



EDITORIAL



WEST VIRGINIA Press

General entry rules

Advertising entry rules and updated categories

Editorial entry rules and updated categories

2023 CONTEST RULES & INFO

West Virginia Press Association's Annual Contest

Deadline for submitting entries is **Monday, March 20, 2023**.

Step 1 — Acquire the Association Code from the WVPA. The code was included on the WVPA contest email you received or contact Don Smith at 304-342-1011. Register on the contest website — www.newspapercontest.com/Contests/WestVirginiaPressAssociation.aspx — using your email address. You will receive a confirmation email, which you will need to complete registration. Use the link above to register.

Step 2 — Login to the site. You will see a page showing any entries you have already submitted. Complete rules for both advertising and editorial contests are available above. Some browsers, such as Safari, will open the rules in a new window; others will require you to download the PDF file to your computer.

Step 3 — Click on the “Add New Entry” link.

Step 4 — On this page, select your newspaper name. A lot of your newspaper's information will autofill. If that information is incorrect, please call Don Smith at 304-342-1011. Your division has been pre-assigned. Fill in the preparer's name.

Step 5 — Select the contest class. There are drop-down menus for your convenience. This field will clear each time you save an entry, so you must select a class for each new entry. When you select the class, special instructions will appear below it.

Step 6 — If necessary, provide an explanation of your entry. The explanation/cutline box is limited to 3,000 characters. It's a good idea to write your explanation in another program, such as Word, and copy/paste into the explanation box. If a URL is required, fill in the URL box; there is no need to type “http://.” However, if your website has a paywall or requires a login and password, you will need to have your IT person create a contest login and password and provide it in the explanation box for each URL entry.

Step 7 — Include the name of the entry. If uploading full-page PDF files, it will be helpful if the entry name matches the editorial or advertising submission on the page so the judges can find it easily. If the judges cannot tell what is to be judged, the entry will be discarded without refund.

Step 8 — Include the name of the person or people who should be credited for any award. This is generally the ad staffer, writer, reporter, photographer, graphic artist, cartoonist, etc. It is not necessarily the name of the person submitting the entry nor the person picking up the award at the convention.

Step 9 — Add your file or files. You can drag and drop files or use the “Add files” button to navigate your files. Generally, files should be in PDF format except photos, which should be in high-resolution JPG format. Other files and URLs may be acceptable as noted in the special instructions. Upload as many files as are necessary to complete your entry but refer to the special instructions for any limitations. Again, if your website has a paywall or requires a login and password, you will need to have your IT person create a contest login and password and provide it in the explanation box for each URL entry.

Step 10 — When you have completed your submission, click the “Save” button. If you click the “Back to list” button, you will lose the entry you just completed. After clicking “Save,” you will be directed back to the list of your entries.

Step 11 — To submit another entry, click “Add New Entry.” As long as you have not logged out of the system, your newspaper name will still be in place and you can simply start at Step 6 again. You may log out and log back in later to continue adding entries. You will need to select your newspaper name each time you log in.

Step 12 — If you are done submitting entries, please review the list. You may not change an entry, but you may delete an entry and resubmit it.

Step 13 — Complete the billing information. You may pay by check to the WVPA, 3422 Pennsylvania Ave., Charleston, W.Va. 25302, or by credit card by calling Betsy Miles at 304-342-1011.

WVPA Editorial Contest

EDITORIAL RULES

1. The West Virginia Press Association's Editorial Contest is limited to West Virginia newspapers of general interest circulation and qualified associate member publications. Only WVPA members in good standing are eligible. Failure to comply with contest rules will result in automatic disqualification of entries.
2. Awards will be presented in conjunction with the WVPA's annual Convention
3. Newspapers will compete in the contest against other newspapers in their circulation division: Division I: Dailies over 9,001 and over Division II: Dailies 9,000 and under Division III: Weeklies 3,001 and over Division IV: Weeklies 3,000 and under.

