page and check the special rules for the Hugh Morton Award.

### **MAY I SUBMIT ARTICLES FROM AN ARCHIVING SYSTEM?**

No articles may be submitted that are printed from an archiving system. This rule **does not** apply to .pdf printouts of articles as outlined in the item to the left. Otherwise, entries must consist of original or photocopied tearsheets.

### **CAN A SERIES THAT WAS RE-PACKAGED INTO A STAND-ALONE PRODUCT BE SUBMITTED?**

If a series that ran in the newspaper is re-packaged into a stand-alone product (such as a tab or booklet), the stand-alone product can be submitted only if it ran in the general run of the newspaper. Entries must consist of original or photocopied tearsheets.

### **CAN NEWSPAPER GROUPS BUNDLE THEIR ENTRIES FOR MAILING PURPOSES?**

If entries for more than one newspaper are mailed in one box, the entries for each newspaper must be bundled separately.

### **MUST WEB-RELATED ENTRIES BE LIVE TO THE PUBLIC DURING JUDGING?**

We realize that your entry may no longer be active on your site due to the length of the contest period. However, judges must have access to the material on the Internet. Screen captures or CDs containing the entry will not be judged. You should provide a direct URL for judges to use and a user name and password if required. If the judges cannot access or find your entry, it will be disqualified.

### **MAY WE USE A CREDIT CARD TO PAY FOR OUR ENTRIES?**

Yes. But quite honestly, we prefer receiving checks. If you do want to use a credit card, please complete the enclosed form and send it along with your entries.

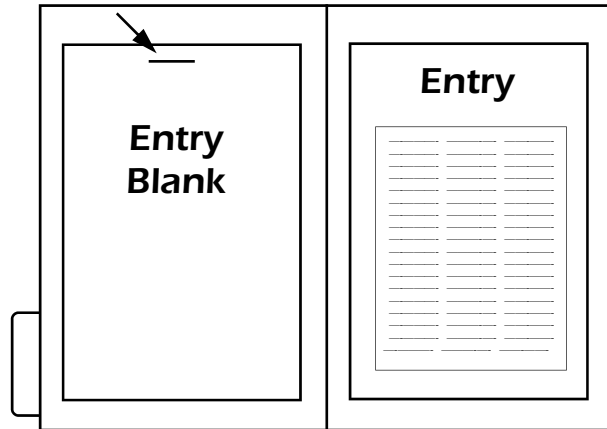
### **WHERE DO WE GO TO GET OTHER QUESTIONS ANSWERED?**

Blogging on the Contest returns this year. That will be the place where we'll bring up issues as they crop up and answer your questions. To ask a question, either submit a comment or e-mail us. You can get to the blog at [www.ncpress.com](http://www.ncpress.com).

# p reparing your entries

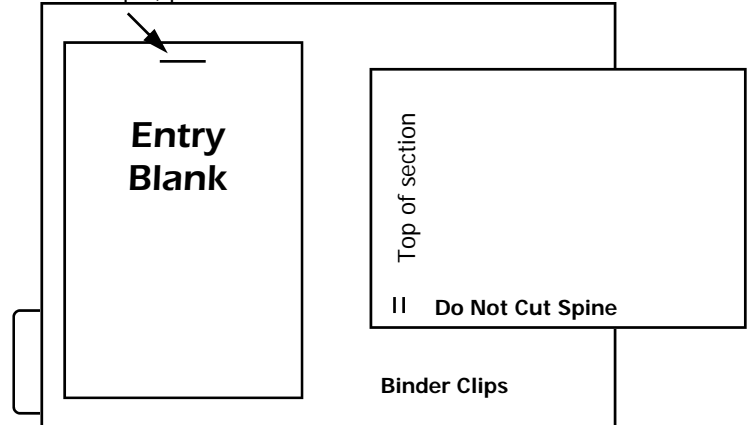
1. Staple the official entry blank to the inside left side of a standard 8 1/2" x 11" manila folder. Please do not use any other size folder except for special categories
2. Please make sure you fill in all required information on your entry blank or your entry will be disqualified.
3. *Do not* use paper clips. (Please use **only one staple.**)
4. Staple the entry (or affix in an appropriate manner). You may fold entry.
5. For tab-sized section entries, please follow the example on the lower right for how to submit the entry. Binder clips may be used to attach the section to the folder.
6. Full broadsheet section entries should also be placed in a folder, but do not use staples to attach it. Binder clips may be used, if desired.
7. Do not cut the spine of the section.
8. Please *use just one staple* to affix your entry to the folder. (Too many may frustrate your judge!)
9. On the entry blank, be specific in stating the category. Entries will be considered in only one category.
10. There are separate entry blanks for the Special Awards. In individual categories, don't forget to include the entrant's name.
11. You can obtain additional .pdf entry blanks from NCPA's Web site, [www.ncpress.com](http://www.ncpress.com). You also can photocopy the entry blank, as long as the size is the same.
12. Include your CD(s) with photo entries and full-page entries with your folders. Mark your newspaper's name and location directly on the CD(s).
13. Fill out the contest entry and CD logs to keep a record of your contest entries. Mail one copy of the logs along with your entries and keep a copy for your records.
14. Submission of entries allows NCPA to use the material entered for promotional, instructional and display purposes in printed and electronic formats.

Only one staple, please!



**Regular Entry**

Only one staple, please!



**Tab-sized Special Section**

Because of the size of the contest, you will not be notified if your entry has been rejected, so follow the rules carefully.



# p ayment and delivery

**\$7** The contest fee is \$7 *per entry* and is non-refundable. **Full payment must accompany your entries or be received by NCPA by the contest deadline or your entries will be disqualified.** NCPA will not invoice newspapers for their contest fees.

Please send *all entries at one time and in one box*, accompanied by **one check** or credit card form payable to:  
**NORTH CAROLINA PRESS ASSOCIATION**

**SHIP**

You may use the U.S. Postal Service, UPS, FedEx or any other reliable service you pay to deliver your entries -- **as long as it is post-marked no later than Monday, Oct. 5, 2009.**

Send entries to:  
NCPA Contest  
5171 Glenwood Ave, Suite 364  
Raleigh, NC 27612

**BRING**

You may **hand deliver** entries to NCPA Headquarters, 5171 Glenwood Ave., Suite 364, Raleigh, N.C. 27612, **between 9 a.m. and 5 p.m.** only. Please call in advance to make sure we're on hand to receive your entries.

Hand-delivered entries will be accepted up to and including the deadline of Monday, Oct. 5, 2009. Directions are available from NCPA's website, [www.ncpress.com](http://www.ncpress.com).