



2011 Panhandle Press Association Better Newspaper Contest Official Rules

GENERAL RULES: All entries in all categories **MUST** have been published in calendar year 2011. Each entry **MUST** be labeled in the upper left hand corner of a full tearsheet with the contest category, the division, the name of the newspaper and the name of your staff member(s) who created the entry. Photocopies of the labels are acceptable. Please read the instructions on each category where entries must be marked in red. There is no need to package or wrap individual entries; just label them accurately and thoroughly.

CONTEST DIVISIONS Division I – Weeklies Division II – Semi-Weeklies & Dailies

GENERAL EXCELLENCE

All newspapers will automatically be entered in this contest, based on placings in all other categories. First place nets 15 points; second place 10 points; third place 5 points; and honorable mention 2 points. Points earned in all categories will be added together to determine Division I and II winners.

BEST NEWS WRITING

Enter three news stories you consider your best in 2011. The stories can cover any topic. Send full-page tearsheets with each story plainly marked in red. Judges will look at the quality of coverage, reader interest and importance of placement. Plaques awarded in Divisions I and II.

BEST EDITORIALS

Enter your three best locally written editorials published in 2011. Send full-page tearsheets and mark each editorial to be considered in red. Judges will look at the timeliness of the topic, significance of the material presented and suitable handling of the topic. Plaques awarded in Divisions I and II.

ADVERTISING DESIGN

Enter your three best locally designed ads published in 2011. Send full page with the ad to be considered marked in red. The category will be judged on originality, creativity, impact and benefit to advertiser. Plaques awarded in Divisions I and II.

BEST SERIOUS COLUMNS

Each newspaper may enter two columnists in this category. For each columnist, submit three locally produced (non-syndicated) columns from 2011. Columnists may enter both serious and humorous categories. Judges will consider quality of writing, reader interest and originality. Plaques awarded in Divisions I and II.

BEST HUMOROUS COLUMNS

Each newspaper may enter two columnists in this category. For each columnist, submit three locally

produced (non-syndicated) columns from 2011. Columnists may enter both serious and humorous categories. Judges will consider quality of writing, reader interest and originality. Plaques awarded in Division I and II.

FEATURE STORIES

Select the three features you consider your best in 2011. Send full page with the story to be considered marked in red. Only one set of entries and one award per paper. Judges will look at originality, style of writing and reader interest. Pictures and appearances of layout will be considered. Plaques awarded in Divisions I and II.

BEST SPOT NEWS PHOTOGRAPHY

Enter three staff-produced spot news photos published in 2011. Judges will consider elements of timeliness, composition, quality and relevance. Plaques awarded in Divisions I and II.

BEST SPORTS PHOTOGRAPHY

Enter three staff-produced sports photos published in 2011. Judges will consider elements of timeliness, sports action, composition, quality and relevance. Plaques awarded in Divisions I and II.

BEST FEATURE NEWS PHOTOGRAPHY

Enter three staff-produced feature news photos published in 2011. Judges will consider human interest, unusual effectiveness, appearance to reader, reader interest and composition. Plaques awarded in Divisions I and II.

SPORTS WRITING

Select your three best stories of the year 2011. Emphasis should be on "hard" sports writing, not on features. Send a full-page tearsheet with the story marked in red. Plaques awarded in Divisions I and II.

SOCIETY/LIFESTYLES

Enter three issues of your choice from 2011. The category is designed to encourage the use of material appropriate to modern lifestyles. Both photos and stories will be considered. Send entire section. Plaques

awarded in Divisions I and II.

BEST SPECIAL EDITION/SECTION

Enter your best special edition or section published in 2011. Any special edition on any topic is eligible. Judging will be on basis of appearance, content and creative use of subject matter. Plaques awarded in Divisions I and II.

HEADLINE WRITING

Enter your three best headlines of 2011. They may be from the same or different issues. Submit full-page tearsheets, clearly marking the headlines to be judged. The three headlines will constitute a single entry for judging which will be based on clarity, applicability to story, impact and originality. Plaques awarded in Divisions I and II.

FRONT PAGE LAYOUT

Emphasis on attractive and effective front page layout, typography, composition and reader interest. Enter your best three consecutive issues from 2011. Plaques awarded in Divisions I and II.

BEST WEBSITE

See separate contest rules and entry form. Web sites will be judged on the same day for quality of content, ease of use, design, interactivity and innovations. Plaques awarded in Divisions I and II.

KEN TOWERY

COMMUNITY SERVICE PROJECT AWARD

The Community Service Project Award, sponsored primarily by Ken Towery, is presented each year by the Panhandle Press Association. Each entry must be in a three-ring binder and include a cover letter explaining your newspaper's role in a Community Service Project during 2011 (i.e., economic development project, environmental project, historic project, etc). Materials may include news stories, editorials, pictures, columns, letters to the editor and other subject matter pertinent to the support of one project. A cash prize will be awarded to the winner.

Early entry deadline: Friday, January 13, 2011

Final deadline: Friday, January 20, 2011

All entries must be postmarked by 5 p.m. January 20, 2012. **Newspapers whose entries are received by 5 p.m. on January 13, 2012, will receive FIVE bonus points toward General Excellence.** All newspapers entering the contest must be a paid-up member of PPA under the paper's own name. A **\$25 ENTRY FEE** and the completed entry form (located on the bottom of your contest letter) must accompany your entries. Plaques will be presented to all first place winners at the PPA convention in Canyon on March 31, 2012. Send entries to the contest chairman at this address: Wanda Brooks, c/o Moore County News*Press, P.O. Box 757, 702 S. Meredith, Dumas, TX 79029-0757. You will receive confirmation by e-mail that the contest chairman has received the entries.