



SPECIALTY DIVISION CATEGORIES



Two entries per person may be submitted in each of the following community categories. Each entry must be in a separate 8 1/2" x 11" manila folder. Printed PDFs may be submitted in place of clippings for categories 1, 3-9.

1. GENERAL NEWS REPORTING — A hard news story or stories covering a single event (except sports). Judges will consider timeliness, impact, community interest and clarity of approach. Clippings should be entered, not whole newspaper pages.

2. ONLINE BREAKING NEWS COVERAGE - Overall work on an online breaking news story within the first 24 hours after the story breaks. Judges will consider speed at which the postings were made, updates, overall coverage and supplementary information such as photographs, video, audio files, pdfs or any other form of multimedia. Please be sure you provide specific URLs for any entry, and a user name and password if your site is subscription only. Entrants are responsible for Web availability of entries between the deadline date and the following three months. Incorrect URL's will NOT be judged. Please verify that the URL you enter works, and that it will be 'live' for at least three months. In addition, a short statement of less than 200 words can be included on specific circumstances surrounding your entry. Date of content must be verified by time stamp or signed, notarized statement from the publication's editor.

3. NEWS FEATURE WRITING — A single feature article or series of articles about any **news** subject except sports, lifestyles or personalities. Judges will especially consider effectiveness of writing style, originality of approach, timeliness and community interest. Clippings should be entered, not whole newspaper pages.

4. FEATURE WRITING — A single article or series (except sports and personality profile features). Judges will consider effectiveness of writing style, originality of approach and human interest. No profiles may be entered in this category. Clippings should be entered, not whole newspaper pages.

5. PROFILE FEATURE — A single feature article profiling a person or persons. Subject can be from any walk of life — a celebrity, a philanthropist, a local "character" or a neighbor. Judging will be based on local appeal, originality and quality of writing. Clippings should be entered, not whole newspaper pages (unless article consumes the whole page).

6. NEWS ENTERPRISE REPORTING — One or more stories on the same subject going beyond routine reporting and demonstrating initiative and thoroughness in examining a trend, issue or social problem. Judges will consider resourcefulness, clarity and depth. Clippings should be entered, not whole newspaper pages.

7. INVESTIGATIVE REPORTING — A single article, or series, based on extensive investigation of an event or issue. Clippings should be entered, not whole newspaper pages.

A statement of not more than one page in length, summarizing what preceded and followed the article or series must accompany the entry, since evidence of probable impact will weigh heavily in the judging.

8. SPORTS NEWS REPORTING — A story or stories covering a single sports competition or hard news event in the world of sports. Judging will be based on quality of writing, originality and effectiveness of presentation. Clippings should be entered, not whole newspaper pages.

9. SPORTS FEATURE WRITING — A single article or series of articles on the same sports topic or a sports personality. Judging will be based on quality of writing, originality and effectiveness of presentation. Clippings should be entered, not whole newspaper pages.

For categories 10-13, you must send the entire tearsheet(s) containing the photograph(s) being entered.

10. PHOTOGRAPHY, GENERAL NEWS — One published picture or series of pictures of a single news event. All photos must have been published in one issue of your newspaper. Photos on section covers can be submitted. **Send a tearsheet of entire page(s).**

11. PHOTOGRAPHY, FEATURE — A single picture or a series of pictures on the same subject published in one issue. Sports feature photography can be included in this category. Photos on section covers can be submitted. **Send a tearsheet of entire page(s).**

12. PHOTOGRAPHY, SPORTS — One published picture or a series of pictures of a sports event. All photos must have been published in one issue of your newspaper. **Send a tearsheet of entire page(s).**

13. PHOTO PAGE — A single page or series of pages of related photos that tell a story and were published in one issue of your newspaper. Entry will be judged on photo quality and layout of page, as well as overall impact of the page. **Send tearsheet of entire page(s).**

14. BEST VIDEO- Awards single online video. Primary importance to the judges should be how the video adds to the newspaper's overall coverage of the story being reported and/or how well the video itself tells a story. Quality of the video should be of secondary importance.

15. BEST USE OF AN INTERACTIVE FEATURE - An online component of the newspaper's Web site or a sub site that offers multiple ways for users to interact and participate in the story. Judging will be based on ease of use, how the feature furthers the news report on the topic, how well it achieved its stated purpose, results of the feature (such as comments or poll results) and page view data. Feature may have been on the Web site for one day or multiple days. Entry should include a description of the feature and a statement on the purpose of the feature. Please be sure you provide specific URLs, and a user name and password if your site is subscription only. Entrants are responsible for Web availability of entries between the deadline date and the following three months. Incorrect URL's will NOT be judged. Please verify that the URL you enter works, and that it will be 'live' for at least three months.

