Online Uploading for 2019

Most entries will be uploaded electronically (detailed instructions are attached). If you cannot upload PDFs, please contact Emma Platt or Emily Bradbury at projectcoordinator@kspress.com or 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.

Associate - Online Only members are eligible to enter the Online Video and Digital Project categories in the Daily Division.

All entries must have been conceived, written, designed and sold by full-time or part-time employees of the newspaper.**Note: This can include collaborative efforts that are directed by the newspaper that involved freelancers. If your newspaper has a creative design/ ad design team at your disposal, and it is part of your company, you may enter the ad or design entry 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 Nov. 1, 2017 and Oct. 31, 2018. Publication is defined by the issue date printed in the newspaper.

Deadline for Entries

Entries must be postmarked/uploaded by **11 p.m., Friday, Nov. 5, 2018.** Entries uploaded after the deadline will be disqualified.

Divisions

Divisions are based upon each newspaper's circulation figures as reported for 2018. 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.

NEW THIS YEAR!

Advertising entries must include a file of the page the ad ran on AND a file (PDF, JPG, TIFF, GIF or PNG) of the specific advertisment that is being entered.

Digital Project Category - see category description for more details.

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

All uploaded entries must be uploaded/submitted as full-page e-tearsheets that show the date of publication.

IMPORTANT CHANGES!

• Photo categories (excluding Photo Package and Best Use of Photos) will require a high-res file of the photo AND a PDF of the newspaper page.

• All advertising categories will require multiple files to be a complete entry. The first file will be the entire page and the additional files should include the individual ad(s) that are being entered. Please use JPG, PNG or PDF for the ad files.

• Try to combine editorial PDF entry files (if multiple PDFs are required for a single editorial entry) using Adobe Acrobat. This will make 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 Feb. 9, 2019 at the Capitol Plaza Hotel in Topeka.

HOW TO UPLOAD

Like in prior years, entries to the KPA Awards of Excellence will be submitted using a web-based program at www.betterbnc.com.

Below are directions for preparing and submitting entries. If you have questions, please contact Emma Platt at (785) 271-5304, or projectcoordinator@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 11 P.M., FRIDAY, NOV. 5, 2018.

Login
1. Go to http://betternewspapercontest.com
2. Click "Contestant Login."
3. Select "2019 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. If more than three people, please enter "staff."
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 (for your security, 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.

Contest Categories

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 four 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 four 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 - October. 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. Limit four entries per newspaper.

Contest Categories

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 four 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). Limit to one entry.

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. General News -
Hard news photography for an event that's planned ahead of time, such as court hearings, trials, news conferences, city council meetings. 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. Spot News -
News photography for unplanned events, such as car crashes, fires, explosions, etc. 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.

25. Feature Photo -
Soft news photography, such as county fairs, school events, parades and quilting bees. 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.

26. 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.

27. 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.

28. 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.

29. 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 - October. Awards are presented to the newspaper. Limit one entry per newspaper.

30. Best Environmental Portrait
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.

31. Photographer of the Year - NEW!
Each photographer will enter 10 of their best photos as a portfolio (individual files - jpeg, tiff, etc. - only). One photographer of the year will be chosen in the nondaily division and one in the daily division. Ten photos equal one entry and all must have been published in your newspaper.

DESIGN/LAYOUT/ONLINE CATEGORIES
32. 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 - October. Awards are presented to the newspaper. Limit one entry per newspaper.

33. 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 - October. Awards are presented to the newspaper. Limit one entry per newspaper.

34. 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.

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

36. 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.

Contest Categories

DEADLINE: FRIDAY, NOV. 5

37. 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 - October. Awards are presented to the newspaper. Limit one entry per newspaper.

38. 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 - October. Awards are presented to the newspaper. Limit one entry per newspaper.

39. 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

40. 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.

41. 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.

42. 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.

43. 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 AND DIGITAL PROJECT CATEGORIES

44. 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.

45. 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.

46. 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.

47. Best Digital Project - This category is for a single stand-alone, cohesive, staff-produced digital project on a single news, feature or sports topic. Emphasis in this category should be on the use of engaging digital content including storytelling and multimedia features. This entry may not contain any print newspaper materials, but it does not exclude content that ran in your newspaper if it was also published online. A short letter explaining your project should be submitted. Any part of this entry may also be submitted in other contests. Submit the URL to your project. Upload your letter of explanation as a PDF file.

ADVERTISING CATEGORIES
NEW Entry Requirements for 2019
**1. Entries must include the entire page AND a file of the specific advertisement being entered.
2. There are no limits on advertising entries except on Category 67.**

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

49. Best Professional Service Ad
Single ad for bank, accountant, attorney, travel agent, college, funeral director or other professional service advertiser.

50. Best Furniture Ad
Single ad for furniture store, appliance sale, upholstery store or other furniture industry advertiser.

Contest Categories

51. Best Hardware Ad
Single ad for lumberyard, hardware store, home center and other hardware-related advertiser.

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

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

54. Best Classified Display Ad
Single ad that was in the classified section of your newspaper.

55. Best Specialty Ad
Single ad for any specialty item. Examples: jewelry stores, craft stores, Pampered Chef.

56. Best Healthcare Ad
Single ad for hospital, pharmacy, doctor, dentist or other healthcare industry advertiser.

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

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

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

60. Best Ad Series or Campaign
A series of three or more ads with a common theme designed for the same advertiser.

61. Best Community Event Ad
Single ad for sidewalk sale, rodeo, festival, fair or other community event.

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

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

64. Best Online Ad (Static)
Single static ad designed for the newspaper's Web site. Submit the complete URL and headline, or submit a color copy of the ad if no longer online.

65. Best Online Ad (Motion)
Single motion ad designed for the newspaper's Web site. Submit the complete URL and headline of ad along with the gif or jpeg.

66. Best Online Promotion
Single newspaper online promotion ad.

67. 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.