

2007

**TEXAS BETTER
NEWSPAPER
CONTEST**

SPONSORED BY TEXAS PRESS ASSOCIATION

**★ *NEW THIS YEAR* ★
2 Special Sections categories**

**Postmark Deadline
Friday, March 30**

Contest Rules & Divisions

Eligibility

The 2007 Better Newspaper Contest is open to all Texas Press Association member newspapers published in Texas during the calendar year 2006.

- Large dailies (circulation 100,000 or more) may submit an entry in the general excellence category only. At least three newspapers must enter before the division will be judged. The award will go to the best entry.
- Semiweeklies (newspapers carrying only one name, but published more than once a week yet less than five days a week) must enter the appropriate semiweekly circulation division.
- Twin weeklies (newspapers bearing different names but published in the same plant and distributed in the same community during different days of the week) will be treated as semiweeklies and entered in the largest circulation division applicable.

Preparation of Entries

- Only one set of entries may be submitted in each category, except Column Writing in which two columnists may submit separate entries. Columnists must be regular employees of your newspaper.
- Each entry must be identified with dry gum labels provided by Texas Press Association. Dampen and securely affix labels to upper right-hand corner of each entry, above folio line. Do not use staples or tape. Use Arabic numerals to indicate division (weeklies should not write a division number). Do not use Roman numerals.
- Entries must be submitted flat and folded either in half or quarter-page size. Do not roll entries. Note: Community Service entries must be securely bound in a binder, report folder or scrapbook.

- Letters of explanation may accompany only Editorial, Community Service and Special Sections entries.
- The same photo may not be entered in more than one photo category.
- TPA will mail postcards confirming receipt of entries to entrants.

Rule Clarifications

For rule clarifications, contact Pauline Word, publications manager, or Lolly Denk, mail services specialist, at 1-800-749-4793 or paulineword@texaspress.com or lollydenk@texaspress.com. Failure to follow rules may result in disqualification.

Fees

Newspapers pay a \$25 overall fee per newspaper to enter the contest, regardless of the number of categories entered.

Judging and Judges

Arkansas Press Association will assemble a team of newspaper professionals to serve as contest judges. Judges will award first, second, third and fourth place in each category. In the event that a category does not draw at least four entries the judge has the discretion to award only a first place. No ties will be allowed. Judges' decisions are final.

Disposition of Entries

Entries become the property of Texas Press Association. Winning entries and all Community Service entries may be claimed after the closing of the winning newspaper display at summer convention. Winners are requested to leave their entries in the display area for at least 30 minutes. Non-placing entries will be discarded by the judges. Judging sheets will be mailed to all contestants after the convention. Copies of the Winners' Circle will be available at the conclusion of the awards brunch.

Division Requirements

A newspaper must compete in its circulation division based on the October 2006 U.S. Postal Service statement of total paid circulation (PS Form 3526, line 15C). Note: An entry published in more than one newspaper must be entered in the largest division category.

Daily Divisions

- **Division 1:** Dailies 100,000 or more (compete in General Excellence only)
- **Division 2:** Dailies 7,000 to 99,999
- **Division 3:** Dailies less than 7,000

Semiweekly Divisions

- **Division 4:** Semiweeklies 4,001 or more
- **Division 5:** Semiweeklies 4,000 or less

Weekly Divisions

- **Divisions 6-10:** Weeklies are divided equally into five divisions based on the total number of entries rather than fixed circulation breaks (i.e. 25 newspapers in Division 6; 25 newspapers in Division 7, etc.) If the total number of weekly newspapers that enter is not equally divisible by five, the remainders will be added into the higher circulation divisions.

Weekly entrants MUST NOT write a division number on the contest label! The TPA staff will assign the appropriate division number.

