

# THE EVERYTHING

YOU NEED TO KNOW ABOUT

THE NORTH  
CAROLINA  
PRESS  
ASSOCIATION

# NEWS,

# EDITORIAL

# & PHOTOJOURNALISM

# CONTEST **BOOK**

Communities & Specialties Edition



*"If you can only read one book about the contest, make it this one!"*

PAST CONTEST WINNER

# THE EVERYTHING

YOU NEED TO KNOW ABOUT

THE NORTH  
CAROLINA  
PRESS  
ASSOCIATION

# NEWS, EDITORIAL & PHOTOJOURNALISM CONTEST BOOK



ENTRY DEADLINE: **Oct. 4,**

**2011**

- Entries must be uploaded by 11:59 p.m.
- Mailed entries must have Oct. 4 postmark



CONTEST PERIOD: **Oct. 1, 2010,**  
**through Sept. 30, 2011**



CONTEST SITE: Digital files must be  
uploaded through the contest site,  
**[www.betternewspapercontest.com](http://www.betternewspapercontest.com)**



**YOUR PASSWORD:** The initial  
password for all newspapers is  
**bnc**. You will be asked to change  
it after you first log on. If **bnc**  
does not work, it means someone  
in your organization has already  
accessed the site and changed  
your password.



**ENTRY LIST:** You must include a  
print out of your "**Manage  
Entries**" page with your  
payment.

When you see this icon,  
pay special attention to  
the information. It could  
mean the difference  
between winning an  
award and having your  
entry disqualified.

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# General Information



**We realize the temptation is strong to go first to the contest website, but save yourself some pain by reviewing the information in this guide first.**



**Specialty Publications are members whose primary product is business or leisure publications or those publications whose content is directed to a specific audience.**



**New categories this year are Best Community Coverage and Best Niche Publication.**



**All information about any mailed entry must be input into the BNC system. If it's not recorded in the system, it won't be judged.**



**Dues must be paid by Oct. 3, 2011, to be eligible to compete in this contest.**

## WHO IS ELIGIBLE TO ENTER?

Any North Carolina newspaper that is a member of the North Carolina Press Association and has paid its 2011-2012 annual dues by Oct. 3, 2011, 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. 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.**

## YOUR CIRCULATION DIVISION

For this contest, community NCPA newspapers are divided into three divisions based on circulation. The division for your newspaper is already in the BNC site.

Community Newspapers	
Division A .....	under 3,500
Division B.....	3,500-10,000
Division C .....	over 10,000

For non-daily newspapers, the division is calculated by multiplying the number of days of publication in a week by the listed circulation number. For example, if you publish three times per week and your daily circulation on file is 7,000, your total circulation would be 21,000.

**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.



**Before uploading any entries**, make sure your newspaper is in the correct division. If you feel your placement is incorrect, immediately contact Holly Johnson at NCPA. (holly@ncpress.com or 919-789-2093)

We use the most current circulation numbers on file at NCPA to calculate your newspaper's division.

## NEW LIMIT ON NUMBER OF STORIES IN GENERAL NEWS REPORTING

For newspapers in all divisions, each entry in the General News Reporting category may contain no more than five stories. Jumps are not considered separate stories, but side bars are.

## THE ENTRIES

Pay careful attention to the icons with each category to make sure you are entering the proper format. Entering full pages when cropped clips are required will result in disqualification of the incorrect entries.



**CROPPED CLIPS ONLY**



**FULL SECTION/ EDITION**



**TEARSHEET REQUIRED**

Accepted formats are PDF, JPG, GIF or PNG. Remember that judges will view your entries online, so strive to make the file sizes small enough to make downloading easier.

Every entry must be uploaded via the BNC system. For mailed-in categories, upload one front page of the entry to the system, but you still must send the complete section through the mail or other shipping method.

## WHEN YOU HAVE TO MAIL...

Some categories require hard copies to be shipped/mailed/hand delivered for judging. In those cases, abide by the following rules:

- Upload the front cover of the entry to the BNC system.
- Print out a label from the BNC system for each edition of the entry. Use one staple to attach the label to the upper left corner of each edition. If a proof of publication is required with your entry, attach the statement behind the label.
- Bind together all sections or editions that make up one entry with rubber bands or large clips.
- Include your total payment for the contest with this package.
- All entries from a single newspaper must be submitted (mailed) at one time in one box or container.
- If entries from more than one newspaper are included in one box, please bundle each newspaper individually.
- Be sure to pack all your newspaper's entries securely together and mail or ship them to arrive postmarked/dated by Oct. 4, 2011, to: NCPA Editorial Contest, 5171 Glenwood Avenue, Suite 364, Raleigh, NC 27612.
- If you plan to hand deliver your entries, call the office first to make sure someone there can receive it. The office is generally open between 9 a.m. and 5 p.m. Deadline for hand delivered entries is 5 p.m. Oct. 4, 2011.



# General Information



**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.**



**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.**

## WORKED FOR MORE THAN ONE NEWSPAPER?

Items from journalists who worked at more than one newspaper during the contest year may enter work from more than one newspaper (community, daily or both), but the person will still have to obey the maximum entry rules for the category. In case of doubt, entries from the current employer will take precedence. (Reminder: entries are submitted by the newspapers, not by individuals.)

## ENTRIES 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.
- Up to four persons who collaborate on an entry may be listed in the contest system. More than four people must be recorded as 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.

## JUDGES

Entries will be judged by newspaper journalism professionals from the Maryland-Delaware-District of Columbia Press Association and the Minnesota Press Association. Their decisions are final. If there are fewer than five entries in a category, the judge may choose to award only first place.

## AWARDS

Certificates will be awarded for first, second, and third place winners. Plaques are awarded in several categories, including General Excellence. Each winning entry will receive two copies of the certificate: one for the newspaper and one for an individual. Additional copies may be purchased for \$7.00 each. Awards will be presented at the 2012 Winter Institute in Chapel Hill.

## NEW FOR THE PHOTOGRAPHY CATEGORIES

This year in addition to uploading full-page tearsheets, individual photo files may be uploaded as part of an entry. These uploaded photos should be cropped exactly as they appeared in print. Entries that do not include the full newspaper page will be disqualified.



## PAYING FOR YOUR ENTRIES

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

Print out the Manage Entries page for your newspaper containing a list of all enabled entries. Include it with a completed payment form (found at the end of this document). Make checks payable to North Carolina Press Association. Mail the list of entries, the payment form and check with any submitted entries. Deadline for receiving payment is the same as the deadline for entries.

