# 2018 News, Editorial & Photojournalism Contest

## DAILY AND COMMUNITY NEWSPAPERS, SPECIALTY PUBLICATIONS & ONLINE NEWS ORGANIZATIONS

### RULES

- Although you may have participated in the past, all newspapers must re-register in the contest system at http://newspapercontest.com/. Use the SEC code 'ncpress'. After you register, you'll receive an email. Once you respond to the email you should be able to login to the contest system.

- The deadline for all uploaded entries is 11:59 p.m. EDT, Oct. 26, 2018. Upload entries at http://newspapercontest.com/   The e-mailed portion of Hugh Morton Award entries must be sent on or before Oct. 26.

- All story entries, including columns, must be submitted as cropped clips – not whole pages – unless specifically called for in the category description.

- All entries must have been published between Oct. 1, 2017 and Sept. 30, 2018.

- Each article/story/photograph can only be submitted in one contest category. If the same entry is found in two categories it will be disqualified. The only exception to this rule is found in categories where an entry consists of multiple different pieces. When an entry appears as one element within one of these composite categories, it may also be entered into another eligible category for judging individually on its own merits. Composite categories in the editorial contest include:

  All contests:

  - General Excellence
  - Appearance and Design
  - Sports Coverage
  - Best Community Coverage
  - Headlines
  - Ledes

  - Editorials
  - Editorial Page
  - Special Awards

Daily only categories:
- o News Section Design
- o Feature Section Design
- o Special Section

Community newspapers, specialty publications and online news organizations only:
- o Use of Photographs
- o News Coverage
- o Special Section Headlines

For any questions on this rule, please call Phil Lucey at (919) 516-8013 or email phil@ncpress.com

● If the entry appeared in multiple publications, it can only be entered by one of them. Publishers have the final say over which newspaper submits an entry appearing in multiple publications.

● The entry fee for each individual entry you submit is $9. Click "Entry Billing" to view your total. Credit cards payments can be made via PayPal. Checks should be made payable to the North Carolina Press Association, <u>postmarked by the entry deadline</u> and mailed to NCPA, 5171 Glenwood Avenue #486, Raleigh, NC 27612.

● All entries must be from newspapers or online news sites that are members of the North Carolina Press Association. Entries may not be submitted from sister publications unless they are also members of NCPA.

● Materials published exclusively online can be submitted in appropriate categories and do count against the total each entrant is allowed per category. *Online material must be published on the newspaper's website during the time frame of the contest when submitted, must be submitted from the first time it appeared on the web, must depict its original publication on the web and not its subsequent update or alteration. An online link to material must remain active during the judging period and must not require paid access to view the entry. For ease of judging, the URL should be as brief as possible*.

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## General Info

**WHO IS ELIGIBLE TO ENTER?** Any North Carolina newspaper or online news site that is a member of NC Press Association and has paid its 2018-19 annual dues by Oct. 1, 2018, may enter this contest. Entries must be submitted through the newspaper, not by individuals.

At the time the entry was written, a contestant must have been a full-time or regular part-time employee or exclusive contributor to the newspaper. A story, photograph or any entry that was published in more than one newspaper may be entered only one time. Publishers have the final say over which newspaper submits an entry appearing in multiple newspapers. Entries that violate this rule will be disqualified.

Journalists who worked at more than one newspaper during the contest year may enter work from more than one newspaper (community, daily or both), but the person will still have to obey the maximum entry rules for the category. In case of doubt, entries from the current employer will take precedence.

All entries become the property of NCPA and may be used for promotional, display and news purposes.

**YOUR DIVISION:** For this contest, NCPA daily newspapers are divided into three divisions based on circulation. The division for your newspaper is already in the contest website based on the most recent information NCPA has on file and cannot be changed once the contest has begun.

**\*\*\* SUBMIT A STATEMENT OF OWNERSHIP OR AUDITED REPORT VERIFYING TOTAL CIRCULATION VIA EMAIL TO [PHIL@NCPRESS.COM](mailto:PHIL@NCPRESS.COM)\*\*\***

Daily Newspaper Divisions

Division D - Under 12,500
Division E - 12,500-35,000
Division F - Over 35,000

NCPA community/specialty publications are divided into three divisions based on circulation and one online division for NCPA's online-only members. The division for your newspaper/news site is already in the contest website based on the most recent information NCPA has on file and cannot be changed once the contest has begun.

