

2022 Texas Better Newspaper Contest

The Texas Better Newspaper Contest is an annual competition sponsored by the Texas Press Association to recognize Texas newspapers for excellence in journalism and outstanding service to their communities.

With the contest's return to calendar year competition, the 2022 contest period is Jan. 1 - Dec. 31, 2022. Awards will be presented at the TPA Convention and Trade Show, June 1-3, 2023, in Round Rock.

ELIGIBILITY

Members in good standing (2023 dues paid) who were also members throughout the contest period, the 2022 calendar year, are eligible to enter the contest.

Entries are made by member newspapers, not individuals. Each newspaper should have a contest manager who responsible for uploading content and who will serve as the primary contact for the newspaper.

Content submitted for competition should have been produced by full- or part-time members of the newspaper staff.

• Note: Newspapers may submit content produced by local freelancers or contributors provided the newspaper paid to have the content created and the content was created predominantly for the newspaper submitting the entry.

Syndicated or wire service content is not eligible for submission.

CONTEST PERIOD - Jan. 1 through Dec. 31, 2022

With the exception of Best Website and Online Live Coverage categories, all entries must have been originally published in the newspaper's print or digital replica (eEdition) between Jan. 1 and Dec. 31.

ENTRY PERIOD: Monday, Jan. 23, through Monday, Feb. 20, 2023 on the ACES contest platform, www.newspapercontest.com/texas

DEADLINE: Monday, Feb. 20, 2023

All entries must be submitted via the ACES online platform, www.newspapercontest.com/texas, before 10 p.m., Monday, Feb. 20, 2023. The platform will automatically close the contest to entries at deadline.

***NOTE:** Each newspaper is encouraged to log onto the online contest platform at least two weeks before the deadline to ensure any challenges are resolved in advance. All registrations are new and contest managers will set their own new passwords. Instructions will be on the site.*

FEES

The fee for each category entered is \$10. The contest platform will enable contest managers to print an invoice to pay by check or to pay online with a credit card.

**NOTE: Fees must be paid by Feb. 28 or entries will be disqualified.*

AWARDS

Newspapers that have won awards will be notified by email in May, without specific information as to the award(s) won.

Contest results will be announced at the annual contest awards luncheon on June 3 at the conclusion of the 2022 TPA Convention & Trade Show at the Kalahari Resort in Round Rock.

A condensed copy of the contest results will be available at the conclusion of the awards ceremony. The complete Winners Circle publication will be online at www.texaspress.com after the luncheon.

• Competition Class Winners

First place winners receive plaques. In addition, award certificates will be presented to first, second, third and fourth place winners.

• **Sweepstakes Winners**

The Texas Better Newspaper Contest includes one Sweepstakes award for each division, except Division 1. Awards are earned by point accumulation in the 12 sweepstakes categories: Advertising, Column Writing, Editorial Writing, Feature Photography, Feature Writing; General Excellence, Headline Writing, News Photography, News Writing, Page Design, Sports Coverage and Sports Photography.

Sweepstakes points are calculated on the following scale:

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

• **Sweepstakes Tiebreakers**

If a tie should arise in a Sweepstakes category, 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.

DIVISIONS

Division 1 consists of the top five metro dailies — Austin American-Statesman, Dallas Morning News, Fort Worth Star-Telegram, Houston Chronicle and San Antonio Express-News — which will compete exclusively in the General Excellence category.

Divisions 2 and higher will be divided based on total number of participating newspapers, frequency of publication (dailies, semiweeklies and weeklies) and by circulation.

Newspapers will be entered in divisions based on the frequency of their publication as of October 31, 2022. Circulation breakdowns will be based on newspapers' Statements of Ownership, Management and Circulation (PS Form 3526) published in October 2022.

Newspapers publishing print editions and/or digital replicas (eEditions) four or more times per week will compete as dailies.

Newspapers publishing print editions and/or digital replicas (eEditions) two or three times per week will compete as semi weeklies.

Newspapers publishing one print edition or less per week will compete as weeklies.

Please Note:

- An entry or website published in or for more than one newspaper must be entered by the newspaper in the highest circulation division.
- Semiweeklies (newspapers carrying only one name, but published more than once a week, yet less than four days a week) will enter the semiweekly 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.
- Monthlies will compete as weeklies and be entered in the appropriate weekly circulation division.

Questions/Assistance

Texas Better Newspaper Contest Coordinator Candace Velvin

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2022 Texas BNC Competition Classes

* Note: In all competition categories except Best Website and Online Live Coverage, digital tear sheets must be submitted through the contest platform. Digital tear sheets are defined as full page PDFs from the newspaper's print editions or from digital replicas (eEditions) showing the dates of publication. *Screenshots of articles and photos published only on the newspaper's website do not qualify as entries.*

With the exception of Best Website and Online Live Coverage categories, all material submitted must have been published in print editions of the newspaper or digital replicas (eEditions) showing the dates of publication on a date within the contest period, Jan. 1 - Dec. 31, 2022. In addition, for the General Excellence category, one of the editions submitted must be from the month of August 2022.