## HAVE QUESTIONS?

**Call:** NCPA headquarters at 919-789-2093

**Email:** [holly@ncpress.com](mailto:holly@ncpress.com) or [john@ncpress.com](mailto:john@ncpress.com)

**Blog:** Post questions through the comment function at <http://bloggingonthecontest.blogspot.com/>

# Using the BNC site for the Contest

Entries for NCPA's 2011 News, Editorial & Photojournalism Contest are submitted via the Better Newspaper Contest website. Access the site at:

<http://www.betterbnc.com>

Please make sure to use a recent version of Mozilla Firefox or Internet Explorer for making contest entries.

## GETTING STARTED

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**BetterBNC**  
THE ONLINE JOURNALISM CONTEST  
Broadcast • Newspaper • Creative

A Better Way to Run Your Journalism Contest

**1**

Welcome to the next generation of journalism contests—BetterBNC 3.1

Streamline your journalism contest with online entries, online judging and a centralized database accessible from any internet connection.

Based on traditional BNC contest rules, BetterBNC 3.1 is a reliable, cost-effective solution for your online journalism and better newspaper contest experience.

Proven effective for hundreds of contests hosted by broadcasters, newspapers, and creative trades. Contestants love it! Judges love it, too!

- > Intuitive application designed for productive use on first visit.
- > Online contest database is built in real-time as entries are uploaded and winners selected.
- > Contestants use drop-down menus and simple forms to make entries.
- > Judges enjoy a quick and easy way to review entries and select winners.
- > All users benefit from common industry standard platform.

**Are you a judge?**  
Login Here!

**Are you a contestant?**  
Newspaper Login  
Journalist Login  
Broadcaster Login

Contestant Instructions  
PDF PowerPoint

Contest Admin Login

NOTE: this website is compatible

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Contestant Login

Contest  
Choose

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**SmallTownPapers.**  
What We Do...

Go to the BNC site. At the left top of the home page, click on “contestant login” (1)

The next page contains a drop-down menu to select our contest. Choose “2011 NCPA News, Editorial & Photojournalism Contest.” (2)

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Contestant Login

Contest  
Choose

- 2011 WNAF Better Newspaper Contest
- 2011 WNAF Advertising Competition
- 2011 San Diego Press Club 38th Annual Excellence in Journalism Awards
- 2011 PA Newspaper of the Year
- 2011 NCPA News, Editorial & Photojournalism Contest**
- 2011 NCPA Best Ad Contest
- 2011 Minnesota Associated Press Sports Association Contest
- 2011 Minnesota Associated Press Broadcasters News Contest
- 2011 MDCC Press Association Editorial Contest
- 2011 MDCC Press Association Advertising Contest
- 2011 KAPB Kentucky Associated Press Broadcasters
- 2011 HSPJ Excellence in Journalism
- 2011 Florida Press Association Display Advertising Contest

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Contestant Login

Contest  
2011 NCPA News, Editorial & Photojournalism Contest

News Organization  
Choose

Password

Forgot Password?

Login

More drop-down menus will appear. Select your newspaper from the “News Organization” menu. (3) For this example, we will use the fictitious newspaper “Herald-Star.”

Contestant Login

Contest  
2011 NCPA News, Editorial & Photojournalism Contest

News Organization  
Choose

- Gannett News
- Graham Star
- Harnett County News
- Havelock News
- Herald
- Herald-Star**
- Hickory Daily Record
- High Country Press
- High Point Enterprise
- Highlander
- Independent Tribune
- Independent Weekly
- Jamestown News
- Jefferson Post

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Contest  
2011 NCPA News, Editorial & Photojournalism Contest

News Organization  
Herald-Star

Password  
●●●

Forgot Password?

Login

## YOUR INITIAL PASSWORD

On your first visit to the site, you will need to enter your start-up password. (4)

**Your initial password is: bnc**

If this password does not work, it means someone else has already signed into the site under your newspaper’s name.

## SET UP YOUR ACCOUNT

Newspapers

**Herald-Star (999)**

Welcome to the Better Newspaper Contest. Fill out the details below in order to gain full access to the site.

**You Must Choose a New Password** ← **5**

Confirm Your New Password

Contact Name  
Herald Star ← **6**

Contact Phone  
800-555-5555 ← **7**

Contact Email  
joe@heraldstar.com ← **8**

Submit

Once you have first entered the site using the “bnc” password, you’ll be asked to change your password. (5)

**NOTE:** Each newspaper has only one password. The system will not accept passwords for individuals.

On this page, you also need to enter the name of your newspaper’s contact person (6). This is the person who we will contact with any questions or problems with your newspaper’s entries. Provide a telephone number (7) and an email address (8) for this person.

Click on “Submit” to continue.

You will now be directed to the Manage Entries page.

## UPLOAD YOUR ENTRIES

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Manage Entries

**The Newspaper details have been saved**

Welcome to the BNC Herald-Star is a member of circulation **Daily Division D - Circulation under 12,500**. You have a total of **0** entries.

- My Account
- Submit Entry ← **9**
- Logout

You don't yet have any entries. Why not submit one now?

Click on the “Submit Entry” link (9). The window below will appear.

Submit Entry

Herald-Star is a member of the **Daily Division D - Circulation under 12,500** circulation group. You have a total of **0** entries.

Division  
Specialty Categories  
Community Categories  
Daily Categories ← **10**  
Special Awards  
Specialty Categories

Headline or Title of Entry (exactly as it appears on the page)

Run Date (Date of Publication)  
Choose Choose Choose

First select your contest category (Dailies, Communities, Specialty or the Special Awards). (10)

Submit Entry

Herald-Star is a member of the **Daily Division D - Circulation under 12,500** circulation group. You have a total of **0** entries.

Division  
Daily Categories

Category  
Choose  
d01 General News Reporting ← **11**  
d02 Deadline News Reporting  
d03 Online Breaking News  
d04 News Feature  
d05 Feature Writing  
d06 Profile Feature  
d07 Arts & Entertainment Reporting  
d08 Education reporting

Use the drop-down menu to select a category for this entry (11).

Division  
Daily Categories

Category  
d01 General News Reporting

**Category Note:** 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. Cropped clippings should be entered, not whole newspaper pages.

