

KANSAS PRESS ASSOCIATION  
**Awards of Excellence**  
2017 CALL FOR ENTRIES

### **Online Uploading for 2017**

Most entries will be uploaded electronically (detailed instructions are attached). If you cannot upload PDFs, please contact Emily Bradbury at [ebradbury@kspress.com](mailto:ebradbury@kspress.com). Two categories will require hard copies to be mailed to the KPA offices.

### **Eligibility**

Active and associate members of Kansas Press Association may enter the Awards of Excellence contest. All entries must have been conceived, written, designed and sold by full-time or part-time employees of the newspaper. **This can include collaborative efforts that are directed by the newspaper that involved freelancers. If your newspaper has an ad design team at your disposal, and it is part of your company, you may enter the ad in the KPA Awards of Excellence contest. This does not include advertising agencies independent of your newspaper.**

### **Contest Period**

Publication of all entries must have occurred between Jan. 1, 2016 and Dec. 31, 2016. Publication is defined by the issue date printed in the newspaper.

### **Deadline for Entries**

Entries must be postmarked/uploaded by **Friday, Jan. 13, 2017 at 11 p.m.** Entries uploaded after the deadline will be disqualified.

### **Divisions**

Divisions are based upon each newspaper's circulation figures as reported for 2016. In those cases where a newspaper's circulation is both paid and free, the total distribution determines the division. A newspaper may elect to compete in a higher circulation class, but may not choose to compete in a lower division. If an entry was published in more than one newspaper, the entry may only be submitted in the circulation division of the highest circulation newspaper. If you find your newspaper is in the wrong category, please contact the KPA office immediately.

### **Daily Newspapers**

Division I – Circulation 3,800 or under  
Division II – Circulation 3,801 to 9,400  
Division III – Circulation more than 9,401

### **Nondaily Newspapers**

Division I – Circulation 1,500 or under  
Division II – Circulation 1,501 to 2,800  
Division III – Circulation more than 2,801

### **Preparation of Entries**

• NEW! Health Story and Seniors Story categories have been added!

• All uploaded entries must be uploaded/submitted as full-page e-tearsheets that show the date of publication. **IMPORTANT!** Photo categories will require a high-res file of the photo AND a PDF of the newspaper page.

• Try to combine all PDF files (if multiple PDFs are required for a single entry). This makes it easier to judge your entry.

• Two categories (Best Magazine and Best Newspaper Redesign) require hard copy entries to be mailed to the KPA office for judging.

• Some categories limit the number of entries allowed per newspaper or per person. These restrictions are indicated in each individual category description.

• Please mail check payments to: KPA, 5423 SW 7th, Topeka, KS 66606, Attn: AOE. To pay by credit card, for your protection, please call the office to provide credit information.

### **Entry Fees**

Entry fees are \$25 per newspaper plus \$5 per entry. Payment must accompany your entries.

### **Determination of Winners**

The entries will be judged by members of another state press association. Judges will select a first, second and third place winner for each category. Plaques will be awarded to the first place and Sweepstakes winners. Other winners will receive certificates. The judges will be asked to comment on each of the winning entries. The judges' decisions are final.

### **Sweepstakes Awards**

Points will be given to a newspaper for each first, second and third place award received. The newspapers with the highest cumulative points in their division will be awarded the Sweepstakes plaque. There will be two separate Sweepstakes awards in each division: one for News and Writing AND one for Advertising.

Points awarded in each category

First Place – 100 points  
Second Place – 70 points  
Third Place – 60 points

### **Recognition of Winners**

Winners will be recognized during the KPA convention on April 8, 2017 at the Capitol Plaza Hotel in Topeka.

# Contest Categories

DEADLINE: FRIDAY, JAN. 13

## NEWS & WRITING CATEGORIES

**1. Feature Story** - Judging based on writing style, originality and interest. Limit four entries per person. One story constitutes an entry.

**2. News Story** - Judging based on community importance of event, timeliness, thoroughness of reporting and writing style. Limit four entries per person. One story constitutes an entry.

**3. Investigative Story** - Judging based on writing style, community importance of event, enterprise and thoroughness of reporting. May include a single story or series of stories. A series constitutes one entry. Limit two entries per person. All first place entries will be considered for the Murdock Award which includes an award statuette and a \$1,000 cash prize.

**4. Series** - Judging based on writing style, reader interest, enterprise and thoroughness of reporting. A series constitutes one entry. Limit two entries per person. All first place entries will be considered for the Murdock Award which includes an award statuette and a \$1,000 cash prize.