In all categories, the judges consider all the material submitted as one entry. For example, in each photography category, five photos are submitted and all five photos are considered one entry. While judges may comment about one or more photos, the award is based on all five as a select example of the quality of the newspaper's overall photography. In addition, all five photos must have been published during the 2022 calendar year in print editions of the newspaper or digital replicas (eEditions) showing the dates of publication).

SWEEPSTAKES COMPETITION CLASSES

ADVERTISING

Submit digital tear sheets of three staff-produced advertisements originally published during the 2022 calendar year in print editions of the newspaper and/or a digital replicas (eEditions) showing the dates of publication. Judges will consider all three ads as one entry. Judging will be based on selling power of copy, originality/creativity, layout/design, use of photos, graphics and typography. Awards may be presented in Divisions 2 and higher.

COLUMN WRITING

Submit digital tear sheets of two columns originally published during the 2022 calendar year in print editions of the newspaper or digital replicas (eEditions) showing the dates of publication. Judges will consider both columns as one entry. Columns may be written on any subject in any style. Judging will be based on lead, subject matter, quality and style of writing. Awards may be presented in Divisions 2 and higher.

EDITORIAL

Submit digital tear sheets of two editorials originally published during the 2022 calendar year in print editions of the newspaper or digital replicas (eEditions) showing the dates of publication. Judges will consider both editorials as one entry. Judging will be based on quality and style of writing, lead, persuasiveness, subject matter and local significance. Awards may be presented in Divisions 2 and higher.

FEATURE PHOTOGRAPHY

Submit digital tear sheets of five feature photos originally published during the 2022 calendar year in print editions of the newspaper or digital replicas (eEditions) showing the dates of publication. Screenshots of photos published only on the newspaper's website do not qualify as entries in this category. Judges will consider all five photos as a representative sample of the quality of the newspaper's photography. Judging will be based on reader interest, composition, quality of cutline, enterprise and innovation. Awards may be presented in Divisions 2 and higher.

FEATURE WRITING

Submit digital tear sheets of two feature stories originally published during the 2022 calendar year in print editions of the newspaper or digital replicas (eEditions) showing the dates of publication. Judges will consider both feature stories as one entry. Judging will be based on subject matter, quality and style of writing and presentation, including layout, design, heads, typography and photos. Awards may be presented in Divisions 2 and higher.

GENERAL EXCELLENCE

Submit two complete editions. One edition should have been published in AUGUST 2022. The second edition published may have been published in any month of choice during the contest period, Jan. 1 through Dec. 31, 2022.

As with other categories, the two entries should be PDFs from print editions or digital replicas (eEditions) of regular editions.

Judges will consider both issues as one entry.

NOTE: Please be sure that one of the General Excellence entries is from the month of AUGUST 2022 as specified. Entries that do not include an AUGUST 2022 edition will be disqualified in this category.

Judging is based on news coverage, quality of writing, composition/display, headlines, use of photos and art work, front page and specialty pages such as editorial, family life, social and sports pages. Wire content will not be considered.

For PDFs larger than 10 MB, please submit a link to the publication on the newspaper's website, on Issuu or another online service.

Awards may be presented in Divisions 1 and higher.

HEADLINE WRITING

Submit digital tear sheets of three headlines originally published during the 2022 calendar year in print editions of the newspaper or digital replicas (eEditions) showing the dates of publication.

Judges will consider all three headlines as one entry. Headlines can come from any section of a regular edition.

Judging will be based on accuracy, cleverness, creativity, impact and originality.

Awards may be presented in Divisions 2 and higher.

NEWS PHOTOGRAPHY

Submit digital tear sheets of five news photos originally published during the 2022 calendar year in print editions of the newspaper or digital replicas (eEditions) showing the dates of publication. Screenshots of photos published only on the newspaper's website do not qualify as entries.

Judges will consider all five photos as a representative sample of the quality of the newspaper's news photography. Judging will be based on timeliness, composition, quality of cutline, enterprise and innovation.

Awards may be presented in Divisions 2 and higher.

NEWS WRITING

Submit digital tear sheets of two news stories originally published during the 2022 calendar year in print editions of the newspaper or digital replicas (eEditions) showing the dates of publication.

Judges will consider both news stories as one entry.

Judging will be based on quality of writing, lead, news value and enterprise.

Awards may be presented in Divisions 2 and higher.

PAGE DESIGN

Submit tear sheets of four pages - one front page, one editorial page, one sports page and one feature page (may include lifestyle, community or other type of feature content) — originally published during the 2022 calendar year in print editions of the newspaper or digital replicas (eEditions) showing the dates of publication. Pages need not come from the same edition.

Judges will consider all pages as one entry. Judging will be based on readability, innovation, color, graphics, design features, typography, photos and other artwork.

Awards may be presented in Divisions 2 and higher.

