

Call for Entries!



2017 NEW ENGLAND BETTER NEWSPAPER COMPETITION



This is the largest and most comprehensive journalism recognition program in the region – NENPA member newspapers from Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont are invited to enter.

Work published by daily, weekly and specialty newspapers during the August 1, 2016 to July 31, 2017 contest year is eligible for this competition.

The competition includes three divisions:

- **Editorial/Multimedia/Photojournalism**
- **Advertising/Circulation/Promotion**
- **Specialty/Niche Publications**

There is a separate packet of information for each division with specific rules that you can refer to when preparing your entries.

Entry deadline: Friday, October 13, 2017

You can save 5% off the cost of your entry fee if you submit by the September 29 early bird deadline.

The awards will be presented at the New England Newspaper Convention on February 23-24, 2018 in Boston. For more details go to the nenpa.com website. We wish you the very best of luck in this year's competition!

*If you have any questions while preparing your entries please call 781-218-7284
or email Megan Sherman at m.Sherman@nenpa.com*

EDITORIAL/MULTIMEDIA/PHOTOGRAPHY DIVISION

The Editorial/Multimedia/Photography division consists of **80** competitive categories. Daily and weekly newspapers are eligible to compete in four circulation classes (dailies <25k / >25k and weeklies <6k / >6k).

Please submit entries from your Niche products in Specialty/Niche Category

NEWS REPORTING

Arts and Entertainment Reporting
Business/Economic Reporting
Crime and Courts Reporting
Education Reporting
Environmental Reporting
General News Story
Government Reporting
Health Reporting
History Reporting
Human Interest Feature Story
Investigative Reporting
Local Election Coverage
Local Personality Profile
Obituaries
Racial or Ethnic Issue Coverage
Reporting on Religious Issues
Science/Technology Reporting
Social Issues Feature Story
Sports Feature Story
Sports Story
Spot News Story
Transportation Reporting
Community/Audience Involvement
Headline Writing
Right-to-Know

PAGES AND SECTIONS

Arts and Entertainment Section
Business Page or Section
Editorial/Commentary Page
Event Special Section
Food Page or Section
Front Page
Living Page or Section
Special Section or Editorial Supplement
Sports Section
Special Sports Section

EDITORIAL

Editorial Writing
Commentary
Editorial Cartoon

COLUMNS

Humor Columnist
Political Columnist
Serious Columnist
Sports Columnist

DESIGN

Illustration
Infographics
Overall Design and Presentation (print)
Overall Design and Presentation of a special section

DIGITAL PUBLISHING

Multimedia Coverage
Website Design
Website Interactivity and Engagement
Best Blog on a Newspaper Website
Best Infographic on Website
Best Overall Website
Best Webcast
Mobile Product Design
Best Overall Mobile Product
News Video
Feature Video
Sports Video
Entertainment Video
Spot News Video
Slideshow
Best Use of Social Media in Breaking News

PHOTOJOURNALISM

Feature Photo
General News Photo
News Feature Photo
Personality Photo
Photo Series
Pictorial Photo
Photo Story
Portrait Photo
Sports Photo
Spot News Photo
Photo Illustration

SPECIAL RECOGNITION

Digital Strategy Excellence
Innovator Award
Best Niche Publication
Rookie of the Year
Reporter of the Year
Photojournalist of the Year
General Excellence

PLEASE NOTE: Papers have NO LIMIT on number of entries per category, except in General Excellence

2017 NEW ENGLAND BETTER NEWSPAPER COMPETITION

EDITORIAL/MULTIMEDIA/PHOTOGRAPHY DIVISION

Welcome to the 2017 Better Newspaper Competition - New England's largest and most comprehensive journalism recognition program. NENPA member newspapers from Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont are invited to enter.

In this packet you will find all of the information necessary to prepare your **editorial, multimedia and photography** entries, including a list of competitive categories, complete rules and guidelines, the criteria that each contest category will be judged upon, entry forms and labels.

Work published by daily and weekly newspapers during the **August 1, 2016 to July 31, 2017** contest year is eligible for this competition.

The Better Newspaper Competition includes three divisions:

- **Editorial/Multimedia/Photography**
- Advertising/Circulation/Promotion
- Specialty/Niche Publications

There is a separate packet of information for each division with specific rules that you can refer to when preparing your entries.

The deadline to submit entries is **Friday, October 13, 2017**. You can save 5% off the cost of your entry fees if you submit by the September 29 early bird deadline. Awards will be presented at the annual New England Newspaper Convention, which will be held Friday-Saturday, February 23-24, 2018 at the Renaissance Hotel in Boston.

We wish you the very best of luck in this year's competition! If questions come up while preparing your entries please call **781-281-7284** or email **info@nenpa.com**.



2017 NEW ENGLAND BETTER NEWSPAPER COMPETITION

EDITORIAL/MULTIMEDIA/PHOTOGRAPHY RULES AND GUIDELINES

1. COMPETITION YEAR

The competition is open to all NENPA member newspapers. Work published between August 1, 2016 and July 31, 2017 is eligible. A series that starts before the cut off date but continues beyond that date is eligible in its entirety.

2. DEADLINES

Entries should be postmarked on or before **October 13, 2017**, or delivered to the NENPA office by 4:30 p.m. on that day. Save money by entering early. Have your entries postmarked by **September 29, 2017** and deduct 5% from your total entry fee.

3. ELIGIBILITY

All NENPA member newspapers in good standing are eligible to enter the competition.

4. NEWSPAPER GROUPS

Newspaper groups entering an item that appeared in more than one of its publications may enter it only once. If the item ran in newspapers in different circulation classes, it should be entered by the paper in the highest circulation class.

5. CIRCULATION CLASSES

Circulation class is determined by your most recently published circulation figure.

Circulation classes are defined as:

Daily 1 - up to 24,999 weekday circulation

Daily 2 - 25,000 + weekday circulation

Weekly 1 - up to 5,999

Weekly 2 - 6,000 +

6. MARKING YOUR ENTRIES

Entry labels, provided at the back of this packet, should be affixed to each entry.

7. INDIVIDUAL ENTRIES

Individuals whose work was published in a NENPA member publication may submit their own additional entries if the newspaper has not already submitted the work. Please fill out a separate entry form and enclose payment (\$22 per entry) in your package.

8. MAILING YOUR ENTRIES

All entries must be accompanied by a completed entry form. Mail entries to:

**NENPA Better Newspaper Competition
New England Newspaper & Press Association
One Arrow Drive, Suite 6
Woburn, MA 01801**

NOTE: If you are also entering the Advertising/Circulation/Promotion Division please submit your entries in the same package.

9. COST

- An overall competition entry fee of \$25 per newspaper is required, plus \$22 for each entry.
- If your paper is entering multiple divisions the \$25 newspaper entry fee only has to be paid once.

Please make your check for the total amount payable to - **New England Newspaper & Press Association (NENPA)** - and include it along with your entry form and entries. You may opt to include your credit card information for payment.

10. INSUFFICIENT ENTRIES

If not enough entries are received in any category, the staff reserves the right to combine circulation classes and/or change the number of awards given.

Questions? Call the NENPA Office (781) 281-7284.



2017 NEW ENGLAND BETTER NEWSPAPER COMPETITION

EDITORIAL/MULTIMEDIA/PHOTOGRAPHY COMPETITIVE CRITERIA

- **IMPORTANT!** Please affix a label to the **top right corner** of each tearsheet entry. When submitting multiple tearsheets, a label should be stapled to the top right corner of each tearsheet, and the package should be fastened together. If including web printouts, please send color prints with a label affixed.
- Please put the name of the category and the name of the individual responsible for the entry on each label.
- All entries published in your print edition should be in the form of a full page tearsheet, except entries that may require an entire section or issue be submitted. If submitting a component of your coverage that was published on a digital platform, please submit color prints along with a URL to the coverage.
- The specific items to be considered should be clearly marked in red.

NOTE: All entries must be the work of the newspaper - its staff and contractors. Material from syndicated services, wire services, etc. are not eligible.

REPORTING

Arts & Entertainment Reporting - Judges will be looking for lively, readable coverage on the local arts and entertainment scene.

Business/Economic Reporting - Judges will be asked to consider coverage and analysis of an aspect of business that is relevant to the local community.

Crime and Courts Reporting - Judges will be asked to consider the quality of reporting, writing and insightful analysis of a crime or trial that affected the local community. Entries may consist of a single article or series of articles that are part of ongoing coverage.

Education Reporting - Recognizing coverage leading to better public, parent and student understanding of all levels of local public or private education (preschool,

elementary, secondary or college). The entry may be a single article or a series of articles that has evoked greater citizen awareness and participation (i.e., letters to the editors, citizen action/reaction, school participation, etc.). Judges will be asked to consider overall impact, quality of writing and support material.

Environmental Reporting - Judges will be asked to consider the quality of your coverage and analysis of an environmental issue that is important to the local community.

General News Story - Judges will be asked to consider the quality of the reporting and writing, and the significance of the story, as well as its presentation.

Government Reporting - A story or series that focuses on local or state government news or issues. Judges will be asked to consider how well the report clarified governmental process for the reader, depth of coverage and quality of writing.

Health Reporting - Recognizing a story or series that leads to better understanding of a health issue. Judges will be asked to consider the quality of your coverage and analysis of a health issue that is important to the local community.

History Reporting - This is an award for publishing historical information that is relevant to the local community. Judges will be asked to consider the quality and clarity of the writing and presentation.

Human Interest Feature Story - A descriptive human interest story that focuses more on people, places or things rather than issues. Judges will be asked to consider choice of topic, the quality of the writing, and the presentation.

Investigative Reporting - Entries should include a cover letter detailing efforts required to develop and substantiate the story or series, and any results or follow up. Judges will be asked to consider worthiness of



subject and quality of reporting — including the use of multiple sources, data, quotes, clarity of writing and depth of information.

Local Election Coverage - Entries should include stories, features, candidate profiles, editorials, letters to the editor, etc. published during the period of up to six weeks prior to the election until two weeks after the election. Judges will be asked to consider the quality of writing and depth of coverage, as well as the presentation of the information.

