

2021 NEW ENGLAND BETTER NEWSPAPER COMPETITION

EDITORIAL/MULTIMEDIA/PHOTOGRAPHY DIVISION

Welcome to the 2021 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, and the criteria that each contest category will be judged upon.

Work published by daily, weekly and specialty newspapers during the **August 1, 2020 to July 31, 2021** contest year is eligible for this competition.

The Better Newspaper Competition include two divisions:

- **Editorial/Multimedia/Photography**
- Advertising/Circulation/Promotion

The deadline to submit entries is **Friday, November 26, 2021**.

Awards will be presented during the annual New England Newspaper Convention, which will be held in Spring 2022.

We wish you the very best of luck in this year's competition! If questions come up while preparing your entries please call **617-794-4537** or email **l.conway@nenpa.com**.



2021 NEW ENGLAND BETTER NEWSPAPER COMPETITION

EDITORIAL/MULTIMEDIA/PHOTOGRAPHY RULES AND GUIDELINES

To submit entries, go to **www.newspapercontest.com/nenpa** and register.
Please enter association code: NENPA

1. COMPETITION YEAR

The competition is open to all NENPA member newspapers. Work published between August 1, 2020 and July 31, 2021 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 uploaded by **November 26, 2021**.

3. ELIGIBILITY

All NENPA member newspapers in good standing are eligible to enter the competition. ***Please be sure that your NENPA dues are up to date in order to enter.***

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 14,999 weekday circulation

Daily 2 - 15,000+ weekday circulation

Weekly 1 - up to 4,999 weekly circulation

Weekly 2 - 5,000+ weekly circulation

Specialty and Niche Publications

News Services and Online News Sites

6. 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.

7. 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.

NENPA will generate and send an invoice after the final contest deadline.

8. 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 (617) 794-4537 or email L.Conway@nenpa.com.

2021 NEW ENGLAND BETTER NEWSPAPER COMPETITION

EDITORIAL/MULTIMEDIA/PHOTOGRAPHY DIVISION

The Editorial/Multimedia/Photography division consists of **87** competitive categories.

Newspapers are eligible to compete in six classes:

- ◆ Dailies with circulation under 15k;
- ◆ Weeklies with circulation under 5k;
- ◆ Specialty and niche publications
- ◆ Dailies with circulation more than 15k
- ◆ Weeklies with circulation more than 5k
- ◆ News Services and Online News Sites

NEWS REPORTING

Arts and Entertainment Reporting
Best Coverage of the Coronavirus
Business/Economic Reporting
Coverage of Protests and Rallies *
Climate Change or Weather 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
Presidential Election Coverage *
Racial, Ethnic or Gender 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 Publication
Overall Design and Presentation Special Section
Overall Design and Presentation Niche Product

DIGITAL PUBLISHING

Multimedia Coverage
Website Interactivity and Engagement
Best Infographic on Website
Outstanding Newsletter
Best Overall Website
Best Podcast
Best Overall Mobile Product
News Video
Feature Video
Sports Video
Entertainment Video
Spot News Video
Best Use of Social Media in Breaking News

PHOTOJOURNALISM

Feature Photo
General News Photo
News Feature Photo
Pandemic Photo *
Personality Photo
Photo Series
Pictorial Photo
Photo Story
Portrait Photo
Sports Action Photo *
Sports Feature Photo *
Spot News Photo
Social Issues Photo
Photo Illustration

SPECIAL RECOGNITION

Combatting Misinformation and Restoring Trust *
Digital Strategy Excellence
Excellence in Newsroom Collaboration/Partnerships
Best Solutions Journalism Project
Innovator Award
Best Niche Publication
Rookie of the Year
Reporter of the Year
Photojournalist of the Year
General Excellence

** Indicates category is new or modified*

2021 NEW ENGLAND BETTER NEWSPAPER COMPETITION

EDITORIAL/MULTIMEDIA/PHOTOGRAPHY COMPETITIVE CRITERIA

To submit entries, go to
www.newspapercontest.com/nenpa
 Please enter association code: **NENPA**

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

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.

Combatting Misinformation and Restoring Trust - This award recognizes a news organization's efforts to reach, inform and engage with audiences to build trust and recognize misinformation. Entries should include a cover letter detailing efforts as well as material published in print and/or online. Judges will be asked to consider how well the information clarified the integrity of the journalistic process for greater citizen awareness and the quality of writing.

