

The Complete Guide

2016 New Jersey Press Association

Editorial Contest

Weekly Newspapers




New Jersey Press Association

810 Bear Tavern Road, Suite 307

West Trenton, NJ 08628-1022

(609) 406-0600 • www.njpa.org



2016 New Jersey Press Association Editorial Contest

Weekly Newspapers

The Essentials

CONTEST DEADLINE: **Monday, January 9, 2017**

- All entries may be uploaded until 11:59 p.m.

CONTEST PERIOD: **January 1 to December 31, 2016**

WHO CAN ENTER:

Weekly over 6,500 • Weekly under 6,500

CONTEST WEBSITE: www.betternewspapercontest.com

All entries must be entered on the website.

YOUR PASSWORD:

If this is the first time your newspaper will enter the contest, the temporary password is **bnc**. You will be asked to change it when you log on for the first time. However, if your newspaper entered last year, you already have a Contestant Manager who created a password. Please contact that person and request to be made an Authorized Entrant. If you don't know who your Contestant Manager is, call Peggy Arbitell at (609) 359-7381.

MAXIMUM NUMBER OF ENTRIES: **Varies by category**

Please refer to the list of contest categories for specific information.

COST TO ENTER:

Choose either \$389 per newspaper or \$10 per entry, whichever is more affordable. Group weekly members will also choose either flat rate of \$389 per paper or \$10 per entry. Please total the number of your entries on the enclosed Contest Entry Form. Send the form and a check for the full amount to NJPA by the mail-in deadline. If entering multiple contests, a single check may be sent with the various contest entry forms or you may pay with credit card.

FOR ADDITIONAL INFORMATION:

Peggy Arbitell
(609) 359-7381
parbitell@njpa.org
www.njpa.org

New Jersey Press Association
2016 Editorial Contest - Weekly
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West Trenton, NJ 08628-1022

**Pay Attention**

when you see this icon. It could make the difference between winning an award and having your entry disqualified.

General Information

New Jersey Press Association's Editorial Contest encourages excellence by recognizing the achievements of NJPA member newspapers and digital news organizations. The contest looks to the future by encouraging news organizations to find new ways to inform, entertain, enlighten and engage their readers.

Eligibility

This competition is open to newspapers and digital news organizations that are full members of New Jersey Press Association whose dues and assessments are paid in full through December 31, 2016.

Contest Period

January 1, 2016 – December 31, 2016

Deadline

Monday, January 9, 2017

The contest website will accept all other entries until 11:59 p.m.

Judging

Entries will be judged according to the guidelines set forth in the category listings and rules. Judges who are independent of the New Jersey Press Association will select First, Second and Third place winners in each category. Awards will be granted only when judges believe that special recognition is warranted. In categories that receive fewer than four entries, the association encourages judges to award prizes only if the entries merit them.

Awards Presentation

Winners will receive their awards at NJPA's Spring Awards Celebration on Thursday, April 27, 2017 at The Hamilton Manor, 30 Route 156, Hamilton, N.J.

Entry Criteria

This contest has two divisions – Weekly Over 6,500 and Weekly Under 6,500 – which are judged separately.



Online entries will be judged together – not in separate daily and weekly divisions.

Digital news organizations may only enter the Online categories, O1-O8.

All entries must have been published between January 1, 2016 and December 31, 2016. Entries must have been published inside the newspaper except for Online categories O1–O8.

The maximum number of entries per category, per newspaper or digital news organization, is two, unless otherwise indicated in the category description.



An individual article or series of articles may be entered in only one category, with one exception: An individual article also may be entered as part of a series, or in the Public Service, Coverage of Government or Robert P. Kelly category. An entry to the Robert P. Kelly category also may be submitted in one other writing category.

Identical or nearly identical articles or series may only be submitted once.

A “series” is no more than five stories.

Entries from a publication or magazine that is distributed with or within the newspaper on a regular basis throughout the year may enter any category except Special Issue. Special Issue entries must be distributed with or within the newspaper and published no more than six times a year. Publications distributed independent of the newspaper are not eligible for the contest.

Cover letters or statements must be submitted in categories W1, W3, W4, W5, W14, O5, O6, O7 and O8. They are optional for categories O1 and O2.

Each print entry must be submitted as a PDF tearsheet of the entire newspaper page, including the publication date. List each article, column or section by its title or headline; do not use just the reporter’s or columnist’s name. See **Making entries** on Page 10 for more details.