Community newspaper divisions are calculated by multiplying the number of days of publication in a week by the listed circulation number. For example, if you publish three times per week and your daily circulation on file is 7,000 your total circulation would be 21,000.

Community Newspaper Divisions:

Division A - Under 3,500
Division B - 3,500 to 10,000
Division C - Over 10,000

Specialty Publications: Specialty publications - members whose primary product is business or leisure publications or those publications whose content is directed to a specific audience - will be judged in the same circulation divisions along with community newspapers EXCEPT for the categories of General Excellence, Appearance and Design, and Special Section. These categories will be judged against other specialty publications only.

Online Publications:  For contest purposes, online publications are defined as online-only members who do not publish a newspaper product. Online members compete strictly against each other in a unique division, named Division O. They do not compete against newspapers.

For any questions about your division, please contact Phil Lucey  at (919) 516-8013 before uploading any entries.

**LIMIT ON STORIES IN GENERAL NEWS REPORTING**: For newspapers/websites in all divisions, each entry in the General News Reporting category may contain no more than five stories. Sidebars are considered separate stories; jumps are not considered separate stories.

**THE ENTRIES:** Pay careful attention to the instructions with each category to make sure you are entering the appropriate item(s). Entering full pages when cropped clips are required will result in disqualification. Also pay particular attention to the need to combine multiple files into one before submitting. Remember, judges will view your entries online, so make the file sizes as small as possible before combining them.

**The name of the entry and writer/photographer name that you enter into the contest system is what will appear on printed certificates and plaques should you win. Make sure the entry title and name of the author(s) are correct on every entry!**

Each entry must be uploaded to the contest site. Entries for the Hugh Morton Photographer of the Year award should be entered online and also e-mailed. For entries that include URLs, make sure the links will remain active through December 2018.

Any entry discovered to contain plagiarized material in any form will be disqualified. Any award will be automatically rescinded if it is later discovered that the original entry contained plagiarized material.

Entries with multiple bylines: A person's name may appear only once as an entrant for any category in which only one entry per person is allowed. If the entered story is "by Joe Brown and Joan Green," neither Brown nor Green can enter anything else in that category, whether or not they did the additional story by themselves or with anyone else.

- In categories that allow two entries per person, an individual's name may appear only twice.
- Up to four people who collaborate on an entry may be listed in the contest system. More than four people must be recorded as a "staff" entry.
- Being part of a "staff" entry does not count toward the total number of entries an individual may submit.
- In categories where only one individual entry is allowed, the newspaper may enter only one staff entry. In categories where two individual entries are allowed, the newspaper may enter two staff entries.

*Photography categories:* In addition to uploading full-page tear sheets, individual photo files *may* be uploaded as part of an entry but not as a replacement for tear sheets. These uploaded photos should be cropped exactly as they appeared in print. Entries that do not include the uploaded full newspaper page will be disqualified.  To aid the judges in the photography category, indicate the photo entered by adding an arrow pointing at (but not on) that photo on the tear sheet.

NOTE: Photojournalists have the responsibility to document society and preserve images as a matter of historical record. Electronic technologies provide new challenges to the integrity of photographic images. The guidelines for fair and accurate reporting should be the criteria followed in judging what can be done electronically to a photograph. Images may not be digitally altered beyond traditional cropping, lightening, darkening and color balancing.

*Pick a month:* In any category that specifies months for eligible entries, entrants may pick from any dates in one (but not both) of the listed months. Entries that include items from more than one month will be disqualified.

**JUDGES AND AWARDS:** Entries will be judged by newspaper professionals from the New Jersey Press Association. Their decisions are final. If there are fewer than five entries in a category, the judge may choose to award only first place.

Certificates will be awarded for first, second and third place winners. Plaques are awarded in several categories, including General Excellence. Each winning entry will receive two copies of the certificate: one for the newspaper and one for the individual. Additional copies may be purchased for $7 each. Awards will be presented at the 2019 Winter Convention, March 21-22, at the Raleigh Marriott Crabtree Valley.

**HAVE QUESTIONS?** If you have any questions after reading this brochure or of any of the terms used in category descriptions please call Phil Lucey at (919) 516-8013 or email phil@ncpress.com.