Special Sections Divisions

- Daily Division
- Semiweekly Division
- Weeklies divided into 3 divisions in Routine and 2 divisions in Blue Moon based on total number of entrants

Community Service Divisions

- Daily Division
- Semiweekly Division
- Weekly Division

TPA Contest Committee Chairman **Russel Skiles**, Lamesa Press-Reporter / **Joe Baker**, The Countywide, Karnes City; **Cathy Collier**, Fredericksburg Standard Radio Post; **Terry Collier**, Fredericksburg Standard Radio Post; **Marshall Day**, The Gatesville Messenger; **Chad Engbrock**, The Wylie News; **Robin Gooch**, Today Newspapers; **Hank Hargrave**, The Normangee Star; **Judy Johnson**, The Hometown Press, Winnie; **Phil Major**, Clay County Leader; **Evan Moore**, Bosque County News; **Roy G. Robinson**, The Graham Leader; **Cyndy Slovak-Barton**, The Free Press, Buda/Kyle; **Richard Stone**, Hallettsville Tribune-Herald

Contest Categories

Advertising

Submit full-page tearsheets of your top three advertisements (composed entirely by your staff) from any issues published in calendar year 2006. You are required to submit three advertisements and bracket each ad in heavy red marker. Judging will be based on selling power of copy, originality/creativity, layout/design, use of photos, graphics and typography. Judges will consider all three ads as one entry.

Column Writing

Submit full-page tearsheets of staff-written columns originally written and published in calendar year 2006, one from the months of April or September and one column from any 2006 issue of your choice. (Two columnists may submit separate sets of entries.) Each set of columns will be judged as one entry. They may be written by your staff on any subject in any style. Columnists must be regular employees of your newspaper. Columns must be bracketed in heavy red marker. Judging will be based on lead, subject matter and quality and style of writing.

Editorials

Submit full-page tearsheets of staff-written editorials originally written and published in calendar year 2006, one from the months of April or September and one from any 2006 month of your choice. Editorials must be bracketed in heavy red marker. Judging will be based on quality and lead, style of writing, subject matter and local significance. Judges will consider both editorials as one entry.

Feature Story

Submit full-page tearsheets of staff-written features originally written and published in calendar year 2006, one from the months of April or September and one from any 2006 month of your choice. Feature stories must be bracketed in heavy red mark-

er. Judging will be based on content/subject matter, quality, style and lead, and presentation, including layout, design, heads, typography, photos and use of color. Judges will consider both feature stories as one entry.

Feature Photo

Submit full-page tearsheets of two feature photos originally photographed and published in calendar year 2006, one from the months of April or September and one from any 2006 month of your choice. Submit only photos taken by members of your regular staff. Use heavy red marker to bracket photos and cutlines. The same photo may not be entered in more than one photo category. Judging will be based on reader interest, composition, quality of cutline, enterprise and innovation, and reproduction. Judges will consider both photos as one entry.

General Excellence

Submit one complete issue published in calendar year 2006 during the months of April or September and one complete issue from any 2006 month of your choice. Wire copy and non-staff produced copy will not be considered. Judging will be based on news coverage, quality of writing, composition/display, headlines, use of photos and art work, front page and specialty pages, such as editorial page, family life, social page, sports page. (Large dailies, circulation 100,000 or more, compete only in this category.) Judges will consider both issues as one entry.

Headline Writing

Submit full-page tearsheets of your three best headlines from any issues published in calendar year 2006. The headlines must have been written by a regular staff member for a locally produced staff story. Headline entries can come from any section of a regular edition and each must be bracketed in

heavy red marker. Judging will be based on accuracy, cleverness, creativity, impact and originality. Judges will consider all three headlines as one entry.

News Photo

Submit full-page tearsheets of two news photos originally photographed and published in calendar year 2006, one from the months of April or September and one from any 2006 month of your choice. Submit only photos taken by members of your regular staff. Use heavy red marker to bracket photos and cutlines. The same photo may not be entered in more than one photo category. Judging will be based on timeliness, composition, quality of cutline, enterprise and innovation, and reproduction. Judges will consider both photos as one entry.

News Writing

Submit full-page tearsheets of two complete staff-written news stories published in calendar year 2006. Bracket the stories in heavy red marker. Judging will be based on quality of writing, lead, news value and enterprise. Judges will consider both news stories as one entry.

