



2015 BETTER NEWSPAPER CONTEST

NETPA Convention

Thursday April 9, to Saturday April 11

At the Holiday Inn

1434 Centre Place Drive

Denton, Texas

Contest features: 12 Major Categories

General Excellence • Advertising • Column Writing • Editorials
Feature Stories • Headline Writing • Page Design • News Writing
• Sports Coverage • Feature Photo • Sports Photo • News Photo

Also includes awards for: Journalist of the Year, Photographer of the Year,
Special Section or Special Edition, Community Service and Sweepstakes

Entry Fee: \$20 per Newspaper
Regardless of Number of Entries – Fee **MUST** accompany Entries
All Entries must be RECEIVED by
February 4, 2015

Mail Entries to:

Suzanne Bardwell, NETPA Contest Chairman

GLADEWATER MIRROR

211 N. Main St., Gladewater, TX 75647

Phone 903-845-2235

Contest Rules

1. The contest is open to dues paying MEMBERS of the North and East Texas Press Association.
2. **CONTEST PERIOD:** Calendar year **2014**. All entries must have been originally published during calendar year **2014**, and specifically in **August** or **November**, where indicated.
3. Except for Column Writing, no newspaper shall be given more than one award in any contest category where points awarded count toward the association's Sweepstakes Awards.
4. Entries published in more than one newspaper may be entered only one time – in the largest circulation category in which they appeared.
5. **ELIGIBILITY**

Contest are under the full supervision of NETPA and are open to all daily, semi-weekly, twin-weekly and weekly newspapers that have paid their current **2014-2015** NETPA member dues statement.

 - a. Combination Dailies (morning and evening publications) are entitled to one entry in each contest, but entry may be made up of material from either or both editions.
 - b. Semi-Weekly Newspapers (publications carrying one name but published twice each week) must enter the semi-weekly division.
 - c. Twin-Weekly Newspapers (two weeklies bearing different names but published from the same office and distributed in the same town on different days of the week) must be treated as a semi-weekly and entered in the semi-weekly division.
6. **DIVISION REQUIREMENTS**

A newspaper must compete in its circulation bracket based on the **October 2014** U.S. Postal Service statement of total paid circulation.
7. **PREPARATION OF ENTRIES**

Only one (1) set of entries may be submitted in each category, except column writing, in which two (2) sets of entries may be submitted.

 - a. The division number (when applicable) and category must be identified on each entry using the labels provided by NETPA. Failure to do so will disqualify the entry. Please **DO NOT** use Roman numerals.
 - b. Entries must be submitted flat, and folded in either half- or quarter-page size. Do not roll entries and do not bind copies. Put division number on outside of envelope/package in which entries are mailed.
8. **NO EXPLANATION**

Letters and memos explaining entries may accompany **ONLY** Editorial and Community Service entries for which background information may be helpful to the contest judges.
9. **JUDGES**

Judges will be selected by the Contest Chairman and shall include professional journalists.
10. **AWARDS**

Awards will be announced **Saturday, April 11, 2015, during the North and East Texas Press Association Convention at the Holiday Inn, Denton, Texas.**

First place winners will come forward to receive plaques. **Certificates will be distributed to second, third and fourth place winners after the awards ceremony.**

Copies of the Winners' Circle with comments on each entry will be available at the conclusion of the awards brunch.
11. **DISPOSITION OF ENTRIES**

All entries become the property of NETPA and cannot be returned. However, the judges will be asked to comment briefly on each winning entry and such comments will be reprinted for distribution at the annual awards brunch.
12. **MAILING OF ENTRIES**

Contest entries may be shipped by any means except second-class mail to: Suzanne Bardwell, NETPA Awards Chairman, Gladewater Mirror, 211 N. Main St., Gladewater, TX 75647. Phone 903-845-2235. Entries shipped by means other than the U.S. Postal Service may be sent to the same address.

DIVISIONS

DIVISION 1

ALL DAILY Newspapers regardless of circulation

DIVISION 2

All semi-weekly and twin weekly newspapers regardless of circulation

DIVISION 3, 4 and 5

Weekly newspaper entries will be divided equally into three divisions based on the total number of entries, with those divisions grouped together in ascending order based on circulation according to the TPA directory. Weekly entrants must not write a division number on the contest label. The NETPA contest chairman will assign the appropriate division number.