# FREQUENTLY ASKED QUESTIONS

**What file formats are accepted for uploading?** The contest system accepts many file formats. However, uploading PDF or JPEG files ensures our judges will be able to view your entries.

**How can I make my PDFs smaller?** Most newspaper PDFs include high resolution grayscale or CMYK images for printing. However, PDF contest entries will be viewed and judged on a computer monitor, which displays at low resolution (72-96 dpi) in RGB color. Changes in resolution and color mode of images are the most effective ways to reduce file size without sacrificing quality.

In PDFs, text is always clear regardless of resolution. Resolution only relates to photos and rasterized graphics. Reducing resolution by half reduces image file size by 75 percent. The recommended maximum resolution of 96 dpi can be enforced by Distiller settings.

Color Mode: Converting from CMYK to RGB color will reduce image file size by another 25 percent. This color conversion can again be enforced by Distiller settings.

If you reduce image resolution and/or convert color mode in your entry PDFs with a PDF editor (Enfocus Pitstop or Quite A Box of Tricks) or use the native profiling/editing tools in Acrobat 6 or later, you will NOT gain the expected reduction in file size unless you redistill the PDF afterward.

**What is the most efficient way to collect entry files?** Extract entry-related pages from any multi-page PDFs or delete non-entry pages. Give each resulting file a clearly descriptive name. Combine into a single PDF file the pages that comprise each article. See below for instructions on extracting/combining PDFs.

Once you've created all your entry PDFs, redistill each one as explained above to reduce it to the smallest practical size. It is not productive to try to reduce sizes of individual files before combining them into complete entries. Like all changes, combining pages can increase overall file size.

**How do I extract pages from full-issue or full-section PDFs?** Open the PDF file in Acrobat and choose "Extract Pages..." from the Document menu. This will allow you to save individual or sequential pages in separate files anywhere on your computer.

**How do I combine PDFs into a single file?** Open the PDF that you want to appear first in the entry. Choose "Save As..." from the File menu and give it the name of the final entry. Choose "Insert Pages..." from the Document menu, choose the file that you want to appear next in the entry, then specify where that file should be inserted. When all insertions have been made, save and close the PDF. You'll need to redistill the final PDFs.

**How will NCPA prevent fraud?** We prefer to trust our member publishers not to submit embellished or edited entries. However, NCPA members have pointed out that electronic contest entries will not necessarily represent published pages because they can be changed before submission. It is true that ads and articles can be re-edited, photos can be retouched or replaced, and page layouts can be changed. However, major deception probably would be noticed, if only because winning PDFs will be available to the public and NCPA members on the NCPA website. If fraud is suspected with any entries, a full investigation will follow.

## CLASSES/CATEGORIES

Except where noted, each class/category has divisional competition for daily newspapers, community newspapers, specialty publications and online only members. Specialty publications will be judged in the same circulation divisions along with community newspapers EXCEPT for the categories of General Excellence, Appearance and Design, and Special Section. These categories will be judged against other specialty publications only. More on divisions is in the "General Info" section, Page 3.

### General News Reporting

A hard news story or stories covering a single event (except sports). Judges will consider timeliness, impact, community interest and clarity of approach. Each newspaper or online-only news site may submit a maximum of 5 entries in this category, and no more than 5 stories may be included in each entry. Sidebars are considered stories; jumps are not considered a story.

- *Cropped clips only.*
- *Maximum 2 entries per person.*

### Deadline News Reporting
  **(Daily divisions only)**

A breaking hard-news story or stories covering a single event (except sports) published within the same news cycle that the event occurred. Event must have occurred within 24 hours of final print deadline. Second-day or follow-up stories are not eligible. Judges will consider timeliness, impact, community interest and clarity of approach.