4. Circulation divisions will be based on the daily circulation number used when calculating WVPA annual dues and based on the WV Secretary of State's qualified newspaper report. Dailies will compete against dailies and weeklies will compete against weeklies. Newspapers can opt to enter a larger circulation division. All a newspaper's entries, in both advertising and editorial, must be entered into the same circulation division and under the same newspaper name. Editors and Advertising Directors should coordinate the entry division.
5. In the case of morning and afternoon newspapers in the same city and under common ownership or in joint operating agreements, combined circulation determines the division, and the advertising entries are considered the product of both newspapers. Note: All a newspaper's entries, in both advertising and editorial, must be entered into the same circulation division.
6. Fee: \$6 per entry; must accompany entry. Limit on entries: seven (7) for any one category.
7. Entries using a URL will need to include a login and password if the website has a paywall. Include the login and password and provide it in the explanation box for each URL entry. All entries, including special sections, should be loaded as PDF files. Note: If the rare entry is too large to upload, mail it to WVPA Office, 3422 Pennsylvania Ave., Charleston, W.Va. 25302. The newspaper is still responsible for creating an entry on the contest site. Mailed entries should include the newspaper name, Circulation division, Advertising or Editorial and the Category the of the entry.
8. Contest Period: Material published from Jan. 1, 2022, through Dec. 31, 2022.
9. A newspaper may compete in as many categories as desired.

10. The same individual entry CANNOT be submitted to more than 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's contained in entries for Best Single Issue or Best Special Section.

11. Syndicated columns are not eligible for individual awards but maybe included as part of an entry for Best Single Issue or Best Special Section.

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

13. Winners of the General Excellence Award will be determined by compiling points received for first-, second-, and third-place awards won in all other categories. (First-place awards are worth three points; second-place, two points; third-place, one point.) No points will be given for Honorable Mention, Photo of the Year or Advertisement of the Year. Announcement of winners will be made at the annual WVPA convention, planned for August.

14. It's 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 just a newspaper basis. The individual winners of writing and photography awards will be listed on plaques and certificates 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 newspaper listing all the names. Certificates will be issued to each person sharing in a first-place award. Try to avoid crediting "staff", if possible.

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

EDITORIAL AWARDS JUDGING CRITERIA:

WRITING CATEGORIES

1. BEST COVERAGE OF BREAKING NEWS: Judging criteria: Local appeal, impact of lead, thoroughness of news reporting considering time constraints, clarity and quality of writing. Entry notes: This category is intended for news stories for which advance planning is unlikely. It excludes government meeting coverage and columns.

2. BEST IN-DEPTH OR INVESTIGATIVE REPORTING: Judging criteria: Clarity of presentation, quality of writing, scope of the news topic, significance of the subject matter, depth and quality of research, and potential for civic change. Entry notes: An individual entry may include up to

three (3) related stories as well as relevant information presented in graphic form. Editors can include a letter of up to 500 words that explains the in-depth level of reporting or document research required and the community benefit of the reporting. This category excludes columns. Newspapers may submit up to seven entries in this category.

3. BEST GOVERNMENTAL AFFAIRS REPORTING: Judging criteria: In addition to quality of writing, local appeal, impact of lead and thoroughness of reporting, judges will consider the ability of the reporter to put government affairs into meaningful perspective for citizens. Entry notes: An individual entry may include up to three (3) related stories as well as relevant information presented in graphic form. This category excludes columns. Newspapers may submit up to seven entries in this category.

4. BEST LEGAL AFFAIRS REPORTING: Judging criteria: Local appeal, quality of writing, with an emphasis on rendering police and court jargon into everyday English; impact of the lead; balance in reporting and sourcing. Entry notes: Entries may cover any civil or criminal court action or crime. An individual entry may include up to three (3) related stories as well as relevant information presented in graphic form. This category excludes columns. Newspapers may submit up to seven entries in this category.