No more mail-in categories!

Realview is no longer an option to e-publish large documents on the BNC website. In order to upload special sections and complete editions of your newspaper for categories that were mail-in only in prior years, please see third party upload suggestions on the Edit Entry page on the BNC website. It is possible that your newspaper already has an account with one of these third party companies or a similar one, so please check before subscribing to a new software. Alternatively, you can use Adobe to shrink your full-size edition and then upload it to the website. The size limit is 20 MB.

Again for this year, you will no longer need to mail in special sections, etc. Simply upload your shrunken file, or generate a link to your publication online using the third party software. Once you e-publish your large document, then copy the link. Paste the link into the entry form (instead of uploading). When judges click your entry, they will be instantly taken to your e-published document. Check your work by navigating to “Manage Entries” where you can test the link.

Color icons

Icons shown in each category indicate whether a statement or letter is required.



letter
required

Online entries may only be submitted in categories O1-O8. All online category entries must have been created locally by you and must have appeared on your website. For each entry, submit a URL to a permanent location on your web server and a screenshot saved either as a PDF or JPEG.

**Group weekly newspapers**

Group weeklies must submit each entry under the name of an individual newspaper, not under the name of the group.

Only the originating newspaper, or the newspaper in the group that made the greatest contribution to the project, may submit an entry. If the story was published in all or a majority of the group's publications, it may be entered by only one newspaper.

Groups must complete a Contest Entry Form for each newspaper in their group that is entering the contest. In addition, please submit a Master Entry Form that totals their entire group's submissions and attach with each individual entry form.

Questions?

Contact NJPA's contest coordinator:
Peggy Arbitell
(609) 359-7381
parbitell@njpa.org

Contest Instructions

New Jersey Press Association's Editorial Contest is digital. All editorial entries are submitted on the contest website: www.betternewspapercontest.com. For best results, the contest website recommends using Google Chrome browser; and Firefox for an older PC/Mac to make your contest entries.

Reminders for this year's contest

Username and Password

Each person submitting entries will have a unique username and password.

Contestant Manager

The "Contestant Manager" controls what is entered in a contest for your newspaper or website.



- **IMPORTANT:** Your Contestant Manager is the same person year to year. The first person who logs into the contest and makes two entries becomes your Contestant Manager. (These first two entries may be test entries that are deleted after other entries are submitted.)
- NJPA has four contests: Advertising, Editorial Daily, Editorial Weekly, and Photography. Your newspaper or website can have a different Contestant Manager for each contest.
- The Contestant Manager can choose to make entries exclusively or authorize others to make entries. To allow others to make entries, the Contestant Manager must create a separate account for each person.
- The Contestant Manager has access to all entries submitted to a contest for your newspaper or website, and can edit, disable or delete any entry.
- The Contestant Manager can access account information and passwords for every person he/she authorizes to make entries.

Authorized Entrant

Each person the Contestant Manager gives permission to make entries is an "Authorized Entrant".

- While the Contestant Manager can see and edit all of the entries and account information, the Authorized Entrant only can see and edit the entries he/she made.

Scrapbooks

Potential contestants can save their work on the contest website in their own Scrapbook accounts. Scrapbooks are personal. They are not connected with a particular contest, but are available for any contest.

- For this contest, once a potential contestant has been made an Authorized Entrant, he/she can upload content from his/her Scrapbook directly into an entry.



Start early and become familiar with the process!

We strongly recommend that you start making your entries early. Certainly don't wait until the day before the deadline!

We suggest you make some test entries to learn the process. Later, these test entries should be "disabled" so they are not part of your official entries.

Step-by-step directions for setting up accounts and making entries are available on the contest website – www.betternewspapercontest.com. Under "Contestant Login", click on "Contestant Manager Help" or "Authorized Entrant Help".

Or use these links for PDFs of the directions:

- **Contestant Managers**
http://betterbnctsupport.com/images/ContestantManager_Instructions_4_3.pdf
- **Authorized Entrants**
http://betterbnctsupport.com/images/AuthorizedEntrant_Instructions_4_3.pdf

If you have questions or problems, please contact Peggy S. Arbitell at (609) 359-7381, or parbitell@njpa.org.

For technical issues, go to the contest website – www.betternewspapercontest.com
Click on "contact BetterBNC", then "Start Trouble Ticket".