Local Personality Profile - A story about an interesting local person in the community. Judges will be asked to consider the choice of subject, quality of writing and presentation.

Obituaries - Readers generally regard obits as one of the most valuable forms of local news a newspaper provides. Each entry should consist of an outstanding staff produced obituary about a local resident. Judges will consider how interesting and engaging the commemorative article is, based on the writing style, graphic elements (print or digital), background research and community voices quoted that let readers better know and/or appreciate the person who passed away.

Racial or Ethnic Issue Coverage - A story that heightens awareness of a racial or ethnic community and its issues. Foreign language entries should be accompanied by an English translation. Judges will be asked to consider news value, quality and sensitivity of writing, and presentation.

Reporting on Religious Issues - A story on relevant religious news or issues. Judges will be asked to consider clarity, depth and news value.

Science/Technology Reporting - Judges will be asked to consider the quality of writing, analysis and presentation of a science issue or new discovery/technology that affects the local community.

Social Issues Feature Story - A story which focuses more on issues than on individuals. Judges will be asked to consider the quality of writing, depth of analysis, and the presentation.

Sports Feature Story - This award recognizes a descriptive story which focuses more on people, events or issues in any sport. Judges will be asked to consider choice of topic, the quality of the writing, and presentation.

Sports Story - The story can be about any sport, athlete or team at any level. Judges will be asked to consider the quality/originality of the subject matter and its treatment.

Spot News Story - Spot news refers to an unexpected event, such as a fire, accident or disaster of any kind, for which there is no advance assignment or planning. Judges will be asked to consider the quality of reporting, writing and presentation. A letter of explanation may be submitted with the entry.

Transportation Reporting - Recognizing a story or series about transportation issues or related developments. Judges will be asked to consider the quality of writing, timeliness, comprehensiveness, and the presentation of the subject matter.

Community/Audience Involvement - This entry should consist of one idea used in your paper on a regular basis that allows members of the community to be involved with and have input into the paper. Items that are written or produced by local members of the community who receive payment for them are not eligible. Examples of possible entries are: guest columns, man-on-the-street commentaries, “speak out” phoned-in editorial remarks, school page produced by local students, etc. Please submit a letter with the entry explaining how often the feature or column appears, how the public is invited to participate and how great is the response received from the public. Judges will be asked to consider general interest to the community and presentation. This category also includes online community involvement. Please include a letter of explanation and any relevant URLs or screen shots for the judges to consider.

Headline Writing - Please submit tearsheets with one to five outstanding headlines you have published. Judges will be asked to consider effectiveness of the headline in telling the story, fairness in the headline’s representation of the story content, colorful use of words, appropriate size for space and story.

Right-to-Know Award - Given to a newspaper or individual for a story, series, editorial or for a body of work that shows a clear pattern of perseverance in defending the public’s right to know and the freedom of the press guaranteed in the First Amendment, and/or for an unflinching insistence that government and others conduct the public’s business in an open fashion.

PAGES AND SECTIONS

Entries should consist of the entire page or section. If an entry is more than one page and is not in section format, each page should have an entry label attached to the upper right hand corner and the pages should be securely fastened together. If the entry is in the form of a separate section, the label should be attached to the upper right hand corner of the first page. All entries published in your print edition should be in the form of a full page or section tearsheet. If submitting a component of your entry published on a digital platform please submit color prints along with a URL. Awards in these categories will be made in the newspaper's name; therefore, individual names are not required on the entry labels.

Arts and Entertainment Section - Judges will be looking for lively, readable coverage and critique of the local arts and entertainment scene.

Business Page or Section - Judges will be asked to consider the depth and breadth of coverage of business news that is relevant to the local community.

Editorial/Commentary Page - Please include your entire op-ed or commentary page as your entry. Judges will be asked to consider variety, imagination, local focus, quality of writing, significance/effectiveness of editorials, columns, feature stories and overall impact of editorial page(s).

Event Special Section - This category recognizes special sections that promote events of interest to your readers and community. Judges will be asked to consider the audience appeal, creativity in your approach, quality of writing, feature stories and overall presentation of section.

Food Page or Section - Judges will be looking for lively, readable coverage of cooking and food-related topics.

Front Page - Judges will be asked to consider story/content selection, makeup, design, typography, general appearance, use of headlines and subheads in relationship to stories, and effective, dramatic use of photography.

Living Page or Section - Judges will be asked to consider breadth of coverage, quality of writing, feature choice/treatment, readability, editing, columns, headlines, photos, illustrations and overall presentation of the page or section.

Special Section or Editorial Supplement - The supplement may cover any subject as long as it is published as an addition to the newspaper, but yet as a part of the newspaper package (publications that are distributed separately outside the newspaper are not eligible, those items should be submitted **under the specialty/niche division**). All editorial copy must be written by full- or part-time members of the newspaper staff, or written exclusively for the newspaper submitting the entry. Judges will be asked to consider: topic choice and reader interest, quality of writing, presentation and section structure.

Sports Section - Judges will be asked to consider your overall sports offering, its breadth and depth of coverage, quality of writing, photography and presentation.

Special Sports Section - This category recognizes special sports packages, as opposed to the regular version of the sports section that the newspaper publishes throughout the year. Typical examples include season previews, playoff sections, expanded championship coverage, tributes, etc. Judges will be asked to consider the audience appeal of the section's subject matter, the creativity in your approach, quality of coverage, writing, photography and presentation.

EDITORIAL

Editorial Writing - Entry should consist of **three (3)** editorials. Editorials must be written by full- or part-time members of the newspaper staff, or written exclusively for the newspaper submitting the entry. Judges will be asked to consider quality of writing, fairness, significance of subject matter and demonstrated local import.

Commentary - Entry should consist of a single example of outstanding news commentary, such as an op-ed, news analysis, editorial opinion column, explanatory or outlook piece, etc. Entries must be written by full- or part-time members of the newspaper staff, or written exclusively for the newspaper submitting the entry. Judges will be asked to consider the quality of the writing and presentation, significance of the subject matter, and the article's potential to interest readers and stimulate thought.

Editorial Cartoon - Entry should consist of an editorial cartoon that has appeared on a news, feature, editorial page or in a column. Cartoon must address a local

subject and must have been created exclusively for the newspaper. The cartoon may be accompanied by a brief supporting letter of explanation. Judges will be asked to consider the effectiveness of how the message is communicated and the cartoonist's skill.

COLUMNS

Humor Columnist - Entry should consist of **two (2)** columns. The columns must be written on a regularly scheduled basis by a full- or part-time member of the newspaper staff, or written exclusively for the newspaper submitting the entry. Entries must be regular columns, not feature stories. Judges will be asked to consider quality of writing and entertainment value.

Political Columnist - Entry should consist of **two (2)** columns in regard to news and politics. The columns must be written on a regularly scheduled basis by a full- or part-time member of the newspaper staff, or written exclusively for the newspaper submitting the entry. Entries must be regular columns, not feature stories. Judges will be asked to consider quality of subject matter, insight and analysis as well as illuminating or entertaining value.

Serious Columnist - Entry should consist of **two (2)** columns. The columns must be written on a regularly scheduled basis by a full- or part-time member of the newspaper staff, or written exclusively for the newspaper submitting the entry. Entries must be regular columns, not feature stories. Judges will be asked to consider quality of subject matter, reporting and writing.

Sports Columnist - Entry should consist of **two (2)** columns. The columns must be written on a regularly scheduled basis by a full- or part-time member of the newspaper staff or written exclusively for the newspaper submitting the entry. The entry must be a regular column, not a feature story. Judges will be asked to consider the quality of the subject matter, reporting and writing.

DESIGN

Illustration - An illustration that has appeared in any section of the newspaper is eligible. Judges will be asked to consider the artist's skill and how well the illustration served its purpose.

Infographics - Recognizing artwork other than photographs or editorial cartoons that is used to tell, explain or clarify a story through the use of maps, charts,

diagrams or other graphic devices. Please include a tearsheet or color print of digital work and any accompanying story with this entry.

Overall Design and Presentation (print newspaper) - Submit ONE COMPLETE ISSUE within the contest year. Judges will be asked to consider general makeup and layout (use of photos, illustrations, arrangement of stories, etc.), effective use of headlines, body type and readability.

Overall Design and Presentation (special section) - Submit ONE COMPLETE SPECIAL SECTION within the contest year. Judges will be asked to consider general makeup and layout of section (use of photos, illustrations, arrangement of stories, etc.), effective use of headlines, body type and readability.

DIGITAL PUBLISHING

Multimedia Coverage - This category recognizes a packaged news story of any type that creatively and effectively incorporates multimedia components in its presentation – including print, photography, audio and/or video, slides, exhibits, reader interaction, etc. Please submit a note that describes the effort to report the story and the rationale for the formats used, along with tearsheets and URL.

Website Design - This award recognizes newspaper sites that feature compelling visuals, are easy to navigate and effectively integrate news and advertising.

Website Interactivity and Engagement - This award goes to the newspaper with a content strategy that best engages the audience in ways that attract more visitors to the site, promotes more time spent with content on the site, and increases audience satisfaction with the site. Please submit your URL along with a note that outlines your goals and content strategy, as well as evidence that your plan is working (i.e., metrics, growth, etc.)

Best Blog on a Newspaper Website - Entry should consist of two (2) blog entries. Judges will consider overall content, quality of writing, design, focus and audience engagement.

Best Infographic on a Website - Recognizing effective use of visual representations used to tell, explain or clarify a story through eye-catching and impactful graphic (s). Please submit a link to view the infographic online along with a statement identifying the topic or accompanying story with this entry.

Best Overall Website - Entries will be judged on content quality, timeliness of information, presentation and visual appeal, ease of navigation, usability, use of photos and/or graphics, use of links to other sites, integration of advertising, and overall value to the audience. Please submit your URL (including a password if required). Judges will view sites on a random day that will be stipulated by NENPA.

Best Webcast - This category recognizes journalistic storytelling told through a webcast on newspaper websites. Judges will consider quality of subject matter that educates, inspires and/or entertains. Entries may be an individual episode or a series of stories within the contest year.

