



KANSAS PRESS ASSOCIATION Awards of Excellence

Online Uploading for 2013

All entries will be uploaded electronically (detailed instructions are attached). If you cannot upload PDFs, please contact Emily Bradbury at ebradbury@kspress.com

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.

Contest Period

Publication of all entries must have occurred between Jan. 1, 2012, and Dec. 31, 2012. Publication is defined by the issue date printed in the newspaper.

Deadline for Entries

Entries must be postmarked/uploaded by **Wednesday, Jan. 30, 2013 at Midnight.** Entries uploaded after the deadline will be disqualified.

Divisions

Divisions are based upon each newspaper's circulation figures as reported for the 2013 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 will be submitted electronically via 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.

• 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. NOTE: The entry fee calculator will omit the \$25 entry fee in the final total. Please be sure to add the entry fee to your final total.

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 May 4, 2013, at the Capitol Plaza Hotel in Topeka, KS.

New Categories for 2013!

We have added four new categories for 2013. Check out page 4 for details!

Contest Categories

DEADLINE: WEDNESDAY, JAN. 30

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 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 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 columns 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 columns 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** - 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.

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 - 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.

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 - 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: WEDNESDAY, JAN, 30

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.

52 • Best Online Ad (Motion)

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

53 • Best Online Promotion

Single newspaper online promotion ad.

NEW CONTEST CATEGORIES FOR 2013!

54 • 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.

55 • 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.

56 • 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.

57 • 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.

ALSO NEW FOR 2013:

All winners in the photography categories will be eligible for the Photo of the Year Contest!

How to Upload

This year, 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 Emily Bradbury at (785) 213-8524, or ebradbury@kspress.com.

IMPORTANT: The contest platform is optimized for Firefox for PC and Macintosh. Please have a recent version downloaded and installed for the best contest experience.

The deadline for all entries is Wednesday, Jan, 30, 2013.

1. Login
 - a. Go to <http://betternewspapercontest.com/beta4/>.
 - b. Click contestant login (upper left).
 - c. Select "2013 KPA Awards of Excellence"
 - d. Select "Contestant Manager"
 - e. Select your newspaper name
 - f. Enter your temporary Password: bnc (lower case), and click Login. When you first login, the system will prompt you to create a secure password and enter your contact information.
2. Submit Entries
 - a. On the Manage Entries page, click Submit Entry (left side).
 - b. Select the appropriate contest division
 - 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, set by your contest administrator. Please try to keep file sizes to 5mb or less, to aid judges in accessing entry content. For larger files (between 5-50mb), you may upload your file(s) to www.issuu.com, and copy and paste the URL into the Web URL field. ISSUU will need to be used for the following categories: News and Writing Excellence, Design and Layout Excellence, Best Use of Photos and Special Section. See next page for details on ISSUU.com
 - 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, www.tindeck.com
Video: www.youtube.com, www.vimeo.com
3. Payment for Entries
 - a. When all entries are submitted (but before the Entry Deadline), log in to your account's Manage Entries page.
 - b. Click Calculate Entry Fee (middle right) and review your list of entries for accuracy.
 - c. Scroll to the bottom of the list for your Entry Fee Subtotal (lower right). Remember, the program will not add the \$25 entry fee to your total. Please add \$25 before submitting payment.
 - d. Click the payment link (lower left) to pay for your contest entries, following the instructions on the payment page.
 - e. (Optional) Click the Print icon (upper right) to print your list of entries and fees.

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!

ISSUU.COM

ISSUU.com is a free online service that allows high-quality and customizable viewing of uploaded material. ISSUU.com can be used to upload special sections, complete editions of your newspaper for News and Writing Excellence/Design and Layout Excellence categories and other large, multi-page files.

Simply upload your pages to ISSUU.com and a unique URL will be created that can be added to your online contest entry form that will take the judge directly to your content on the ISSUU.com site.

To create your entry URLs:

1. Go to www.issuu.com
2. Choose "Create Account" on the top right navigation bar.
3. Once you create your account, you will be guided through two separate pages before you can begin uploading content.
4. The first page asks you whether you want to connect with friends using Facebook, Twitter or other social networking tools. If you wish to skip this step, simply choose "Skip this step" in blue letters at the bottom of the screen.
5. The second page is a tour of ISSUU.com. You may skip the tour.
6. On the top right navigation bar, choose "Upload." This will walk you through the necessary steps to upload your publication.
7. Once you have uploaded your document, it will appear in "My Library."
8. Double click the document for which you would like to obtain a URL. Below the document are several icons, including an envelope icon. Choose this icon and you will be directed to "Share This Publication." Simply copy and paste the URL into the online contest entry form.
9. Once you have pasted the link into the online contest entry form, judges will be able to access your entry without the need for a password or ISSUU.com account.

If you have problems uploading your entries or have questions about the process, please contact Emily Bradbury at 785-213-8524 or ebradbury@kspress.com.