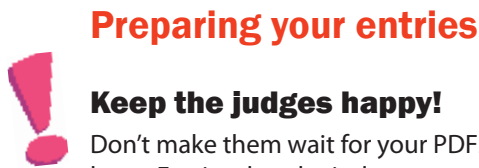
Contest definitions

Division: a specific contest, e.g., Advertising, Editorial Daily, Editorial Weekly or Photography

Category: a specific competition within a contest division, e.g., "News Writing Portfolio" or "Opinion Column". Each division has a number of categories, which have specific requirements and limitations that are explained in the contest rules.

Entry: a submission in a category. Each category permits a specific number of entries. For example, a newspaper may submit two entries in the "Editorial Comment" category, but only one in the "Breaking News" category. The contest rules provide specific information.

Example: Some categories require multiple examples as part of each entry, e.g., several columns as part of a writing portfolio. In this case, ALL of the examples for the entry should be uploaded in a single PDF, e.g., three tearsheets containing the columns as separate pages in one PDF. For information on how to combine multiple tearsheets into one PDF, see **Preparing your entries** on Page 8.



Preparing your entries

Keep the judges happy!

Don't make them wait for your PDFs to be displayed because a file is too large. Entries that the judges cannot view will be disqualified.

Maximum entry size

Each entry should be less than 5 MB. Smaller is better, faster.

- Eliminate extra pages. Upload only the page on which the entry is located.
- For multiple-example entries, combine all examples into one PDF.
- Reduce the size of each PDF.

Extract pages from multi-page PDFs

If your entry is part of a multi-page PDF, open the PDF and save it with a new name. Open the new PDF, go to "Document" menu, select "Extract Pages" and follow the directions. Eliminate all pages that are NOT part of your entry.

Combine multiple PDFs into one

Open the PDF that you want first in your entry and save it with a new name. Open the new PDF, go to the "Document" menu and choose "Insert Pages". Navigate to the PDF that you want next in the entry and select it. Continue until you have inserted all of your pages.

Make PDF files smaller

For printing, most newspaper PDFs include high-resolution grayscale or color images. However, contest entries will be viewed and judged on computer screens at low resolution (72–96 dpi) and in RGB color. Changing the resolution and color mode of images are the two most effective ways to reduce file size without sacrificing the screen viewing quality.

Use lower resolution

In PDFs, the text is clear regardless of resolution. Resolution only relates to photos and graphics. Reducing resolution by half can reduce an image file size by 75%. The recommended maximum resolution of 96 dpi can be enforced in your Adobe Distiller settings.

You might create an Adobe PDF Preset called "NJPA Contest" with the recommended settings, and share it with all the Contestant Managers and Authorized Users in your company.

Or simply use the "Smallest File Size" preset, instead of "High Quality Print" or "Press Quality".

Convert images to RGB color mode

Converting images from CMYK color mode to RGB will reduce image files by about 25%. This color conversion can be enforced in your Distiller settings.

**Embed all fonts**

Regardless how you make your PDFs, make sure ALL fonts are embedded. The judges will not have the same fonts as you have. If the PDF is missing fonts, your entry will not display properly.

Redistill PDFs

After making final adjustments to your PDF, redistill it to make it smaller.

Changes you made to your PDF may not yield the expected reduction in file size until you redistill the PDF. This is true even if you reduce resolution or change color mode using a PDF editor, like Enfocus Pitstop or Quite a Box of Tricks, or use the native profiling/editing tools in Acrobat 6 or later.

To redistill, open the PDF in Adobe Acrobat. Go to the "Advanced" menu, scroll down to "Print Production" and select "Acrobat Distiller". Enter the settings recommended above or choose the preset that you created and be sure that ALL fonts are embedded.

Web entries

All website entries must be accessible online to the judges.

- Provide a direct URL for each entry, to a permanent location on your web server.
- If a username and password are required, please enter those details in the "Comments" box on the entry page.
- If the judge cannot access your entry, it will be disqualified.

Also, upload a screenshot of each entry, in PDF or JPEG format, for the slide presentations of winning entries shown during the award banquets.



Making entries

Headline or Title of Entry

Remember that you are submitting full-page PDFs, so please make sure your titles accurately identify the items the judges need to locate on the pages!