- *Tear sheets required.*
- *Maximum 2 entries per person.*

### Online Breaking News Coverage

Overall work on an online breaking news story within the first 24 hours after the story breaks. Entries can include the use of social media in reporting breaking news. Judges will consider speed at which the postings were made, updates, overall coverage and supplementary information such as photographs, videos, audio files, PDFs or any other form of multimedia. Incorrect URLs will not be judged. If story is unavailable on website, screenshots may be submitted. A short statement of less than 200 words that details specific circumstances surrounding your entry may be submitted

- *Please provide specific URLs for all postings, and passwords for paywalls.*
- *Ensure URL's are active through Dec. 2018.*
- *Date of content must be verified by online time stamp or signed statement from the publication's editor.*
- *Maximum 2 entries per person.*

### Beat News Reporting

A single news article or series of articles about any news subject within a consistently monitored "beat" that falls outside of education, government, election/political, arts or business. Judges will consider effectiveness of writing style, originality of approach, timeliness and community interest.

- *Cropped clips only.*
- *Maximum two entries per person.*

## Investigative Reporting

A single article or series of articles based on the newspaper's extensive investigation of an event or issue; not a report about an investigation led by a party other than the newspaper. Evidence of probable impact will weigh heavily in judging.

- *Cropped clips only.*
- *Maximum 2 entries per person.*
- *A statement of not more than 1 page in length summarizing what preceded and followed the article or series must accompany the entry. Entries without a statement will be disqualified.*

## News Enterprise Reporting

One or more stories on the same subject going beyond routine reporting and demonstrating initiative and thoroughness in examining a trend, issue or social problem. Judges will consider resourcefulness, clarity and depth.

- *Cropped clips only.*
- *Maximum 2 entries per person.*

## City County Government Reporting

A single article or series of articles about city or county government. Judges will consider effectiveness of writing style, originality of approach, timeliness and community interest.

- *Cropped clips only.*
- *Maximum two entries per person.*

## Election/Political Reporting

A single article or series of articles about any electoral or political issue in North Carolina.

- *Cropped clips only.*
- *Maximum two entries per person.*

## Education Reporting

Any single article or series of articles (hard news, feature articles or editorials) on any single education subject. Coverage may include pre-school through community college, including home schooling. Does not include coverage of state or private universities or colleges. Judging will be based on quality of writing, timeliness, impact and community interest.

- *Cropped clips only.*
- *Maximum 2 entries per person.*

## Business Writing
   **(Daily divisions only)**

A single article or series of articles on any single business and/or consumer subject. Judging will be based on quality of writing, timeliness and community interest.

- *Cropped clips only.*
- *Maximum 2 entries per person.*

## Arts and Entertainment Reporting

Any single article or series of articles on any single local or regional arts or entertainment subject, including reviews or criticisms, is eligible. Judging will be based on quality of writing, timeliness, impact and community interest.
- *Cropped clips only.*
- *Maximum 2 entries per person.*

## Religion & Faith Reporting

A single article or series of articles that covers religion, faith or spirituality issues and provides clarity of explanation to a secular audience. Judges will consider quality of writing, clarity and depth.
- *Cropped clips only.*
- *Maximum 2 entries per person.*

## News Feature Writing

A single feature article or series of articles about any news subject except sports, lifestyles or personalities. Judges will especially consider effectiveness of writing style, originality of approach, timeliness and community interest.
- *Cropped clips only.*
- *Maximum 2 entries per person.*

## Beat Feature Reporting

A single feature article or series derived from a consistently monitored "beat" that falls outside of education, government, election/political, arts or business. No profiles will be considered. Judges will consider effectiveness of writing style, originality of approach and human interest.
- *Cropped clips only.*
- *Maximum two entries per person.*

## Feature Writing

A single article or series of articles (except sports and personality profile features). Judges will consider effectiveness of writing style, originality of approach and human interest. No profiles may be entered in this category.
- *Cropped clips only.*
- *Maximum 2 entries per person.*

## Profile Feature

A single feature article profiling a person or persons. Subjects can be from any walk of life - a celebrity, philanthropist, a local "character" or a neighbor. Judging will be based on local appeal, originality and quality of writing.

- *Cropped clips only unless story fills the whole page.*
- *Maximum 2 entries per person.*

## Sports News Reporting

A single story or stories covering a single sports competition or hard news event in the world of sports. Judging will be based on quality of writing, originality and effectiveness of presentation.

- *Cropped clips only.*
- *Maximum 2 entries per person.*

## Sports Enterprise Reporting

A single article or series of articles on the same sports subject going beyond routine reporting and demonstrating initiative and thoroughness in examining a trend, issue or problem. Judges will consider resourcefulness, clarity and depth.

