Online Uploading for 2024

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

Eligibility

Active, associate and associate online-only 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 publication. **Note: This can include collaborative efforts that are directed by the publication that involved freelancers. If your publication 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 (with the exception of Graphic Designer of the Year). This does not include advertising agencies independent of your publication.**

Contest Period

Publication of all entries must have occurred between Jan. 1, 2023 and Dec. 31, 2023. Publication is defined by the issue date printed in the newspaper or timestamp.

Deadline for Entries

Entries must be postmarked/uploaded by **11 p.m., Monday, Feb. 19, 2024.** Entries uploaded after the deadline will be disqualified.

Divisions

Divisions are based upon each newspaper's circulation figures as reported for 2023. 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 publication is in the wrong category, please contact the KPA office immediately.**

Associate Online-Only members will use the average monthly unique users as the determination for contest division.

Divisions

Division I – Circulation 1 to 600
Division II – Circulation 601 to 1000
Division III – Circulation 1001 to 1500
Division IV – Circulation 1501 to 2200
Division V – Circulation 2201 to 3500
Division VI – Circulation 3501 to 5600
Division VII – Circulation 5601 and above

If less than three newspapers enter in any circulation category, they will be combined with a circulation division adjacent to their original division in order to provide a fair competition.

Preparation of Entries

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

IMPORTANT REMINDERS!

• 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. If the photo ran online only, please provide a screenshot of the page and a high-res photo.

• **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.

• All categories will be submitted electronically.

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

• Please mail check payments to: KPA, 4011 SW 29th St, #341, Topeka, KS, 66614, Attn: AOE. To pay by credit card, for your protection, please call the office to provide credit card information at 785-271-5304.

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 publication for each first, second and third place award received. The publications 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 June 6 - 7, 2024 at the Oread Hotel in Lawrence, KS.

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 Emily Bradbury at ebradbury@kspress.com or 785-213-8524.

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., MONDAY, FEB. 19, 2024.

Login
1. Go to http://betternewspapercontest.com
2. Click "Contestant Login."
3. Select "2024 KPA Awards of Excellence"
4. Select your publication name.
5. If you are a new contestant, you will enter "bnc1234" 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.
7. Check your circulation division to ensure you are in the correct category. If this needs to be changed, please email Emily at ebradbury@kspress.com.

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. **If multiple PDFs are required, PLEASE COMBINE all files into one PDF prior to uploading for ease of judging.**
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.

Contest Categories

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 publication.

20. Best Environmental Story
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 publication.

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 publication.

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 divisions). Limit to one entry.

23. Best Coverage of Diversity
Submit stories by any author, including editorial and opinion columns, that exemplify the publication's coverage of under-represented communities. Each entry should be accompanied by a letter explaining how the entry fits the criteria and describing any change or community reaction generated by the coverage. Judging is based on accuracy, clarity and style of writing, thoroughness of treatment, originality and insight into historical, cultural and economic factors affecting relationships between communities.

24. New Journalist Award
This award will recognize high achievement and dedication to the craft of journalism by a reporter, copy editor, photojournalist, editor or designer who has worked at a publication for two years or less. Each publication may submit one nomination per eligible journalist. One entry consists of a one-page nomination letter and six (6) samples of the nominee's best work submitted online as PDF tearsheets and/or URLs.

25. Journalist of the Year
Journalists may submit a body of work published from Jan. 1, 2023 – Dec. 31, 2023. For this competition, a body of work should consist of six examples of the journalist's work during the contest period. Entries may include supporting materials to show how the journalist's work made a difference in the community or Kansas, as a whole.

PHOTOGRAPHY CATEGORIES
All photo entries will require a JPG or PNG of photo AND a PDF of the page the photo on which the photo appeared. Incomplete entries will be discarded.

26. 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.

27. 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.

28. 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.

29. 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.

30. 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 publication. No individual photo files needed.

31. 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 with no circulation divisions. Limit two entries per person.

32. Best Use of Photos
Judging based on overall use of photos throughout the publication, 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 publication.

Contest Categories

33. 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.