Mobile Product Design - This award recognizes mobile products and applications that present news and information in ways that are most appropriate for viewing on mobile devices and make best use of the capabilities of the device, are appealing and easy to navigate, and effectively integrate news and advertising.

Best Overall Mobile Product - Recognizes newspapers that have made the commitment to expand their presence and service to readers by offering news, information and advertising that can be accessed via tablet or mobile phone. Entries will be judged on content quality, timeliness of information, presentation and visual appeal, readability, usability, ease of navigation, advertising integration, and overall value to the audience. Please submit your URL (including a password if required). Judges will view your mobile product on a random day that will be stipulated by NENPA.

News Video - This category recognizes the best news video on newspaper websites. Judges will consider the quality of the content, the production quality of the piece, and how well it conveyed the story.

Feature Video - This category recognizes the best feature video on newspaper websites, including personality, business or organization profiles, tributes, or videos related to feature topics such as food, travel, health or home improvement, etc. Judges will consider the quality of the content, the production quality of the piece, and how well it conveyed the story.

Sports Video - This category recognizes the best sports-related video on newspaper websites. Judges will consider the quality of the content, the production quality of the piece, and how well it conveyed the story.

Entertainment Video - This category recognizes the best entertainment-related video on newspaper websites, such as previews or coverage of events in the community. Judges will consider the quality of the content, the production quality of the piece, and how well it conveyed the story.

Spot News Video - This category recognizes the best spot news video on newspaper websites. Judges will consider how interesting and compelling the news event is, the production quality of the piece, and how well it conveyed the story.

Slideshow - Recognizes the best slide show on newspaper websites. Judges will consider the quality of the subject matter, the overall presentation (how the project works as a whole), quality of the photographs, audio (if any) and how well the pieces work together to tell a story.

Best Use of Social Media in Breaking News - This award will go to newspapers that use social media in creative and effective ways to tell the story within the first hours and days of a single news event. This is likely to include the use of Facebook, Twitter, YouTube and other social media to gather and/or disseminate information. Please submit a note that describes the effort to report the story and the rationale for employing the social media used, samples that illustrate the extent of your efforts, and any evidence of results that you can provide.

PHOTOJOURNALISM

Photojournalism Submission Guidelines

All entries must be the work of the newspaper staff or its contractors. Photos from syndicated services, wire services, etc. are not eligible. Entries must have appeared either in print or on the newspaper's website during the contest year. A paper may enter photos from as many photographers as it wishes. ***A series of photos may be entered in only the Photo Series and Photo Story categories, but photos entered as part of a series may also be entered as individual photos in other categories.*** To ensure accurate processing of your entries, please read and follow instructions closely.

- All entries must be submitted as JPEG files on a Thumbdrive.
- **Tearsheets** - In addition to the JPEG, each entry MUST be accompanied by a tearsheet (either a hard-copy from your printed paper or a digital reproduction of the page).

If the image appeared online only, a screenshot and/or a link to the image must be provided. Staple entry label to top right corner of tearsheet.

Entry Prep - Label each Thumbdrive with your newspaper name. Multiple Thumbdrives from a newspaper must be marked #1, #2, etc. All entries must be JPEG files with the following settings:

- RGB mode (color or black and white images)
- JPEG compression quality set to 6
- 72 DPI at 800 pixels

Caption Information - Please include author and cutline information in the Photoshop **File Info** fields:

- **Author:** *Photojournalist's name*
- **Cutline:** *Include the caption and/or any information that the judges need to know about the photo. On multiple photo entries, an introductory paragraph about the entry should be added to this field on the first image of the entry. Newspaper affiliation should not appear here.*

File Naming - Each entry should be named using the method below to ensure that entries are placed in the appropriate category.

Example: **feature_keh_steeple_BR_ME**

The first set of characters is the entry category: (feature)

The next characters are the photographer's initials: (_keh)

The next set represent a short caption: (_steeple)

The next set are the initials of the newspaper: (_BR)

The last two characters are the initials of the state: (_ME)

PHOTOJOURNALISM CATEGORIES

Feature Photo - Any photo showing an unusual event, item or person, (not necessarily of a specific news event) or an unusual photo of a commonplace event, item or person.

General News Photo - Any photo of a community happening that is known, assigned and planned for in advance, such as political rallies, town meetings, drum and bugle corps competition, etc.

News Feature Photo - A photo that occurs in the public domain. It can be at a news event but it can also be a stand alone photo.

Personality Photo - Any photo of a person or group of people, whose point is to tell, photographically, who the people are, what they are like, and why they are newsworthy.

Photo Series - Two or more photographs relating to the same subject that were published over several editions relating to the same subject.

Pictorial Photo - Any photo of natural scenery, buildings or street scenes, etc. in which the emphasis is on the overall scene rather than people or news events.

Photo Story - Two or more images that are taken and tell a story from beginning to end.

Portrait Photo - An image of a person or a personality that is the focus of the photo.

Sports Photo - Photos of sports events.

Spot News Photo - Photos of unexpected news events, such as fires, accidents, unrest or disasters of any kind, for which there is no advance assignment or planning.

Photo Illustration - A picture produced from a preconceived idea and intended to clarify or dramatize non-visual or editorial concepts -- including, but not limited to, food and fashion.

SPECIAL RECOGNITION

Digital Strategy Excellence - This award recognizes newspapers that have been effective in building products that attract and engage audiences on digital platforms. Please submit an outline of the overall approach and specific techniques you're using to serve your community via digital devices, evidence of your success (i.e., traffic counts, reader engagement metrics, subscription volume or advertising revenue), and what differentiates your products from competitors.

Innovator Award - This award recognizes the best new idea (or unique twist on a not-so-new idea) used to grow and/or engage a newspaper's audience. Please submit a note explaining the objective you were trying to achieve, an outline of the idea, details on how it was executed, and evidence of the results achieved.

Best Niche Publication - Targeted niche products published by a member paper that are distributed within the paper or stand-alone — in print, digital or both — are eligible. Up to four (4) issues may be submitted. Judges will consider publishing strategy, content mix, audience and advertiser appeal, as well as the quality of the writing, design and production.

TOP HONORS

Rookie of the Year — The purpose of this award is to encourage capable and talented young journalists to continue their careers in print journalism. One daily paper and one weekly paper “Rookie of the Year Award” will be given.

- Only those who started their professional journalism career after January 1, 2016 will be eligible to compete for this award.
- The entry should consist of **four to six samples** of work from the same journalist. The samples may include features, news stories, sports stories, columns, series, photos, video, etc. Entries that were submitted in other categories of the general competition may also be submitted as part of this entry.
- Submit full page tearsheets or color prints of digital work with entry labels attached and items to be considered marked in red.
- Please have the Publisher or Editor include a cover letter giving background information on the items entered or detailing outstanding work.
- Judges will be asked to consider quality of writing, content, and presentation of information.

Reporter of the Year — One daily paper and one weekly paper “Reporter of the Year” award will be given. Finalists will be chosen based on the highest number of points accumulated in the overall competition.

Points are accumulated as follows:

- First place award = 3 points
- Second place award = 2 points
- Third place award = 1 point

The top scoring journalists may be invited by NENPA to submit the following for consideration:

- Up to six (6) samples of work from the past year. Samples may include features, news stories, columns, editorials, series, photos, video, etc.
- The publisher or editor may include a cover letter that gives background information on the items entered or detailing outstanding work.

Photojournalist of the Year — This award is presented to the most outstanding photojournalist in the competition. Finalists are chosen based on highest number of points garnered from all of their winning entries. Points are awarded as follows:

- First place award = 3 points
- Second place award = 2 points
- Third place award = 1 point

The top point getters in each of the weekly and daily divisions may be contacted to submit a portfolio of up to **six (6)** shots of their own choice (color or black and white) that show their ability, talent, and technical expertise for consideration by the judges.

Skill in a broad variety of areas such as spot news, general news, feature, sports, people, etc. will be considered.

All submissions must have been published either in the newspaper or on the newspaper’s web site within the contest year.

General Excellence - The purpose of this category is to recognize newspapers that demonstrate all-around outstanding attributes and high professional standards. To enter, please:

- Submit ONE COMPLETE ISSUE from April 3 - 9, 2017
- Submit ONE COMPLETE ISSUE of your choosing from within the competition year (Aug. 1, 2016 - July 31, 2017)
- Submit your website URL and access information for any other digital products that you publish (including passwords that may be needed, etc.)
- Put entry labels on each issue

Judges will be asked to consider:

local news and feature content - including writing, reporting, significance of stories and presentation; community service news, leadership shown in news and feature selection

editorial page - writing quality, community impact, variety and quality of other content on the editorial page

advertising - presence of a substantial advertising offering, presentation and page layout

presentation - use of headlines, use of photos, arrangement and selection of stories for reader appeal, structure, makeup and typography of entire newspaper

digital products - content quality, utility, navigability and appearance of your digital products

2017 NEW ENGLAND BETTER NEWSPAPER COMPETITION

EDITORIAL/MULTIMEDIA/PHOTOGRAPHY ENTRY FORM

Please fill out one entry form for each newspaper entering the competition. Indicate the number of entries submitted in the space provided. If entering multiple divisions, please fill out a separate entry forms for each division. For individuals entering the contest, please submit your entry form and payment along with those of your newspaper.

