



# KANSAS PRESS ASSOCIATION Awards of Excellence

## Online Uploading for 2012

All entries (excluding News and Writing Excellence and Layout and Design Excellence) will be uploaded electronically (detailed instructions are attached). Helpful videos can be found on our website at [www.kspress.com](http://www.kspress.com). If you cannot upload PDFs, please contact Emily Bradbury at [ebradbury@kspress.com](mailto:ebradbury@kspress.com)

## Eligibility

Active and associate members of Kansas Press Association may enter the Awards of Excellence contest. Entries must be submitted by the newspaper.

## Contest Period

Publication of all entries must have occurred between Jan. 1, 2011, and Dec. 31, 2011. Publication is defined by the issue date printed in the newspaper.

## Deadline for Entries

Entries must be postmarked/uploaded by **Friday, Jan. 20, 2012**. Entries postmarked after the deadline will be disqualified.

## Divisions

Divisions are based upon each newspaper's circulation figures as reported for the 2012 Kansas Newspaper Directory. 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.

### *Daily Newspapers*

- Division I – Circulation 5,000 or less
- Division II – Circulation 5,001 to 15,000
- Division III – Circulation more than 15,001

### *Nondaily Newspapers*

- Division I – Circulation 1,750 or less
- Division II – Circulation 1,751 to 4,000
- Division III – Circulation more than 4,001

## Preparation of Entries

- All entries must be uploaded/submitted as full-page

e-tearsheets that show the date of publication.

- All entries (excluding News and Writing Excellence and Design and Layout Excellence) will be submitted electronically via [www.betterbnc.com](http://www.betterbnc.com).
- Some categories limit the number of entries allowed per newspaper or per person. These restrictions are indicated in each individual category description.
- Each mailed entry must have a completed entry label stapled to the front, left-hand corner of the tearsheet.
- If you do not choose to pay via PayPal, please mail payments to: KPA, 5423 SW 7th, Topeka, KS 66606, Attn: AOE.

## 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. NEW FOR 2012 - There will be a separate Sweepstakes winner in each division. One for News and Writing AND one for Advertising. More ways to win!

### *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 21, 2012, at the DoubleTree in Overland Park, KS.

# Contest Categories

DEADLINE: FRIDAY, JAN. 20

---

## NEWS & WRITING CATEGORIES

- 1. Feature Story** - Judging based on writing style, originality and interest. Limit two 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 two 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 \$1000 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 \$1000 cash prize.
- 5. Editorial Writing** - Judging based on local impact, reasoning, writing excellence and leadership shown through the editorial. Submit three different samples of editorials by the same writer. The three samples constitute one entry. Limit one entry per person.
- 6. Local Business Story** - Judging based on writing style, community importance, originality and enterprise. Limit two entries per person. One story constitutes an entry.
- 7. Government/Political Story** - Judging based on local impact, writing style, originality and enterprise. Limit two entries per person. One story constitutes an entry.
- 8. Religion Story** - Judging based on writing style, community importance, originality and enterprise. Limit three 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 two entries per person.
- 10. Youth Story** - Judging based on writing style, interest to community youth, originality and enterprise. One story constitutes an entry. Limit two entries per person.
- 11. Education Story** - Judging based on writing style, community importance, originality and enterprise. One

story constitutes an entry. Limit two entries per person.

- 12. Column Writing** - Judging based on writing style, originality and reader interest. Submit three different columns from the same writer. The three samples constitute one entry. Limit one entry per person.
  - 13. Sports Story** - Judging based on deadline writing style, reader interest and originality. One story constitutes an entry. Limit two entries per person.
  - 14. Sports Feature Story** - Judging based on general interest, writing style and originality. One story constitutes an entry. Limit two entries per person.
  - 15. Sports Column Writing** - Judging based on writing style, originality and reader interest. Submit three different columns from the same writer. The three samples constitute one entry. Limit one entry per writer.
  - 16. 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.
  - 17. News & Writing Excellence** (mailed category)- 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 months: February, June and October. Awards are presented to the newspaper. Limit one entry per newspaper.
- ## PHOTOGRAPHY CATEGORIES
- 18. News Photo** - Judging based on timeliness, impact and technical quality. Category includes black and white or color photos. One photo constitutes an entry. Limit four entries per person.
  - 19. 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 four entries per person.
  - 20. Sports Photo** - Judging based on action, newsworthiness and quality. Category includes black and white or color photos. One photo constitutes an entry. Limit four entries per person.
-

**21. 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.

**22. 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.

**23. 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 months: January, May and September. Awards are presented to the newspaper. Limit one entry per newspaper.

## NEW FOR 2012:

All winners in the photography categories will be eligible for the new Photo of the Year Contest! The top 12 photos will be featured in the 2012 KPA Calendar.

## DESIGN & LAYOUT CATEGORIES

**24. 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 months: February, June and October. Awards are presented to the newspaper. Limit one entry per newspaper.

