

**2018 Missouri Press Foundation Better Newspaper Contest
General Rules & Categories**

The 2018 Missouri Press Contest will be conducted online with procedures similar to the 2017 contest. The process is easy and should not discourage any newspapers from entering the contest. You will upload files (or links to bulky entries) to the contest template, and the judges will judge them online. (Hard copies of entries in General Excellence and Best Overall Design — Categories 1 and 2 — will be mailed to Missouri Press.)

Upload entries in any of these formats: PDF, DOC, JPG, GIF, PNG. NOTE: When an entry consists of more than one file, please combine them into a single file for uploading to the template, so the judge has to open only one file to see the entire entry. (Separate PDF files can be combine easily into a single file.)

Deadline: Entries must be uploaded to the contest template by 11 p.m. March 31. (The template will close automatically at midnight Eastern Time on March 31, hence the 11 p.m. closing time for Missouri.)

Mailed entries in General Excellence and Best Overall Design must be postmarked by March 31. No entries with postmarks after March 31 will be accepted.

This year's contest has 45 Category numbers. Except for Categories 43 and 44, which have only one class, each Category has six Circulation Classes, three each for Weeklies and Dailies (DAILIES Classes: 0-5,000; 5,001-15,000; 15,001 and over. WEEKLIES Classes: 0-2,000; 2,001-5,000; 5,001 and over).

Category 45 is a special category for coverage related to the Aug. 21, 2017 Great American Eclipse. Entries will be divided between weeklies and dailies, with no divisions for circulation size. Awards will be presented for first, second, third and honorable mention.

No points toward the Gold Cup will be awarded from Category 45.

The "Photo of the Year" award will continue for the 2018 contest. This is not a separate category and entries will not be accepted for the award. The award will be chosen from all first place photo category winners, including news, sports and feature photos. In addition to the special designation provided by the photo of the year award, the photo could also be featured in MPA materials, including the annual newspaper directory and the monthly Missouri Press News.

1. Newspapers must be ACTIVE, ACTIVE ONLINE, or FRIENDS OF members of Missouri Press Association to enter the contest.
2. Entries must have been published predominantly during 2017, but if an entry is a series or an on-going story and coverage includes content from 2016 or 2018, that content may be included.
3. Work must have been done by full- or part-time members of the newspaper staff. The same work may be entered in more than one category. Work done by third parties may be entered, but that work must have been done *exclusively* for the newspaper entering the material.
4. Mailed entries should be shipped to: BNC: Mo. Press Foundation, 802 Locust St., Columbia,

MO 65201.

5. The entry fee is \$7 per entry. You may call Missouri Press and provide credit card information (573-449-4167) or send a check payable to the Missouri Press Foundation.

You may also pay on Missouri Press Association's website store. An item has been added to the store at a cost of \$7 (the cost of a BNC entry). To use this method of payment, set the quantity of the item you purchase to your number of entries for the contest. Add the item with adjusted quantity to your cart and check out as normal.

The item on MPA's website store can be found here: mopress.com/product/better-newspaper-contest-entries/

6. Combination and group newspapers may submit separate entries in each category, but if the same content appears in more than one newspaper, only one paper may submit the content.

7. Upload entries to the template under your newspaper's name using the Code for your circulation class. You'll see the entry codes for each circulation class when you sign on to the contest template.

Missouri Press entered your newspaper into the contest template using the circulation number you provided for the 2017-2018 Newspaper Directory. Look in the Directory for your circulation number, and use the Code corresponding with that circulation to load your entries into the template. (DAILIES Classes: 0-5,000; 5,001-15,000; 15,001 and over. WEEKLIES Classes: 0-2,000; 2,001-5,000; 5,001 and over.)

8. If a class in a category receives two or fewer entries, those entries will be moved into the next larger class.

9. Unless otherwise noted in the category descriptions, all entries are full-pages. The dateline on the page proves publication date. Photos do not require full-pages. Entries should have 1-3-word titles that tell the judge precisely what material on the page is to be judged. The Title of a photo entry should include the date the photo was published, example: Car crash, 7-26-15; or Out at home, 4-15-15.