16. BEST MULTIMEDIA PROJECT - Overall work on a news story that is presented using multiple forms of media, including the main print product. Project may include stories, photographs presented in various forms, video, blogs, audio files, etc. Judging will be based on how the individual elements add to a total package without being merely duplicative. Quality of video work will be secondary to how the video helps users better understand the story. Please be sure you provide specific URLs, and a user name and password if your site is subscription only. Entrants are responsible for Web availability of entries between the deadline date and the following three months. Incorrect URL's will NOT be judged. Please verify that the URL you enter works, and that it will be 'live' for at least three months. Include all printed material in a manila folder similar to all other print entries. Judging emphasis will focus on online components.

Only one entry per person may be submitted in each of the following community categories. Printed PDFs may be submitted in place of clippings for categories 17-20 & 26.

17. EDITORIALS — Three editorials (no more, no fewer) from the same writer. Judging will be based on general excellence of writing and clarity of thinking. Clippings should be entered, not whole newspaper pages. The three editorials entered constitute one entry. Please enclose all three editorials in the same manila folder with one entry form.

18. LIGHTER COLUMNS — A locally written column devoted to the lighter side of life. Entry consists of three local columns (no more, no fewer) by the same writer. No restrictions on subject matter. Judging will be based on originality, local appeal and writing quality. Please enclose all three columns in the same manila folder.

19. SERIOUS COLUMNS — A locally written column on a serious or issue-related topic. Entry consists of three columns (no more, no fewer) by the same writer. No restrictions on subject matter. Judging will be based on originality, writing quality, significance of material presented to the community and suitable handling of the topic. Please enclose all three columns in the same manila folder.

20. SPORTS COLUMNS — Three columns (no more, no fewer) from the contestant's work during the contest year. Competition is open to any writer whose column regularly appears on the sports page of a newspaper. Criteria shall include writing quality and the writer's ability to uplift, inform or entertain. Please enclose all three columns in the same manila folder.

21. HEADLINE WRITING — Submit three headlines highlighting your best work. Submit full-page tearsheets with each headline bracketed in heavy red marker. Judging will be based on accuracy, cleverness, creativity, impact, originality and the ability to grab the attention of the reader. The three headlines will constitute one entry. Please enclose all three headlines in the same manila folder with one entry form.

22. GENERAL EXCELLENCE FOR NEWSPAPER WEB SITES

This category honors a web site that successfully fulfills its editorial mission, effectively serves its audience, maximizes the unique abilities of the Internet and represents the highest journalistic standards. Sites will be judged on excellence of content, interactivity, design, navigation and community tools. There are two divisions for this category— one for daily newspapers and one for community newspapers. A first, second and third place award will be presented in each division.

Only one entry per newspaper may be submitted in each of the following specialty categories:

23S. GENERAL EXCELLENCE — The complete papers for any two consecutive issues (publication days) published in **either December 2008 or June 2009, but not both months**. Judging will be based on mechanical excellence, general and departmental news coverage, literacy excellence, promotion of community interests, graphics and appearance, editorial vigor, use of photographs and advertising enterprise. Do not send clippings or tearsheets.

24S. APPEARANCE AND DESIGN — The complete papers for any two consecutive issues (publication days) published in **either November 2008 or April 2009, but not both months**. Judging will be based on attractiveness and consistency of layout, typography, use of photos, effective headlines and overall impact of the newspaper's appearance. Do not send clippings or tearsheets. Include all papers in the same manila folder.

A maximum of three entries per newspaper may be submitted in the following category. Each special section must be in a separate folder with a separate entry blank.

25S. SPECIAL SECTION — Entry consists of one full copy of a special edition or section run by your newspaper. It can cover any industrial progress, fair, celebration, fashion, centennial, patriotic, anniversary or other special event. This entry must be an individual newspapers' own efforts - locally produced and not a canned section written by a news service. The special section will be judged as a whole. Emphasis will be placed on editorial content, makeup and photographic excellence. A statement of circumstances connected with the issue may be submitted as part of the entry. Judges will consider the excellence and depth of written material and use of photographs.



26. *CRITICISM — Three (no more, no fewer) locally written reviews (not editorial or columns) of art, entertainment, architecture, dining or literature. Judging will be based on clarity, grasp of subject and originality. Clippings should be entered, not whole newspaper pages. The three reviews constitute one entry. Please enclose all three reviews in the same manila folder with one entry form.

*** * All criticism entries from Divisions A-C and specialty papers will be judged together.**