Two entries per person may be submitted. Each entry must be separate. If you fall into the 35,000 and Over circulation division, you may only submit (6) entries per newspaper per category.

Headline or Title of Entry (exactly as it appears on the page)  
City council declares own holiday ← **12**

Run Date (Date of Publication)  
April 8 2011 ← **13**

Upload Attachment Need Help?  
Browse\_ ← **14**

Upload

Note: Upload your attachments in the order in which the entry should be read by the judges.

A description of the category will appear below the drop-down menu.

Type in the headline of the entry exactly as it appears on the page. (12) Separate multiple headlines with semi-colons.

Use the drop-down menu to select the date of publication (13). For entries with multiple dates, input the first date of publication.

Upload an attachment first by clicking on the “Browse” button to find your file. (14) Then click on the “Upload” button.

If your entry consists of more than one PDF or digital file, repeat the instruction in the previous paragraph. (Limit 3 files)

When all files for this entry are uploaded, click on the “Next” button (15).

Run Date (Date of Publication)  
April 8 2011

Upload Attachment Need Help?  
Browse\_

Upload

Note: Upload your attachments in the order in which the entry should be read by the judges.

--- or ---

Next >> ← **15**

**This entry is not completed. Please click Next after you are finished uploading files.**

Headline or Title of Entry (exactly as it appears on the page)  
 City council declares own holiday

Run Date (Date of Publication)  
 April 8 2011

Upload Attachment

Who should be credited for this entry? Enter the names of up to 4 people.  
 Note: If more than 4 people, please enter Staff:

Joe Reporter Cindy Writer

Submit or Manage Entries



New fields will appear.

Enter the names of your staff members getting the credit for the entry. **(16) NOTE:** Please make sure all names are spelled correctly and the right people are listed. We use the names as typed in this form for certificates and award listings.

When all fields have been completed, click on the "Submit" button.

## NEXT STEPS

You'll be taken to a Label window. If the entry is in a category that requires uploading digital files only, there is no need to print out this page.

However, if the category requires a printed product to be shipped to NCPA, you must print this page and attach it to your entry.

The Entry has been saved.

**This Page is Your Official Entry Form.**

Entry Details:  
 Newspaper: **Herald-Star (999)**  
 Title or Headline: **City council declares own holiday**  
 Division: **Daily Categories**  
 Category: **d01 General News Reporting**  
 Entry Code: **99902**  
 Credits: **Joe Reporter, Cindy Writer**  
 Entry made by **Herald Star** on **2011-08-05 11:04:14**

★★★★★★★★★★  
 Daily Categories CIRD CATd01 99902  
 Herald-Star  
 General News Reporting

DO NOT HIT YOUR BACK BUTTON

Submit Another Entry or [Manage Entries](#) | [Logout](#)

At the bottom of the page you have three choices: Submit Another Entry, go the Manage Entries page or Logout of the system.

Submit Another Entry takes you back to a blank entry form.

Manage Entries takes you to a listing of all your entries as shown below.

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**Manage Entries**

Welcome to the BNC **Herald-Star is a member of circulation Daily Division D - Circulation under 12,500.**  
 You have a total of **1** entries.

- My Account
- Submit Entry
- Logout

Category	Title	Pages	Files/URLs	Created	Actions
d01 General News Reporting	City council declares own holiday	1		2011-08-05 11:02:19	Label Edit Disable Delete

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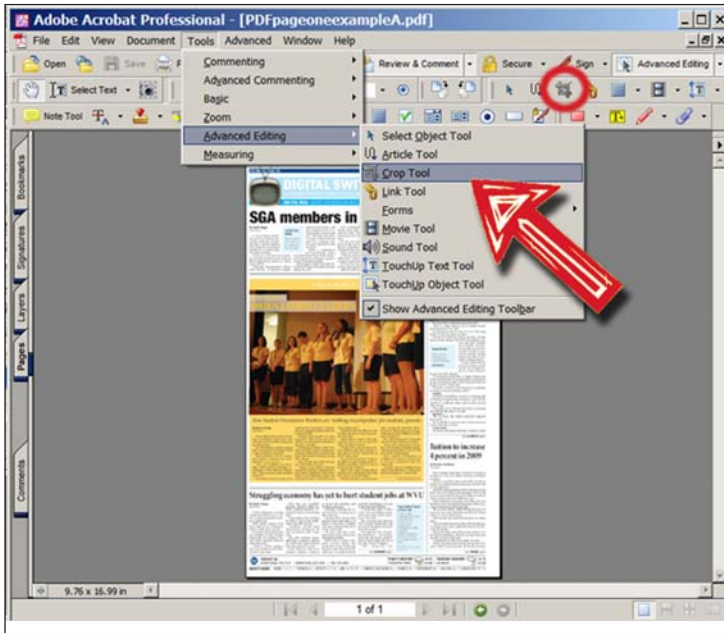
From this page you are able to Edit the information on each entry, Disable it or Delete it from the system. Disabled entries will not be judged.



Files/URLs	Created	Actions
	2011-08-05 11:02:19	Label Edit Disable Delete

# Tips for creating cropped clips

In several categories, entries consist of cropped pages instead of full pages. For those unfamiliar with cropping using Acrobat, we offer this short tutorial. Note that images in this document use Version 6 of Acrobat. There may be differences in other versions, but the concepts will be similar.

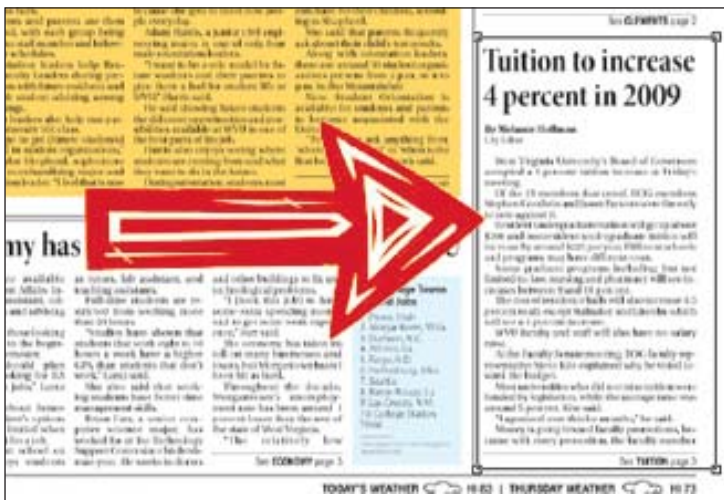


## STEP ONE

Open the page with the story to be cropped. In this example, the story starts on Page One and jumps to another page.