34. Best Online Photo Series/Gallery
Entry should consist of a series of related photos from a single event, presented online with or without related audio. Photos must have been taken by full-time staff or a correspondent. Judged on news value, emotional appeal, composition and technical quality of individual photos, plus cohesiveness of the entire gallery. Cutlines will be considered in judging. Include URL in the entry form. If the gallery is not currently posted on your site, submit JPEGs or PDFs.

35. Photographer of the Year
Each photographer will enter 10 of their best photos as a portfolio (individual files, JPG or PNG only). One photographer of the year will be chosen among all divisions. Ten photos equal one entry and all must have been published in your publication.

DESIGN/LAYOUT/ONLINE CATEGORIES

36. 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 publication.

37. 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 publication. Limit one entry per publication.

38. 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 publication.

39. Feature Package
Judging based on quality of writing and photos, use of photos and layout of package. Limit five entries per publication.

40. 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 with no circulation division. Limit two entries per person.

41. 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 publication. Limit one entry.

42. 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 publication. Limit one entry.

43. 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. <u>All entries must include a before and after copy uploaded to the contest website.</u> Awards will be presented to the publication.

SPECIALTY CATEGORIES

NEW! 44. Solutions Journalism
Entries will be judged based on how well a story rigorously covers a response to a community problem. A good solutions story investigates the results an effort produces and not just the problem itself. It also uses evidence to evaluate a response's impact, examines its limitations, and provides insights about what has been learned.

45. Video Journalism
A journalistic video shot and edited specifically for the Web. An entry in this category may be, but is not limited to, any of the following: News, news feature, feature, sports news or sports feature. A play-by-play game story may not be entered in this category. An entry must include a video. Please provide a URL to your video but a link to your website (or YouTube or other video storage site) is recommended for best viewing for judges.

46. 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

Contest Categories

DEADLINE: MONDAY, FEB. 19

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.

47. Best Podcast
This category recognizes an outstanding digital presentation. Each publication may enter one entry consisting of no more than three podcast episodes. Emphasis will be placed on the listener experience and relevance to the community. The podcast may be part of a larger series or stand independently. Entries may be on the entrant's website or on a hosted channel, but must be recorded, edited and produced by the publication's staff. Entrants are encouraged to include a description of the podcast's mission. Entries should be submitted as a URL.

48. Best Newsletter
Entries can include a wide array of newsletter formats, such as providing a digest of news or events, curating resources, sharing ideas or opinions from individual columnists, providing insight on topical issues or containing original reporting and exclusive content. Judges will consider quality of writing, design, frequency, length of content based on the material, subject matter and overall impact of the product.

49. Best Website
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 publication. Limit one entry.

50. Best Use of Social Media
This contest recognizes the most effective use of social media by a news organization overall, or for a specific news event. Judges will consider use of social media to increase readership, drive revenue or engage with your community. Entries should be submitted as a URL. Include links to all of your organization's social media offerings that you would like judges to consider (Facebook page, Twitter feed, LinkedIn profile, etc.).

51. 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 with no circulation division. Awards are presented to the publication.

52. Best Magazine (regular or special event)
Entries will be judged on overall quality. Content must be locally produced. Awards will be presented to the publication.

53. Editorial Cartoon
Judging based on originality, creativity, artistic quality and subject matter. Entries will be judged with no circulation divisions.

ADVERTISING CATEGORIES
Please note:
Entries must include the entire page AND a file of the specific advertisement being entered.

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

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

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

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

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

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

60. Best Classified Display Ad
Single ad that was in the classified section of your publication.

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

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

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

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

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

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

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

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

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

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

71. 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.

72. Best Online Promotion
Single online promotion ad.

73. Special Section - Advertising
Judging based on advertising content and design. Submit entire special section. Awards are presented to the publication.

74. Best Use of Color
Single ad that utilizes color to create an effective ad.

75. Best Graphic Designer
Each graphic designer will enter 10 of their best ads and/or design pages (print or digital). One winner will be chosen across all divisions. The graphic designer must be directly employed by entering publication.