5. BEST NEWS FEATURE: Judging criteria: Local appeal, impact of lead, clarity, creativity, quality of writing, human interest, and reporting that goes beyond the ordinary in presenting the news. Subject matter must be tied to the news of the moment. Entry notes: Sidebars that appear on the same date and in proximity to the main story may be included as part of an individual entry, with a limit of three (3) stories in an entry. This category excludes columns and articles appearing in the Sports or Lifestyle sections. Editors may include a PDF or letter of up to 500 words of outlining the overall reporting effort.

6. BEST BUSINESS, ECONOMIC OR LABOR REPORTING: Judging criteria: Local appeal, impact of lead, thoroughness of reporting, clarity, quality of writing, with an emphasis on putting into perspective a business, economic or labor issue. Entry notes: An entry may include up to three (3) related stories on a specific business, economic or labor topic. Entries may include news features or in-depth coverage. Newspapers may submit up to seven entries in this category. We understand that some of these entries include numerous articles; however, judging requires that we limit each entry to three (3) articles.

7. BEST EDITORIAL: Judging criteria: Local appeal, clarity, quality of writing, significance of subject matter and persuasiveness. Entry notes: The entry must have been written by a member of the staff, whether full-time or part-time. This category excludes columns, guest commentaries and syndicated material.

8. BEST NEWS COLUMNIST: Judging criteria: Local appeal, clarity, quality of writing, originality, ability to place news in perspective. Entry notes: Each columnist is limited to a single entry consisting of three (3) columns written by that person. The column must be a regular, original

feature of the newspaper. This category excludes columns purchased from syndicated writers and sports columns.

9. BEST LIFESTYLES FEATURE: Judging criteria: Local appeal, impact of lead, clarity, creativity, quality of writing, human interest, on topics addressing lifestyles and social issues. Coverage should go beyond the ordinary. Entry notes: An entry may include up to three (3) related stories, whether sidebars or parts of a series. This category excludes columns and articles appearing in the Sports section. Editors may include a PDF or letter of up to 500 words outlining the overall reporting effort.

10. BEST LIFESTYLE COLUMNIST: Judging criteria: Local appeal, clarity, quality of writing, originality, ability to place perspective on everyday life or a specific area of lifestyle interest. Entry notes: Each columnist is limited to a single entry consisting of three (3) columns written by that person. The column must be a regular, original feature of the newspaper. This category excludes columns purchased from syndicated writers and sports columns.

11. BEST SPORTS EVENT REPORTING: Judging criteria: Clarity, quality of writing, thoroughness. Subject matter must be an article covering one individual sports game, match etc. from any level of athletics. Article should help the reader experience the action, highlights, emotion and importance of the event. This category excludes columns purchased from syndicated writers.

12. BEST SPORTS NEWS AND FEATURE REPORTING: Judging criteria: Local appeal, impact of lead, clarity, creativity, quality of writing, human interest, and reporting that goes beyond the ordinary in presenting the news. Subject matter must be tied to the news of the moment. Entry notes: This category excludes columns and articles appearing in the Sports or Lifestyle sections.

13. BEST SPORTS COLUMNIST: Judging criteria: Local appeal, clarity, quality of writing, originality, ability to place perspective on sporting events or issues. Entry notes: Each columnist is limited to a single entry consisting of three (3) columns written by that person. The column must be a regular, original feature of the newspaper. This category excludes columns purchased from syndicated writers.

PHOTOGRAPHY CATEGORIES — All entries must have been published. Seven entries for each photography category may be submitted.

14. NEWS PHOTOGRAPHY — Judging criteria: Interest and impact of the subject matter, composition, originality, and technical skill of the photographer. Entry notes: An entry must be a single photo of actual spot news or a general news event. A single photo published as part of a photo essay may be entered, but not if the photo essay in which it appears is also submitted for judging.

15. SPORTS PHOTOGRAPHY — Judging criteria: Interest and impact of the subject matter, composition, originality, and technical skill of the photographer. Entry notes: An entry must be a

single portrait, feature or action photo depicting participation in a sport. A single photo published as part of a photo essay may be entered, but not if the photo essay in which it appears is also submitted for judging.