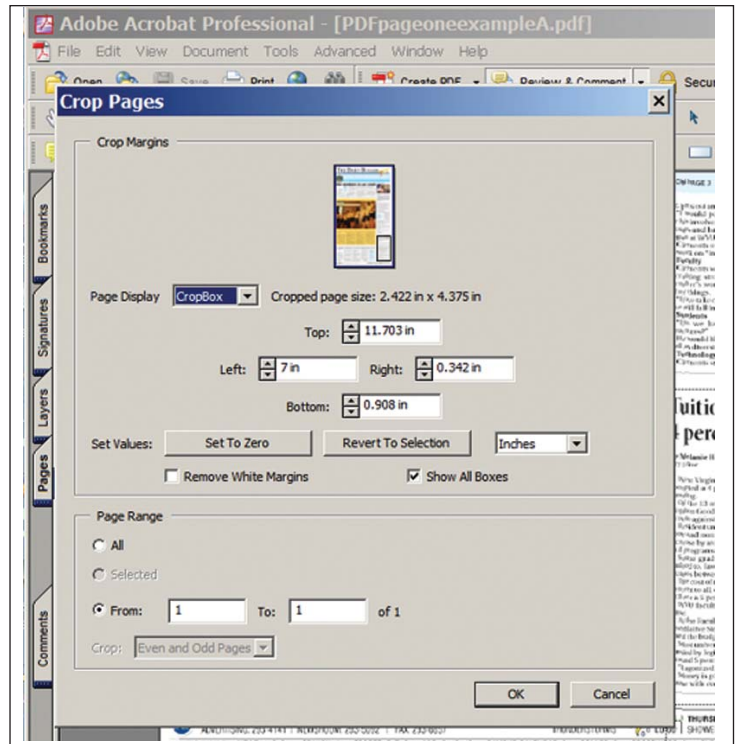
You can access the cropping tool a couple of ways. If you have set your Acrobat to display the editing tools on a tool bar, you'll find an icon on the tool bar (circled in red at right).

If not, go to the Menu bar > Tools > Advanced Editing > Crop Tool.



## STEP TWO

Use the cropping tool to draw a box around the story you want to enter in the contest. Double click on the box.




## STEP THREE

A dialogue box should open. Unless you want to make some changes, just go ahead and hit the "OK" button.

## STEP FOUR

You now have a cropped story. Save the new file.

If this file included the entire story, your work is done! However, if the story jumps or there is another part elsewhere in the paper, your work is not yet done.

 While the BNC system allows multiple uploads for one entry, you can also merge files into one file, making it easier for the judge to view your entire entry without downloading more than one file.

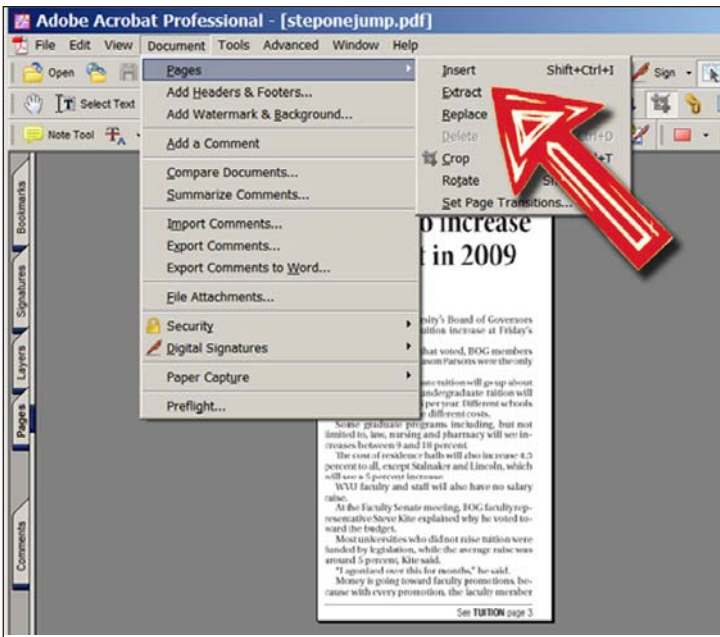
Open the jump page separately. Follow the instructions above to crop the jump story.

Once cropped, save this file under a different name.



## Don't make them wait

Each entry uploaded to the BNC allows up to three digital files. Each file must be under **5 MB** to be accepted by the system. Fewer files and smaller files mean judges aren't waiting around to download your entries. When possible merge files into one file (e.g. three columns in one PDF file). Also when art isn't primary to what is being judged, lower the dpi resolution of the PDFs. They will be viewed on computer monitors with resolutions around 72 dpi.

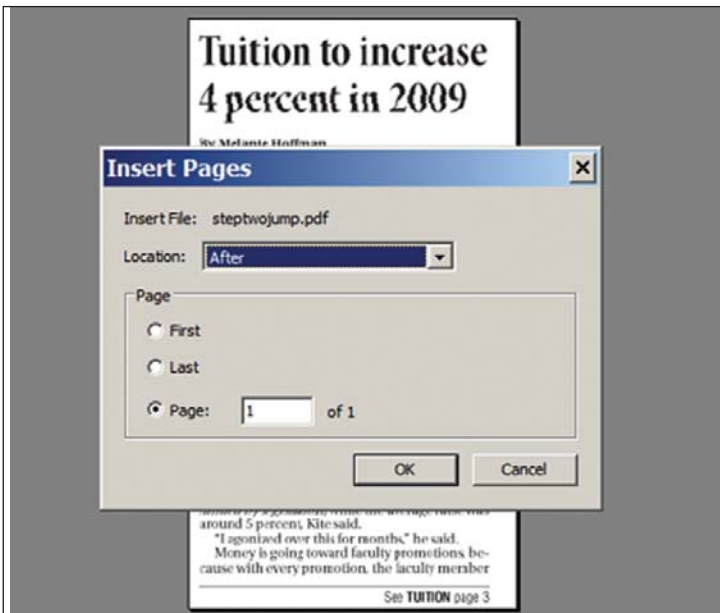


## STEP FIVE

Open the first saved crop file.

Go to the Menu Bar > Document > Pages > Insert.