10. To mail entries in General Excellence and Overall Design, put the material for each category in a separate envelope or package, but do NOT seal the category package. Sealing packages creates unnecessary work for the judges who might have 30 entries in that category. Attach an entry label to the outside of each package and a matching label to the top of the entry inside the package. Attach the label to the top page only; do not staple or tape more than one page together. Judges should be able to open and examine the entry without tearing through staples or tape. **FILL OUT LABELS COMPLETELY AND NEATLY.** Box or bundle your category packages together and ship by March 31 to: BNC: Mo. Press Foundation, 802 Locust St., Columbia, MO 65201. **YOU ARE ENCOURAGED TO UPLOAD AND SHIP YOUR ENTRIES BEFORE THE DEADLINE.**

11. Judges will award and comment on first, second, third and, at their discretion, ONE honorable mention.

12. Gold Cups will be given to the newspapers that win the most points in each circulation class. Points will be awarded as follows:

General Excellence: 1st-12 points; 2nd-10 points; 3rd-8 points; HM-5 points
Community Service: 1st-10 points; 2nd-8 points; 3rd-6 points; HM-3 points
Investigative Reporting: 1st-10 points; 2nd-8 points; 3rd-6 points; HM-3 points
All Other Categories: 1st-6 points; 2nd-5 points; 3rd-4 points; HM-2 points

Detailed instructions for uploading your entries to the contest template will be provided when the template is open. If you have not yet done so, you are encouraged to begin gathering digital files of your entries now. You can submit your entries at any time after the template has been activated; you need not wait until the deadline to submit entries.

If you have questions, contact the MPA office in Columbia, (573) 449-4167, mbarba@socket.net or kwilliams@socket.net.

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NOTE: Entries should consist of one single file whenever possible. If a category calls for more than one piece, such as Best Front Page or Best Columnist, combine the pieces into a single file for uploading to the contest template. If your paper enters more than one entry in a category — say for columnists Smith and Jones — each entry should be a separate file. In other words, combine Smith's columns into one file to upload, but don't combine Smith's columns with Jones' columns.

CALL IF YOU HAVE A QUESTION: 573.449.4167.

01. GENERAL EXCELLENCE (mail entries)

Limit one entry. Award is made to the newspaper. Weeklies: Entry consists of 3 complete issues — 1 each from March and November and 1 issue of choice. Dailies: 3 issues (only 1 of the 3 can be a Sunday or weekend issue) — 1 each from April and October and 1 issue of choice.

Judging criteria: All 3 issues are to be judged as one body of work. Judge the newspaper on: Breadth of news coverage—20 points; Quality of writing—10 points; Advertising Design and Layout—10; General Layout—10; Use of Photos and Artwork—10; Editorial Page—10; Front Page—10; Sports Page—10; Headline Language—5; Treatment of Public Notices—5.

02. BEST OVERALL DESIGN (mail entries)

Limit one entry consisting of three issues. Award is made to the newspaper. An evaluation of the overall design of the entire newspaper. Weeklies: 1 issue each from January and December and 1 of your choice. Dailies: 1 issue each from August and November and 1 of choice (only 1 of the 3 can be a Sunday or weekend edition).

Judging criteria: All 3 issues are to be judged as one body of work. Judge this category on the *consistent quality* of layout and design of all 3 issues of the *entire newspaper*, including typography, photography/graphics, white space, all design elements.

03. BEST FRONT PAGE

Limit one entry consisting of three front pages. Award is made to the newspaper. Combine all 3 pages into a single file for uploading. Weeklies: 1 front page each from January, June and August. Dailies: 3 front pages from June.

Judging criteria: All 3 issues are to be judged as one body of work. *Design is a major element of this category, but not the only element.* Judge on the *consistent quality* of writing, layout, design, headlines, white space and other elements.