- In the “Headline or Title of Entry” box, enter the headline of the ad, article or photo being uploaded, exactly as it appears on the page.
- Do NOT use just the name of the advertiser, writer or photographer.
- For categories that require more than one example per entry, you may use the name of the advertiser, writer or photographer if it is obvious on every example in the entry. Otherwise, list all of the headlines or titles, separated by double slashes like this: **Title1 // Title2 // Title3**
- Do NOT use commas, semicolons, colons, dashes or single slashes to separate entry titles. Often they are used in headlines, but double slashes never are.

Credits

In the boxes labeled “Who should be credited for this entry?” you can enter up to four names of people who worked on the entry.

- In the box titled “First Name” list the FULL name: **Joe Green**
- In the box titled “Last Name” list that person’s title: **Reporter, Editor**, etc.
- If more than four people worked on the project, enter: **Editorial Staff**, etc.

Statements

Some categories require that a statement or cover letter be included with each entry.

- If a statement is required, attach it as a Microsoft Word document or PDF.

Official Entry Form

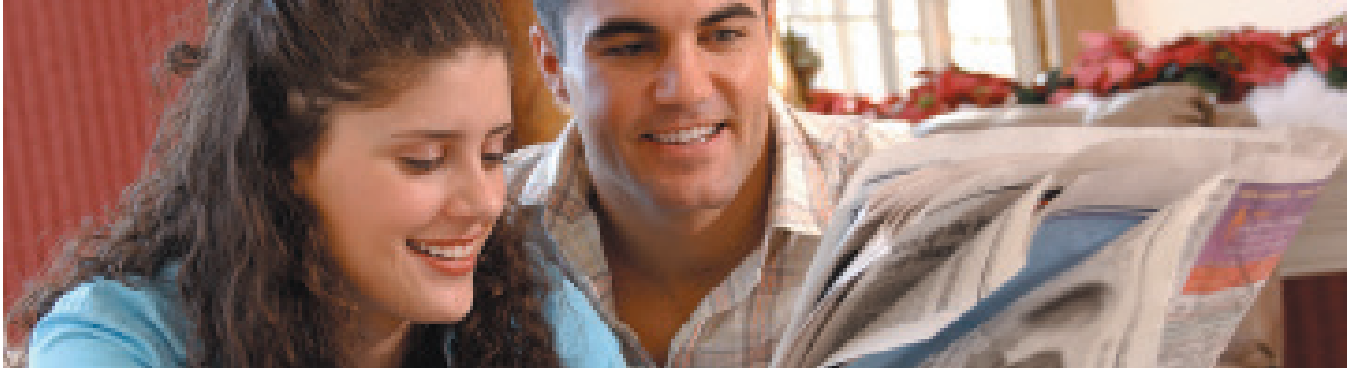
Once you have completed the entry form, click on the “Submit” button and you will be taken to the entry verification page, titled “This Page is Your Official Entry Form.”

- From the verification page, you can “Submit Another Entry”, “Manage Entries” or “Logout”.
- DO NOT hit the Back button or you may eliminate this entry!

Once the maximum number of entries is reached in a category, that category is no longer available unless an entry is “disabled” using “Manage Entries”.

You may print copies of the Official Entry Form for your use, but do not send them to NJPA.

Please send NJPA the **Contest Entry Form** that is included with this package.



Print Categories – Open to member newspapers

RESPONSIBLE JOURNALISM

Two entries per newspaper per category

W1

Public Service – Lloyd P. Burns Memorial Award

(Lloyd Burns was the long-time general manager of the New Jersey Press Association who served in that capacity from 1950 until his untimely death in 1976 at the age of 60.)

This award goes to articles or series that help fulfill journalism's responsibility to use enterprise and initiative to advance the public good. Judged by the newspaper's willingness to commit resources, the team effort involved, the initiative shown in finding information and overcoming obstacles and the outcome of the articles or series. Limit of 5 stories per entry. An explanatory letter (500 words or less) must accompany each entry.



W2

Editorial Comment

This category encourages excellence in editorial writing and recognizes courage, analysis, logic and writing style. An entry is composed of two published editorials by the same writer, judged as a pair.

W3

Enterprise

This category recognizes enterprise, initiative and resourcefulness by a staff reporter or reporters, in uncovering newsworthy happenings that are not necessarily hard news. An entry is one article, a series or group of articles, not necessarily published on consecutive days. Limit of 5 stories per entry. An explanatory letter (maximum 500 words) must accompany each entry.