NEWS REPORTING

- # of Entries Submitted _____
- _____ Arts & Entertainment Reporting
 - _____ Business/Economic Reporting
 - _____ Crime and Courts Reporting
 - _____ Education Reporting
 - _____ Environmental Reporting
 - _____ General News Story
 - _____ Government Reporting
 - _____ Health Reporting
 - _____ History Reporting
 - _____ Human Interest Feature Story
 - _____ Investigative Reporting
 - _____ Local Election Coverage
 - _____ Local Personality Profile
 - _____ Obituaries
 - _____ Racial or Ethnic Issue Coverage
 - _____ Reporting on Religious Issues
 - _____ Science/Technology Reporting
 - _____ Social Issues Feature Story
 - _____ Sports Feature Story
 - _____ Sports Story
 - _____ Spot News Story
 - _____ Transportation Reporting
 - _____ Community/Audience Involvement
 - _____ Headline Writing
 - _____ Right-to-Know

EDITORIAL

- _____ Editorial Writing
- _____ Commentary
- _____ Editorial Cartoon

PAGES AND SECTIONS

- _____ Arts & Entertainment Section
- _____ Business Page or Section
- _____ Editorial/Commentary Page
- _____ Event Special Section
- _____ Food Page or Section
- _____ Front Page
- _____ Living Page or Section
- _____ Special Section or Editorial Supplement
- _____ Sports Section
- _____ Special Sports Section

COLUMNS

- _____ Humor Columnist
- _____ Political Columnist
- _____ Serious Columnist
- _____ Sports Column

DESIGN

- _____ Illustration
- _____ Infographics
- _____ Overall Design/Presentation (print)
- _____ Overall Design/Presentation (special section)

DIGITAL PUBLISHING

- *PLEASE SUBMIT DIGITAL PUBLISHING FORM*
- _____ Multimedia Coverage
 - _____ Website Design
 - _____ Website Interactivity and Engagement
 - _____ Best Overall Website
 - _____ Best Blog on a Newspaper Website
 - _____ Best Infographic on a Website
 - _____ Best Webcast
 - _____ Mobile Product Design

- _____ Best Overall Mobile Product
- _____ News Video
- _____ Feature Video
- _____ Sports Video
- _____ Entertainment Video
- _____ Spot News Video
- _____ Slideshow
- _____ Best Use of Social Media in Breaking News

SPECIAL RECOGNITION

- _____ Digital Strategy Excellence
- _____ Innovator's Award
- _____ Best Niche Publication
- _____ Rookie of the Year
- _____ Editorial General Excellence

PHOTOJOURNALISM

- _____ Feature Photo
- _____ General News Photo
- _____ News Feature Photo
- _____ Personality Photo
- _____ Photo Illustration
- _____ Photo Series
- _____ Pictorial Photo
- _____ Photo Story
- _____ Portrait Photo
- _____ Sports Photo
- _____ Spot News Photo

Mail entries to: NENPA, 1 Arrow Drive, Suite 6, Woburn, MA 01801 -- **Deadline is October 13, 2017**

Publication _____

Web URL _____

Website Access (login info): _____

Address _____

City/State/Zip Code _____

Editor's Name _____

Editor's Email _____

Phone _____

Newspaper Fee (paid once per newspaper) @ \$ 25

Number of entries _____ @ \$22 per entry \$ _____

Deduct 5% if postmarked by September 16 \$ _____

Total amount enclosed \$ _____

Credit card # _____ Exp. Date _____


Signature _____

Questions? Call NENPA at (781) 281-7284


2017 NEW ENGLAND BETTER NEWSPAPER COMPETITION

EDITORIAL ENTRY LABELS


A completed label should be securely stapled to the top right corner of each tearsheet you are submitting. This document is a writeable PDF, so you can fill out the labels once and print as many as you need. Questions? Call 781-281-7284.

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION
EDITORIAL 


Author _____
Category _____
Headline _____
Newspaper _____
City/ State _____
Circulation Class *Dailies* < 25,000 > 25,000
Weeklies < 6,000 > 6,000
URL (if submitting digital content): _____

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION
EDITORIAL 


Author _____
Category _____
Headline _____
Newspaper _____
City/ State _____
Circulation Class *Dailies* < 25,000 > 25,000
Weeklies < 6,000 > 6,000
URL (if submitting digital content): _____

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION
EDITORIAL 


Author _____
Category _____
Headline _____
Newspaper _____
City/ State _____
Circulation Class *Dailies* < 25,000 > 25,000
Weeklies < 6,000 > 6,000
URL (if submitting digital content): _____

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION
EDITORIAL 

Author _____
Category _____
Headline _____
Newspaper _____
City/ State _____
Circulation Class *Dailies* < 25,000 > 25,000
Weeklies < 6,000 > 6,000
URL (if submitting digital content): _____

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION
EDITORIAL 

Author _____
Category _____
Headline _____
Newspaper _____
City/ State _____
Circulation Class *Dailies* < 25,000 > 25,000
Weeklies < 6,000 > 6,000
URL (if submitting digital content): _____

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION
EDITORIAL 


Author _____
Category _____
Headline _____
Newspaper _____
City/ State _____
Circulation Class *Dailies* < 25,000 > 25,000
Weeklies < 6,000 > 6,000
URL (if submitting digital content): _____

2017 NEW ENGLAND BETTER NEWSPAPER COMPETITION

PHOTOGRAPHY ENTRY LABELS

A completed label should be securely stapled to the top right corner of each tearsheet you are submitting. This document is a writeable PDF, so you can fill out the labels once and print as many as you need. Questions? Call 781-281-7284.

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION
PHOTOJOURNALISM




Author _____
Category _____
Headline _____
Newspaper _____
City/ State _____
Circulation Class *Dailies* < 25,000 > 25,000
Weeklies < 6,000 > 6,000
Photos submitted via: Thumbdrive

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION
PHOTOJOURNALISM




Author _____
Category _____
Headline _____
Newspaper _____
City/ State _____
Circulation Class *Dailies* < 25,000 > 25,000
Weeklies < 6,000 > 6,000
Photos submitted via: Thumbdrive

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION
PHOTOJOURNALISM




Author _____
Category _____
Headline _____
Newspaper _____
City/ State _____
Circulation Class *Dailies* < 25,000 > 25,000
Weeklies < 6,000 > 6,000
Photos submitted via: Thumbdrive

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION
PHOTOJOURNALISM




Author _____
Category _____
Headline _____
Newspaper _____
City/ State _____
Circulation Class *Dailies* < 25,000 > 25,000
Weeklies < 6,000 > 6,000
Photos submitted via: Thumbdrive

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION
PHOTOJOURNALISM



Author _____
Category _____
Headline _____
Newspaper _____
City/ State _____
Circulation Class *Dailies* < 25,000 > 25,000
Weeklies < 6,000 > 6,000
Photos submitted via: Thumbdrive

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION
PHOTOJOURNALISM



Author _____
Category _____
Headline _____
Newspaper _____
City/ State _____
Circulation Class *Dailies* < 25,000 > 25,000
Weeklies < 6,000 > 6,000
Photos submitted via: Thumbdrive

2017 New England Better Newspaper Competition

DIGITAL PUBLISHING ENTRY FORM

Please submit the following information with your entry in any of the digital publishing categories.

Include a printed hard copy and an electronic version as an Excel, Word or PDF document on a thumbdrive.



**2017 New England Better Newspaper Competition
Supplemental Multimedia Entry Form**

Author:

Headline:

Category:

Circulation Class:

Web Address:

Web Login Access:

Newspaper Name:

City/State:

Brief Statement:

2017 NEW ENGLAND BETTER NEWSPAPER COMPETITION
ADVERTISING/CIRCULATION/PROMOTION DIVISION

The Advertising/Circulation/Promotion division consists of **35** competitive categories. Daily and weekly newspapers are eligible to compete in four circulation classes (dailies <25k / >25k and weeklies <6k / >6k).

Please submit entries from your Niche products in Specialty/Niche Category

ADVERTISING

Local Display Ad, Black and White
Local Display Ad, Color
Local Online Ad
Most Creative Use of Small Print Space
Advertiser Campaign
Themed Multiple Advertiser Page(s)

Automotive Display Ad
Real Estate Display Ad

Newspaper Designed Advertising Insert
Best Integrated Campaign for an Advertiser

Special Section / Advertising Supplement
Events
Business Innovation
Best Digital Revenue Building Idea
Best Idea for Generating Revenue

SPECIAL RECOGNITION

Best Ad Designer
Advertising Director/Manager of the Year
Advertising General Excellence
Advertising Manager/Director of the Year

Advertising Sales Media Kit
Audience Building Promotion
Classified Promotion
Specialty Publication Promotion
Digital Product Promotion to Advertisers
Digital Product Promotion to Readers
Advertiser Promotion for Special Section
Niche Publication
Pure Ad Niche Publication
NIE Program / Promotion
Newspaper-Sponsored Event Promotion

Best Use of Social Media to Promote Your Newspaper

Ad Rating Strategy
Ad Sales Incentive Program

Subscription Sales Promotion
Subscriber Retention Program
Contests

PLEASE NOTE: Papers have NO LIMIT on number of entries per category, except in Advertising General Excellence

NEWSPAPER MARKETING AND PROMOTION



2017 NEW ENGLAND BETTER NEWSPAPER COMPETITION

ADVERTISING/CIRCULATION/PROMOTION DIVISION

Welcome to the 2017 Better Newspaper Competition - New England's largest and most comprehensive journalism recognition program. NENPA member newspapers from Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont are invited to enter.

In this packet you will find all of the information necessary to prepare your **advertising, circulation and promotion** entries, including a list of competitive categories, complete rules and guidelines, the criteria that each contest category will be judged upon, entry forms and labels.

Work published by daily and weekly newspapers during the **August 1, 2016 to July 31, 2017** contest year is eligible for this competition.

The Better Newspaper Competition includes three divisions:

- Editorial/Multimedia/Photography
- **Advertising/Circulation/Promotion**
- Specialty/Niche Publications

There is a separate packet of information for each division with specific rules that you can refer to when preparing your entries.

The deadline to submit entries is **Friday, October 13, 2017**. You can save 5% off the cost of your entry fees if you submit by the September 29 early bird deadline. Awards will be presented at the annual New England Newspaper Convention, which will be held Friday-Saturday, February 23-24, 2018 at the Renaissance Hotel in Boston.

We wish you the very best of luck in this year's competition! If questions come up while preparing your entries please call **781-281-7284** or email **info@nenpa.com**.