04. BEST BREAKING NEWS STORY

The judges will decide how well the material fits into “breaking news.” Entries may include sidebars. No more than 6 entries per newspaper; no more than 4 entries per person. For each entry, combine all content into a single file for uploading.

Judging criteria: Style and quality of writing and reporting on deadline.

05. BEST NEWS STORY

Entries may include sidebars. No more than 6 entries per newspaper; no more than 4 entries per person. Stories entered in the “Breaking News Story” category CANNOT also be entered in this category.

Judging criteria: Style and quality of writing and reporting.

06. BEST FEATURE STORY

Entries may include sidebars. No more than 6 entries per newspaper; no more than 4 entries per person.

Judging criteria: Quality of writing; interest and impact; subject and composition.

07. BEST NEWS OR FEATURE SERIES

A series of stories, including sidebars, on the same topic or with the same general theme, all in the same issue or in multiple issues. No more than 6 entries per newspaper; no more than 4 entries per person.

Judging criteria: Style and quality of writing and reporting; interest and impact; subject and presentation.

08. BEST EDITORIAL

Editorials only! Do not enter columns. Weeklies category is called the Tilghman Cloud Memorial Editorial. Each single editorial shall constitute an entry. Award is made to the newspaper, not to the writer. Limit 4 entries per newspaper.

Judging criteria: Significance; clarity of style; power to influence opinion; sound reasoning; writing quality.

09. BEST HUMOROUS COLUMNIST

10. BEST SERIOUS COLUMNIST

Do not enter Editorials! Columns must be regular features of the newspaper. One entry per writer in each category, Humorous and Serious. An entry consists of three columns. Weeklies: 2 columns from consecutive months and one of your choice. Dailies: 2 columns from the same month and one of choice.

Judging criteria: We’re looking for the best columnist, NOT the best single column. Judge consistent quality and style of writing in all 3 columns judged as a body of work; content, topic, effectiveness.

11. BEST NEWS PHOTOGRAPH

12. BEST FEATURE PHOTOGRAPH

13. BEST SPORTS PHOTOGRAPH (A game action photo showing a player or players making or failing to make plays. This is not a game or play reaction photo.)

14. BEST SPORTS FEATURE PHOTOGRAPH (NOTE: This is NOT a game action photo. It should be a sports related, human-interest photo. Game action photos should be entered in category 13, Best Sports Photograph) No more than 6 entries per newspaper per category; no more than 4 entries per person per category. Upload the JPG files or PDFs of the images. The Title of a photo entry should include the date the photo was published, example: Car crash, 7-

26-15; or Out at home, 4-15-15.

Judging criteria: Composition, cropping, impact.

15. BEST PHOTO ILLUSTRATION

Photo Illustrations are *staged or manipulated photographs* created to illustrate a story or ad. No more than 6 entries per newspaper; no more than 4 entries per person. Upload the JPG files or PDFs of the images. The Title of a photo entry should include the date the photo was published, example: Vegetable face, 7-26-15.

Judging criteria: Entries in this category are staged photos. Judge the concept, creativity, composition and impact. Disregard photos that should be in the News, Sports or Feature Photo category.

16. BEST PHOTO PACKAGE

Two or more photos relating to the same subject, on one or more pages. No more than 6 entries per newspaper; no more than 4 entries per person. Upload the entire pages, not individual photos.

Judging criteria: Quality of photographs; layout; story, headlines, captions.

17. COMMUNITY SERVICE

Submit projects — reporting, programs, activities, sponsorships, special events — that extend over and above the routine community service mission of the newspaper. The projects should have occurred substantially during the contest period. Limit of 2 entries per newspaper. Entries should convey the newspaper's activity and any public involvement or response generated by this community service. Awards go to the newspaper. (Enter Newspaper In Education projects in the NIE category.) Judging criteria: Importance of project, depth of research and reporting, involvement of the community, use of pictures and editorials, general appeal.

