

# Press Association

## 2012 BETTER NEWSPAPER CONTEST

NETPA Convention

Thursday, March 29, to Saturday, March 31

@ Purley Gates Retreat

1351 FM 900E, Purley, Texas  
Mount Vernon

### 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: \$15 per Newspaper**

Regardless of Number of Entries – Fee must accompany Entries

**All entries must be RECEIVED by  
WEDNESDAY, JAN. 25**

*Mail Entries to:*

Mark Engebretson, NETPA Contest Chairman

LAKE COUNTRY SUN

617 N. FM 2353, Suite 4 | Graford, Texas 76449

phone 940-779-3040

SPECIAL NOTE: The NETPA is trading entries with the South Texas Press Association for judging. If you enter the contest, you WILL receive a call to come and help judge. If you do not enter the contest, you will STILL receive a phone call to come and help judge!

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# CONTEST RULES

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**1.** The contest is open to dues paying MEMBERS of the North and East Texas Press Association.

**2. CONTEST PERIOD:** Calendar year 2011. All entries must have been originally published during calendar year 2011, and specifically in April or October, 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**

Contests 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 2011-12 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 2011 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 Awards Chairman and shall include professional journalists.

## **10. AWARDS**

Awards will be announced Saturday, March 31, 2011, during the North and East Texas Press Association Convention at Purley Gates Retreat, Purley, 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 dinner.

## **12. MAILING OF ENTRIES**

Contest entries may be shipped by any means except second-class mail to: Mark Engebretson, NETPA Awards Chairman, Lake Country Sun, 617 N. FM 2353, Suite 4, Graford, Texas 76449. Phone 940-779-3040. Entries shipped by means other than the U.S. Postal Service may be sent to the same address.

# 6 Divisions

## **DIVISIONS 1 and 2**

Daily newspaper entries will be separated into two divisions of equal number, with the higher circulation dailies competing in Division 1 and lower circulation dailies competing in Division 2.

## **DIVISION 3**

All semi-weekly and twin weekly newspapers regardless of circulation.

## **DIVISIONS 4, 5 and 6**

Weekly newspaper entries will be divided equally into three divisions based on the total number of entries rather than on fixed circulation breaks. Weekly entrants must not write a division number on the contest label. The NETPA contest chairman will assign the appropriate division number.

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# 12 CATEGORIES

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## General Excellence

Submit one complete issue published in calendar year 2011 during the months of April or October and one issue from any 2011 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 2011. 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

Submit full-page tear sheets of staff-written columns originally written and published in calendar year 2011, one from the months of April or October and one column from any 2011 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 2011, one from the months of April or October and one from any 2011 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 2011, one from the months of April or October and one from any 2011 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 2011. 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 a 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 2011. 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 2011. 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 2011, from one issue during in the months of April or October and one issue from any 2011 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 2011, one from the months of April or October and one from any 2011 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.

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# 12 CATEGORIES

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## News Photo

Submit full-page tear sheets of two news photos originally photographed and published in calendar year 2011, one from the months of April or October and one from any 2011 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 2011, one from the months of April or October and one from any 2011 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.

## Journalist of the Year

- Daily Division
- Semi-Weekly Division
- Weekly Division

Submit full-page tear sheet of five (5) original stories by the same writer, for the same newspaper, printed during 2011. Staple tear sheets together and place in folder with contest label on outside. One entry per newspaper.

## 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 2011. Staple tear sheets together and place in folder with contest label on outside. One entry per newspaper.

## Special Section or Special Edition

- Division A: Daily newspapers
- Division B: Semi-weekly newspapers
- Divisions C and D: Weekly newspapers  
(two divisions of equal number)

Submit one (1) entry (complete copy) per newspaper published during calendar year 2011. Judges will consider the quality 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 2011. Material should be securely bound in a binder, folder or scrapbook. Entries must have been published during calendar year 2011. Attach a letter describing the background and results of the project. Community Service awards are not included in sweepstakes calculations.

## Sweepstakes

The North and East Texas Press Association Newspaper Contest includes one 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 or Photographer of the Year). Points shall be computed on the following scale:

General Excellence and Community Service, each:

- 1st Place: 125 points
- 2nd Place: 100 points
- 3rd Place: 75 points
- 4th Place: 50 points

Column Writing, Editorials, Feature Story, Headline Writing, Page Design, News Writing, Sports Coverage, Feature Photo, News Photo and Sports Photo (no points awarded for Special Section or Special Edition, Journalist of the Year or Photographer of the Year), each:

- 1st Place: 100 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 newspaper with the most points in the General Excellence category will be declared the winner. If neither newspaper has won a General Excellence award, 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.