2017 NEW ENGLAND BETTER NEWSPAPER COMPETITION

ADVERTISING/CIRCULATION/PROMOTION RULES AND GUIDELINES

1. COMPETITION YEAR

The competition is open to all NENPA member newspapers. Work published between August 1, 2016 and July 31, 2017 is eligible. An initiative or campaign that started before the cut off date but continued beyond that date is eligible in its entirety.

2. DEADLINES

Entries should be postmarked on or before midnight, **October 13, 2017**, or delivered to the NENPA office by 4:30 p.m. on that day. Save money by entering early. Have your entries postmarked by **September 29, 2017** and deduct 5% from your total entry fee.

3. ELIGIBILITY

All NENPA member newspapers in good standing are eligible to enter the competition.

4. NEWSPAPER GROUPS

Newspaper groups entering an item that appeared in more than one of its newspapers may enter it only once. If the item ran in newspapers in different circulation classes, it should be entered by the newspaper in the highest circulation class.

5. CIRCULATION CLASSES

Circulation class is determined by your most recently published circulation figure.

Circulation classes are defined as:

Daily 1 - up to 24,999 weekday circulation

Daily 2 - 25,000 + weekday circulation

Weekly 1 - up to 5,999

Weekly 2 - 6,000 +

6. MARKING YOUR ENTRIES

Entry labels, provided at the back of this packet, should be affixed to each entry.

7. MAILING YOUR ENTRIES

All entries must be accompanied by a completed entry form. Mail entries to:

**NENPA Better Newspaper Competition
New England Newspaper & Press Association
1 Arrow Drive, Suite 6
Woburn, MA 01801**

NOTE: If you are also entering the Editorial/Multimedia/Photography Division please submit your entries in the same package.

8. COST

- An overall competition entry fee of \$25 per newspaper is required, plus \$22 for each entry.
- If your paper is entering multiple divisions the \$25 newspaper entry fee only has to be paid once.

Please make your check for the total amount payable to - **New England Newspaper & Press Association (NENPA)** - and include it along with your entry form and entries. You may opt to include your credit card information for payment.

9. INSUFFICIENT ENTRIES

If not enough entries are received in any category, the staff reserves the right to combine circulation classes and/or change the number of awards given.

NOTE: All ads submitted must have been prepared by the paper submitting them. Mats, artwork, or other previously prepared parts may be used as long as the advertisement is written and composed by the newspaper. Awards in this category will be made in the newspaper's name; therefore, individual names are not required on the entry labels.

Questions? Call the NENPA Office (781) 281-7284.



2017 NEW ENGLAND BETTER NEWSPAPER COMPETITION

ADVERTISING/CIRCULATION/PROMOTION COMPETITIVE CRITERIA

ADVERTISING

Local Display Ad, Black and White - Entries should be paid print ads created by your newspaper for one of its advertisers. Black & white ads are eligible. Judges will be asked to consider the basic idea, layout (including typography, art work, organization), copy and originality.

Local Display Ad, Color - Entries should be paid ads created by your newspaper for one of its advertisers. Color ads (print or digital) are eligible. Judges will be asked to consider the basic idea, layout (including typography, art work, organization), copy, use of color and originality.

Local Online Ad - Entries can be a single ad or campaign that the paper developed for one of its advertisers. Judges will be asked to consider the basic idea, layout (including typography, art work, organization), copy, use of color and unique capabilities the digital format offers, as well as originality. Please submit any evidence that's available regarding the response generated (i.e., click-through rate, coupon redemption, advertiser testimonial, etc.)

Most Creative Use of Small Print Space - Judging will be based on creativity and effectiveness of the advertiser message in an ad that is 10" or smaller.

Advertiser Campaign - This award recognizes an outstanding advertising campaign that the paper developed for one of its advertisers. The campaign must consist of at least three ads. Ads may appear in a single issue or over several issues and/or on multiple platforms. Judges will be asked to consider content, design, impact, originality and development of a powerful theme or value proposition. NOTE: Individual ads from this series may also be entered into the single ad categories.

Themed Multiple Advertiser Page(s) - Entries should consist of multiple ads grouped in print and/or online to focus on a single shopping area, concept or theme, such as graduation, Happy New Year, homecoming, drunk driving awareness, Scouting Week, etc. Judges will be asked to consider originality, design, clarity, organization, audience and advertiser appeal, and effectiveness.

Automotive Display Ad - Newspaper-generated print or digital ads promoting a local dealership are eligible.

Judges will be asked to consider layout (including typography, art work, organization), copy, impact and originality.

Real Estate Display Ad - Newspaper-generated print or digital ads promoting homes for sale or rent by a realtor, builder or complex are eligible. Judges will be asked to consider layout (including typography, art work, organization), copy, impact and originality.

Newspaper Designed Advertising Insert - Print ads that run with or in the paper, but are not printed on pages of the paper are eligible. Judging will be based on creativity and effectiveness of the message. Must be designed for and promote a single advertiser.

Best Integrated Campaign for an Advertiser - This award is for a multi-faceted solution for a client that does not restrict itself only to print or only to digital, but embraces the whole audience. Print can be a newspaper and/or inserted magazine or special section. Digital is not platform-specific. This campaign must be from a single advertiser and include two or more advertising platforms. Please submit all components.

Special Section / Advertising Supplement - Please submit the entire section as well as the URL if it includes a digital component. Entries should be an insert with a theme or environment designed to encourage consumer purchases. The supplement may cover any subject as long as it is run as an addition to the usual edition of the newspaper, but yet still a part of the newspaper (publications that are not run as a part of the newspaper are not eligible). The entry may or may not have editorial copy. Judges will be asked to consider the basic idea, originality, design (including the cover, overall presentation and individual ads), impact and ad volume.

Events - Entries should consist of a description of an event that the newspaper produced in an effort to generate revenue. Judges will be asked to consider the success of the event in generating revenue, as well as its strategic orientation, originality, size and scope. Please include supporting materials and promotion that will help the judges fully understand the event and how it fits into the paper's marketing mission.

Business Innovation - This category highlights new

approaches to traditional business practices (i.e., a new twist on an old idea) or a completely new business model or idea. Entries should be accompanied by a cover letter that outlines the business objective and financial results of the innovation. Supporting materials, such as URLs to relevant web pages, tear sheets, ads, series, sections, special publications, etc., must be included with entry. Judges will consider originality, scope and the effectiveness of the new initiative.

Best Digital Revenue Building Idea - Submit the new programs you've developed to pursue digital marketing and advertising dollars. New digital products or digital ad environments, native advertising online, special sales deployment and incentive programs, promotional activities, digital service sales, or any other strategies that increased your digital revenue are eligible. The bottom line is that the program successfully generated more digital ad revenue for your paper. Please submit a cover note that outlines the program, results and key components that made it so successful. Judges will be asked to consider originality, scope of the program, and the amount of digital advertising revenue generated through the effort.

Best Idea for Generating Revenue - All revenue programs are eligible for this award whether they include new print or digital products, sales incentives, promotional activities, events, digital services, alternate forms of distribution, or any other strategies. The bottom line is that the program successfully generated more revenue. Please submit a cover note that outlines the program, results and key components that made it so successful. Judges will be asked to consider originality, scope of the program, and incremental revenue generated.

SPECIAL RECOGNITION

Best Ad Designer - Judging will be based on a minimum of 6 pieces by a single designer that shows work for a variety of clients, creativity, and truly effective presentation of advertiser messages.

Advertising Director/Manager of the Year - The purpose of this award is to recognize an exceptional advertising director who fully embraces the challenges newspapers face in today's competitive media environment, and finds ways to truly help his/her customers grow their business while generating substantial revenue for the newspaper. The **New England Advertising Manager/Director of the Year** will

be chosen based on outstanding accomplishments during the course of the past year. Please submit a letter of nomination that describes the extraordinary contribution the nominee made to the success of the newspaper this year. Please be specific, including for example yr/yr revenue increases, digital sales progress, new revenue initiatives, leadership style, new sales strategies, etc.

Advertising General Excellence - Entry should consist of **two (2)** issues from the contest year, no two of which can be from the same month, plus your website URL. Judges will be asked to consider quantity of advertising (both print and online), structure and format of ad pages and classified section, originality and quality of locally-produced copywriting and ad design.

NEWSPAPER MARKETING AND PROMOTION

Advertising Sales Media Kit - Recognizes the quality of promotional piece(s) used to support the sale of advertising in any or all of the newspaper's advertising products. Judges will be asked to consider the potential effectiveness of the material as sales ammunition that positions the paper for success.

Audience Building Promotion - Entries should consist of marketing/activities that promote newspaper sales and readership of the paper's print or digital products. Examples might include advertising that directly solicits newspaper purchases and digital product usage/subscriptions, newspaper-sponsored events, contests, public relations, etc. Judges will be asked to consider originality of the message strategy and presentation, as well as results obtained.

Classified Promotion - Recognizing newspaper promotions that encourage the use of classified ads that run in the paper or online (promoting buying from or selling with the classified ads). Please provide examples and evidence of results.

Specialty Publication Promotion - This category recognizes promotional ads or material that encourages the growth of a newspaper's niche/specialty publication audience. Please provide examples.

Digital Product Promotion to Advertisers - Recognizing outstanding marketing strategies, promotional materials, PR and sales efforts used to help grow a newspaper's digital advertising base. Please

provide examples and evidence of results.

Digital Product Promotion to Readers - Recognizing outstanding marketing strategies, promotional ads, PR and sales efforts used to grow a newspaper's digital audience. Please provide examples and evidence of results.

Advertiser Promotion for a Special Section -

Recognizes highly-effective promotional sales material and other types of ammunition the newspaper produces to help sales reps sell advertising in a special section (i.e., wedding or dining guide, home improvement section, etc.)

Niche Publication - Recognizing a publication (print and/or online) that is distributed outside the newspaper and whose target audience may be different than the regular newspaper audience (i.e. college guide, phone directory, tourism guide, service directory, etc.) Along with copies of the product, the entry should include a letter with a brief description of the target audience, the frequency and method of distribution, audience response and amount of advertising generated. Judges will be asked to consider the value of content, advertising ratio (profitability), uniqueness, and overall presentation.