16. FEATURE PHOTOGRAPHY — Judging criteria: Ability to present subject matter in a fresh or interesting way, composition, and technical skill of the photographer. Entry notes: An entry must be a single photo published as part of a photo essay may be entered, but not if the photo essay in which it appears is also submitted for judging.

17. PHOTO ESSAY — Judging criteria: Interest and impact of the subject matter, composition, originality, technical skill of the photographer(s) and design of the photo essay. Entry notes: An entry will consist of a grouping of three or more photos that tell a visual story in a single issue. More than one photographer may be represented in the entry.

18. BEST ILLUSTRATION, CARTOON OR GRAPHIC: Judging criteria: Originality, technical quality, clarity, and ability to convey meaning whether by itself or as part of story or information package. Entry notes: Entries may include hand-drawn, computer-drawn or electronically manipulated photographic images. This category excludes clipart and syndicated work.

19. BEST VIDEO: Judging criteria: How a single video adds to the publication's overall coverage of the story and/or how well the video itself tells a story is of primary importance to the judges. Quality of the video is of secondary importance. Please provide specific URLs and include a username/password if your site has a paywall.

20. BEST PHOTOGRAPHER/VIDEOGRAPHER: Judging criteria: Interest, impact of the subject matter, composition, originality and technical skill of the photographer/videographer. Entry notes: An entry must consist of five published photos and/or videos that display the entrant's skill and ability. Newspapers may only submit one entry (of five photos) per photographer.

DESIGN CATEGORIES

21. BEST FRONT PAGE: Judging criteria: Local appeal, choice of content, comprehensiveness of coverage, quality of staff writing and photography, use of color, and overall appearance. Entry notes: This category is intended to reflect the quality of the content and the focus of a paper's coverage as much as the look of the page. An entry is a single front page, and a newspaper may submit up to seven entries.

22. BEST EDITORIAL PAGE: Judging criteria: Local appeal, presence of original (not syndicated) content, quality of staff writing, variety of perspectives, visual appeal, and service to the community. Entry notes: This category is limited to one entry per newspaper consisting of the editorial page(s) from three consecutive issues. The op-ed page(s) may be included as part of the editorial page.

23. BEST LIFESTYLE PAGES: Judging criteria: Local appeal, presence of original (not syndicated) content, comprehensiveness of coverage, quality of staff writing and photography, overall appearance, and service to community and specific lifestyle interests. Entry notes: An entry is a single lifestyle section, whether that consists of a single page or multiple pages. A paper may submit more than one entry.

24. BEST SPECIAL SECTION: Judging criteria: Local appeal, quality of local writing and photography, originality of topic, creativity in presentation, and overall appearance. Entry notes: An entry may be a separate special section, regularly published magazine insert, grouping of sections on a specific topic, or two or more pages in a regular issue devoted to special coverage of a special topic. This category is open to progress editions or similar themed sections. This category excludes sports special sections.

25. BEST SPORTS PAGE(S): Judging criteria: Local appeal, presence of original (not wire) content, comprehensiveness of coverage, quality of staff writing and photography, overall appearance. Entry notes: An entry is a single, regularly scheduled sports section, whether that consists of a single page or multiple pages. A paper may submit more than one entry. Papers may enter sports special sections in Sports Category 6.

26. BEST SPORTS SPECIAL SECTION: Judging criteria: Local appeal, quality of local writing and photography, creativity in presentation, and overall appearance. Entry notes: An entry may be a separate special section, regularly published magazine insert, grouping of sections on a specific topic, or two or more pages in a regular issue devoted to special coverage of a special topic. Papers may enter their regular sports pages in Sports Category 5.

27. BEST HEADLINE WRITING: Judging criteria: Accuracy, clarity, imagination, cleverness and appropriateness to story. Entry notes: Each headline writer is limited to a single entry consisting of three (3) headlines written by that person. This category is open to all sections of the paper.

