



2011 Panhandle Press Association Website Contest Entry Form

If your newspaper has a Website and you want to enter the contest, fill out the form and return it to: Wanda Brooks, c/o Moore County News*Press, P.O. Box 757, 702 S. Meredith, Dumas, TX 79029-0757.

Only entries postmarked by Friday, January 20, 2012, will be considered.

After the forms are submitted, they will be forwarded for judging. The judges will select a set of days to look at all the websites and select a winner. Judges will take into consideration the guidelines listed below in making their selection.

Winners will be announced at the annual Panhandle Press Association Convention in Canyon on March 31, 2012. Plaques will be presented to first place winners in both Division I (weeklies) and Division II (semi-weeklies and dailies). Your newspaper must have its dues current in the Panhandle Press Association and have paid its contest entry fee to be eligible.

GUIDELINES FOR JUDGING WEB PAGES

1. Quality of content. Is the site's content the result of original news gathering? Is it up-to-date? Does it provide full news reports as well as daily new digests?

2. Ease of use. Does the paper follow a logical sequence, beginning with the front page, leading readers elsewhere? Is there a table of contents? Can readers move easily around the site without wasted time? How many clicks does it take to get to a destination? What is the load time? Is a text-only version available as well as one with full graphics?

3. Design. Is the online paper visually attractive? Is there photography or mainly text? Does the product include advertising?

4. Interactivity. Does the online product provide readers with an opportunity to contact the newspaper's staff? For example, can readers respond to daily polls, complain to columnists, submit letters to the editor and suggest story ideas? Can readers talk to each other?

5. Innovations. Is the online newspaper designed basically to mimic the paper newspaper, or does it offer subscribers a link to more information on a topic, expanded versions of stories, extra photos? Does the site include methods of communication that aren't traditionally used in newspapers, such as audio, video or chat boards? Does it provide information that a paper edition can't afford to print in full? Does it give readers access to the paper's archives?

TO ENTER, PLEASE PROVIDE THE FOLLOWING INFORMATION:

Newspaper Division (Check one): Division 1 (Weeklies) _____ Division II (Semi-Weeklies & Dailies) _____

Name of Newspaper: _____

Name of the person in charge of the Website at your newspaper: _____

Telephone number (in case judges need assistance): _____

Web address: _____

How often is the site updated and what time of day? _____

What makes your Website vital to readers? _____

Comments, questions and suggestions. _____