Pure Ad Niche Publication - Recognizing a publication (print and/or online) that specifically targets shoppers and is distributed outside the newspaper (i.e. coupon books, free shoppers, auto traders, classified publications, service directory, etc.) Along with copies of the product, the entry should include a letter with a brief description of the strategy, the target audience, the frequency and method of distribution, audience response and amount of advertising generated. Judges will be asked to consider the value of content, profitability, uniqueness, and overall presentation.

Newspapers in Education Program/Promotion -

Entries in this category should consist of educational projects and promotions to increase NIE circulation, including sponsorship drives, programs for teachers, and all activities and partnerships to benefit the NIE program. Entries may include ads, fliers, feature stories, newsletters and examples of teacher workshops, in-paper features, teacher guides, etc.

Newspaper-Sponsored Event Promotion -

Recognizing outstanding special events that a paper produces or co-sponsors to support the community and enhance public perception of the newspaper. This category can include single events and longer-term sponsorships, such as support of a sports team or school

education program. Send a brief description of the event and audience, attendance, coverage of the newspaper's role, promotional material, etc. Judges will consider how the sponsorship benefitted the newspaper, including how it was leveraged editorially for the benefit of readers, brand enhancement, etc.

Best Use of Social Media to Promote your Newspaper - This award will go to newspapers that use social media in creative and effective ways to help generate more audience and revenue for their print and digital publications. Please submit an outline of your social media initiative(s), as well as examples of your activity and a description of the results.

Ad Rating Strategy - Recognizing effective and innovative ad rating strategies and the presentation of those materials. Please provide examples and results gained from the strategy.

Ad Sales Incentive Program - This category recognizes effective incentive programs for advertising sales representatives and/or advertisers. Please include a cover note that describes the program and the results. Send along examples of any promotional material used.

Subscription Sales Promotion - Entries in this category may include sales promotions, pricing schemes, promotional advertising, direct marketing and other programs used to attract subscribers to your print and/or digital products. Please provide examples and evidence of results.

Subscriber Retention Program - Recognizing effective promotions that papers use to retain subscribers over time -- including price structures, incentives, bundling strategies, CRM, stop-saver programs, easy-pay programs, points programs and other types of rewards that build loyalty and encourage extended subscriptions.

Contests - This award will recognize newspapers' exceptional use of contests as part of their strategy to increase audience and revenue. Entries will be judged on the creativity and strategy involved in the idea for the contest, as well as effective implementation and results. Please submit a description of the contest, examples of the execution and evidence of results.

2017 NEW ENGLAND BETTER NEWSPAPER COMPETITION

ADVERTISING/CIRCULATION/PROMOTION ENTRY FORM

Please fill out one entry form for each newspaper entering the competition. Indicate the number of entries submitted in the space provided. If entering multiple divisions, please fill out a separate entry forms for each division. For individuals entering the contest, please submit your entry form and payment along with those of your newspaper.

ADVERTISING

- # of Entries Submitted
- _____ Local Display Ad, Black & White
 - _____ Local Display Ad, Color
 - _____ Local Online Ad
 - _____ Most Creative Use of Small Print Space
 - _____ Advertiser Campaign
 - _____ Themed Multiple Advertiser Page(s)
 - _____ Automotive Display Ad
 - _____ Real Estate Display Ad
 - _____ Newspaper Designed Advertising Insert
 - _____ Best Integrated Campaign for an Advertiser
 - _____ Special Section / Advertising Supplement
 - _____ Events
 - _____ Business Innovation
 - _____ Digital Revenue Building Idea
 - _____ Best Idea for Generating Revenue

NEWSPAPER MARKETING AND PROMOTION

- _____ Advertising Sales Media Kit
- _____ Audience Building Promotion
- _____ Classified Promotion
- _____ Specialty Publication Promotion
- _____ Digital Product Promotion to Advertisers
- _____ Digital Product Promotion to Readers
- _____ Advertiser Promotion for Special Section
- _____ Niche Publication
- _____ Pure Ad Niche Publication
- _____ NIE Program/Promotion
- _____ Newspaper-Sponsored Event Promotion
- _____ Best Use of Social Media to Promote Newspaper
- _____ Ad Rating Strategy
- _____ Ad Sales Incentive Program
- _____ Subscription Sales Promotion
- _____ Subscriber Retention Program
- _____ Contests

SPECIAL RECOGNITION

- _____ Best Ad Designer
- _____ Advertising Manager/Director of the Year
- _____ Advertising General Excellence

Mail entries to: NENPA, 1 Arrow Drive, Suite 6, Woburn, MA 01801 -- **Deadline is October 13, 2017**

Publication _____

Web URL _____

Website Access (login info): _____

Address _____

City/State/Zip Code _____

Director's Name _____

Director's Email _____

Phone _____

Newspaper Fee (paid once per newspaper) @ \$ 25

Number of entries _____ @ \$22 per entry \$ _____

Deduct 5% if postmarked by September 16 \$ _____

Total amount enclosed \$ _____

Credit card # _____ Exp. Date _____

Signature _____

Questions? Call NENPA at (781) 281-7284




2017 NEW ENGLAND BETTER NEWSPAPER COMPETITION

ADVERTISING/CIRCULATION/PROMOTION ENTRY LABELS


A completed label should be securely stapled to the top right corner of each tearsheet you are submitting. This document is a writeable PDF, so you can fill out the labels once and print as many as you need. Questions? Call 781-281-7284.

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION
ADVERTISING




Category _____
Newspaper _____
Caption _____
City/ State _____
Circulation Class *Dailies* < 25,000 > 25,000
Weeklies < 6,000 > 6,000
URL (if submitting digital content): _____

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION
ADVERTISING




Category _____
Newspaper _____
Caption _____
City/ State _____
Circulation Class *Dailies* < 25,000 > 25,000
Weeklies < 6,000 > 6,000
URL (if submitting digital content): _____

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION
ADVERTISING




Category _____
Newspaper _____
Caption _____
City/ State _____
Circulation Class *Dailies* < 25,000 > 25,000
Weeklies < 6,000 > 6,000
URL (if submitting digital content): _____

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION
ADVERTISING




Category _____
Newspaper _____
Caption _____
City/ State _____
Circulation Class *Dailies* < 25,000 > 25,000
Weeklies < 6,000 > 6,000
URL (if submitting digital content): _____

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION
ADVERTISING



Category _____
Newspaper _____
Caption _____
City/ State _____
Circulation Class *Dailies* < 25,000 > 25,000
Weeklies < 6,000 > 6,000
URL (if submitting digital content): _____

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION
ADVERTISING



Category _____
Newspaper _____
Caption _____
City/ State _____
Circulation Class *Dailies* < 25,000 > 25,000
Weeklies < 6,000 > 6,000
URL (if submitting digital content): _____

2017 NEW ENGLAND BETTER NEWSPAPER COMPETITION
SPECIALTY/NICHE PUBLICATIONS DIVISION

The Specialty/Niche division consists of publications that are geared toward a certain demographic or interest group, and publications that are published biweekly or monthly. There are **48** competitive categories and Specialty/Niche publications of all circulation sizes are eligible to compete in this division.

EDITORIAL

Arts & Entertainment Reporting
General News Story
Human Interest Feature Story
Investigative/Enterprise Reporting
Personality Profile
Social Issues Feature Story
Editorial / Opinion Writing
Columnist
Headline Writing
Illustration / Infographics
Overall Design and Presentation (*specialty publication*)
Overall Design and Presentation (*of a Niche Product*)
Special Section or Supplement
Audience Involvement
Multimedia Coverage
Front Page

PHOTOGRAPHY/ VIDEO

News Photo
Feature Photo
Personality Photo
Photo Series
Pictorial Photo
Photo Illustration
Photo Story
Portrait Photo
Sports Photo
Entertainment Video
Feature Video
News Video

Slideshow
Best Overall Website
Website Design

ADVERTISING/ CIRCULATION/ PROMOTION

Advertising Sales Media Kit
Local Ad, Black and White
Local Ad, Color
Local Ad, Online
Most Creative Use of Small Print Space
Themed Multiple Advertiser Page(s)
Best Digital Revenue Building Idea
Audience Building Promotion
Digital Product Promotion
Sponsored Event Promotion
Pure Ad Niche Publication

SPECIAL RECOGNITION

Best Ad Designer
Innovator Award
Digital Strategy Excellence
Advertising Director/Manager of the Year
Advertising General Excellence
General Excellence

PLEASE NOTE: Papers have NO LIMIT on number of entries per category, except in General Excellence and Advertising General Excellence



2017 NEW ENGLAND BETTER NEWSPAPER COMPETITION

SPECIALTY/NICHE PUBLICATIONS DIVISION

Welcome to the 2017 Better Newspaper Competition - the largest and most comprehensive journalism recognition program in New England. NENPA member publications from Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont are invited to enter.

In this packet you will find all of the information necessary to prepare your **specialty/niche publications** entries, (i.e., biweekly or monthly publications, publications targeted for a specific demographic or interest groups, etc.) including a list of competitive categories, complete rules and guidelines, the criteria that each contest category will be judged upon, entry forms and labels.

Work published by biweekly, monthly and specialty publications during the **August 1, 2016 to July 31, 2017** contest year is eligible for this competition.

The Better Newspaper Competition includes three divisions:

- Editorial/Multimedia/Photography
- Advertising/Circulation/Promotion
- **Specialty/Niche Publications**

There is a separate packet of information for each division with specific rules that you can refer to when preparing your entries.

The deadline to submit entries is **Friday, October 13, 2017**. You can save 5% off the cost of your entry fees if you submit by the September 29 early bird deadline. Awards will be presented at the annual New England Newspaper Convention, which will be held Friday-Saturday, February 23-24, 2018 at the Renaissance Hotel in Boston.

We wish you the very best of luck in this year's competition! If questions come up while preparing your entries please call **781-281-7284** or email **info@nenpa.com**.



2017 NEW ENGLAND BETTER NEWSPAPER COMPETITION

SPECIALTY/NICHE PUBLICATIONS RULES AND GUIDELINES

1. COMPETITION YEAR

The competition is open to all NENPA member publications. Entries published between August 1, 2016 and July 31, 2017 are eligible. A series which starts before the cut off date but continues past that date will be eligible in its entirety.