28. BEST NEWSPAPER DESIGN: Judging criteria: Overall appearance of the entire paper, effective use of color, headlines, body type, labeling, photos, graphic information and advertising display. Entry notes: This category is limited to one entry per newspaper consisting of the complete issue from two different dates. The date of one issue is of the newspaper's choosing. The other issue must come from March 2022. Daily papers may include only one Weekend or Sunday issue.

29. BEST SINGLE ISSUE: Judging criteria: Appearance and quality of writing and editing of all pages with an emphasis on the use of headlines and photos on section fronts; the balance between news and features; coverage of sports, local news and lifestyles; inclusion of an editorial page; and overall local appeal. Entry notes: This category is limited to one entry per newspaper.

30. REPORTING GENERATED FROM PUBLIC NOTICES: Will recognize excellence in journalism that clearly demonstrates the value of public notices in keeping the public informed and/or generates reader interest in public notices and government activities. This category focuses on the role of that a required public notice played in generating articles and/or editorials and service to the public. This category is limited to three entries per newspaper. Each entry can include up to five parts, consisting of a mix of articles, editorials and illustrations. Please include a cover letter of no more than 300 words summarizing the entry.

31. SERVICE TO THE COMMUNITY: Judging criteria: Originality, evidence of results, effort above routine coverage or involvement, overall impact on the community, quality of presentation. Entry notes: A letter of up to 400 words must be included, outlining background, efforts not apparent in the submitted pages and results. Entries can include any published materials that were a part of the service effort. Material that was published after the contest period may be included to show impact or results.

CONTEST AWARDS

WVPA PHOTO OF THE YEAR: Judging criteria: 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.

GENERAL EXCELLENCE: Judging criteria: There is no need to send entries for this award; Awarded to the paper in each division that compiles the most points in all categories. Three points are awarded for each first-place winner, two for each second place and one for each third. Entry notes: no separate entry necessary.

NEWSPAPER OF YEAR: Judging criteria: There is no need to send entries for this award; Awarded to the single newspaper, regardless of size, weekly or daily, that compiles the most points in the editorial and advertising contests combined.

2023 - WVPA Advertising Contest

ADVERTISING RULES

1. The West Virginia Press Association's Advertising Contest is limited to West Virginia newspapers of general interest circulation and qualified associate member publications. Only WVPA members in good standing are eligible. Failure to comply with contest rules will result in automatic disqualification of entries.
2. Awards will be presented in conjunction with the WVPA's annual convention
3. Newspapers must compete in the judging against others in their circulation division: Division I: Dailies over 9,001 and over Division II: Dailies 9,000 and under Division III: Weeklies 3,001 and over Division IV: Weeklies 3,000 and under.
4. Circulation divisions will be based on the daily circulation number used when calculating WVPA annual dues. Dailies will compete against dailies and weeklies will compete against weeklies. Newspapers can opt to enter a larger circulation division. All a newspaper's entries, in both advertising and editorial contests, must be entered into the same circulation division. Editors and Advertising Directors should coordinate the entry division.
5. In the case of morning and afternoon newspapers in the same city and under common ownership or in joint operating agreements, combined circulation determines the division, and the advertising entries are considered the product of both newspapers. Note: All a newspaper's entries, in both advertising and editorial, must be entered into the same circulation division.
6. Fee: \$6 per entry; must accompany entry. Limit on entries: seven (7) for any one category unless an individual category specifies differently.
7. Entries using a URL will need to include a login and password if the website has a paywall. Include the login and password and provide it in the explanation box for each URL entry. All entries, including special sections, should be loaded as PDF files. Note: If the rare entry is too large to upload, mail it to the WVPA office, 3422 Pennsylvania Ave., Charleston, W.Va. 25302. The newspaper is still responsible for creating an entry on the contest site. Mail in entries should include the newspaper's name, circulation division, indicate advertising or editorial contest and the category the entry has been submitted into. Mailed entries lacking this information are subject to disqualification.
8. Contest Period: Material published from Jan. 1, 2022, through Dec. 31, 2022.
9. A newspaper may compete in as many categories as desired.

10. The same individual entry CANNOT be submitted to more than one category. For example, the same advertisement may not be entered in Best Political Advertisement and Best Color Advertisement. However, individual advertising entries can be included in the categories of Best Special Section, Best Theme Page(s), Best Classified Section and Best Newspaper Promotional Campaign.

11. All entries must be the original work of an employee of the eligible newspaper — except for “Best Agency Ad.”

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

13. Winners of the General Excellence Award will be determined by compiling points received for first, second, and third-place awards won in all other categories. (First place awards are worth three points; second place, two points; third place, one point.) No points will be given for Honorable Mention or Advertisement of the Year.

14. Announcement of winners will be made at the annual WVPA convention, scheduled for August.

15. It’s 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 advertising awards be on an individual rather than just a newspaper basis. The individual winners of advertising awards will be listed on plaques and certificates 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 newspaper listing all the names. Certificates will be issued to each person sharing in a first-place award. Try to avoid crediting an entry to “Staff”, if possible.

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

AD AWARDS CATEGORIES AND JUDGING CRITERIA (Ad categories start at No. 33):

33. BEST SINGLE BLACK & WHITE AD – QUARTER PAGE OR LESS: Judging criteria: Use of space, design and message to create interest and draw attention in small space. Entry notes: Quarter page size or less.

34. BEST SINGLE BLACK & WHITE AD – LARGER THAN A QUARTER PAGE: Judging criteria: Use of space, design and message to create interest and draw attention in larger space with only B&W effects. Entry notes: Larger than a quarter page.

35. BEST COLOR AD –QUARTER PAGE OR LESS: Best Color Ad: Judging criteria: Use of process or spot color, space, design and message to create interest and draw attention. Entry notes: Any single advertisement using color.

36. BEST COLOR AD – LARGER THAN A QUARTER PAGE: Judging criteria: Use of process or spot color, space, design and message to create interest and draw attention. Entry notes: Any single advertisement using color.

37. BEST POLITICAL AD: Judging criteria: Use of space, design and message to create interest and draw attention to a candidate or political issue will be considered. Entry notes: Display ads in color or black and white may be submitted.

38. BEST HOUSE AD: Judging criteria: Use of space, design and message to create interest and draw attention to the newspaper, its events or promotions. Entry notes: Any single ad promoting advertising, readership, circulation or related topics.

39. BEST AGENCY ADVERTISEMENT: Judging criteria: Use of space, design and message to create interest and draw attention to an advertisement. Entry notes: Any single advertisement prepared by an advertising agency, government office or other outside entity. Newspaper must identify the advertising agency when making the submission.

40. BEST CLASSIFIED AD: Judging criteria: Use of space, design and message to create interest and draw attention to a classified ad.

41. BEST CLASSIFIED SECTION: Judging criteria: Best effort to promote interest in classified advertising through the development of multiple pages. Use of space, design and message to create interest and draw attention will be considered. Entry notes: A section of one or more pages containing classified line and display ads.

42. BEST THEME PAGE(S): Judging criteria: Best effort to promote theme through the development of multiple pages. Use of space, design and message to create interest and draw attention will be considered. Entry notes: Any page or pages (consecutive pages from the same issue) containing ads based on a common theme but not constituting a special section.

43. BEST AD CAMPAIGN — SMALLER THAN A HALF PAGE: Judging criteria: Use of space, design and message in a continuing series to create interest and draw attention to the advertisement. Entry notes: A series of three or more advertisements each less than a half-page in size for the same company, product, or service, based on a common theme. Color or black and white ads may be submitted.

44. BEST AD CAMPAIGN — HALF PAGE OR LARGER: Judging criteria: Use of space, design and message in a continuing series to create interest and draw attention to the advertisement. Entry notes: A series of three or more advertisements each a half page or larger for the same

company, product or service, based on a common theme. Color or black and white ads may be submitted.

45. BEST NEWSPAPER PROMOTIONAL CAMPAIGN: Judging criteria: Use of space, design and message in a continuing series to create interest and draw attention to the newspaper or its events. Entry notes: Submit PDFs, tear sheets, promotional pieces, surveys or any other materials both in-house and outside the newspaper used to promote your newspaper. A letter explaining the campaign and results must be included.

46. BEST SPECIAL SECTION: Judging criteria: Best effort to promote a topic or theme through the development of multiple pages. Use of space, design and message to create interest and draw attention will be considered. Entry notes: Any special section, series of sections in a single issue or series of pages in a regular issue devoted to a particular topic—with or without editorial content. This category is open to progress editions or similar themed sections. This category does NOT include sports special sections.

47. BEST SPECIAL SECTION – SPORTS: Judging criteria: Best effort to promote interest in a sports theme or topic through the use of multiple pages of advertising, editorial content, photos and graphics. Use of space, design and message to create interest and draw attention will be considered. Entry notes: This is the only category in which special sections on sports (competitive, outdoor, etc.) may be entered.

48. BEST ONLINE POLITICAL AD: Judging criteria: Visual appeal, creativity in design, originality and content of an online ad appearing on the newspaper's Web site or any form of Social Media to create interest and draw attention to a candidate or political issue will be considered. Entry notes: Screen shot should be captured and uploaded as one PDF, or a link may be provided.

49. BEST ONLINE STATIC AD: Judging criteria: Visual appeal, creativity in design, originality and content of an online ad appearing on the newspaper's Web site or any form of Social Media will be considered. Entry notes: Screen shot should be captured and uploaded as one PDF, or you may submit the complete URL of the ad.

50. BEST ONLINE MOTION AD: Judging criteria: Use of motion and/or animation, visual appeal, creativity in design, originality and content of an online ad appearing on the newspaper's web site or any form of Social Media will be considered. Entry notes: You may submit the complete URL of the ad.

51. BEST ONLINE ADVERTISING CAMPAIGN: Judging criteria: Examples of a continuing series of online ads to create interest and draw attention to the newspaper or an advertiser. Use of static, motion and/or animation, video, visual appeal, creativity in design, originality and content of an online ad campaign appearing on the newspaper's web site and/or any form of social media will be considered. Entry can include a mix of in-house and agency work. Entry notes: You may submit the complete URL of the ads.

52. BEST ONLINE NEWSPAPER PROMOTIONAL CAMPAIGN. Judging criteria: Visual appeal, creativity in design, originality and content of an online ad campaign appearing on the newspaper's Web site or any form of social media to create interest and draw attention to the newspaper or newspaper events will be considered. Entry notes: Screen shot should be captured and uploaded, or a link may also be provided. You may submit the complete URL.

53. BEST PROMOTION OF PUBLIC NOTICES: will recognize excellence in advertising in any form that attracts the readers' attention and promotes the presence of public notice advertising (legal advertising) in the newspaper. The ads can be print or online but must promote the presence of public notice in newspapers. The advertisements can include information or elements from national organization but must be primarily local design. Placing your logo on a national newspaper week ad would not qualify.

CONTEST AWARDS

WVPA ADVERTISEMENT OF THE YEAR: Judging criteria: There is no need to send entries for this award. The winner will be selected from the first-place winners in all individual advertising categories — sections are excluded — in all circulation divisions.

GENERAL EXCELLENCE: Judging criteria: There is no need to send entries for this award. Awarded to the paper in each division that compiles the most points in categories 1-24. Three points are awarded for each first-place winner, two for each second place and one for each third. Entry notes: No separate entry necessary.

NEWSPAPER OF YEAR: Judging criteria: There is no need to send entries for this award. Awarded to the single newspaper, regardless of size, weekly or daily, that compiles the most points in the editorial and advertising contests combined.