W4

First Amendment Award

Recognizing excellence in reporting that highlights the importance of a free press. The award gives special weight to reporting that uncovers hard news that reveals an issue that is detrimental to the public good and which would have remained hidden otherwise. Entries may be features or news coverage and must be accompanied by a letter (maximum of 500 words) describing the impact of the story.



REPORTING, WRITING & ILLUSTRATION

Two entries per newspaper per category, unless otherwise stated

W5

News Writing

Each entry is an article and sidebars on a news event by one or more reporters. Judging will be based on readability, completeness, reader interest and resourcefulness in overcoming obstacles. An explanatory letter (maximum 500 words) must accompany each entry.



W6

Coverage of Government – Art Weissman Memorial Award

(Art Weissman was a talented journalist who worked for ABC news in New York, The Record in Hackensack and finally moved to the Asbury park Press in 1991. He became head of the Press' Statehouse bureau in 1993, overseeing coverage of government and politics for the paper and its sister publication, The Home News. In January 1997, he died suddenly of heart failure at the age of 37. Later that year the board of directors of NJPA established this award in his name.)

An entry is composed of three articles by one writer demonstrating excellence in reporting on local, state or national government. Articles may be features or news coverage and will be judged on significance, clarity, originality and writing style.

W7

Coverage of Elections/Politics

An entry is three articles by a team or individual, to be judged on the quality and depth of local coverage of elections or politics, balance in reporting and quality of writing.

W8

Coverage of Crime, Police, Courts

An entry is three articles by a team or individual, to be judged on the quality of local coverage of crime, police or courts, thoroughness of reporting and quality of writing.

W9

Interpretive Writing

An entry is a supporting story or series that delves more deeply into breaking news or an issue of wide public interest and explains or clarifies a situation. Judging will be based on readability, thoroughness of research and ability to make technical details clear to the reader.

W10

Feature Writing

An entry is an article or series, by a team or individual, to be judged on reader interest, quality of writing, originality, style and local appeal.

W11

Column Writing

An entry is two columns – humorous, reflective or general – by the same writer, on any subject, not necessarily appearing regularly. Entry will be judged on originality, local appeal and writing quality.

W12 Sports Writing Portfolio

An entry is three articles demonstrating excellence in sports reporting by the same individual. Entries can include series or single stories and/or sports columns. Entries will be judged on significance, clarity, originality and writing style.

W13 Robert P. Kelly Award

(Bob Kelly was a seasoned journalist who honed his skills at the Somerset Messenger-Gazette before serving as executive editor of Princeton Packet Publications for many years. He passed away after a short illness in 1984 and soon after NJPA established the Robert Kelly Award as a regular component of their annual Better Newspaper Contest.)

(One entry per newspaper)

News, interpretive, feature or sports stories written by a full-time staffer with fewer than 12 months of professional experience at the time the piece was written, excluding paid or unpaid interns. Stories are judged on how well they reflect above-average use of the English language and basic reporting skills. An entry is composed of two published stories of any date within the calendar year, by the same writer, judged as a pair. Either or both of these pieces can also be submitted in one other writing category in this contest. This award is intended to encourage capable and talented young reporters to continue their careers in print journalism.

W14 Investigative Reporting

An entry is an article or series, by a team or individual. A distinguished example of investigative reporting, emphasizing the originality of the subject, depth of reporting and clarity of writing. An explanatory letter (maximum of 500 words) must accompany each entry.



W15 Arts & Entertainment Writing

To recognize excellence in coverage of the arts by a team or individual. Judging will be based on readability, local appeal and cultural background. Entries may be single stories or stories with sidebars. This category includes reviews of art, movies, books, music or restaurants.

W16 Special Subject Writing

To recognize excellence in coverage by a team or individual of special interest areas other than those for which special categories are provided. Examples of such eligible categories are transportation, religion, technology and law enforcement. Judging will be based on readability, local appeal, technical knowledge and ability to translate technical terms into everyday language. Entries may be single stories, stories with sidebars or series.

W17 Environmental, Health & Science Writing

A competition to recognize excellence in environmental, health or science coverage by a team or individual. Judging will be based on readability, local appeal, technical knowledge and ability to translate

technical terms into everyday language. Entries may be single stories, stories with sidebars or a series.