**5. Editorial Writing** - Judging based on local impact, reasoning, writing excellence and leadership shown through the editorials. Submit three different samples of editorials by the same writer. The three editorials constitute one entry. Limit one entry per person.

**6. Local Business Story** - Judging based on writing style, community importance, originality and enterprise. Limit three entries per person. One story constitutes an entry.

**7. Government/Political Story** - Judging based on local impact, writing style, originality and enterprise. Limit four entries per person. One story constitutes an entry.

**8. Religion Story** - Judging based on writing style, community importance, originality and enterprise. Limit four entries per person. One story constitutes an entry.

**9. Agricultural Story** - Judging based on writing style, community importance, originality and enterprise. One story constitutes an entry. Limit four entries per person.

**10. Youth Story** - Judging based on writing style, interest to community youth, originality and enterprise. One story constitutes an entry. Limit four entries per person.

**11. Education Story** - Judging based on writing style, community importance, originality and enterprise. One story constitutes an entry. Limit four entries per person.

**12. Seniors Story** - Judging based on writing style, interest to seniors, originality and enterprise. One story constitutes an entry. Limit four entries per person.

**13. Health Story** - Judging based on writing style, community importance, originality and enterprise. Limit three entries per person. One story constitutes an entry.

**14. Column Writing** - Judging based on writing style, originality and reader interest. Submit three different columns from the same writer. The three columns constitute one entry. Limit one entry per person.

**15. Sports Story** - Judging based on deadline writing style, reader interest and originality. One story constitutes an entry. Limit two entries per person.

**16. Sports Feature Story** - Judging based on general interest, writing style and originality. One story constitutes an entry. Limit two entries per person.

**17. Sports Column Writing** - Judging based on writing style, originality and reader interest. Submit three different columns from the same writer. The three columns constitute one entry. Limit one entry per writer.

**18. Headline Writing** - Judging based on originality and effectiveness of headlines, appropriateness for story subject and layout of headlines. Submit tearsheets identifying three headlines with stories to be judged. Limit one entry per person.

**19. News & Writing Excellence** - This is an overall evaluation of the newspaper's news and writing ability. Judging based on writing styles, originality, headlines and general interest. Submit three complete issues of the newspaper, one from each of the following periods: January - April, May - August, and September - December. Awards are presented to the newspaper. Limit one entry per newspaper.

### **20. Best Environmental Story - News and Writing**

News or feature stories may be submitted. Judging is based on quality of writing. Extra consideration will be given to entries that show a strong ability to explain complicated environmental issues.

### **21. Best Story/Picture Combination**

Entries should consist of stories that would not otherwise be told adequately without the combination of text and visual elements. Judging is based on the entire single-day story package. Limit five entries per newspaper.

## **22. Best Story Originating From a Public Notice**

A feature, news or investigative story that originated with a public notice. The story and the public notice must be included. This is an open category (no circulation or daily/nondaily divisions)

## **PHOTOGRAPHY CATEGORIES**

*All photo entries will require a JPG of photo AND a PDF of the page the photo on which the photo appeared. Incomplete entries will be discarded.*

**23. News Photo** - Judging based on timeliness, impact and technical quality. Category includes black and white or color photos. One photo constitutes an entry. Limit five entries per person.

**24. Feature Photo** - Judging based on reader appeal, quality and photographic excellence. Category includes black and white or color photos. One photo constitutes an entry. Limit five entries per person.

**25. Sports Photo** - Judging based on action, newsworthiness and quality. Category includes black and white or color photos. One photo constitutes an entry. Limit five entries per person.

**26. Photo Package** - Judging based on overall theme, design and photo quality. A photo package is defined as three or more photos packaged together in a layout. Category includes black and white or color photo spreads. Limit five entries per newspaper. No individual photo files needed.

**27. Photo Illustration** - Judging based on originality, creativity, artistic quality and subject matter. A photo illustration is defined as a manipulated or preconceived photograph used as a graphic to accompany a story. Entries will be judged in one daily and one nondaily category with no circulation divisions. Limit two entries per person.

**28. Best Use of Photos** - Judging based on overall use of photos throughout the newspaper, photo layout, photo quality, general interest and impact. Submit three complete issues of the newspaper, one from each of the following periods: January - April, May - August, and September - December. Awards are presented to the newspaper. Limit one entry per newspaper.