This will open up a dialogue box for you to search for the second saved file.



## STEP SIX

Once you select the file to be added, another dialogue box will open, asking where you want the file inserted.

Hit OK.

You've now merged the files.

# Contest Rules

1. The deadline for ALL uploaded entries is 11:59 p.m. EDT, Oct. 4, 2011. All mailed entries must be post-marked/dated on or before Oct. 4.
2. Membership dues for your newspaper must be paid by Oct. 3 in order to be eligible to enter the contest
3. Submit all entries online unless otherwise noted. For entries that must be mailed please follow the instructions on page 3.
4. All story entries, including columns, must be submitted as cropped clips, not whole pages, unless specifically called for in the category description
5. To aid the judges, in the photography category if there is more than one photograph on the page, indicate what photos are in competition by adding an arrow pointing at, but not on, those photos.
6. Each newspaper must submit a printed copy of your Manage Entries page from the online system with their payment, the Payment Form and any mailed entries. Please keep a copy for your own records as well.
7. All entries must have been published between Oct. 1, 2010, and Sept. 30, 2011.
8. All mailed entries from a single newspaper must be submitted at one time in one package.
9. The entry fee for each individual entry you submit is \$7. Checks should be made payable to the North Carolina Press Association and mailed in compliance with the entry deadline.
10. All entries submitted must be from newspapers that are members of the North Carolina Press Association. Entries may not be submitted from sister publications unless they are also members of NCPA.
11. Mailed/shipped entries require that you upload one front page image from the section being entered to the BNC system.

# Handy Guide to the Category Icons



**UPLOAD FILES**

Digital files must be uploaded to the BNC contest system for this category.



**MAIL ENTRY**

Some categories that involve full sections must be shipped instead of uploaded. However, the entry information must be input into the BNC system.



**UPLOAD ONE FRONT PAGE OF SECTION**

For those categories that require shipping, upload one page (front of the section being entered) to the contest system.



**SUBMIT URL**

Make sure you input the proper URL for any online entry. Provide user name and password if necessary to access entry.



**CROPPED CLIPS ONLY**

Applies to story and column entries. Do not submit full pages, only the stories and columns to be judged.



**FULL SECTION/ EDITION**

Indicates that the category requires the submission of either entire printed editions when designated or entire printed sections for categories such as Sports Coverage.



**TEARSHEET REQUIRED**

Refers to a full-page digital file, not a printed tearsheet to be shipped. These are to be uploaded to the BNC system.



**SUBMIT PRINT WITH TEARSHEET**

Refers to a digital photo (such as a JPG), not a physical print. Photo file must be cropped as published in the newspaper. Upload both the full-page file and the photo file(s) to the BNC system.



**ATTACH LETTER/ DESCRIPTION**

Should either be a PDF or in a word processing format that may be opened with a variety of programs. Only attach these files where this icon appears. The attachment will be removed from any other category.



**CONSECUTIVE DATES REQUIRED**

**Dailies:** Refers to publishing days. For example, if you publish on Saturdays, but not Sundays, Monday would be a consecutive day for this contest. *Note: in the Feature Section category this rule applies to all feature sections, regardless of whether the section's name changes each day. For instance, if you have a Food section on Wednesdays followed by a Family section on Thursdays, those are consecutive publication days. The following Wednesday's Food section is not considered "consecutive."*

**Communities:** Unless the written description for the category specifically states consecutive editions, any two dates within one of the contest months is allowed.



**ONE ENTRY PER PAPER**

Only one entry per newspaper is allowed in this category.



**2 ENTRIES PER PERSON**

Be sure to check the general instructions for information on stories with multiple bylines and how it applies to these limits.



**ONE ENTRY PER PERSON**



**3 ITEMS REQUIRED PER ENTRY**

Categories such as Serious Columns require three columns written by the same person. These columns make up one entry and must be uploaded together.



**2 ITEMS REQUIRED PER ENTRY**

Categories such as Sports Coverage require two separate sections to make up a single entry and uploaded together.

# Community Categories



## 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.



**NEW RULE:** A maximum of 5 stories may be submitted per entry in this category.



## 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 provide specific URLs for all postings, and include a user name and password in the comment box for the entry if your site is subscription only. Entrants are responsible for Web availability of entries between the deadline date and the following three months. Incorrect URLs will NOT be judged. **Verify that the URL you enter works, and that it will be "live" for at least three months.** If your story is unavailable via your website by the contest deadline, you may submit pdfs of screenshots. 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 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.



## 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.



## 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. Cropped clips only unless story fills entire page.



## 6 ARTS & ENTERTAINMENT REPORTING

Any single article or series of articles (not reviews or criticism) on any single local or regional arts or entertainment subject is eligible. Judging will be based on quality of writing, timeliness, impact and community interest.



## 7 EDUCATION REPORTING

Any single article or series of articles (hard news, feature articles or editorials) on any single education subject is eligible. Judging will be based on quality of writing, timeliness, impact and community interest. Coverage may include pre-school through Community College (including home schooling), but no state or private universities or colleges.



## 8 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.



## 9 INVESTIGATIVE REPORTING

A single article, or series, based on extensive investigation of an event or issue. **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. *Entries without a statement will be disqualified.*



## 10 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.



## 11 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.



# Community Categories



## 12 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 may be submitted.



**PICTURE THIS:** In photo categories, make it easy on the judges! Add an arrow pointing at, but not on, the picture(s) to be judged.

## 18 BEST MULTIMEDIA PROJECT

Overall work on a news story that is presented using multiple forms of media, including, but not necessarily, 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 provide specific URLs for all postings, and include a user name and password in the comment box for the entry if your site is subscription only.

**Entrants are responsible for Web availability of entries between the deadline date and the following three months.** Incorrect URLs will NOT be judged. Please verify that the URL you enter works, and that it will be 'live' for at least three months.



## 13 PHOTOGRAPHY, FEATURE

A single picture or a series of pictures on the same subject published in one issue, excluding sports. Photos on section covers may be submitted.



## 14 SPORTS FEATURE PHOTO

A single picture or a series of pictures on the same sports-related subject published in one issue. Photos on section covers may be submitted.



