



PANHANDLE PRESS ASSOCIATION

OFFICE OF THE SECRETARY

PO BOX 1110 | CLARENDON, TEXAS 79226

January 6, 2022

Dear PPA Member,

We hope you have had a great year and look forward to your participation in the PPA Better Newspaper Contest. Rules and labels for the contest, based on your publications in 2022, are not being mailed but can instead be found on our website: PanhandlePublisher.com. Winners will be recognized at the **112th PPA Convention in Hereford on March 25-26, 2022**. Also on the website, you can download a nomination form and instructions for the PPA Hall of Fame. Nominations are due February 4, 2022.

All contest entries must be from work done in 2021. **THE ABSOLUTE DEADLINE FOR ALL ENTRIES IS FRIDAY, FEBRUARY 4, 2022.** All entries must be postmarked on or before that date. Newspapers whose entries are postmarked on or before Friday, January 28, 2022, will receive five bonus points toward the General Excellence Award.

All entries should be contained on complete tearsheets, marked on the upper left corner of the page with the enclosed labels. Tearsheets should include the name of the newspaper, date of publication, and the name of the writer or photographer. All entries must be marked in red.

To be eligible for contest judging, entries must be from PPA member newspapers in good standing (your 2022 PPA dues must be paid) and be accompanied by the entry form at the bottom of this letter and a \$25 company check, which covers all entries.

You should receive confirmation by e-mail to let you know your entries have been received. If you do not receive confirmation within 10 days of the date your entries were postmarked, contact PPA President Jeff Blackmon at 940-585-8720 to check.

Sincerely,
Roger Estlack,
PPA Secretary

PLEASE CUT HERE AND AND RETURN FORM WITH \$25 ENTRY FEE.

PPA Contest Entry Form

Newspaper name: _____

Contact person: _____

Contact e-mail address: _____

Contact phone number: _____



2021 Panhandle Press Association Better Newspaper Contest Official Rules

GENERAL RULES: All entries in all categories **MUST** have been published in calendar year 2021. 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, paying special attention to the entries that 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. Those newspapers with entries postmarked on or before Friday, January 28, 2022, will receive an additional 5 points. First place plaques awarded in Division I and II.

BEST NEWS WRITING

Enter three news stories you consider your best in 2021. 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 2021. 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.

BEST SERIOUS COLUMNS

Each newspaper may enter two columnists in this category. For each columnist, submit three locally produced (non-syndicated) columns from 2021. Columnists may enter both serious and humorous categories. Send full-page tearsheets with the columns to be considered clearly marked in red. 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 2021. Columnists may enter both serious and humorous categories. Send full-page tearsheets with the columns to be considered clearly marked in red. Judges will consider quality of writing, reader interest and originality. Plaques awarded in Division I and II.

ADVERTISING DESIGN

Enter your three best locally designed ads published in 2021. Send full-page tearsheets with the ads 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.

FEATURE STORIES

Select the three features you consider your best in 2021. Send full-page tearsheets with the stories 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. Photos and appearance of layout will also be considered. Plaques awarded in Divisions I and II.

BEST NEWS PHOTOGRAPHY

Enter three staff-produced news photos published in 2021. Entries may be "stand alone" photos with a cutline or accompany a "hard news" story. Judges will consider elements of timeliness, composition, quality and relevance. Send full-page tearsheets with the photos marked in red. Plaques awarded in Divisions I and II.

BEST SPORTS PHOTOGRAPHY

Enter three staff-produced sports photos published in 2021. Entries may be "stand alone" photos with a cutline or accompany a "hard sports" story. Judges will consider elements of timeliness, sports action, composition, quality and relevance. Send full-page tearsheets with the photos marked in red. Plaques awarded in Divisions I and II.

BEST HUMAN INTEREST PHOTOGRAPHY

Enter three staff-produced feature photos published in 2021. Judges will consider human interest, unusual effectiveness, appearance to reader, reader interest and composition. Entries may be "stand alone" photos. Send full-page tearsheets with the photos marked in red. Plaques awarded in Divisions I and II.

SPORTS WRITING

Select your three best stories of the year 2021. 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.

BEST SPECIAL EDITION/SECTION

Enter your best special edition or section published in 2021. 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.

SOCIETY/LIFESTYLES

Enter three issues of your choice from 2021. The category is designed to encourage the use of material appropriate to modern lifestyles. Both photos and stories will be considered. Send entire section or page. Plaques awarded in Divisions I and II.

HEADLINE WRITING

Enter your three best headlines of 2021. They may be from the same or different issues. Submit full-page tearsheets, clearly marking the headlines to be judged in red. 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 2021. Send full-page tearsheets. Plaques awarded in Divisions I and II.