- *Cropped clips only.*
- *Maximum two entries per person.*

## Sports Feature Writing

A single article or series of articles on the same sports topic or a sports personality. Judging will be based on quality of writing, originality and effectiveness of presentation.

- *Cropped clips only.*
- *Maximum 2 entries per person.*

## Sports Columns

Three columns about sports by the same writer. Competition is open to any writer whose column regularly appears on the sports page of the newspaper. Judging is based on writing quality and the writer's ability to uplift, inform or entertain.

- *Combine the three columns into a single file for entry.*
- *Cropped clips only.*
- *Maximum 1 entry per person.*

## Best Lede

Three ledes highlighting your best work. Judging will be based on accuracy, cleverness, creativity, impact, originality and the ability to grab the attention of the reader.

- *Submit full-page files with each lede clearly marked.*
- *Maximum one entry per person.*

## Headline Writing

Three headlines highlighting your best work. Judging is based on accuracy, cleverness, creativity, impact, originality and the ability to grab the attention of the reader.

- *Submit full-page files with each headline clearly marked.*
- *Maximum 1 entry per person.*

**Lighter Columns**

Three locally-written columns devoted to the lighter side of life by the same writer. No restrictions on subject matter. Judging is based on originality, local appeal and writing quality.

- *Combine the three columns into a single file for entry.*
- *Cropped clips only.*
- *Maximum 1 entry per person*

**Serious Columns**

Three locally-written columns on a serious or issue-related topic by the same writer. Judging is based on originality, writing quality, significance of material presented to the community and suitable handling of the topic.

- *Combine the three columns into a single file for entry.*
- *Cropped clips only.*
- *Maximum 1 entry per person.*

**Photography, General News**

One published picture or series of pictures of a single news event. This category is not for spot photos (photos of events not planned in advance), or feature photos. All photos must have been published in one issue of your newspaper. Photos on section covers are permitted.

- *Page tear sheet(s)/screenshots required. Add arrow(s) indicating the photo(s) submitted.*
- *Maximum 2 entries per person.*

**Photography, Spot**

A single picture or series of pictures of a single unplanned news event taken "on the spot." This category is not for general news or feature photos. All photos must have been published in one issue of your newspaper (or website for online-only members).

- *Page tear sheet(s)/screenshots required. Add arrow(s) indicating the photo(s) submitted.*
- *Maximum 2 entries per person.*

**Photography, Feature**

A single picture or series of pictures on the same subject published in one issue (or day for online-only members). May include portraits, but excludes hard news, sports or spot photos (photos of events not planned in advance). Photos on section covers are permitted.

- *Page tear sheets (screenshots for online-only members) required. Add arrow(s) pointing to the photo(s).*
- *Maximum 2 entries per person.*

## Photography, Sports Feature

A single picture or series of pictures on the same sports-related subject published in one issue of your newspaper (or day for online-only members). Note: Sports events go in the Photography, Sports category.

- *Page tear sheet(s) required. Add arrow(s) pointing to the photo(s).*
- *Maximum 2 entries per person.*

## Photography, Sports

A single published picture or series of pictures of a sports event. All pictures must have been published in one issue of your newspaper (or day for online-only members).

- *Page tear sheet(s) required. Add arrow(s) pointing to the photo(s).*
- *Maximum 2 entries per person.*

## Photo Page or Essay

A single page or series of pages of related photos that tell a story and were published in one issue of your newspaper (or day for online-only members). Entry will be judged on photo quality and layout of page, as well as overall impact of page.

- *Page tear sheet(s) and photo file(s) required.*
- *Maximum 2 entries per person.*

## Illustration/Photo Illustration/Graphics
##   (Daily divisions only)

A single illustration, series of illustrations hand-drawn or computer-generated, a graphic or a photograph where the reality has been altered to clarify or dramatize a particular idea or editorial concept. Judging will be based on overall attractiveness and creativity as well as interpretation of accompanying article.

- *Entry must accompany a single story or series.*
- *Page tear sheet with accompanying article required.*
- *Maximum 2 entries per person.*

## Best Video

Awards single online video. How the video adds to the publication's overall coverage of the story and/or how well the video itself tells a story is of primary importance to the judges. Quality of the video is of secondary importance.