## 15 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.



## 16 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.



## 17 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. Please provide specific URLs for all postings, and include a user name and password in the comment box for the entry if your site is subscription only. **Entrants are responsible for Web availability of entries between the deadline date and the following three months.** Incorrect URLs will NOT be judged. Verify that the URL you enter works, and that it will be "live" for at least three months



## 19 EDITORIALS

Three editorials (no more, no fewer) from the same writer. Judging will be based on general excellence of writing and clarity of thinking. Include all three editorials in one entry.



**TWO TO TANGO, BUT THREE TO ENTER:** In the editorial and column categories, three separate articles make up one entry. Upload all three as separate PDFs, or, even better, merge the three columns into one PDF!

## 20 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.



## 21 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.



## 22 SPORTS COLUMNS

Three columns (no more, no fewer) from the same writer. Competition is open to any writer whose column regularly appears on the sports page of the newspaper. Criteria shall include writing quality and the writer's ability to uplift, inform or entertain.



# Community Categories



## 23 HEADLINE WRITING

Three headlines highlighting your best work. Submit full-page files with each headline clearly marked. Judging will be based on accuracy, cleverness, creativity, impact, originality and the ability to grab the attention of the reader.



## 24 EDITORIAL PAGE

Entry consists of three editorial pages in their entirety. May be submitted from newspapers published in either **December 2010** or **May 2011**. Judging will be based on writing, clarity of thinking, layout, variety and local impact of this page. Judges will consider ONLY locally generated content.



## 25 GENERAL EXCELLENCE FOR NEWSPAPER WEBSITES

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. Provide specific URL and include a user name and password in the comment box for the entry if your site is subscription only.



**SHIP, BUT FILL OUT THE ONLINE FORM:** While full section/full edition categories require printed copies mailed, shipped or hand-delivered, you still must complete the entry form on the BNC website. If it's not in the contest database, it won't be judged. And don't forget to upload a front page.

## 26 GENERAL EXCELLENCE

The complete papers for any two consecutive issues (publication days) published in either **October 2010** or **April 2011**, 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.

### DATES MATTER:

Carefully check the required months for full-section categories. Wrong dates will be disqualified!



## 27 APPEARANCE AND DESIGN

The complete papers for any two consecutive issues (publication days) published in either **February 2011** or **June 2011**, 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.



## 28 SPORTS COVERAGE

The sports section of any two consecutive issues (publication days) published in either **November 2010** or **March 2011**, but not both months. Judging will be based on overall coverage.

### SPECIALTY

papers may not enter in categories displaying this icon.



## 29 USE OF PHOTOGRAPHS

Enter two issues published in either **December 2010** or **August 2011**. Judging will be based on the best use of local news pictures. Submit entire papers.



## 30 NEWS COVERAGE

Enter two issues published in either **January 2011** or **June 2011**. Judging will be based on the community-wide importance of the news covered, timeliness, quality of reporting and writing and impact of the headlines and leads. Submit entire papers.



## 31 BEST COMMUNITY COVERAGE **NEW CATEGORY!**

This category recognizes what only great community newspapers do – reporting news that matters locally to readers and chronicles the essence of their community. Judges will evaluate:

- \* Coverage of local schools and education issues;
- \* Coverage of human events, people, places, festivals, celebrations, reunions, things affecting community life, reflections of character of the community;
- \* Coverage of all aspects of local health and medical care;
- \* Coverage of the arts including music, theater/drama, art and dance in your community;
- \* Coverage of religion in the community;
- \* Coverage of community history and retrospectives

Enter two entire issues published in either **November 2010** or **May 2011**, but not both.



# Community Categories

UPLOAD FILES	MAIL ENTRY	UPLOAD ONE FRONT PAGE OF SECTION	SUBMIT URL	CROPPED CLIPS ONLY	FULL SECTION/ EDITION	TEARSHEET REQUIRED	SUBMIT PRINT WITH TEARSHEET
ATTACH LETTER/ DESCRIPTION	CONSECUTIVE ISSUES REQUIRED	ONE ENTRY PER PAPER	2 ENTRIES PER PERSON	ONE ENTRY PER PERSON	3 ITEMS REQUIRED PER ENTRY	2 ITEMS REQUIRED PER ENTRY	

**THREE ENTRIES PER PAPER:** Newspapers may submit up to three entries each in the Special Section and Best Niche Publication categories. Do not combine multiple sections. Each publication is a separate entry. Package them separately.

## 32 SPECIAL SECTION

Entry consists of one full copy of a special section published by and included in the general run of the 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.



## 33 BEST NICHE PUBLICATION **NEW CATEGORY!**

Any member publication designed to target a specific audience, not necessarily distributed in a newspaper but published by a newspaper and distributed to a target audience. May be printed on glossy paper or newsprint. You **must include** a notarized proof of publication that states the run date.



## 34 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.



**ONE FOR ALL:**  
Entries from all three Community divisions and the Speciality division are judged together in one competition.

# Specialty Division Categories

Member newspapers considered to be in the Specialty Division (as defined on Page 3) compete separately from the Community Division newspapers in the categories below. Specialties may not compete in both Category 26 and Category 26S. They may only compete in 26S. The same goes for categories 27 and 33.

**Specialty Division papers are not allowed to enter categories 28-31.**

## 26 GENERAL EXCELLENCE

The complete papers for any two consecutive issues (publication days) published in either **January 2011** or **May 2011**, 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.



## 27 APPEARANCE AND DESIGN

The complete papers for any two consecutive issues (publication days) published in either **December 2010** or **July 2011**, 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.



## 33 SPECIAL SECTION

Entry consists of one full copy of a special section published by and included in the general run of the 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.



# Special Awards

## COMMUNITY SERVICE AWARD

In recognition of outstanding service rendered by a community newspaper to its local community. The entry may include news stories, features, editorials, photographs, etc. Materials must be submitted together in a manila folder or a three-ring binder. **A cover letter** should be included to explain the origin of the project, any major difficulties encountered, and the results obtained. *Also include one follow-up story showing how the project/series impacted the community.* No more than one entry per newspaper.



## HENRY LEE WEATHERS FREEDOM OF INFORMATION AWARD

This award was created through a generous donation by the family of Henry Lee Weathers, former owner/publisher of The Star in Shelby, and NCPA president 1981-82, to honor journalists or newspapers for exceptional work in advancing or upholding the cause of open government and freedom of information. It also recognizes excellence in reporting about access to government-held information or the First Amendment.



**NOTE:** *This is NOT an investigative reporting category; entries must be about the freedom of information, limitations of such laws and/or the process of enforcing open-access laws.* Entries must NOT be investigative stories or series based on information obtained under the law. Such entries will be disqualified.