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.

Coverage of Protests or Rallies - Judges will be asked to consider the quality, accuracy and context of reporting on protests and rallies as well as effects on 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, quality of 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.

Presidential Election Coverage - Entries should include stories, features, candidate profiles, editorials, letters to the editor, etc. published during the contest period of prior to and following the 2020 Presidential Election. Judges will be asked to consider the quality of writing and depth of coverage, as well as the presentation of the information.

Obituaries - 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, Ethnic or Gender Issue Coverage - A story that heightens awareness of a racial, ethnic or gender 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 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 entries 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 unfailing insistence that government and others conduct the public's business in an open fashion.

Climate Change or Weather Reporting - Judges will be asked to consider the quality of writing and depth of coverage of weather events or climate change and its impact. Entries may consist of a single article or series of articles that are part of ongoing coverage.

Best Coverage of the Coronavirus—Entries will be evaluated based on overall merit of the story or series that leads to better understanding of the pandemic and its effects on readers and the community. Judges will be asked to consider the quality of the coverage; originality and creativity; substance and accuracy; and impact and reach. Please include a cover letter.

PAGES AND SECTIONS

Entries should consist of the entire page or section. If an entry is more than one page, all pages should be submitted. 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 screenshots along with a URL. Awards in these categories will be made in the newspaper's name; unless specifically requested by the newspaper.

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 **as specialty/ niche publications**). 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 importance.

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 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/Infographics - Recognizing artwork other than photographs or editorial cartoons that is used to tell, explain or clarify a story through the use of illustrations, maps, charts, diagrams or other graphics. Please include a tearsheet or screenshot of digital work and any accompanying story with this entry.

Overall Design and Presentation (print newspaper) - Upload 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) - Upload 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.

Overall Design and Presentation (niche product) - Upload 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 Interactivity and Engagement - This award recognizes newspaper sites that feature compelling visuals, are easy to navigate and effectively integrate news and advertising. Judges will look for 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, reader engagement, etc.)

Outstanding Newsletter - Recognizing newsletters that grow, support and enhance news products. Judges will be asked to consider if the product increases audience engagement while sharing value-added content. Submit three (3) editions of your newsletter with a letter describing your strategy, targeted audience and reader engagement details.

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 Podcast - This category recognizes journalistic storytelling told through a podcast 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.

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.

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 CATEGORIES

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.***
- All entries must be submitted as JPEG files .

Contemporary Issues Photo - Any photo that portrays the most critical issues we face that have altered lives, perspective or behavior. Examples include: environment, climate change, human rights, guns, violence, homelessness, etc.

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.

Pandemic Photo - Any photo showing life in the time of the COVID-19 pandemic. Examples include: heroes of the pandemic, isolation, family, lockdown life, etc.

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.

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.

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.

Sports Feature Photo - A sports-related feature photo captured outside the action of the game.

Sports Action Photo - An action photo that captures the spirit of a sports competition.

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.

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.

Best Solutions Journalism Project - This award recognizes excellence in a solutions, evidence-based journalism project that includes coverage of a widely shared problem, as well as evidence-based solutions reporting with a newsworthy response. Judges will look for rigorous and compelling editorial work that creates awareness and impact on a social problem in the community..

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.

Excellence in Newsroom Collaboration and Partnerships - This award honors newsrooms who have formed partnerships or collaborations to cover a topic or story. Entries should include documentation from each partner in the collaboration covering the contributions from various entities that made the collaboration a success. A winning entry should show creativity and innovation through a partnership that resulted in outstanding journalism and unique storytelling approaches.

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, 2020 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 digital tearsheets or screenshots of digital work.
- 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.

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

- Upload ONE COMPLETE ISSUE from March 2—8, 2021
- Upload ONE COMPLETE ISSUE of your choosing from within the competition year (Aug. 1, 2020 - July 31, 2021)
- Submit your website URL and access information for any other digital products that you publish (including passwords that may be needed, etc.)

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

The following awards are **NOT** categories that can be entered, rather they are chosen based on points accumulated in the overall competition.

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 additional samples of work from the past year for consideration.

Photojournalist of the Year — This award is presented to the most outstanding photojournalist in the competition for both the daily and weekly classes. **Finalists are chosen based on highest number of points garnered from all of their winning entries.**

Points are accumulated 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 additional samples of work from the past year for 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 website within the contest year.