W18 Business & Economic Writing

A competition to recognize excellence in coverage of business by a team or individual. Judging will be based on readability, local appeal, technical knowledge and ability to translate technical terms into everyday language. Entries may be single stories, stories with sidebars or series.

W19 Education Writing

To recognize excellence in coverage of education by a team or individual. Judging will be based on readability, local appeal, technical knowledge and ability to translate technical terms into everyday language. Entries may be single stories, stories with sidebars or series.

W20 Fresh Approach to Routine Reporting

This entry will recognize efforts by a newspaper or an individual to bring a fresh approach to routine reporting. One story is an entry.

W21 Graphics & Illustration

Recognizes excellence in graphics, illustrations & cartoons. Judging will be based on overall attractiveness and clear, creative presentation of information and, where applicable, the accompanying story must be included.

W22 Headlines

An entry is three headlines by one editor, judged as a group.

W23 Best Lede

An entry is a strong lede that entices readers to continue reading the article. This award recognizes efforts to create an informative and compelling introductory paragraph for a news or feature story. The full article must be submitted.

PACKAGING THE NEWS

One entry per newspaper per category, except for W29.

In categories W24, W25, W26, W27 and W28, newspapers submit one entry with two examples, one of which must have been published within the three-week core period of Sunday, September 25 through Saturday, October 15. The other example may be from any week during the year.

In category W27, newspaper may submit one entry from, for example, the business section and the other from the feature section; or one from entertainment, the other from living section, etc.

W24 General Typography & Layout of the Entire Paper
Major judging factors are effective use of body type, headlines and departmental typography, thoughtful sectionalization of the newspaper and special visual aids. also submit a PDF of one front page.

W25 Front Page Layout
Major judging factors are overall attractiveness, excellence of makeup and headline writing and effective use of photography. Tabloids must submit Pages 2 and 3 in support of Page One.

W26 Editorial Section Layout & Content
Layout, typography and content will be considered. The purpose of the contest is to stimulate development of better editorial sections, including columns and letters to the editor and editorial writing of quality. The entire section should be entered.

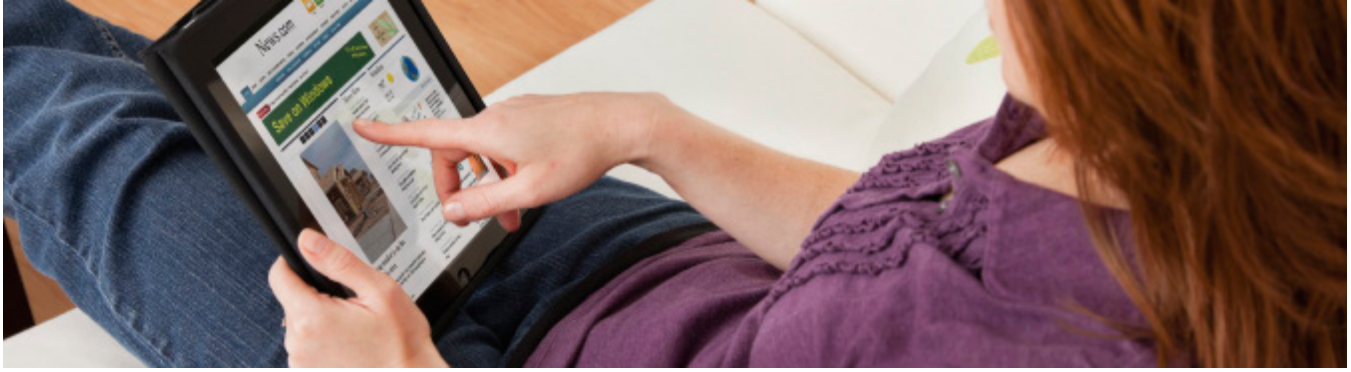
W27 Feature Section Layout & Content
Major judging factors are overall appearance (typography, layout, headlines, illustrations), writing quality, activities covered and variety of special interests covered. The contest is open to such sections as Family, Society, Living, Lifestyle, Business, Entertainment, etc. The entire section should be entered. Sections must run at least monthly or semi-monthly. Also submit a PDF of one page.

W28 Sports Section Layout & Content
Major judging factors are makeup and general appearance, including the use of columns and illustrations, scope of coverage and local coverage and appeal. The entire section should be entered. Also submit a PDF of one page.

W29 Special Issue
(Two entries per newspaper)
Open to any special issue regardless of subject matter or date as long as it was published during the contest year, distributed with or within the newspaper and was not published more than six times a year. This includes magazines. Also submit a PDF of the cover.