### HOW TO ENTER

Entries must have been published between Oct. 1, 2010, and Sept. 30, 2011. Entries must relate directly to sunshine laws, the Freedom of Information Act, or the First Amendment, including access to public records, government meetings, court records and proceedings, censorship or secrecy in government. Entries can be comprised of a story, series, editorials or special projects. Please attach a letter to your entry summarizing obstacles encountered in obtaining access, how the issues were resolved, why the information is of significant concern to readers. Please include any supporting materials that document the issue tackled and any results the work has achieved locally or on a public policy or legislative platform. Cropped clippings should be entered, not whole newspaper pages.

### NEWSPAPER DIVISIONS

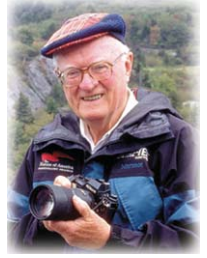
One first place award will be given in each of the following divisions:

- Newspapers with circulation over 20,000
- Newspapers with circulation below 20,000.



## HUGH MORTON PHOTOGRAPHER OF THE YEAR AWARD

This award, sponsored by The High Country Media Group, honors the late Hugh Morton, owner of Grandfather Mountain, but best known for his passion for photography. He helped to start the N.C. Press Photographers Association and the Southern Short Course in News Photography. Morton's pictures appeared in Time, Life and National Geographic magazines, and in countless newspapers.



The award recognizes a photographer's body of work for the contest year. Judging of the portfolio will take into account the content and composition of the photographs, as well as their technical quality and story-telling impact. Cropped photos are eligible. Digitally or otherwise enhanced or altered photos are not eligible. Minor adjustments, including slight contrast or color adjustments are acceptable.

### HOW TO ENTER

An entry consists of **10 photographs** that must have run in the newspaper, taken by the same photographer during the contest year, Oct. 1, 2010, to Sept. 30, 2011. Submit:

- 10 8X10-inch prints
- The full tearsheet on which the photograph ran, and
- A single CD with TIF or JPG files of each photo.

### NEWSPAPER DIVISIONS

One award will be given in two divisions: Community Newspapers and Daily Newspapers.



**THE CD:** *Images on the CD must be cropped as printed in the newspaper.*

## MEDIA AND THE LAW AWARDS OF EXCELLENCE

Media and the Law Awards Competition is sponsored by the North Carolina Bar Association to recognize outstanding legal reporting. Judges will be looking for insightful coverage of law-related topics that foster greater public understanding of the legal system and the role of lawyers in today's society. Stories published by North Carolina-based newspapers between Oct. 1, 2010, and Sept. 30, 2011, are eligible to compete.



Cropped clippings should be entered, not whole newspaper pages. Depending on the number and quality of entries, awards may or may not be presented in each category.

Newspapers compete in one of two divisions:

- Daily newspapers
- Non-daily newspapers



# Special Awards

## DUKE UNIVERSITY/GREEN-ROSSITER AWARD FOR DISTINGUISHED NEWSPAPER WORK IN HIGHER EDUCATION

This award is sponsored by Duke University in cooperation with NCPA. The basis for the award is coverage of higher education through editorials, news or feature articles, photos or cartoons, or any combination thereof. Each entry must consist of **no more than five articles**, of which only one can be a series. No more than one entry per newspaper.



## DUKE DIVINITY SCHOOL AWARDS FOR EXCELLENCE IN RELIGION REPORTING

These awards are sponsored by the Duke University Divinity School in cooperation with NCPA. The basis for these awards is outstanding coverage of religion, faith and/or spirituality issues and the clarity of explanation to a secular audience through editorials, news or feature articles, photos or cartoons, or any combination thereof. Each entry must consist of **no more than five articles**, of which only one can be a series. No more than one entry per newspaper. Two awards will be presented, one for daily newspapers and one for community newspapers.



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# William C. Lassister First Amendment Award

### Past Recipients

1988	Congressman Cass Ballenger
1989	Rep. George Miller
1990	Elmer Oettinger N.C. Institute of Government
1991	The Hon. James H. Pou Bailey Retired Senior Resident Judge 10th Judicial District
1992	Sharon Pennell Journalism Professor, ASU Member, Caldwell County Board of Education
1993	Senator Marc Basnight
1994	Dr. Gene Lanier East Carolina University
1995	Franz Holsher Gastonia City Council
1996	Dr. Margaret Blanchard, UNC-CH School of Journalism & Mass Communication
1997	Mayor Tom Gwyn, Elkin, N.C.
1998	Sen. Roy Cooper
1999	Sen. David Hoyle
2000	Attorney Jon Buchan
2001	Rep. Robert Grady
2002	Rep. Jennifer Weiss
2003	Hugh Stevens, NCPA Counsel Emeritus
2004	The Hon. Wanda G. Bryant N.C. Court of Appeals
2005	Mark Swanger, Haywood County Commissioner
2006	Bob Hall, Democracy North Carolina
2007	Joe Sinsheimer, The Sinsheimer Group
2008	Tom McClure, Jim Rowell and Eldridge Painter of Jackson County
2010	Professor Cathy Packer, UNC Chapel Hill, School of Journalism & Mass Communication

The William C. Lassister First Amendment Award is **given to a citizen** – not a member of North Carolina Press Association – who has worked to keep government open and accessible to citizens and the press, and who actively defends the principles of the First Amendment and the public's right to know.

Their contribution may come from any field such as business, government, education, research, science, art or literature.

NCPA members are invited and urged to nominate candidates. The winner will be chosen by a special committee of the NCPA board of directors.

Nominations must include the nominee's name, address, phone number, occupation, and a brief biographical sketch. Please list ways the nominee has contributed to promoting freedom of the press, open government and the public's right to know, as well as papers or articles published, speeches made, public positions taken or any other specific instances of contributions.

The name of the person or paper making the nomination also must be submitted; no anonymous nominations are accepted.

Nominations may be emailed to [beth@ncpress.com](mailto:beth@ncpress.com).

Or you may mail your nomination to:

Beth Grace  
North Carolina Press Association  
5171 Glenwood Ave., Suite 364  
Raleigh, NC 27612

*There are no entry fees associated with this award.*

Nominations are due by Oct. 4, 2011.