2. DEADLINES

Entries should be postmarked on or before midnight, **October 13, 2017**, or delivered to the NENPA office by 4:30 p.m. on that day. Save money by entering early. Have your entries postmarked by **September 29, 2017** and deduct 5% from your total entry fee.

3. ELIGIBILITY

All NENPA member publications in good standing are eligible to enter the competition.

4. NEWSPAPER GROUPS

Newspaper groups entering an item that appeared in more than one of its newspapers may enter it only once.

5. MARKING YOUR ENTRIES

Entry labels provided at the back of this packet should be affixed to each entry.

6. INDIVIDUAL ENTRIES

Individuals who work for NENPA member publications may submit their own additional entries beyond what the publication has already entered. Please fill out a separate entry form and enclose payment (\$22 per entry) in your package.

7. MAILING YOUR ENTRIES

All entries must be accompanied by a completed entry form. Mail entries to:

**NENPA Better Newspaper Competition
New England Newspaper & Press Association
1 Arrow Drive, Suite 6
Woburn, MA 01801**

8. COST

- The overall competition entry fee is \$25 per publication, plus \$22 for each individual entry.

Please make your check for the total amount payable to - **New England Newspaper & Press Association (NENPA)** - and include it along with your entry form and entries. You may opt to include your credit card information for payment.

9. INSUFFICIENT ENTRIES

If insufficient entries are received in any category, the competition staff reserves the right to combine circulation classes and/or change the number of awards given in each class.

Questions? Call the NENPA Office (781) 281-7284.





2017 NEW ENGLAND BETTER NEWSPAPER COMPETITION

SPECIALTY/NICHE PUBLICATIONS COMPETITIVE CRITERIA

EDITORIAL CATEGORIES

NOTE: All entries must be the work of the publication. Work provided by syndicated services, wire services, etc. is not eligible.

Arts & Entertainment Reporting - Judges will be looking for lively, readable coverage on the local arts and entertainment scene.

General News Story - Judges will be asked to consider quality of writing and reporting, significance of the story and presentation of information.

Human Interest Feature Story - This award recognizes a descriptive human interest story which focuses more on people, places or things than on issues. Judges will be asked to consider quality of writing and content.

Investigative/Enterprise Reporting - Entry should include a cover letter detailing efforts required to develop and substantiate the story or series and any results or follow up. Judges will be asked to consider worthiness of subject and quality of reporting (including use of multiple sources, data, quotes, clarity of writing and depth of information).

Personality Profile - A story about a person of interest to the publication's audience. Judges will be asked to consider the choice of subject, quality of writing and presentation.

Social Issues Feature Story - A story which focuses more on issues than on individuals. Judges will be asked to consider the quality of writing, depth of analysis, and the presentation.

Editorial / Opinion Writing - Entry must consist of **three (3)** editorials. Editorials must be written by a member of the publication's staff or written exclusively for the publication submitting the entry. Judges will be asked to consider quality of writing, fairness and significance of subject matter.

Columnist - Entry should consist of **two (2)** columns. The columns must be written on a regularly scheduled basis by a full- or part-time member of the specialty publication's staff, or written exclusively for the

publication submitting the entry. Entries must be regular columns, not feature stories. Judges will be asked to consider quality of writing and subject matter.

Headline Writing - Please submit tearsheets with one to five outstanding headlines you have published. Judges will be asked to consider effectiveness of the headline in telling the story, fairness in the headline's representation of the story content, colorful use of words, appropriate size for space and story.

Illustration / Infographics - Recognizing an illustration used in presenting a topic or story, or artwork other than photographs or editorial cartoons that is used to tell about, explain or clarify an issue or story through the use of maps, charts, diagrams or other graphic devices. Please include a tearsheet or color print of digital work along with any accompanying story or caption.

Overall Design and Presentation (specialty publication) - Submit ONE COMPLETE ISSUE of your choosing of your printed specialty publication. Judges will be asked to consider general makeup and layout (use of photos, illustrations, arrangements of stories, etc.), effective use of headlines and body type, and readability.

Overall Design and Presentation of a Niche Product - Submit ONE ISSUE of your niche product. Judges will be asked to consider general makeup and layout (use of photos, illustrations, arrangement of stories, etc.), effective use of headlines, body type and readability.

Special Section or Supplement - The supplement may cover any subject as long as it is published as an addition to the core publication, but yet presented as a part of the core package (publications that are distributed separately outside the core package are not eligible). Editorial copy must be written by full- or part-time members of the publication's staff, or written exclusively for the specialty publication submitting the entry. Judges will be asked to consider: topic choice and reader interest, quality of writing, presentation and section structure.

Audience Involvement - This entry should consist of one idea used in your publication on a regular basis that allows members of the audience to be involved with and have input into the paper. Items that are written or produced by members of the audience who receive payment for them are not eligible. Examples of possible entries are: guest columns, man-on-the-street commentaries, “speak out” phoned-in editorial remarks, pages produced by local students, etc. With the entry please submit a letter explaining how often the feature or column appears, how the audience is invited to participate and how great the response is. Judges will be asked to consider the audience appeal and presentation. This category also includes online community involvement. Please include a letter of explanation and any relevant URLs or screen shots for the judges to consider.

Multimedia Coverage - This category recognizes a packaged news story of any type that creatively and effectively incorporates multimedia components in its presentation – including print, photography, audio and/or video, slides, exhibits, reader interaction, etc. Please submit a note that describes your effort to report the story and the rationale for the formats used, along with clips and URL.

Front Page - Judges will be asked to consider story/content selection, makeup, design, typography, general appearance, use of headlines and subheads in relationship to stories, and effective, dramatic use of photography.

PHOTOJOURNALISM/VIDEO CATEGORIES

NOTE: All entries must be the work of the publication. Photos from syndicated services, wire services, etc. are not eligible. Entries must have appeared either in print or on the publication’s website during the contest year. A paper may enter photos from as many photographers as it wishes. A photo series may only be entered in the Photo Series category, but photos entered as part of a series may also be entered as individual photos in other categories. To ensure accurate processing of your entries, please read and follow instructions closely.

- All entries must be submitted as JPEG files on a USB drive.
- **Tearsheets** - In addition to the JPEG, each entry must be accompanied by a tearsheet (either a hard-copy from your printed paper or a digital reproduction of the page). If the image appeared online only, a screenshot and/or a link to the image must be provided. Staple entry label to top right corner of tearsheet.

Entry Prep - Label each USB drive with your publication name. Multiple USB drives from a publication should be marked #1, #2, etc. All entries must be JPEG files with the following settings:

- RGB mode (color or black and white images)
- JPEG compression quality set to 6
- 72 DPI at 800 pixels

Caption Information - Please include author and outline information in the Photoshop **File Info** fields:

Author: *Photojournalist’s name*

Cutline: *Include the caption and/or any information that the judges need to know about the photo. On multiple photo entries, an introductory paragraph about the entry should be added to this field on the first image of the entry. Publication affiliation should not appear here.*

File Naming - Each entry should be named using the method below to ensure that entries are placed in the appropriate category.

Example: **feature_keh_steeple_BR_ME**

The first set of characters is the entry category: (feature)

The next characters are the photographer’s initials: (_keh)

The next set represent a short caption: (_steeple)

The next set are the initials of the publication: (_BR)

The last two characters are the initials of the state: (_ME)

News Photo - Any published photo of a relevant news event.

Feature Photo - Any photo showing an unusual event, item or person, (not necessarily of a specific news event) or an unusual photo of a commonplace event, item or person.

Personality Photo - Any photo of a person or small group of people, that tells, photographically, who the people are, what they are like, and why they are newsworthy.

Photo Series - Two or more photographs relating to the same subject that were published over several editions relating to the same subject.

Pictorial Photo - Any photo of natural scenery, buildings or street scenes, etc. in which the emphasis is on the overall scene rather than people or news events.

Photo Illustration - A picture produced from a preconceived idea and intended to clarify or dramatize non-visual or editorial concepts -- including, but not limited to, food and fashion.

Photo Story - Two or more images that are taken and tell a story from beginning to end.

Portrait Photo - An image of a person or a personality that is the focus of the photo.

Sports Photo - Photos of sports events.

Entertainment Video - This category recognizes the best entertainment-related video on newspaper websites, such as previews or coverage of events in the community. Judges will consider the quality of the content, the production quality of the piece, and how well it conveyed the story.

Feature Video - This category recognizes the best feature video on newspaper websites, including personality, business or organization profiles, tributes, or videos related to feature topics such as food, travel, health or home improvement, etc. Judges will consider the quality of the content, the production quality of the piece, and how well it conveyed the story.

News Video - This category recognizes the best news video on newspaper websites. Judges will consider the quality of the content, the production quality of the piece, and how well it conveyed the story.

Slideshow - Recognizes the best slide show on newspaper websites. Judges will consider the quality of the subject matter, the overall presentation (how the project works as a whole), quality of the photographs, audio (if any) and how well the pieces work together to tell a story.

Best Overall Website - Entries will be judged on content quality, timeliness of information, presentation and visual appeal, ease of navigation, usability, use of photos and/or graphics, use of links to other sites, integration of advertising, and overall value to the audience. Please submit your URL (including a password if required). Judges will view sites on a random day that will be stipulated by NENPA.

Website Design - This award recognizes newspaper sites that feature compelling visuals, are easy to navigate and effectively integrate news and advertising.

ADVERTISING/ CIRCULATION/ PROMOTION

*Submissions must be in the form of a full tearsheet with an entry label attached to the top right corner of the page and the item to be considered marked clearly in red. Awards in this category will be made in the publication's name; therefore, individual names are not required on the entry labels. **NOTE:** All ads submitted must have been prepared by the paper submitting them. Mats, artwork or other previously prepared parts may be used as long as the advertisement is made up and written by the publication.*

Advertising Sales Media Kit - Recognizes the quality of promotional piece(s) used to support the sale of advertising in any or all of the specialty/niche publication advertising products. Judges will be asked to consider the potential effectiveness of the material as sales ammunition that positions the paper for success.