General Excellence Award

Two winners are named, one in each circulation division. Winners are chosen by tallying points based on each award won in both editorial, online, and photo contests categories: first place earns three points; second, two points; third, one point. The newspaper with the most points in each circulation division wins the award.



Online Categories

– Open to newspaper & digital news members
Three entries per category per news organization.

01

Best Web Project

Recognizes the presentation and content on a single topic. Projects may integrate both online and print elements, and should be innovative, visually stunning and have interactive components to engage readers. Project must have been created by the publisher. May include a description of the project and any promotion done in print. Submit a permanent link to the project, and a screenshot saved as PDF or JPEG. For projects with print elements, also submit PDFs of newspaper pages.



02

Best Multimedia Element

Recognizes a single element such as audio slideshow, Flash, video, or audio to tell a story and serve a community. Element must have been created by the publisher. Emphasis will be placed on visitor experience, engagement and response as well as on creative use of technology. It may be part of a larger project or stand on its own. May include a description of the project and any promotion done in print. Submit a permanent link to the element, and a screenshot saved as PDF or JPEG.



03

Best Blog

News or commentary posted regularly by a staff member to a blog on a member's news website. Judged on the quality of writing, timeliness and appeal, and originality. Each entry must include three to five examples. Submit a permanent links to the blog and one screenshot saved as PDF or JPEG.

04

Best Video

Recognizes a single video that uses visuals, natural sound, interviews and narration to tell a story. Can be related to breaking news, features or sports, and can be a supplement to print coverage or a stand-alone element. Emphasis will be placed on engagement and creativity. Time limit: five minutes. Submit a permanent link to the video, and a screenshot saved as PDF or JPEG.

05

Innovation Award

Awarded to a member's news website that introduces a service, design, feature or news package during the contest year that encourages a new segment of online news readers. **Include a letter** (maximum of 500) explaining measurable ways in which this was accomplished. Submit a permanent link to the project, and a screenshot saved as PDF or JPEG.



06

Online Breaking News

Overall work on a breaking story within 24 hours after the story breaks. Judges will consider the speed with which postings were made, including overall coverage, updates, and supplementary information, such as photographs, video, audio, PDFs or any other form of multimedia. Submit permanent links to the elements, and one screenshot saved as PDF or JPEG. **Include a short statement** (maximum of 200 words) describing the specific circumstances surrounding the entry. Date of content must be verified by time stamps or a signed statement from the editor.



07

Best Web Event

Recognizes the online presentation of a breaking or ongoing news event that serves the community. Project may integrate multiple elements such as video, still photos and galleries, graphics, streaming video, blogs, community interaction and mobile that were grouped together during the course of the event. Include a description of the mobilization and implementation of covering the event, and a timetable. Submit permanent links to project elements, and one screenshot saved as PDF or JPEG.



08

Best Use of Social Media

This award recognizes excellence in using social media to increase interaction with readers and to promote the work of a newspaper and the communities it serves. Newspapers who utilize any social media platform(s) (Facebook, Google+, Twitter, Instagram, Pinterest, etc.) may enter this contest. Entries may come from a newspaper account or an individual reporter's account. Emphasis will be placed on community interest, interaction, and any other factors that promote engagement before, during and after a story is published. Please include three to five screenshots of good social media usage and a cover letter (500 words or less), explaining the importance of the examples. Statistical data must be included with this entry. Submit the URL of any and all platforms that should be reviewed.



NEW JERSEY PRESS ASSOCIATION
2016 Editorial Contest Entry Form
Weekly Newspapers

___ WEEKLY OVER 6,500 ___ WEEKLY UNDER 6,500 ___ DIGITAL NEWS MEDIA

Newspaper _____
 Address _____
 Contact Person _____ Title _____
 Telephone _____ Email _____

The fee is \$389 per newspaper or \$10 per entry. You may pay by check or credit card. If paying by credit card, please select "Credit Card" below and submit this form via email to parbitell@njpa.org, fax to 609-406-0300, or mail to NJPA office. NJPA will then email you an invoice for the payment along with a link to pay online through PayPal.

Payment options: ___ Credit Card ___ Check enclosed (payable to NJPA)



Below, indicate the total number of entries per category that your newspaper or company is entering.