SPORTS COVERAGE

Submit digital tear sheets of two sports sections originally published during the 2022 calendar year in print editions of the newspaper or digital replicas (eEditions) showing the dates of publication.

Judges will consider both sections as one entry.

Identify any sports writing or sports photos not produced by the newspaper staff. Judging is based on selection of material, quality of writing, range of coverage, photos, layout/design and headlines.

Awards may be presented in Divisions 2 and higher.

SPORTS PHOTOGRAPHY

Submit digital tear sheets of five sports photos originally published during the 2022 calendar year in print editions of the newspaper or digital replicas (eEditions) showing the dates of publication. Screen-shots of photos published only on the newspaper's website do not qualify as entries.

Judges will consider all five photos as a representative sample of the quality of the newspaper's photography. Judging will be based on action, composition, quality of cutline, enterprise and innovation.

Awards may be presented in Divisions 2 and higher.

NON-SWEEPSTAKES CLASSES

BEST MAGAZINE

Submit one complete staff-produced magazine published quarterly or more often. Since most magazines will be too large resolution to submit as digital tear sheets, entry may be made through URL / link to the newspaper's website or to a platform such as Issuu.

Magazines submitted must have been published during the 2022 calendar year, as print editions or digital replicas in conjunction with or in addition to the newspaper and under the auspices of the newspaper.

Judging will be based on theme, content and layout/design/presentation.

Awards may be presented in the following divisions: Daily, Semiweekly, Weekly.

** Please Note: If entry is submitted using a URL, please include a PDF of the magazine's front page.

BEST WEBSITE

Submit the web address and any passwords required to access all pages within the site. Entries must include a brief description of the site's unique aspects, how frequently it is updated and what makes the site vital to readers.

- To add an entry in the Best Website category, copy and paste the web address in the website URL field. Please provide username/password info in the Comments section of your entry.

- Judges may disqualify your entry if work samples are inaccessible.

Judging will be based on content, ease of use and navigation, page design, advertising, timeliness and consistency.

Awards may be presented in the following divisions: Daily, Semiweekly, and two Weekly divisions (based on total number of entrants.)

COMMUNITY SERVICE

Submit digital tear sheets of all evidence (e.g., news, photos, editorials, letters, programs) of your newspaper's sponsorship and/or support of one community project conducted during the 2022 calendar year. Items entered may have been originally published on the newspaper's website, in print editions and/or digital replicas (eEditions) and may also include online promotion on the newspaper's website and social media.

Attach a letter (required) describing the background and results of the project.

Judging will be based on subject matter, quality of coverage, extent of community engagement, layout/design/presentation and local significance.

Awards may be presented in the following divisions: Daily, Semiweekly and Weekly.

ONLINE LIVE COVERAGE

This category recognizes online/breaking or live coverage of a single news, sports or entertainment event, planned or unplanned. Emphasis should be on the use of engaging digital content, including storytelling and multimedia features. Entry may include an online news report and/or links to other elements that contributed to the overall storytelling as the event unfolded in real time, such as videos, tweets, photos, livestream or Facebook Live video, community engagement efforts and comments. The entry must include a one-page cover letter along with a maximum of 10 links/elements. One entry per newspaper. Please be sure to include access to the newspaper's website and social media for the judges. Awards may be presented in the following divisions: Daily, Semiweekly and Weekly.

PUBLIC NOTICE

This award recognizes outstanding reporting resulting from or highlighting public notices published in the newspaper. For example, a public notice about a public hearing on plans for a landfill development could generate a story or series of stories that brings property owners to the hearing. Entry may include one story or a series of stories on a single topic. A copy of the public notice should accompany the entry. All material submitted must have been published during the 2022 calendar year in print editions or digital replicas of print editions (eEdition) showing date of publication.

One entry per newspaper.

Awards may be presented in the following divisions: Daily, Semiweekly and Weekly.

SPECIAL SECTION

Submit digital tear sheets of one complete special section produced by newspaper staff that consists of a complete and cohesive package of locally produced pictures, stories and advertisements emphasizing a central theme of special local interest.

Special sections are regular publications, such as spring and/or fall sports editions, published once, twice or three times per year as print editions or as digital replicas (eEditions). Entry must have been originally published in conjunction with or in addition to the newspaper and under the auspices of the newspaper during the 2022 calendar year. Entries may include a letter of explanation.

Judging is based on theme, content and layout/design/presentation.

Awards may be presented in the following divisions: Daily, Semiweekly and Weekly.

For PDFs larger than 10 MB, please submit a URL / link to the newspaper's website or to a platform such as Issuu. If the entry is submitted with a URL, please include a PDF of the front page of the section.

PLEASE NOTE: The same publication may not be entered in both magazine and special section categories. The difference between the Best Magazine and Special Section categories is frequency, not format. Magazines are published four times a year (quarterly) or more often. Special sections are published once, twice or three times a year.

Questions/Assistance

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