- *Please provide specific URLs and include a username/password if your site has a paywall.*
- *Entrants are responsible for web availability of entries through Dec. 2018. Incorrect URLs will not be judged. If story is unavailable on website, screenshots may be submitted.*
- *Maximum 2 entries per person.*

**Best Multimedia Project**

Overall work on a news story that is presented using multiple forms of media, including but not necessarily the main print product. Project may include stories, photographs presented in various forms, video, blogs, audio files, etc. Judging is based on how the individual elements add to a total package without being merely duplicative. Quality of video work will be secondary to how the video helps users better understand the story.

- *Upload items from printed products.*
- *Provide specific URLs for all postings and include a username/password if your site has a paywall. Entrants are responsible for web availability of entries through Dec. 2018. Incorrect URLs will not be judged. If story is unavailable on website, screenshots may be submitted.*
- *Maximum 2 entries per person.*

**Editorials**

Three editorials written by the same writer. Judging is based on general excellence of writing and clarity of thinking.

- *Combine the three editorials into a single file for entry.*
- *Cropped clips only.*
- *Maximum 1 entry per person.*

**Editorial Page**

Entry consists of three editorial pages in their entirety from newspapers published in either Oct 2017 or June 2018. Judging will be based on writing, clarity of thinking, layout, variety and local impact of this page. Only locally-generated content will be considered by judges.

- *Upload three editorial pages published in Oct 2017 or June 2018. Choose an entry from either month, but not both.*
- *Maximum 1 entry per newspaper.*

**Best Community Coverage**

This category recognizes what only great news organizations do - reporting news that matters locally to readers and chronicles the essence of their community. Judges will evaluate coverage of local schools and education issues; human events, people, places, festivals, celebrations, reunions, etc.; aspects of local health and medical care; the arts including music, drama, theater, art and dance in the community; coverage of religion in the community; and community history and retrospectives. NOTE: This is a composite category where many items contribute to the value of a "whole" entry. Individual stories/photos/headlines appearing in these entries are eligible for judging in other categories based on their own, individual merits.

- *Upload two complete editions published in either December 2017 or July 2018. Choose an entry from either month, but not both.*
- *Maximum 1 entry per newspaper.*

**News Coverage**
  **(Community/specialty and online divisions only)**

Judging is based on the community-wide importance of the news covered, timeliness, quality of reporting and writing, and impact of the headlines and ledes. NOTE: This is a composite category where many items contribute to the value of a "whole" entry. Individual stories/photos/headlines appearing in these entries are eligible for judging in other categories based on their own, individual merits.

- *Upload two complete issues published in either January 2018 or September 2018. Choose an entry from either month, but not both.*
- *Maximum 1 entry per newspaper.*

**News Section Design**
  **(Daily divisions only)**

Judges will consider overall appearance, including typography, layout, selection and use of pictures and artwork, and comprehensive coverage of news. NOTE: This is a composite category where many items contribute to the value of a "whole" entry. Individual stories/photos/headlines appearing in these entries are eligible for judging in other categories based on their own, individual merits.

- *Upload complete news sections for any two consecutive publication days in either December 2017 or July 2018.  Choose an entry from either month, but not both.*
- *Maximum 1 entry per newspaper.*

**Sports Coverage**

Judging considers overall sports coverage. NOTE: This is a composite category where many items contribute to the value of a "whole" entry. Individual stories/photos/headlines appearing in these entries are eligible for judging in other categories based on their own, individual merits.

- *Upload the complete sports section for any two consecutive publication days in either April 2018 or September 2018. Choose an entry from either month, but not both.*
- *Maximum 1 entry per newspaper.*

**Feature Section Design**
  **(Daily divisions only)**

Judges will consider overall appearance, including typography, layout, selection and use of pictures and artwork, and comprehensive coverage of lifestyle news and/or features. NOTE: This is a composite category where many items contribute to the value of a "whole" entry. Individual stories/photos/headlines appearing in these entries are eligible for judging in other categories based on their own, individual merits.