## **29. Best Environmental Portrait - Photography**

Posed image of one or more subjects (which could be human or animal, depending on the story) that helps tell the story by conveying why the story is being told about the subject, what they do, etc. Judging based on photo quality, creativity, story-telling power and relevance.

## **DESIGN/LAYOUT/ONLINE CATEGORIES**

**30. Editorial Pages** - Judging based on editorial content, leadership, community interest, impact and layout and design. Submit three editorial pages, one from each of the following periods: January - April, May - August, and September - December. Awards are presented to the newspaper. Limit one entry per newspaper.

**31. Sports Pages** - Judging based on layout, use of photos and graphics, and variety of articles. Submit three sports pages/sections, one from each of the following periods: January - April, May - August, and September - December. Awards are presented to the newspaper. Limit one entry per newspaper.

**32. Special Section - Editorial** - Judging based on news, layout, editorial content and local coverage. Submit entire special section. Awards are presented to the newspaper. Limit three entries per newspaper.

**33. Feature Package** - Judging based on quality of writing and photos, use of photos and layout of package. Limit five entries per newspaper.

**34. Infographic** - Judging based on originality, creativity, artistic quality and relation to subject matter. This category is for any graphic that explains information used for the story (i.e. map, chart, etc.) Entries will be judged in one daily and one weekly category with no circulation division. Limit two entries per person.

**35. Design and Layout Excellence** - This is an overall evaluation of the newspaper's design and layout. Judging based on layout and design of each page, use of white space, font selections and use of photos and graphics. Submit three complete issues of the newspaper, one from each of the following periods: January - April, May - August, and September - December. Awards are presented to the newspaper. Limit one entry per newspaper.

**36. Best Front Page** - Judging based on layout and design, use of photos and graphics, headlines, local coverage and reader appeal. Submit three front pages, one from each of the following periods: January - April, May - August, and September - December. Awards are presented to the newspaper. Limit one entry per newspaper.

# Contest Categories

DEADLINE: FRIDAY, JAN. 13

**37. Best Newspaper Redesign** - Entries will be judged on the quality of the redesign. A full redesign introduces new styles, typefaces and design. This is an open category (no circulation or daily/nondaily divisions) and will not be included in the sweepstakes calculations. All entries must include a before and after copy and will be mailed to the KPA offices for judging. Awards will be presented to the newspaper.

## MISC. CATEGORIES

**38. Community Service Project** - Judging based on originality of idea, effectiveness of project, newspaper leadership and community participation. Submit a one-page summary of the project along with samples of materials used in the project. Community service projects may include NIE programs, Kids Voting Kansas sponsorships or any other project aimed at serving the newspaper's community. Entries will be judged in one daily and one weekly category with no circulation division. Awards are presented to the newspaper. Limit one entry per newspaper.

**39. Best Newspaper Web Site** - Judging based on layout and design, graphics, user-friendliness, timeliness and local appeal. Include a temporary user name and password for the judges if your site is password-protected. Awards are presented to the newspaper. Limit one entry per newspaper.

**40. Best Magazine (regular or special event) -** Entries will be judged on overall quality. Content must be locally produced. Awards will be presented to the newspaper. Entries must be in hard copy and sent to the KPA office. This award will not be included in the sweepstakes calculations. Limit one entry per newspaper.

### 41. Editorial Cartoon

Judging based on originality, creativity, artistic quality and subject matter. Entries will be judged in one daily and one weekly category with no circulation divisions. Limit two entries per person.

## Online Video Categories

**42. Best Online Video (News)**- Single online video depicting a breaking news story. Entries will be judged in one daily and one nondaily category with no circulation divisions.

**43. Best Online Video (Feature)** - Single online video or series of videos featuring a specific topic. Entries will be judged in one daily and one nondaily category with no circulation divisions.

**44. Best Online Video (Sports)** - Single online video or series depicting a sports event or sports feature. Entries

will be judged in one daily and one nondaily category with no circulation divisions.

## ADVERTISING CATEGORIES

### 45. Best Grocery Ad

Single ad for supermarket, grocery store, convenience store, specific food/beverage brands or other grocery advertiser.

### 46. Best Professional Service Ad

Single ad for bank, accountant, attorney, travel agent, college, funeral director or other professional service advertiser.

### 47. Best Furniture Ad

Single ad for furniture store, appliance sale, upholstery store or other furniture industry advertiser.