18. BEST EDITORIAL PAGES

One entry per newspaper consisting of pages from three issues. Award goes to the newspaper. Weeklies: Editorial pages from 1 issue each from April and September and 1 of choice. Dailies: 1 issue each from May and October and 1 of choice.

Judging criteria: All 3 issues are to be judged as one body of work. Power of original editorial matter; layout and design of pages; quality of content; informational value.

19. BEST SPORTS PAGES

One entry per newspaper. Award goes to the newspaper. Weeklies: Sports pages from 1 issue each in October and January and 1 issue of choice. Dailies: Pages from 1 issue each in November and January and 1 of choice (only 1 may be a Sunday or weekend issue).

Judging criteria: All 3 issues are to be judged as one body of work. Quality of writing; layout, design and photography; scope of content; headlines; local features and columns.

20. BEST SPORTS NEWS STORY OR PACKAGE

Entries may include sidebars. "Package" refers to stories and sidebars about the same subject that may appear in the same issue or in more than one issue. No more than 6 entries per newspaper; no more than 4 entries per person.

Judging criteria: Quality and style of writing.

21. BEST SPORTS FEATURE STORY

Entries may include sidebars. No more than 6 entries per newspaper; no more than 4 entries per person.

Judging criteria: Quality and style of writing.

22. BEST SPORTS COLUMNIST

An entry shall consist of three columns, two from consecutive months and one of choice. One entry per writer.

Judging criteria: We're looking for the *best columnist*, NOT the best single column. Judge consistent quality and style of writing in all 3 columns judged as a body of work.

23. BEST NEWS or FEATURE SPECIAL SECTION

Upload PDF or provide URL of complete special section. Limit of 4 entries per newspaper.

Judging criteria: Advertising can be considered in the Overall Quality of the special section, but this is not an advertising category. Judge content, cover design, overall quality.

24. BEST INVESTIGATIVE REPORTING

A story or series showing enterprise reporting beyond the routine. Limit 4 entries per newspaper.

Judging criteria: Enterprise and ingenuity in gathering information; quality and style of writing and reporting; local significance; use of headlines; treatment of the story relative to its importance.

25. BEST LOCAL BUSINESS COVERAGE

Limit one entry per newspaper of pages from three issues. Entry need not be "Business" pages. Award goes to the newspaper. Weeklies: Pages from any 3 issues in the period July through December. Dailies: Content from any 3 issues in April and May.

Judging criteria: All 3 issues are to be judged as one body of work. Consistent quality coverage of business news; features and columns; photos and artwork; presentation.

26. BEST BUSINESS STORY

Entries may include sidebars. No more than 6 entries per newspaper; no more than 4 entries per person.

Judging criteria: Quality of writing; lead; significance.

27. BEST COVERAGE OF GOVERNMENT

An entry consists of a story, series, editorials, analysis, photographs, etc., about the same topic related to government, such as a project, controversy, issue or election. Limit 2 entries. Awards go to the newspaper.

Judging criteria: Enterprise; quality coverage that goes beyond routine government reporting.

28. BEST COVERAGE OF RURAL LIFE OR AGRICULTURE

An entry consists of stories, editorials, analysis, photographs, etc., related to rural living or agriculture taken from three issues. Awards go to the newspaper. Weeklies: Content from 3 issues in the period April through September. Dailies: Content from 1 issue each in June and September and 1 issue of choice.

Judging criteria: Consistent, quality coverage of the topic.

29. BEST STORY ABOUT RURAL LIFE OR AGRICULTURE

Entries may include sidebars. No more than 6 entries per newspaper; no more than 4 entries per person.

Judging criteria: Quality of writing and reporting.

30. BEST STORY ABOUT RELIGION

Entries may include sidebars. No more than 6 entries per newspaper; no more than 4 entries per person.

Judging criteria: Quality of writing and reporting.

31. BEST STORY ABOUT EDUCATION

Entries may include sidebars. No more than 6 entries per newspaper; no more than 4 entries per person.

Judging criteria: Quality of writing and reporting.