- *Upload complete feature sections for any two consecutive publication days in either May 2018 or Sept 2018. Choose an entry from either month, but not both.*

- *Maximum 1 entry per newspaper.*

## Use of Photographs
### (Community/specialty and online divisions only)
Judging is based on the best use of local news pictures. NOTE: This is a composite category where many items contribute to the value of a "whole" entry. Individual stories/photos/headlines appearing in these entries are eligible for judging in other categories based on their own, individual merits.
- *Upload two complete issues published in either March 2018 or July 2018. Choose an entry from either month, but not both.*
- *Maximum 1 entry per newspaper.*

## Appearance and Design
Judging is based on attractiveness and consistency of layout, typography, use of photos, effective headlines and overall impact of the newspaper's appearance. NOTE: This is a composite category where many items contribute to the value of a "whole" entry. Individual stories/photos/headlines appearing in these entries are eligible for judging in other categories based on their own, individual merits.
- *Upload the complete newspapers for any two consecutive publication days in either January 2018 or May 2018. Choose an entry from either month, but not both.*
- *Maximum 1 entry per newspaper.*

## Special Section
Entry consists of one full copy of a special section published by and included in the general run of the newspaper. It can cover any industrial progress, fair, celebration, fashion, centennial, patriotic, anniversary or other special event. The entry must be an individual newspaper's own efforts - locally produced and not a canned section written by a news service. The section will be judged as a whole with emphasis on editorial content, makeup and photographic excellence. Judges will consider the excellence and depth of written material and use of photographs. A statement explaining circumstances connected with the section may be included with the entry. NOTE: This is a composite category where many items contribute to the value of a "whole" entry. Individual stories/photos/headlines appearing in these entries are eligible for judging in other categories based on their own, individual merits.
- *Upload entire section.*
- *Maximum 3 entries per newspaper.*

## Best Niche Publication
Any member publication designed to target a specific audience, not necessarily distributed in a newspaper but published by a newspaper and distributed to a target audience. May be printed on glossy paper or newsprint.
- *You must upload complete publication with a notarized proof of publication that indicates the run date.*

- *Maximum 3 entries per newspaper.*

**General Excellence for Websites**

This category honors a publication's website that successfully fulfills its unique editorial mission, effectively serves its audience, maximizes the unique abilities of the internet and represents the highest journalistic standards. Sites will be judged on excellence of content, interactivity, design, navigation and community tools.

- *Please provide specific URL and include a username/password if your site is subscription only.*
- *Maximum 1 entry per newspaper.*

**General Excellence**

Judging is based on mechanical excellence, general and departmental news coverage, literacy excellence, promotion of community interests, graphics and appearance, editorial vigor, use of photographs and advertising enterprise. NOTE: This is a composite category where many items contribute to the value of a "whole" entry. Individual stories/photos/headlines appearing in these entries are eligible for judging in other categories based on their own individual merits.

- *Upload complete newspapers for any two consecutive publication days in either Nov 2017 or March 2018. Choose an entry from either month, but not both.*
- *Maximum 1 entry per newspaper.*

**NEW FOR 2018:** General Excellence Winners in each division will be awarded based on a combination of 50% judged category results based on quality of production, writing, sections, design, front page and editorial page (75 points to 1st place, 50 points to 2nd place and 25 points to 3rd place) and 50% point system for awards won in the editorial contest (5 points for each 1st place, 3 for each 2nd place and 1 for each third place). The points will be added up to determine the GE winner.

**Public Service Award**
  **(Daily divisions only)**

One first place award will be given in each of the following divisions:

- ➢ Newspapers with circulation less than 25,000
- ➢ Newspapers with circulation more than 25,000

Recognizes a distinguished example of meritorious public service by a daily newspaper reflecting exceptional courage or enterprise. The entry should be on one general subject. It may be a single day's effort, or a series, or an extended campaign, and it may include stories, editorials, cartoons, photographs, etc.

- *Files should be combined into one file and uploaded.*
- *Upload a cover letter explaining the origin of the project, any major difficulties encountered and the results obtained.*
- *Include one follow-up story showing how the project/series impacted the community.*

- *Maximum 1 entry per newspaper.*

## Community Service Award
### (Community/specialty and online divisions only)

Recognizes outstanding service rendered by a community newspaper to its local community. The entry may include news stories, features, editorials, photographs and/or other items.

