



January 10, 2018

Greetings Fellow NETPA Members and Friends,

The North & East Texas Press Association has been encouraging and promoting higher standards of journalism for over 92 years. You are all a big part of this family and we would love to see you at this year's conference.

If you have let your dues lapse or if you have never joined, now is the time to do so. Being part of this association, networking and learning more from each other is critical as we all strive to improve our products and grow revenue. If you are interested in joining or if you need to renew your dues, please contact NETPA secretary Cher Thompson at [cher@hcnews](mailto:cher@hcnews) and she will take care of everything.

Attached you will find information on the **2018 NETPA Better Newspaper Contest** and forms for the **NETPA Scholarship**. Deadline for the contest is Friday, February 9. That means we must receive your entries by February 9. Please get them in the mail early.

Please publicize the NETPA Scholarship in your print and online editions. Also, make sure your school newspaper and yearbook advisers near you receive this information. NETPA has had some outstanding scholarship recipients in the past and we look forward to encouraging the education of more dynamic young journalists.

Lastly, please take a few minutes this year and contact newspapers near you to encourage them to attend this year's conference.

We look forward to seeing you all in Granbury April 5-7. For more information go to [www.netpa.us](http://www.netpa.us) or contact me by phone or email.

Brad Blakemore  
2018 NETPA Contest Chair  
Van Zandt Newspapers  
903-567-4000 / [brad@vanzandtnews.com](mailto:brad@vanzandtnews.com)

# 2018 BETTER NEWSPAPER CONTEST *92<sup>nd</sup> Annual NETPA Convention*

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Hilton Garden Inn, Granbury, TX  
April 5-7, 2018

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## **Contest features: 13 Major Categories**

General Excellence • Advertising • Column Writing • Editorials • Feature Stories •  
Headline Writing • Page Design • News Writing • Sports 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: \$25 per Newspaper**

Regardless of Number of Entries

Fee MUST accompany Entries

**All Entries must be RECEIVED by**

**February 9, 2018**

## **Mail Entries to:**

Brad Blakemore

Van Zandt Newspapers

103 E. Tyler St., Canton, Texas 75103

Phone: 903-567-4000 / Email: [brad@vanzandtnews.com](mailto:brad@vanzandtnews.com)



# NETPA Contest Rules

1. The Contest is open to dues paying MEMBERS of the North and East Texas Press Association.
2. **CONTEST PERIOD:** All entries must have been originally published during calendar year 2017.
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:** The contest is under the full supervision of NETPA and is open to all daily, semi-weekly, twin-weekly and weekly newspapers that have paid their current 2017-2018 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 2017 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.)**
  - a. Entries must be submitted flat, and folded in either half- or quarter-page size. Do not roll entries and do not bind copies.
  - b. 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 7, at the Hilton Garden Inn in Granbury, Texas, during the North and East Texas Press Association Convention. 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, entries may be picked up immediately following the annual awards brunch. Judges will be asked to comment briefly on each winning entry and comments will be reprinted for distribution at the annual awards brunch.
12. **MAILING OF ENTRIES:** We need to receive your entries no later than Friday, February 9. Please be sure and mail them early enough to arrive by deadline. Contest entries may be shipped by any means except second-class mail to: Brad Blakemore, NETPA Contest Chairman, Van Zandt Newspapers, 103 E. Tyler St., Canton, Texas 75103, Phone: 903-567-4000 / Email: [brad@vanzandtnews.com](mailto:brad@vanzandtnews.com)

## 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.

# CATEGORIES

**General Excellence:** Submit two (2) complete issues published in calendar year 2017. 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 2017. 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 two (2) full-page tear sheets of staff-written columns originally written and published in calendar year 2017. (NOTE: 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 two (2) full-page tear sheets of staff-written editorials originally written and published in calendar year 2017. 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 two (2) full-page tear sheets of staff-written features originally written and published in calendar year 2017. 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 2017. 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 2017. 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 2017. 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 Writing:** Submit full-page tear sheets of two (2) complete staff-written sports stories published in calendar year 2017. 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 two (2) full-page tear sheets of sports pages originally published in calendar year 2017. Use heavy red maker 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 two (2) tear sheets of two feature photos originally photographed and published in calendar year 2017. 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 two (2) full-page tear sheets of two news photos originally photographed and published in calendar year 2017. 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 two (2) full-page tear sheets of two sports photos originally photographed and published in calendar year 2017. 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 2016. 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 2017 Staple tear sheets together and place in folder with contest label on outside. One entry per newspaper.

**Special Section or Special Edition: Daily Division \* Semi-Weekly Division \* Weekly Division**

Submit one (1) entry (complete copy) per newspaper published during calendar year 2017. 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 2017. Material should be securely bound in a binder, folder of scrapbook. Entries must have been published during calendar year 2017. 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 & Certificates of merit for 2nd, 3rd, and 4th places in all divisions.

**Contest Checklist:**

1. Did you include the \$25 contest entry fee?
2. Did you glue and attach the contest labels in the upper right-hand corner above the folio line?
3. Did you clearly bracket in red marker the story, photo, etc., if required?
4. Entries must be received no later than Friday, February 9, 2018?

**Thank you all and good luck! See you in Granbury.**



**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: \_\_\_\_\_

**Sports Writing**

Newspaper: \_\_\_\_\_

Division: \_\_\_\_\_

**Sports Writing**

Newspaper: \_\_\_\_\_

Division: \_\_\_\_\_

**Journalist of the Year**

Newspaper: \_\_\_\_\_

Division: \_\_\_\_\_

**Photographer of the Year**

Newspaper: \_\_\_\_\_

Division: \_\_\_\_\_