Group Weeklies: Complete one sheet for each newspaper in your group. Then complete the master copy of this form, totaling all entries in each category. Attach them all together.

Contest Entry Form MUST arrive at NJPA's office by 4 p.m. on January 9, 2017.

CATEGORIES		# of Entries
W1	Public Service - Lloyd P. Burns Memorial Award	W1 _____
W2	Editorial Comment	W2 _____
W3	Enterprise	W3 _____
W4	First Amendment Award	W4 _____
W5	News Writing	W5 _____
W6	Coverage of Government - Art Weissman Memorial Award	W6 _____
W7	Coverage of Elections/Politics	W7 _____
W8	Coverage of Crime, Police, Court	W8 _____
W9	Interpretive Writing	W9 _____
W10	Feature Writing	W10 _____
W11	Column Writing	W11 _____
W12	Sports Writing Portfolio	W12 _____
W13	Robert P. Kelly Award	W13 _____
W14	Investigative Reporting	W14 _____
W15	Arts & Entertainment Writing	W15 _____
W16	Special Subject Writing	W16 _____
W17	Environmental, Health & Science Writing	W17 _____
W18	Business & Economic Writing	W18 _____
W19	Education Writing	W19 _____
W20	Fresh Approach to Routine Reporting	W20 _____
W21	Graphics & Illustration	W21 _____
W22	Headlines	W22 _____
W23	Best Lede	W23 _____
W24	General Typography & Layout of the Entire Paper	W24 _____
W25	Front Page Layout	W25 _____
W26	Editorial Section Layout & Content	W26 _____
W27	Feature Section Layout & Content	W27 _____
W28	Sports Section Layout & Content	W28 _____
W29	Special Issue	W29 _____
01	Best Web Project	01 _____
02	Best Multimedia Element	02 _____
03	Best Blog	03 _____
04	Best Video	04 _____
05	Innovation Award	05 _____
06	Online Breaking News	06 _____
07	Best Web Event	07 _____
08	Best Use of Social Media	08 _____
TOTAL Number of ENTRIES		Total _____
AMOUNT PAYMENT enclosed		\$ _____

NEW JERSEY PRESS ASSOCIATION
2016 Editorial Contest Entry Form
MASTER FORM FOR GROUP WEEKLIES

Group Name _____
 Address _____
 Contact Person _____ Title _____
 Telephone _____ Email _____



Below, please indicate the total number of entries per category for your group.

Group Weeklies must complete this form and submit along with individual entry forms for each paper.

CATEGORIES		# of Entries
W1	Public Service – Lloyd P. Burns Memorial Award	W1 _____
W2	Editorial Comment	W2 _____
W3	Enterprise	W3 _____
W4	First Amendment Award	W4 _____
W5	News Writing	W5 _____
W6	Coverage of Government – Art Weissman Memorial Award	W6 _____
W7	Coverage of Elections/Politics	W7 _____
W8	Coverage of Crime, Police, Court	W8 _____
W9	Interpretive Writing	W9 _____
W10	Feature Writing	W10 _____
W11	Column Writing	W11 _____
W12	Sports Writing Portfolio	W12 _____
W13	Robert P. Kelly Award	W13 _____
W14	Investigative Reporting	W14 _____
W15	Arts & Entertainment Writing	W15 _____
W16	Special Subject Writing	W16 _____
W17	Environmental, Health & Science Writing	W17 _____
W18	Business & Economic Writing	W18 _____
W19	Education Writing	W19 _____
W20	Fresh Approach to Routine Reporting	W20 _____
W21	Graphics & Illustration	W21 _____
W22	Headlines	W22 _____
W23	Best Lede	W23 _____
W24	General Typography & Layout of the Entire Paper	W24 _____
W25	Front Page Layout	W25 _____
W26	Editorial Section Layout & Content	W26 _____
W27	Feature Section Layout & Content	W27 _____
W28	Sports Section Layout & Content	W28 _____
W29	Special Issue	W29 _____
01	Best Web Project	01 _____
02	Best Multimedia Element	02 _____
03	Best Blog	03 _____
04	Best Video	04 _____
05	Innovation Award	05 _____
06	Online Breaking News	06 _____
07	Best Web Event	07 _____
08	Best Use of Social Media	08 _____
TOTAL Number of ENTRIES		Total _____



Contest Entry Forms MUST arrive at NJPA's office by 4 p.m. on January 9, 2017