### 48. Best Hardware Ad

Single ad for lumberyard, hardware store, home center and other hardware-related advertiser.

### 49. Best Fashion Ad

Single ad for clothing store, seamstress, fabric store, shoe store or other fashion-related advertiser.

### 50. Best Automotive Ad

Single ad for car/truck dealer, automotive repair shop or other automotive industry advertiser.

### 51. Best Classified Display Ad

Single ad that was in the classified section of your newspaper.

### 52. Best Specialty Ad

Single ad for any specialty item. Examples: jewelry stores, craft stores, Pampered Chef.

### 53. Best Healthcare Ad

Single ad for hospital, pharmacy, doctor, dentist or other healthcare industry advertiser.

### 54. Best Political Ad

Single ad or series of ads for a candidate, ballot issue, political party or other political advertiser.

### 55. Best Entertainment Ad

Single ad for restaurant, theater production, bowling alley, golf course, movie theater or other entertainment industry advertiser.

### 56. Best Agricultural Ad

Single ad for farm implement company, co-op, seed and fertilizer dealer, livestock auction or other ag industry advertiser.

# Contest Categories

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## **57. Best Ad Series or Campaign**

A series of three or more ads with a common theme designed for the same advertiser.

## **58. Best Community Event Ad**

Single ad for sidewalk sale, rodeo, festival, fair or other community event.

## **59. Best House Ad**

Single ad or series of ads promoting subscriptions, advertising or a specific aspect/department of the newspaper.

## **60. Most Adaptable Promotion**

Single overall idea for an ad or series of ads that could be adapted for advertisers in other markets.

## **61. Best Online Ad (Static)**

Single static ad designed for the newspaper's Web site. Submit the complete URL and headline of ad.

## **62. Best Online Ad (Motion)**

Single Motion ad designed for the newspaper's Web site. Submit the complete URL and headline of ad.

## **63. Best Online Promotion**

Single newspaper online promotion ad.

## **64. Special Section - Advertising**

Judging based on advertising content and design. Submit entire special section. Awards are presented to the newspaper. Limit three entries per newspaper.



## **How to Upload**

This year, entries to the KPA Awards of Excellence will be submitted using a web-based program at [www.betterbnc.com](http://www.betterbnc.com). Below are directions for preparing and submitting entries. If you have questions, please contact Emily Bradbury at (785) 213-8524, or [ebradbury@kspress.com](mailto:ebradbury@kspress.com).

**IMPORTANT: The contest platform is optimized for Google Chrome. Please have a recent version downloaded and installed for the best contest experience.**

**The deadline for all entries is Friday, Jan, 13, 2017 at 11 p.m.**

### Login

1. Go to <http://betternewspapercontest.com>
2. Click "Contestant Login"
3. Select "2017 KPA Awards of Excellence"
4. Select your newspaper name
5. If you are a new contestant, you will enter "bnc" as your newspaper password. If you are a returning contestant, please enter your password from last year's contest. Click "Login".
6. For security purposes, BetterBNC will have you validate your email on the first login.

### Submitting Entries

1. On the Manage Entries page, click Submit Entry (left side).
2. Select the appropriate contest division
3. Select the appropriate contest category.
4. Read the corresponding Category Note (directly below the Category selection box), describing what is expected for the category's entry content.
5. Complete the Headline/Title field. This is VERY important as the judges need to know which story to read if a full page PDF is provided.
6. Based on the type of entry, add content.
7. To upload digital file attachments (other than audio/video), click Browse, navigate to the desired file, select Open, and click Upload. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG.
8. If a URL is required, enter it in the box below the file attachment option.

**IMPORTANT:** Please ensure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password info in the "Comments" section of your entry. Judges may disqualify your entry if work samples are inaccessible.

9. Add Credits for those responsible for the entry content. Please check for accuracy - the names entered here are what we use for the plaques and certificates.
10. Add Comments (if available), but keep them brief (e.g. 100 words).
11. Click Submit.

### Payment for Entries

1. When all entries are submitted (but before the Entry Deadline), log in to your account's Manage Entries page.
2. Click Calculate Entry Fee (upper right) and review your list of entries for accuracy.
3. Scroll to the bottom of the list for your Entry Fee Subtotal (lower right).
4. Click the Print icon (upper right) to print your list of entries and fees.

**You may pay with a credit card (please call the office) or you may mail a check to the KPA office. Please submit your online invoice with your payment if you pay by mail.**