12 CATEGORIES

General Excellence

Submit one complete issue published in calendar year **2014** during the months of **August or November** and one issue from any **2014** month of your choice. Wire copy and non-staff produced copy will not be considered. Judging will be based on news coverage, quality of writing, composition/display, headlines, use of photos and art work, front page and specialty pages, such as editorial page, family life, social page and sports page. Judges will consider both issues as one entry.

Advertising

Submit full-page tear sheets of your top three advertisements (composed entirely by your staff) from any issues published in calendar year **2014**. You are required to submit three advertisements and **bracket each ad in heavy red marker**. Judging will be based on the selling power of copy, originality/creativity, layout/design, use of photos, graphics and typography. Judges will consider all three ads as one entry.

Column Writing

Column writing can be humorous, serious, sports etc. Submit full-page tear sheets of staff-written columns originally written and published in calendar year **2014**, one from the months of **August or November** and one column from any **2014** issue of your choice. (Two columnists may submit separate sets of entries.) Each set of columns will be judged as one entry. They may be written by your staff on any subject in any style. Columns must be **bracketed in heavy red marker**. Make sure to include jumps. Judging will be based on lead, subject matter and quality and style of writing.

Editorials

Submit full-page tear sheets of staff-written editorials originally written and published in calendar year **2014**, one from the months of **August or November** and one from any **2014** month of your choice. Editorials must be **bracketed in heavy red marker**. Judging will be based on quality and lead, style of writing, subject matter and local significance. Judges will consider both editorials as one entry.

Feature Story

Submit full-page tear sheets of staff-written features originally written and published in calendar year **2014**, one from the months of **August or November** and one from any **2014** month of your choice. Feature stories must be **bracketed in heavy red marker**. Judging will be based on content/subject matter, quality, style and lead, and presentation, including layout, design, headlines, typography, photos and use of color. Judges will consider both feature stories as one entry.

Headline Writing

Submit full-page tear sheets of your three best headlines from any issues published in calendar year **2014**. The headlines must have been written by a regular staff member for a locally produced staff story. Headline entries can come from any section of regular edition and each must be **bracketed in heavy red marker**. Judging will be based on accuracy, cleverness, creativity, impact and originality. Judges will consider all three headlines as one entry.

Page Design

Submit one tear sheet of each of the following: one front page, one editorial, one sports and one family/lifestyle page from any editions published during one month of the newspaper's choice in **2014**. All pages must have been published in the same month. Judging will be based on readability, innovation, color, graphics, design features, typography, photos and other artwork. Judges will consider all four pages as one entry.

News Writing

Submit full-page tear sheets of two complete staff-written news stories published in calendar year **2014**. **Bracket the stories in heavy red marker**. Judging will be based on quality of writing, lead, news value and enterprise. Judges will consider both news stories as one entry.

Sports Coverage

Submit full-page tear sheets of sports pages originally published in calendar year **2014**, from one issue during the months of **August or November** and one from any **2014** month of your choice. Use heavy red marker to cross out any sports writing or photos not produced by your staff. Judging will be based on quality of writing, range of coverage, photos, layout/design and suitability of headlines. Judges will consider both issues as one entry.

Feature Photo

Submit full-page tear sheets of two feature photos originally photographed and published in calendar year **2014**, one from the months of **August or November** and one from any **2014** month of your choice. Submit only photos taken by members of your regular staff. **Use heavy red marker to bracket photos and cutlines**. Judging will be based on reader interest, composition, quality of cutline, enterprise and innovation, and reproduction. Judges will consider both photos as one entry.

News Photo

Submit full-page tear sheets of two news photos originally photographed and published in calendar year **2014**, one from the months of **August or November** and one from any **2014** month of your choice. Submit only photos taken by members of your regular staff. **Use heavy red marker to bracket photos and cutlines**. Judging will be based on timeliness, composition, quality of cutline, enterprise and innovation, and reproduction. Judges will consider both photos as one entry.