Local Display Ad, Black and White - Entries should be paid print ads created by your publication for one of its advertisers. Black & white ads are eligible. Judges will be asked to consider the basic idea, layout (including typography, art work, organization), copy and originality.

Local Display Ad, Color - Entries should be paid ads created by your publication for one of its advertisers. Color ads (print or digital) are eligible. Judges will be asked to consider the basic idea, layout (including typography, art work, organization), copy, use of color and originality.

Local Online Ad - Entries can be a single ad or campaign that the publication developed for one of its advertisers. Judges will be asked to consider the basic idea, layout (including typography, art work, organization), copy, use of color and unique capabilities the digital format offers, as well as originality. Please submit any evidence that's available regarding the response generated (i.e., click-through rate, coupon redemption, advertiser testimonial, etc.)

Most Creative Use of Small Print Space - Judging will be based on creativity and effectiveness the of advertiser's message in an ad that is 10" or smaller.

Themed Multiple Advertiser Page(s) - Entries should consist of multiple ads grouped in print and/or online to focus on a single shopping area, concept or theme, such as graduation, Happy New Year, homecoming, drunk driving awareness, Scouting Week, etc. Judges will be asked to consider originality, design, clarity, organization and effectiveness.

Best Digital Revenue Building Idea - Submit the new programs you've developed to pursue digital marketing and advertising dollars. New digital products or digital ad environments, native advertising online, sales deployment and incentive programs, promotional activities, digital service sales, or any other strategies that increased your digital revenue are eligible. The bottom line is that the program successfully generated more digital ad revenue for your paper. Please submit a cover note that outlines the program, results and key components that made it so successful. Judges will be asked to consider originality, scope of the program, and the amount of digital advertising revenue generated through the effort.

Audience Building Promotion - Entries should consist of advertising and activities that promote sales and/or readership of the publication's print or digital products. Examples might include advertising that directly solicits print purchases and digital product usage/subscriptions, sponsored events, contests, public relations, etc. Judges will be asked to consider originality and effectiveness of the message strategy and presentation.

Digital Product Promotion - Recognizing promotional ads/material that encourages the growth of a publication's digital product audience and advertising. Please provide examples.

Sponsored Event Promotion - Recognizing outstanding special events that a paper produces or co-sponsors to support the community and enhance public perception of the newspaper. This category can include single events and longer-term sponsorships, such as support of a sports team or school education program. Send a brief description of the event and audience, attendance, coverage of the newspaper's role, promotional material, etc. Judges will consider how the sponsorship benefitted the newspaper, including how it was leveraged editorially for the benefit of readers, brand enhancement, etc.

Pure Ad Niche Publication - Recognizing a publication (print and/or online) that specifically targets shoppers and is distributed outside the newspaper (i.e. coupon books, free shoppers, auto traders, classified publications, service directory, etc.) Along with copies of the product, the entry should include a letter with a brief description of the strategy, the target audience, the frequency and

method of distribution, audience response and amount of advertising generated. Judges will be asked to consider the value of content, profitability, uniqueness, and overall presentation.

SPECIAL RECOGNITION

Best Ad Designer - Judging will be based on a minimum of 6 pieces by a single designer that shows work for a variety of clients, creativity, and truly effective presentation of advertiser messages.

Innovator Award - This award recognizes the best new idea (or unique twist on a not-so-new idea) used to grow and/or engage a newspaper's audience. Please submit a note explaining the objective you were trying to achieve, an outline of the idea, details on how it was executed, and evidence of the results achieved.

Digital Strategy Excellence - This award recognizes specialty publications that have been effective in building products that attract and engage audiences on digital platforms. Please submit an outline of the overall approach and specific techniques you are using to serve your audience via digital devices, evidence of your success (i.e., traffic counts, reader engagement metrics, subscription or advertising revenue), and what differentiates your products from competitors.

Advertising Director/Manager of the Year - The purpose of this award is to recognize an exceptional advertising director who fully embraces the challenges newspapers face in today's competitive media environment, and finds ways to truly help his/her customers grow their business while generating substantial revenue for the newspaper. The **New England Advertising Manager/Director of the Year** will be chosen based on outstanding accomplishments during the course of the past year. Please submit a letter of nomination that describes the extraordinary contribution the nominee made to the success of the newspaper this year. Please be specific, including for example yr/yr revenue increases, digital sales progress, new revenue initiatives, leadership style, new sales strategies, etc.

General Excellence - The purpose of this category is to recognize publications that demonstrate all-around outstanding attributes and high professional standards.

To enter, you must:

- Submit ONE COMPLETE ISSUE from April, 2017
- Submit ONE COMPLETE ISSUE of your choosing from within the dates of the contest year
- Put entry labels on each issue
- Judges will be asked to consider **news and feature content** - including writing quality, reporting, development, content and significance of news stories; community service news, leadership shown in news and feature selection; variety and quality of editorial content; **appearance and reader interest** - use of headlines, quality of headline writing, arrangement and selection of stories for reader appeal; makeup and typography of entire publication; quality and significance of photographs and illustrations; **advertising** - originality of locally produced ads, page layout, volume of advertising.

Advertising General Excellence - Entry should consist of **two (2)** issues from the contest year, no two of which can be from the same month, plus your website URL. The three issues should be securely fastened together, with entry labels affixed to the front page of each issue. Judges will be asked to consider quantity of advertising (both print and online), structure and format of ad pages and classified section, originality and quality of locally-produced copywriting and ad design.

2017 NEW ENGLAND BETTER NEWSPAPER COMPETITION SPECIALTY/NICHE PUBLICATIONS ENTRY FORM

Please fill out one entry form for each publication entering the competition. Indicate the number of entries submitted in the space provided. For individuals entering the contest, please submit your entry form and payment along with those of your publication.

EDITORIAL

of Entries Submitted

- Arts & Entertainment Reporting
- General News Story
- Human Interest Feature Story
- Investigative/Enterprise Reporting
- Personality Profile
- Social Issues Feature Story
- Editorial / Opinion Writing
- Columnist
- Headline Writing
- Illustration / Infographics
- Overall Design/Presentation (*specialty publication*)
- Overall Design/Presentation (*niche product*)
- Special Section
- Audience Involvement
- Multimedia Coverage
- Front Page

- Slideshow
- Best Overall Website
- Website Design

ADVERTISING/ CIRCULATION/ PROMOTION

- Advertising Sales Media Kit
- Local Display Ad, Black and White
- Local Display Ad, Color
- Local Ad, Online
- Most Creative Use of Small Print Space
- Themed Multiple Advertiser Page(s)
- Best Digital Revenue Building Idea
- Audience Building Promotion
- Digital Product Promotion
- Sponsored Event Promotion
- Pure Ad Niche Publication

PHOTOGRAPHY/ VIDEO

- News Photo
- Feature Photo
- Personality Photo
- Photo Series
- Pictorial Photo
- Photo Illustration
- Photo Story
- Portrait Photo
- Sports Photo
- Entertainment Video
- Feature Video
- News Video

SPECIAL RECOGNITION

- Best Ad Designer
- Innovator Award
- Advertising Director/Manager of the Year
- Digital Strategy Excellence
- Advertising General Excellence
- General Excellence

Mail entries to: NENPA, 1 Arrow Drive, Suite 6, Woburn, MA 01801 -- **Deadline is October 13, 2017**

Publication _____

Web URL _____

Website Access (login info): _____

Address _____

City/State/Zip Code _____

Director's Name _____

Director's Email _____

Phone _____

Publication Fee (paid once per publication) @ \$ 25

Number of entries _____ @ \$22 per entry \$ _____

Deduct 5% if postmarked by September 16 \$ _____

Total amount enclosed \$ _____

Credit card # _____ **Exp. Date** _____

Signature _____

Questions? Call NENPA at (781) 281-7284

2017 NEW ENGLAND BETTER NEWSPAPER COMPETITION


SPECIALTY/NICHE PUBLICATIONS ENTRY LABELS

A completed label should be securely stapled to the top right corner of each tearsheet you are submitting. This document is a writeable PDF, so you can fill out the labels once and print as many as you need. Questions? Call 781-281-7284.

EDITORIAL

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION

**SPECIALTY/NICHE
PUBLICATIONS ENTRY LABEL**



Author _____

Category _____

Headline _____


Newspaper _____

City/State _____

URL (if submitting digital content):

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION

**SPECIALTY/NICHE
PUBLICATIONS ENTRY LABEL**



Author _____

Category _____

Headline _____

Newspaper _____


City/State _____

URL (if submitting digital content):

PHOTOGRAPHY

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION

**SPECIALTY/NICHE
PUBLICATIONS ENTRY LABEL**



Author _____

Category _____

Photo Caption _____


Newspaper _____

City/State _____

Photos submitted via: Thumbdrive

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION

**SPECIALTY/NICHE
PUBLICATIONS ENTRY LABEL**



Author _____

Category _____

Photo Caption _____

Newspaper _____


City/State _____

Photos submitted via: Thumbdrive

ADVERTISING

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION

**SPECIALTY/NICHE
PUBLICATIONS ENTRY LABEL**



Category _____

Caption _____


Newspaper _____

City/State _____

URL (if submitting digital content):

2017 NEW ENGLAND
BETTER NEWSPAPER COMPETITION

**SPECIALTY/NICHE
PUBLICATIONS ENTRY LABEL**



Category _____

Caption _____

Newspaper _____

City/State _____

URL (if submitting digital content):

2017 New England Better Newspaper Competition

DIGITAL PUBLISHING ENTRY FORM

Please submit the following information with your entry in any of the digital publishing categories.

Include a printed hard copy and an electronic version as an Excel, Word or PDF document on a thumbdrive.



**2017 New England Better Newspaper Competition
Supplemental Multimedia Entry Form**

Author:

Headline:

Category:

Circulation Class:

Web Address:

Web Login Access:

Newspaper Name:

City/State:

Brief Statement: