

2014

WEST VIRGINIA PRESS ASSOCIATION BNC EDITORIAL CONTEST



Contest Instructions

Below are directions for preparing and submitting entries. If you have questions, please contact the WVPA at 304-353-1161, or news@wvpress.org.

IMPORTANT: BetterBNC is optimized for Firefox for PC and Macintosh. Please have a recent version downloaded and installed for the best contest experience.

The deadline for all entries is March 28, 2014.

1. Log In

- a. Go to www.betterbnc.com.
- b. Click contestant login (upper left) or the appropriate Contestant Login button on the right side of the page.
- c. Select the appropriate contestant type:
 - i. If you are the single point of contact for your organization, select Contestant Manager. NOTE: Once you have submitted 2 entries, you will receive an email validating your Contestant Manager account, enabling you to create Authorized Entrant accounts to make entries on behalf of your organization.
 - ii. If you have received an email authorizing you to submit entries for your organization, select Authorized Entrant.
 - iii. If you are an individual submitting your own entries (including non-members and freelancers), select Open Call, then enter your email and password. If you haven't yet created an Open Call account, follow the on-screen instructions.
- d. Contestant Manager and Authorized Entrant only:
 - i. Select the appropriate Contest.
 - ii. Select the appropriate News Organization.
 - iii. (Authorized Entrant only) Enter your email address.
 - iv. Enter your temporary Password: `bnc` (lower case), and click Login. When you first log in, the system will prompt you to create a secure password and enter your contact information.

2. Submit Entries

- a. On the Manage Entries page, click Submit Entry (left side).
- b. Select the appropriate Division (grouping of categories).
- c. Select the appropriate Category.
- d. (If applicable) Read the corresponding Category Note (directly below the Category selection box), describing the category's requirements.
- e. Complete the Headline/Title field.
- f. Add entry content (may vary by category):
 - i. To upload digital file attachments (other than audio/video), click Browse, navigate to the desired file, and select Open. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. If more than one attachment is desired for this entry, click Attach More and repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit set by your contest administrator. Please try to keep file sizes under 5MB, to aid judges in accessing entry content. For larger files (between 5-50mb), you may upload your file(s) to a 3rd-party website such as www.issuu.com, and copy and paste the hosted item's web address into the Website URL field.
 - ii. To add web/audio/video content, copy and paste the content's web address into the provided Website URL field. To host your content online, either upload it to a free streaming content website (e.g. YouTube) or talk to your IT person about adding it to your paper's website. Make sure the content will be accessible online throughout the contest and awards process. Here are some examples of free streaming content websites where you can upload audio and video content:
Audio: www.kiwi6.com, www.tindeck.com
Video: www.youtube.com, www.vimeo.com

IMPORTANT: Please ensure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password info in the Comments section of your entry. Judges may disqualify your entry if work samples are inaccessible.

- iii. To create an entry for a mail-in, hardcopy-only category (e.g. tearsheets), DO NOT UPLOAD A FILE OR ADD WEBSITE URL CONTENT. Simply complete all other content fields.
- g. Add Credits for each person responsible for the entry content.
- h. Add Comments (if available), but keep them brief (e.g. 100 words).
- i. Click Submit.
- j. For hardcopy/mail-in entry categories, print and attach the entry label (which automatically appears after each entry is submitted) to each hardcopy item and follow contest shipping instructions (contact the contest administrator for more info).

3. Pay for Entries

- a. When all entries are submitted (but before the Entry Deadline), log in to your account's Manage Entries page.
- b. Click Calculate Entry Fee (middle right) and review your list of entries for accuracy.
- c. Scroll to the bottom of the list for your Entry Fee Subtotal (lower right).
- d. Make your check payable to WV Press Association.
- e. (Optional) Click the Print icon (upper right) to print your list of entries and fees.

Rules

1. The WVPA Better Newspaper Contest is limited to West Virginia newspapers of general interest circulation and qualified associate member newspapers. Only WVPA members in good standing are eligible. No others will be judged. Failure to comply with contest rules will result in automatic disqualification of entries.

2. A newspaper may compete in as many categories as desired. The same individual entry may be made in only ONE category. For example, the same piece may not be entered in Best Feature Story and Best Written News Story. However, any story, feature article, editorial, etc. may be entered in the appropriate category, even if it is contained in entries for Best Single Issue or Best Special Section. Judges may declare no contest if there are insufficient entries in a category.

3. Awards will be made by first, second, and third place. Honorable mentions may be awarded at the judges' discretion.

4. Winners of the General Excellence Awards will be determined by compiling points received for first, second, third place awards won in all other categories. (First place awards worth three points; Second place, two points; Third place, one point.) No points will be given for Honorable Mention and Photo of the Year.

5. The complete competition shall be under the supervision of the WVPA office. Decisions of the judges selected by WVPA must be regarded as final. All rights and privileges in the conducting of the competition, including cancellation for cause, shall be retained by the West Virginia Press Association Board of Directors.

6. Announcement of winners will be made at the annual WVPA convention, Aug. 9, 2014, at Canaan Valley Resort in Davis, WV. It is the hope of the contest committee that there will be increased participation on the part of member newspapers. To encourage this, the committee urges that entries for writing and photography awards be on an INDIVIDUAL rather than a newspaper basis. The winners of writing and photography awards will be listed on plaques and certificates as persons along with the name of the newspaper employing them. When there is more than one winner for first place, one plaque will be awarded to the paper listing all the names. Certificates will be issued to each person sharing in a first place award.

CONTEST PERIOD: All entries submitted must be from issues published from Jan. 1, 2013, through Dec. 31, 2013.

DEADLINE: Entries must be posted to the online site no later than March 28, 2014. There will be no extension of this deadline.

ENTRY FEE: There is a \$6 entry fee for each entry in each category entered. For example, a newspaper could submit 7 entries in the Best Feature Story category, 7 entries in the Best Column category and 7 entries in the Best Single Editorial category for a total entry fee of \$126. You may submit as many as 7 entries per category with some exceptions.

Because the WV Press Association operates the BNC based on circulation categories to ensure newspapers are competing against other newspapers of relatively equal resources and because the development of shared editorial, advertising and production staffs at some publications have brought that resource distinction into question, the WVPA Board of Directors voted to add the following regulations: Individuals may only compete in one circulation division; Stories, photos, advertisements and other related BNC submissions may only be entered in one division; publishers and editors in such shared-resource situations should make an effort to ensure that the submissions are made by the publication/staff most responsible for the work. Do not enter the same entry in more than one category. All entries must be the work of an employee of the paper, or paid correspondent.

Categories

NEW Circulation Divisions

Division I- Dailies - 16,001 and over

Division II- Dailies - 16,000 and under

Division III- Weeklies - 4,001 and over

Division IV- Weeklies - 4,000 and under

Circulation divisions will be based on the daily circulation number used when calculating WVPA annual dues. Dailies must compete with dailies and weeklies must compete with weeklies. Newspapers can opt to enter a larger circulation division. All of a newspaper's entries, in both advertising and editorial, must be entered into the same circulation division.

JUDGING CRITERIA:

- 1. BEST WRITTEN NEWS STORY:** (Deadline or spot news): Judges will consider the quality of writing and editing in the coverage of fast-breaking events. No feature stories or columns. Exclude coverage of governmental affairs.

- 2. IN-DEPTH OR INVESTIGATIVE REPORTING:** Judges will consider stories from the standpoint of the clarity of presentation of the material, breadth of material, quality of writing and the degree of professionalism in conducting the necessary research. No feature stories or columns. Please limit each entry to three (3) stories.

- 3. REPORTING OF GOVERNMENTAL AFFAIRS:** Judges will consider not only the quality of writing and overall professionalism, but also the ability of the reporters to put government affairs into meaningful perspective. No feature stories or columns. Please limit each entry to three (3) stories.

- 4. BEST HEADLINE NEWS:** Criteria includes accuracy, clarity, imagination (cleverness) and appropriateness to story. An entry shall consist of three headlines by an individual.

- 5. BEST COVERAGE OF LEGAL ISSUES/THE COURTS:** Judges will consider the quality of writing and editing of all stories. Submit entries about any civil or criminal court action or crime. Please limit each entry to three (3) stories.

- 6. BEST BUSINESS/LABOR COVERAGE:** Best news feature, in-depth story or commentary that puts into perspective a business or labor issue. Please limit each entry to three (3) stories.

- 7. BEST SINGLE EDITORIAL:** The editorial must be written by a member of the staff (full or part-time, on a regular paid basis) of the newspaper submitting the entry. Feature service writers, syndicated writers, guest columnists, etc. are not eligible. It must be a regular editorial, not a feature story or column.

- 8. BEST EDITORIAL PAGE:** One entry consists of editorial pages from three consecutive issues. Judging criteria will include local content, design, clarity of writing and service to the community. Please send no more than one entry.

- 9. BEST LIFESTYLES FEATURE WRITING:** Entries shall consist of an article that has appeared in a single issue of the newspaper in the feature section or another section of the newspaper. Columns are not eligible. Entries may include sidebar material appearing the same day of publication.

- 10. BEST NEWS FEATURE:** Entries submitted will be judged on originality and quality of writing. Articles must be tied to news.

11. BEST COLUMNIST: Columns must be regular features of the newspaper and must be original. No sports columns will be accepted. Only one entry per writer. Please attach writer's name if the columns are not by-lined.

12. BEST SPORTS SECTION: May be special section, regularly published magazine insert, series of sections or two or more pages in a regular issue devoted to special coverage or special topic. Judges will consider quality of design, writing and photography.

13. BEST SPORTS NEWS WRITING: Entries will be straight news coverage of sporting events or issues. If not by-lined, attach writer's name.

14. BEST SPORTS FEATURE WRITING: Entries will be sports feature articles. If not by-lined attach writer's name.

15. BEST SPORTS COLUMNIST: Columns must be regular features of the newspaper and must be original. Column must appear on sports page. Only one entry per writer. Please attach writer's name if the columns are not by-lined.

16. BEST SPORTS PAGE OR PAGES: Judges will consider make-up and general appearance, comprehensiveness of coverage, selection of material, local appeal and use of photographs and illustrations.

17. EXCELLENCE IN PHOTOGRAPHY: Entries include:

- A. News - an actual spot news, or general news event.
- B. Sports
- C. Feature - a subject in a novel or interesting perspective.
- D. Photo Essay. Grouping of three or more photos on same subject in one issue. One or more photographers may be represented.

• All entries must have been published.

• "WVPA Photo of the Year." There is no need to send entries for this award; the winner will be selected from the first-place winners in all photography categories, in all circulation divisions.

18. BEST FRONT PAGE: Judges will consider make-up and general appearance, comprehensiveness of the coverage, selection of material, local appeal and use of photographs and illustrations on the main page one. Please do not send the whole issue, just the front page.

19. BEST SINGLE ISSUES: Submit only two complete issues. Entries will be judged on appearance, quality of writing and editing of all pages. The judges will consider, among other things, the use of section front headlines and pictures, news and feature balance, coverage of sports, local news, lifestyle pages, editorial page and overall reader appeal.

20. BEST SPECIAL SECTION: May be special section, regularly published magazine insert, series of sections or two or more pages in a regular issue devoted to special coverage or special topic. Judges will consider quality of design, writing and photography. No sports sections please.

21. BEST LIFESTYLE PAGES: Judging will be on content and appearance of page or section.

22. BEST LIFESTYLE COLUMNIST: Columns must be regular features of the newspaper and must be original. Only one entry per writer. Specify writer's name if the columns are not by-lined.

23. BEST CARTOON DRAWING/GRAPHIC: May be editorial cartoons, drawings or graphics which accompany stories, which must be original work of the newspaper. All entries will be judged together, no consideration given for circulation. There will be two circulation divisions, one for dailies and one for weeklies.

24. BEST NEWSPAPER DESIGN: Judging will be on overall appearance, the effective use of graphics which are used to illustrate a story, effective use of general make-up, boxed stories, headlines and body type, use of photos, charts, tasteful use of color and advertising display. One entry consists of three issues. Only one entry per newspaper.

25. SERVICE TO THE COMMUNITY: In this category consideration will be given to the newspaper's contribution to the betterment of the community. The material can include any published materials that were a part of this effort. Entries should show special efforts outside the newspaper's daily routine coverage and efforts should show results. Submit one tearsheet for each article or one tearsheet for each article in the series. Consideration also will be given to the overall impact of the material. A letter of not more than 500 words giving background, results, role of newspaper, etc. MUST accompany the entry. (Last year some of the entries were discarded because letters were omitted.)

NEWSPAPER OF YEAR - No entries necessary. This award is based on total points earned in the advertising and editorial contests. Any newspaper that entered the 2014 WVPA Better Newspaper Contest and the WVPA Advertising Contest is eligible for the award.

Judging Criteria

The overall appearance, typography, design, copy writing quality, use and appropriateness of illustrations (including photos, graphics, artwork) shall be considered in all categories. Creativeness and originality will be given particular consideration. All entries will be judged in comparison only with other entries in the same category and the same circulation division.

Failure to comply with the rules of the contest shall result in automatic disqualification of entries, without entry fee refund.

**Deadline to
Submit Entries:
March 28, 2014**

**2014 Annual
Convention:
August 7-9, 2014**



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