Sports Photo

Submit full-page tear sheets of two sports photos originally photographed and published in calendar year **2014**, one from the months of **August or November** and one from any **2014** month of your choice. Submit only photos taken by members of your regular staff. **Use heavy red marker to bracket photos and cutlines**. Judging will be based on action, composition, quality of cutline, enterprise and innovation, and reproduction. Judges will consider both photos as one entry.

Photographer of the Year

- Daily Division
- Semi-Weekly Division

- Weekly Division

Submit six (6) full-page tear sheets of photos (2 from sports, 2 spot news and 2 feature or stand alone photos) taken by the same photographer for the same newspaper and published during **2014**. Staple tear sheets together and place in folder with contest label on outside. One entry per newspaper.

Journalist of the Year

- Daily Division
- Semi-Weekly Division
- Weekly Division

Submit full page tear sheets of five (5) original stories by the same writer, for the same newspaper and published during **2014**. Staple tear sheets together and place in folder with contest label on outside. One entry per newspaper.

Special Section or Special Edition

- Daily newspapers
- Semi-weekly newspapers
- Weekly newspapers

Submit one (1) entry (complete copy) per newspaper published during calendar year **2014**. Judges will consider the equality of both editorial and advertising content.

Community Service

- Daily Division
- Semi-Weekly Division
- Weekly Division

Submit in a scrapbook all evidence (i.e. news, photos, editorials, letters, programs) of your newspaper's support of one community project conducted during calendar year **2014**. Material should be securely bound in a binder, folder or scrapbook. Entries must have been published during calendar year **2014**. Attach a letter describing the background and results of the project. **PLEASE NOTE: Community Service awards are not included in sweepstakes calculations.**

Sweepstakes

The North and East Texas Press Association Newspaper Contest includes a Sweepstakes Award for each division. Awards are earned by point accumulation in contest categories (not including Special Section or Special Edition, Journalist of the Year, Photographer of the Year and Community Service). Points shall be computed on the following scale:

- 1st Place: 125 points
- 2nd Place: 75 points
- 3rd Place: 50 points
- 4th Place: 25 points

SPECIAL NOTE: In the event of a tie in sweepstakes in any division, the tie will be broken by determining which newspaper has the most first place awards. Should this be tied, the paper then having the most second place awards will be declared the winner. The procedure will be followed through third and fourth places if necessary. Contest Awards are Engraved Plaques for 1st place and Certificates of merit for 2nd, 3rd, and 4th places in all divisions.

Contest Checklist:

1. Did you include the \$20 overall fee?

2. Did you glue and attach the contest labels in the upper right-hand corner above the folio line?
3. Did you submit at least one entry from August or November where required?
4. Did you clearly bracket in red marker the story, photo, etc., if required?
5. Did you postmark and ship the contest entries by Wednesday, February 4, 2015?



OFFICIAL LABELS FOR CONTEST MUST BE USED:

General Excellence
Newspaper: _____
Division: _____

Advertising
Newspaper: _____
Division: _____

Advertising
Newspaper: _____
Division: _____

Advertising
Newspaper: _____
Division: _____

Column Writing
Newspaper: _____
Division: _____

Column Writing
Newspaper: _____
Division: _____

Column Writing
Newspaper: _____
Division: _____

Column Writing
Newspaper: _____
Division: _____

Editorials
Newspaper: _____
Division: _____

Editorials
Newspaper: _____
Division: _____

Feature Story
Newspaper: _____
Division: _____

Feature Story
Newspaper: _____
Division: _____

Headline Writing
Newspaper: _____
Division: _____

Headline Writing
Newspaper: _____
Division: _____

Headline Writing
Newspaper: _____
Division: _____

Page Design
Newspaper: _____
Division: _____

Page Design
Newspaper: _____
Division: _____

Page Design
Newspaper: _____
Division: _____

Page Design
Newspaper: _____
Division: _____

News Writing
Newspaper: _____
Division: _____

News Writing
Newspaper: _____
Division: _____

Sports Coverage
Newspaper: _____
Division: _____

Sports Coverage
Newspaper: _____
Division: _____

Feature Photo
Newspaper: _____
Division: _____

Feature Photo
Newspaper: _____
Division: _____

News Photo
Newspaper: _____
Division: _____

News Photo
Newspaper: _____
Division: _____



Sports Photo

Newspaper: _____

Division: _____

Journalist of the Year

Newspaper: _____

Division: _____

Photographer of the Year

Newspaper: _____

Division: _____

Special Section or Special Edition

Newspaper: _____

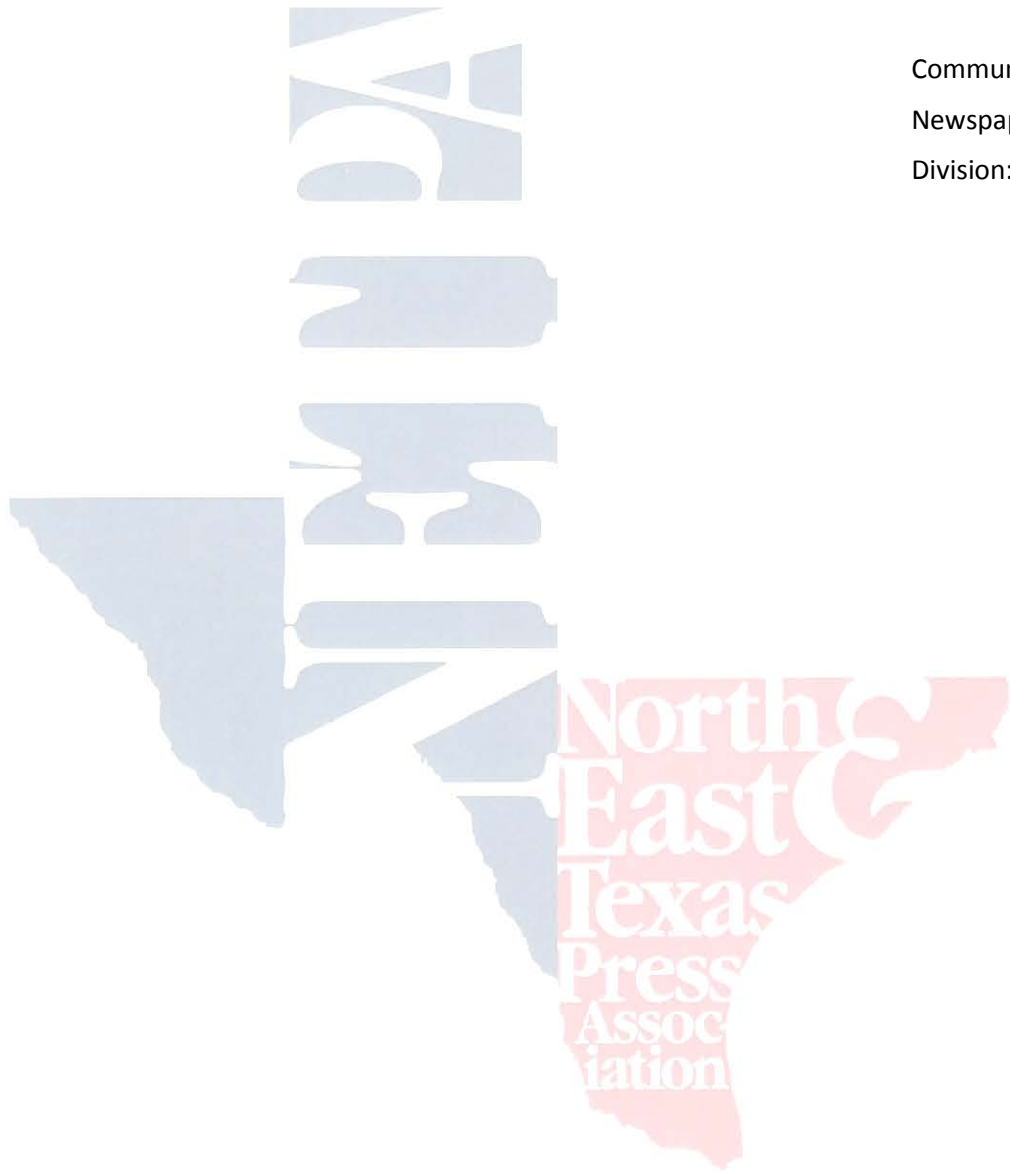
Division: _____

Community Service

Newspaper: _____

Division: _____





Community Service

Newspaper: _____

Division: _____