32. BEST STORY ABOUT THE OUTDOORS

Entries may include sidebars. No more than 6 entries per newspaper; no more than 4 entries per person.

Judging criteria: Quality of writing and reporting.

33. BEST STORY ABOUT HISTORY

Entries may include sidebars. No more than 6 entries per newspaper; no more than 4 entries per person.

Judging criteria: Quality of writing and reporting.

34. BEST MILITARY STORY

Entries may include sidebars. No more than 6 entries per newspaper; no more than 4 entries per person.

Judging criteria: Quality of writing and reporting.

35. BEST PAGE DESIGN

Do not enter page 1A in this category. Any one page or story — other than page 1A — demonstrating creativity of layout and design. Up to 4 entries per paper. (If the design involves more than one page, all pages should be submitted.)

Judging criteria: Layout and design of page(s) or story other than page 1A, including all design elements.

36. BEST INFORMATION GRAPHIC

Maps, charts, diagrams or other freehand or computer-generated graphics used to provide, explain or clarify information. No more than 6 entries per newspaper; no more than 4 entries per person.

Judging criteria: Originality, craftsmanship, presentation of information, clarity of message of the graphic.

37. BEST EDITORIAL CARTOON

Submit full pages containing the cartoons. No more than 6 entries per newspaper; no more than 4 entries per person. Cartoons must have been created initially for the newspaper submitting the entry.

Judging criteria: Originality, presentation, clarity of message.

38. BEST NEWSPAPER IN EDUCATION PROJECT

Rather than the newspaper's NIE program for the year, entries consist of NIE projects or features. Limit 2 entries per newspaper. Entry may include a letter of explanation about the project or feature.

Judging criteria: Originality, creativity, presentation.

39. BEST ONLINE NEWSPAPER OR WEBSITE:

Submit the web address of your website. Provide a password to allow the judge to gain access to all areas of your website.

Judging criteria: ORIGINALITY, graphic appeal, ease of use, LOCAL content, advertising, overall utility.

40. BEST VIDEO

Submit links to original news or advertising video clips, including promotions of the newspaper, produced during the year. URLs may be provided for archived copies of the video clips, or you may upload videos to YouTube and provide links to them. Limit of 4 entries per newspaper.

Judging criteria: Quality, value and impact of video.

41. BEST HEADLINE WRITING

One entry per newspaper consisting of 5 headlines. Award goes to the newspaper. Weeklies & Dailies: 5 headlines of choice published during the year. Entries should be submitted with file names using key words of the headlines to be judged.

Judging criteria: All 5 headlines are to be *judged as a body of work* on accurate description of the story, word selection, creativity and overall impact.

42. BEST NEWS OR FEATURE OBITUARY

No more than 6 entries per newspaper; no more than 4 entries per person.

Judging criteria: Quality of writing and reporting.

43. MULTI-MEDIA REPORTING

One entry per newspaper. This can be a breaking news or a non-deadline subject. All content should be collected in one PDF document and uploaded through the contest template. Package may include links to or representative materials from coverage across platforms, including print, online, social media, mobile, video, audio, slideshows, music, etc.

Judging criteria: See category description. All content from a newspaper is a single entry.

Innovative use of original content in a variety of formats, reader interaction, ease of navigation and value to the reader.

44. MAGAZINE/ALTERNATIVE PUBLICATION

A publication that has a unique title and is distributed differently than the regular newspaper. Publications that are distributed as inserts are not eligible and should be entered in the special sections category (23). The product must be published at least quarterly. Include three editions for judging.

Judging criteria: Entries are judged as a body of work on quality of writing, design, creativity and overall impact.

45. THE GREAT AMERICAN ECLIPSE

One entry per newspaper. This can be any coverage related to the Aug. 21, 2017 eclipse, The Great American Eclipse, including print, online, social media, mobile, video, audio, slideshows, music, etc. Content must have been created initially for the newspaper submitting the entry.

Judging criteria: Entries are judged as a body of work on quality of writing, design, creativity and overall impact.

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