Questions? Call Beth Grace at (919) 789-2090 or e-mail [beth@ncpress.com](mailto:beth@ncpress.com)



# Frequently Asked Questions

## Do I need to cross out my bylines or the headline?

No.

## How many times may I enter in each category?

Please see the list of categories for your division, as some categories allow one entry per person and some allow two per person. Check the icons with each category. Make sure you follow these rules or your entries will be disqualified. Also review the rules on Page 4 on how multiple-byline entries affect individuals.



## Can the same item be entered in different categories?

In most all cases the answer is NO. A photo or story may only be entered once and only in one Division. This does not mean that an individual photo or story entered in one category may not be a part of a full-section entry, such as General Excellence or Appearance & Design. *There are also exceptions for the following awards:* Best Multimedia Project, 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.

## Must the dateline appear on the entry?

Full-page and full section entries will have the dateline already. There is no need to add a dateline to cropped clips. However remember that the correct date of publication must be entered into the BNC system. Entries with incorrect dates listed will be disqualified, so double check what you've typed.

## Can a series that was re-packaged into a stand-alone product be entered?

Yes, as long as the original material was published within the contest year and the re-packaged product was also published in the contest year.

## Must Internet entries be live to the public for 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. (See category descriptions on the exception to this in the Online Breaking News contest.) You should provide a direct URL for judges to use and a user name and password if required. Enter the details in the comment box on the contest entry page. If the judges cannot access or find your entry, it will be disqualified.

## What file formats are accepted for uploading?

File types are PDF, JPG, GIF, and PNG - so, if for some reason you don't have a pdf of the tearsheet you wish to submit, snap a photo and submit the resulting photo file.

## How do I know what I've already uploaded?

### How do I make changes?

After you log in, you should see a screen with a list of the entries you've already uploaded. "Label" displays a breakdown of your entry. "Edit" allows you to change the information on the form you filled out for that particular entry. "Disable" will remove your entry from the judge's view. You may also delete the entry. If you click on the image of the paper clip, you will see the file you uploaded.

## How can I make my PDF files smaller?

Most newspaper PDFs include high-resolution grayscale or CMYK images for printing. However, PDF contest entries will be viewed and judged on a computer monitor, which displays at low resolution (72-96dpi) in RGB color. Changes in the resolution and color mode of images are the most effective ways to reduce file size without sacrificing quality.

1. **Resolution.** In PDFs, text is always clear regardless of resolution: resolution relates only to photos and rasterized graphics. Reducing resolution by half reduces image file size by 75%. The recommended maximum resolution of 96dpi can be enforced by Distiller settings.

2. **Color mode.** Converting from CMYK to RGB color will reduce image file size by another 25%. This color conversion can again be enforced by Distiller settings.

If you reduce image resolution and/or convert color mode in your entry PDFs with a PDF editor (e.g., Enfocus Pitstop or Quite A Box Of Tricks) or use the native profiling/editing tools in Acrobat 6 or later, YOU WILL NOT GAIN THE EXPECTED REDUCTION IN FILE SIZE unless you redistill the PDF afterward.

## What is the most efficient way to collect entry files?

**Collect** copies of all PDF files that contain entry-related pages into one place. These may be full-issue, full-section, or individual-page PDFs that you sent to your printer or that you saved from your page layout program for other reasons. The sizes, resolutions, color modes, and other characteristics of those PDF files can be ignored at this point.

**Extract** entry-related pages from any multi-page PDFs, or delete non-entry pages. Giving each resulting file a clearly descriptive name.

**Combine** into a single PDF file the pages that comprise each entry. Instructions for extracting and combining PDFs are provided below.

**Distill.** Once you've created all your entry PDFs, redistill each one as explained above to reduce it to the smallest practical size. It is not productive to try to reduce the sizes of individual files before combining them into complete entries. Like all changes, combining pages can increase overall PDF file size.

## How do I extract pages from full-issue or full-section PDF?

In Acrobat, open the PDF file, then choose "Extract Pages..." from the Document menu and follow the instructions. This will allow you to save individual or sequential pages in separate files anywhere on your system.

## How do I combine PDF pages or files into a single entry?

Open the PDF file that is to appear first in the entry, choose "Save As..." from the File menu, and save that file with the name you'd like to give the final PDF entry. Choose "Insert Pages..." from the Document menu, choose the file that is to appear next in the entry, then specify where that file should be inserted. When all insertions have been made, save and close the PDF file. You'll need to redistill the final PDFs.

## How will NCPA prevent fraud?

We prefer to trust our member publishers not to submit embellished or edited entries. However, NCPA members have pointed out that electronic contest entries will not necessarily represent published pages because they can be changed before submission. It is true that ads and articles can be re-edited, photos can be retouched or replaced, and page layouts can be changed. However, major deception probably would be noticed, if only because winning PDFs will be available to NCPA members. If fraud is suspected with any entries, a full investigation will follow.



## What if my info is wrong or my paper is not listed?

We have worked very hard to make sure the divisions of each paper are as accurate as possible, however if you note that your division is listed incorrectly, DO NOT PANIC, simply call Holly Johnson at 919-789-2093 or e-mail Holly@ncpress.com and it will be fixed A.S.A.P! If Holly is unavailable, you may email john@ncpress.com. If you can't find your paper listed at all, please follow the same steps and call or e-mail Holly.

## Where can I get more help for anything I can't find here?

**Call:** NCPA headquarters at 919-789-2093

**Email:** holly@ncpress.com or john@ncpress.com

**Blog:** Post questions through the comment function at <http://bloggin-gonthecontest.blogspot.com/>

THE NORTH  
CAROLINA  
PRESS  
ASSOCIATION

# NEWS, EDITORIAL & PHOTOJOURNALISM CONTEST **2011**

## Payment Form



Complete this form and send it to **NCPA Editorial Contest, 5171 Glenwood Avenue, Suite 364, Raleigh, NC 27612.**

Payment must be received or postmarked by **OCT. 4, 2011.**

Newspaper: \_\_\_\_\_ City \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Email: \_\_\_\_\_

Number of entries \_\_\_\_\_ x \$7 =

Make checks payable to: North Carolina Press Association

**IF PAYING BY CREDIT CARD**, complete the following information:

\_\_\_\_ Master Card      \_\_\_\_ Visa      \_\_\_\_ American Express

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Print Name of Signer: \_\_\_\_\_

Fax: 919-787-5302      Email: holly@ncpress.com