BEST WEBSITE

See separate contest rules and entry form at PanhandlePublisher.com. Websites will be judged 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 2021 (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 28, 2022
Final deadline: Friday, February 4, 2022

The absolute deadline for all entries is Friday, February 4, 2022. All entries must be postmarked on or before that date. **Newspapers whose entries are postmarked on or before Friday, January 28, 2022, will receive five bonus points toward the General Excellence Award.** 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 at the PPA convention in Hereford on March 26, 2022. Send entries to the contest chairman at this address: Contest Chair Jeff Blackmon, c/o Hereford Brand, PO Box 673, Hereford, TX 79045. You should receive confirmation by e-mail to let you know your entries have been received. If you do not receive confirmation within 10 days of the date your entries were postmarked, call Contest Chairman Jeff Blackmon at 940-585-8720 to check.



2021 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: Contest Chair Jeff Blackmon, c/o Hereford Brand, P.O. Box 673, Hereford, TX 79045.

The absolute deadline for entries is Friday, February 4, 2022. To be considered for the contest, all entries must be postmarked on or before that date. Newspapers whose entries are postmarked on or before Friday, January 28, 2022, will receive five bonus points toward the General Excellence Award.

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 Hereford on March 26, 2022. 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 news 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. _____

[illegible]

<p>ADVERTISING DESIGN Division I or II (circle) Newspaper_____</p> <p>Staff member(s)_____</p>	<p>ADVERTISING DESIGN Division I or II (circle) Newspaper_____</p> <p>Staff member(s)_____</p>	<p>ADVERTISING DESIGN Division I or II (circle) Newspaper_____</p> <p>Staff member(s)_____</p>
<p>SPORTS WRITING Division I or II (circle) Newspaper_____</p> <p>Staff member(s)_____</p>	<p>SPORTS WRITING Division I or II (circle) Newspaper_____</p> <p>Staff member(s)_____</p>	<p>SPORTS WRITING Division I or II (circle) Newspaper_____</p> <p>Staff member(s)_____</p>
<p>SOCIETY/LIFESTYLES Division I or II (circle) Newspaper_____</p> <p>Staff member(s)_____</p>	<p>SOCIETY/LIFESTYLES Division I or II (circle) Newspaper_____</p> <p>Staff member(s)_____</p>	<p>SOCIETY/LIFESTYLES Division I or II (circle) Newspaper_____</p> <p>Staff member(s)_____</p>
<p>HEADLINE WRITING Division I or II (circle) Newspaper_____</p> <p>Staff member(s)_____</p>	<p>HEADLINE WRITING Division I or II (circle) Newspaper_____</p> <p>Staff member(s)_____</p>	<p>HEADLINE WRITING Division I or II (circle) Newspaper_____</p> <p>Staff member(s)_____</p>
<p>FRONT PAGE LAYOUT Division I or II (circle) Newspaper_____</p> <p>Staff member(s)_____</p>	<p>FRONT PAGE LAYOUT Division I or II (circle) Newspaper_____</p> <p>Staff member(s)_____</p>	<p>FRONT PAGE LAYOUT Division I or II (circle) Newspaper_____</p> <p>Staff member(s)_____</p>
<p>BEST SPECIAL EDITION/SECTION Division I or II (circle) Newspaper_____</p> <p>Staff member(s)_____</p>	<p>COMMUNITY SERVICE PROJECT</p> <p>Division I or II (circle)</p> <p>Newspaper_____</p>	



Nomination Guidelines for the Panhandle Press Association Hall of Fame

NOMINEES:

- * Nominees must be or have been associated with a PPA-member newspaper or newspapers for a minimum of 10 years.
- * Nominees must have made a significant contribution to the newspaper industry.
- * Nominees cannot be current members of the PPA board of directors.

NOMINEE SUBMISSIONS:

- * The PPA board will mail one letter to each PPA-member newspaper asking for nominations at least one month prior to a deadline established for receipt of the nominations.
- * Any member of Panhandle Press Association and anyone associated with a Panhandle-Press-Association-member newspaper may submit Hall of Fame nominees, including PPA board members. Those submitting nominations must include reasons the nominee is worthy of Hall of Fame consideration.
- * Nominees not selected to the Hall of Fame will remain eligible, but will not be automatically placed on future ballots. A new nomination must be received annually for inclusion on the ballot.
- * PPA board members are responsible for verifying eligibility of nominees prior to placing names and biographical information on a ballot. Board members may use discretion in determining the biographical information that's included on a ballot.
- * There is no limit to the number of nominees on a ballot.

HALL OF FAME VOTING:

- * Each PPA-member newspaper will receive one Hall of Fame ballot and may vote for up to two nominees.
- * The top two vote-getters will be selected to the Hall of Fame. In the event of a tie, PPA board members will decide if any, all or some of those tied for second will be selected.



2021 Panhandle Press Association Hall of Fame Nomination Form

Name of individual nominated _____

_____Deceased

_____Living

If still living, current address, telephone number _____

Newspapers worked for: _____

In 150 typewritten words or less, tell us why this individual should be elected to the PPA Hall of Fame. Please use separate page.

Is photograph available of individual? YES NO

Will you notify winner or winner's family if he/she is selected? YES NO

Name, address and telephone number of individual making nomination: _____

Please return nomination form in your company envelope to:

Roger Estlack

PO Box 1110

Clarendon, TX 79226

FAX: 806-874.2423

E-Mail: publisher@clarendonlive.com

Must Be Received By February 4, 2022.