

West Texas Press Association 2019 Better Newspaper Contest

CATEGORIES

All Entries Must Have Been Published During 2018

Divisions:

A. Dailies in Cities With Under 50,000 Population

B. Semi-Weeklies and Twin Weeklies

C. Weeklies (Will Be Split Into Two Divisions, Based on Circulation After All Entries Are Received)

GENERAL EXCELLENCE: Submit unbound copies of any TWO issues (without inserts) from 2018. Judging will be based on overall appearance, quality of local copy, headlines, composition, makeup, advertising throughout the issue and quality and presentation of pictures.

ADVERTISING COMPOSITION: Submit full page tearsheets (not special sections) of TWO advertisements, composed entirely by your staff, from 2018. Bracket each ad in red. Judging will be based on copy, illustrations, use of color (if used), originality of ads, use of type and illustrations and overall design and impact of the ads. Judges will consider both ads as one entry.

EDITORIAL WRITING: Submit TWO staff-written editorials on full page tearsheets. They do not have to be from the same writer and may be from any month during 2018. Entries must be from paid staff employees of the newspaper. Editorials to be considered must be marked in red and include any jumps.

COLUMN WRITING: Submit TWO staff-written columns on full page tearsheets. They do not have to be from the same writer and may be from any month during 2018. Entries must be from paid staff employees of the newspaper. Columns to be considered must be marked in red and include any jumps.

PHOTOGRAPHY: Submit full page tearsheets of TWO staff taken photos, marked in red, from 2018. Judging will be based on impact, display, news and advertising value, uniqueness, quality of captions and cutlines and quality of reproduction.

NEWS WRITING: Submit full page tearsheets of TWO complete staff-written news stories from 2018. Bracket the stories in red. Include all jumps. Judging will be based on impact, interest and clarity of writing style. Judges will consider both news stories as one entry.

FEATURES: Submit full page tearsheets of TWO feature stories published during 2018, marked in red. Include all jumps. They may be from any month. Judging will be based on quality of writing, presentation and display and use of pictures and graphics.

SPORTS: Submit complete copies of TWO issues from 2018. Mark out in red any sports articles or pictures not produced by your staff. Judging will be based on quality of writing, presentation of information, extent of coverage and quality of pictures used.

SPECIAL SECTION: Submit ONE complete special section or edition on any subject published during any month in 2018. Judging will be based on attractiveness of layout, suitability of copy and advertising content, originality and benefit to the community. A letter of explanation accompanying the section is permissible, but not necessary.

JOURNALIST OF THE YEAR: One award in each of the following three divisions will be given: Dailies, Semi-Weeklies and Weeklies. Submit full page tearsheets of five original pieces by the same writer, for the same newspaper, printed during 2018. Writing samples can be from news stories, features, sports, columns, editorials, etc. Staple tearsheets together and place in folder with contest label on outside. Stories must be marked in red. One entry per newspaper. Plaques will be awarded to both the winning journalist and to the newspaper.

PHOTOGRAPHER OF THE YEAR: One award in each of the following three divisions will be given: Dailies, Semi-Weeklies and Weeklies. Submit six full page tearsheets of photos (two from sports, two spot news photos and two feature or stand alone photos) taken by the same photographer for the same newspaper and published during 2018. Staple tearsheets together and place in folder with contest label on outside. Photos must be marked in red. One entry per newspaper. Plaques will be awarded to both the winning photographer and to the newspaper.

SPECIAL COVERAGE AWARD: One award in each of the following divisions will be given: Weekly Division and Semi-Weekly/Daily Division. The award is presented for a member newspaper's commitment to thoroughly cover an on-going story of special interest to the community (i.e., a criminal trial or investigation; a civil trial; a local government scandal; a community historic, economic, agricultural or environmental project; etc.) Each entry must be submitted in a single three-ring binder and must include a cover letter summarizing the topic and the newspaper's coverage of the topic. The story may not have started or ended during the contest year, but contents of the binder should be limited to the contest year. Materials may include news stories, editorials, pictures, columns, letters to the editor and other material published by the newspaper pertinent to the topic. This award does not count as points to the Sweepstakes Award, and judges may choose not to convey this award if they believe the entries do not merit the award.

Send Entries Via U.S. Mail, UPS or FedEx To:

**WTPA Better Newspaper Contest
Pat Canty, BNC Chairman
Odessa American
4001 E. 42nd St., Ste. 200
Odessa TX 79762**