- *Files should be combined into one file and uploaded.*
- *Upload letter explaining the origin of the project, any major difficulties encountered and the results obtained.*
- *Include one follow-up story showing how the project/series impacted the community.*
- *Maximum 1 entry per newspaper.*

## Hugh Morton Photographer of the Year

One first place award will be given in each of the following divisions:

- ➢ Daily Newspapers
- ➢ Non-Daily Newspapers

The award recognizes a photographer's body of work for the contest year. Judging of the portfolio will take into account the content and composition of the photographs, as well as their technical quality and story-telling impact. Cropped photos are eligible. Digitally or otherwise enhanced or altered photographs are not eligible. Minor adjustments, including slight contrast or color adjustments are acceptable. An entry consists of 10 photographs that must have run in the newspaper, taken by the same photographer during the contest year.

- *EMAIL a compressed folder with JPG files of each photo to phil@ncpress.com and a copy of the full sheet on which each photo ran.*
- *Upload 1 representative photograph online to secure your entry in the contest.*
- *Maximum 1 entry per person.*

## Mark Binker Public Notice Award

Newspapers compete in one of two divisions:

- ➢ Daily newspapers
- ➢ Non-daily newspapers

A news article or series of articles triggered by publication of a public notice in a newspaper. Judging will be based on the community-wide importance of the news being covered, quality of reporting, timeliness and impact. All daily newspapers will compete against each other for one award.

- *Upload a copy of the public notice.*
- *Maximum 1 entry per newspaper.*

**NEW FOR 2018:**  As a recognition of the work of journalist Mark Binker the NCPA board of directors has renamed the Public Notice Award in Mark Binker's memory.

**Duke University/Green-Rossiter Award for Distinguished Newspaper Work in Higher Education Reporting**

There are three divisions:
- ➢ Daily newspapers
- ➢ Non-daily newspapers
- ➢ Online

Sponsored by Duke University in cooperation with NCPA, the basis for the award is coverage of higher education through editorials, news or feature articles, photos or cartoons, or any combination thereof.

- *Each entry must contain 5 articles, of which only one can be a series.*
- *Cropped clips only.*
- *Maximum 1 entry per newspaper.*

**Media and the Law Awards of Excellence**

One first place award will be given in each of the following divisions:
- ➢ Daily Newspapers
- ➢ Non-Daily Newspapers

Sponsored by the North Carolina Bar Association, this award recognizes outstanding legal reporting. Judges will be looking for insightful coverage of law-related topics that foster greater public understanding of the legal system and the role of lawyers in today's society. Depending on the number and quality of entries, awards may or may not be presented in each category

- *Cropped clips should be entered, not whole newspapers.*
- *Maximum 1 entry per person.*

**Henry Lee Weathers Freedom of Information Award**

One first place award will be given in each of the following divisions:
- ➢ Newspapers with circulation less than 20,000
- ➢ Newspapers with circulation more than 20,000

Created through a generous donation by the family of Henry Lee Weathers, former owner/publisher of *The Star* (Shelby), and NCPA president 1981-82, this award honors journalists or newspapers for exceptional work in advancing or upholding the cause of open government and freedom of information.

This is NOT an investigative reporting category. Entries must relate directly to sunshine laws, the Freedom of Information Act, or the First Amendment (including access to public records, government meetings, court records and proceedings, censorship or secrecy in government). Entries can be a story, a series, editorials or a special project.

- *Upload entry and any supporting materials that document the issue tackled and any results the work has achieved locally or on a public policy or legislative platform.*
- *Upload letter summarizing obstacles encountered in obtaining access, how the issues were resolved, and why the information is of significant concern to readers.*
- *Cropped clips only.*
- *Maximum 1 entry per newspaper.*

**William C. Lassiter First Amendment Award**

The William C. Lassiter First Amendment Award is given to a citizen – not a member of NCPA – who has worked to keep government open and accessible to citizens and the press, and who actively defends the principles of the First Amendment and the public's right to know. Their contribution may come from any field such as business, government, education, research, science, art or literature. The winner will be chosen by a special committee of the NCPA board of directors.

- *Upload a letter containing your contact information, and detailing the nominee's name, address, phone number, occupation, and a brief biographical sketch. Please list ways the nominee has contributed to promoting freedom of the press, open government and the public's right to know, as well as any papers or articles published, speeches made, public positions taken or any other specific instances of contributions.*