Page Design

Submit one tearsheet of each of the following: one front page, one editorial, one sports and one family/lifestyle page from any editions published during one month of the newspaper's choice in 2006. All pages must have been published in the same month. Judging will be based on readability, innovation, color, graphics, design features, typography, photos and other artwork. Judges will consider all four pages as one entry.

Sports Coverage

Submit full-page tearsheets of sports pages originally published in calendar year 2006 from one issue during the

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months of April or September and one issue from any 2006 month of your choice. Use heavy red marker to cross out any sports writing or photos not locally produced. Judging will be based on quality of writing, range of coverage, photos, layout/design and suitability of headlines. Judges will consider both issues as one entry.

Sports Photo

Submit full-page tearsheets of two sports photos originally photographed and published in calendar year 2006, one from the months of April or September and one from any 2006 month of your choice. Submit only photos taken by members of your regular staff. Use heavy red marker to bracket photos and cutlines. The same photo may not be entered in more than one photo category. Judging will be based on action, composition, quality of cutline, enterprise and innovation, and reproduction. Judges will consider both photos as one entry.

Community Service

Daily Division

Semiweekly Division

Weekly Division

Submit in a scrapbook all evidence (i.e. news, photos, editorials, letters, programs) of your newspaper's support of one community project conducted during calendar year 2006. Material must be securely bound in a binder, folder or scrapbook. Entries must have been published during calendar year 2006. Attach a letter describing the background and results of the project.

Routine Special Sections

Daily Division

Semiweekly Division

3 Weekly Divisions (based on total entrants)

Submit one complete special section produced by your staff on a regular basis that consists of a complete and cohesive package of locally produced pictures, news stories and advertisements emphasizing a central theme of special local interest. Routine sections include newcomers, sports, back to

school, progress, chamber, visitors, festival. Can be slick or newsprint product. Section must have been published between Oct. 1, 2005, to Dec. 31, 2006. Judging will be based on theme and content, and layout/design/presentation. Entries may include a letter of explanation.

Blue Moon Special Sections

Daily Division

Semiweekly Division

2 Weekly Divisions (based on total entrants)

Submit one complete staff produced special section or edition built around a unique local subject matter, such as anniversary, collector's edition, disaster, tribute or any once-in-a-lifetime theme, that goes above and beyond routine coverage. A letter of explanation on why the section qualifies as Blue Moon must accompany entry. Can be slick or newsprint product. Section must have been published between Oct. 1, 2005, to Dec. 31, 2006. Judging will be based on theme and content, and layout/design/presentation.

Contest Awards

Awards

The Texas Better Newspaper Contest awards will be announced June 23 during the Texas Press Association 128th Summer Convention, June 21-23, 2007, at Crowne Plaza Riverwalk San Antonio. First place winners will come forward to receive a plaque. Certificates will be distributed to second-, third- and fourth-place winners after the awards ceremony.

Sweepstakes

The Texas Better Newspaper Contest includes one Sweepstakes award for each of the divisions, except Division

1. Awards are earned by point accumulation in contest categories (excluding Community Service & Special Sections).

Sweepstakes points shall be computed on the following scale:

- 1st Place: 100 points (plaque)
- 2nd Place: 75 points (certificate)
- 3rd Place: 50 points (certificate)
- 4th Place: 25 points (certificate)

In case of a tie, the newspaper with the most points in the General Excellence category will be declared the winner.

If neither newspaper has won a General Excellence award, the newspaper with the most first place awards overall will be declared the winner.

If the score remains tied, the newspaper with the most second place awards will be declared the winner.

If the score remains tied, the newspaper with the most third place awards will be declared the winner.

If the score remains tied, the newspaper with the most fourth place awards will be declared the winner.

Postmark Deadline: Friday, March 30; Newspapers are urged not to crowd the official deadline. Questions? Contact Pauline Word or Lolly Denk at 1-800-749-4793 or paulineword@texaspress.com or lollydenk@texaspress.com.