**25. 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 months: January, May and September. Awards are presented to the newspaper. Limit one entry per newspaper.

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

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

**28. 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.

**29. Design and Layout Excellence** (mailed category)- 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 months: March, July and November. Awards are presented to the newspaper. Limit one entry per newspaper.

**30. 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 months: April, August and December. Awards are presented to the newspaper. Limit one entry per newspaper.

## MISC. CATEGORIES

**31. 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.

**32. 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.

## Online Video Categories

**33. Best Online Video (News)**- Single online video depicting a breaking news story.

**34. Best Online Video (Feature)** - Single online video or series of videos featuring a specific topic.

# Contest Categories

DEADLINE: FRIDAY, JAN. 20

---

## ADVERTISING CATEGORIES

### 35 • Best Grocery Ad

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

### 36 • Best Professional Service Ad

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

### 37 • Best Furniture Ad

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

### 38 • Best Hardware Ad

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

### 39 • Best Fashion Ad

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

### 40 • Best Automotive Ad

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

### 41 • Best Classified Display Ad

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

### 42 • Best Specialty Ad

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

### 43 • Best Healthcare Ad

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

### 44 • Best Political Ad

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

### 45 • Best Entertainment Ad

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

### 46 • Best Agricultural Ad

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

### 47 • Best Ad Series or Campaign

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

### 48 • Best Community Event Ad

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

### 49 • Best House Ad

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

### 50 • Most Adaptable Promotion

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

### 51 • Best Online Ad (Static)

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

### 52 • Best Online Ad (Motion)

Single Motion ad designed for the newspaper's Web site. Submit the complete URL and headline of ad, or submit a color copy of the ad if no longer online or submit a cd with ad on it

### 53 • Best Online Promotion

Single newspaper online promotion ad submitted on CD

The contest is open to all active and associate members of Kansas Press Association.

All entries must have been conceived, written, designed and sold by full-time or part-time employees of the 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). Videos detailing the directions below can be found under the "Contests" tab on our website at [www.kspress.com](http://www.kspress.com).

**IMPORTANT:** Please make sure to use a recent version of Mozilla Firefox (3.0 or higher) or Internet Explorer, and that you have an updated Adobe Flash Player for the browser you will use to make entries.

The deadline for all entries is Friday, Jan. 20, 2012.

1. Login:
  - a. Go to [www.betterbnc.com](http://www.betterbnc.com).
  - b. Under "Are you a contestant?", click Login Here.
  - c. Select the "2011 KPA Awards of Excellence" contest.
  - d. Select the appropriate newspaper name.
  - e. Enter your temporary password: bnc (lower case), and click Login. When you first login, the system will prompt you to create a secure password (one per news organization). If you set the new password for your organization, please make sure to share it with others who may be making entries.
  - f. Contest information is listed below the "Contest Info" tab.
  
2. Submit Entries:
  - a. On the Manage Entries page, click Submit Entry (left side).
  - b. Select the appropriate circulation division (see "2012 Call for Entries" for breakdown of circulation divisions).
  - c. Select the appropriate contest category.
  - d. Read the corresponding Category Note (directly below the Category selection box), describing what is expected for the category's entry content.
  - e. 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.
  - f. Based on the type of entry, add content:
    - i. 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. If more than one attachment is desired for this entry, repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit. Please try to keep file sizes to 5mb or less, to aid judges in accessing entry content.
    - ii. To add web/audio/video content, copy and paste the content's web address into the provided Web URL field. To host your content online, either upload it to a free streaming content website (e.g. YouTube) or talk to your IT person about adding it to your newspaper's website. Make sure the content will be accessible online throughout the contest and awards process. Here are some examples of free streaming content websites where you can upload audio and video content:  
Audio: [www.kiwi6.com](http://www.kiwi6.com), [www.tindeck.com](http://www.tindeck.com)  
Video: [www.youtube.com](http://www.youtube.com), [www.vimeo.com](http://www.vimeo.com)  
**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.
    - iii. To create an entry for a mail-in, hardcopy-only category (e.g. tearsheets), **DO NOT UPLOAD A FILE OR ADD WEBSITE URL CONTENT.** Simply complete all other content fields. The News and Writing Excellence and Layout and Design Excellence categories will be submitted via mail using traditional tear sheets.
  - g. Click Next.
  - h. Add Credits for those responsible for the entry content.
  - i. Add Comments (if available), but keep them brief (e.g. 100 words)
  - j. Click Submit.
  - k. For hardcopy/mail-in entry categories, print and attach the entry label (which automatically appears after each entry is submitted) to each hardcopy item and ship to AOE Contest, c/o Kansas Press Association, 5423 SW 7th St, Topeka, KS 66606.

### 3. Payment for Entries

You may pay with a credit card via PayPal (no account needed) or you may mail a check to the KPA office. Please submit your online invoice with your payment if you pay by mail. Be sure to add your \$25 base entry fee to the payment!