

The Complete Guide

2017 New Jersey Press Association

# Editorial Contest

Daily Newspaper



**New Jersey Press Association**

850 Bear Tavern Road, Suite 102

West Trenton, NJ 08628-1022

(609) 406-0600 • [www.njpa.org](http://www.njpa.org)

Friday, January 12 (not Mond

# 2017 New Jersey Press Association Editorial Contest

## Daily Newspapers

### The Essentials

**CONTEST DEADLINE:** Friday, January 12, 2018

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

**CONTEST PERIOD:** January 1 to December 31, 2017

**WHO CAN ENTER:**

**NEW THIS YEAR**

**Daily Over 20,000 • Daily Under 20,000 • Digital News Organizations**

**CONTEST WEBSITE:** [www.betternewspapercontest.com](http://www.betternewspapercontest.com)

All entries must be entered on the website.

**YOUR PASSWORD:**

If it is your first time logging into your account, use the temporary password:

**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 \$399 per newspaper or \$11 per entry**

Choose either \$399 per newspaper or \$11 per entry, whichever is more affordable.

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 deadline. If entering multiple

contests, a single check may be sent with the various contest entry forms or you may

also pay with credit card.

**FOR ADDITIONAL INFORMATION:**

**Peggy Arbitell**

(609) 359-7381

[parbitell@njpa.org](mailto:parbitell@njpa.org)

[www.njpa.org](http://www.njpa.org)



**New Jersey Press Association**

2017 Editorial Contest - Daily

850 Bear Tavern Road, Suite 102

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### 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, 2017.

### Contest Period

January 1, 2017 – December 31, 2017

### Deadline

Friday, January 12, 2018

The contest website will accept 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 26, 2018 at The Hamilton Manor, 30 Route 156, Hamilton, N.J.**

### Entry Criteria

This contest has two divisions – Daily Over 20,000 and Daily Under 20,000 – which are judged separately.



Online entries will be judged separately - Daily and Weekly.

All entries must have been published between January 1, 2017 and December 31, 2017. Entries must have been published inside the newspaper except for categories D22 and O1-O7.

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



### **An article or series of articles may be entered in only one category with one**

**exception:** One article of a series may be entered as part of an individual's portfolio. A "series" must have been clearly labeled as such in the newspaper. There is no limit to the number of stories in a series. A "portfolio" is three articles or examples by the same individual. A "sidebar" is considered an article. Note: A three-story series would be considered three articles in a portfolio.

Entries from a publication or magazine that are distributed with or within the newspaper on a regular basis throughout the year may enter any category except Special Issue. Publications distributed independent of the newspaper are not eligible for the contest.

The contest allows entries from wire services, from groups of NJPA daily newspaper members, and from businesses jointly owned by NJPA member newspapers. These entries may be submitted only in the Over 23,000 circulation division and will not count toward the General Excellence Award.

Cover letters or statements *must* be submitted in categories D1, D3, D4, D6, O4, O5, O6, and O7. 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. Identify 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 9 for more details.

All online 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.



## 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.



### Questions?

Contact  
NJPA's contest  
coordinator:  
Peggy S. Arbitell  
(609) 359-7381  
[parbitell@njpa.org](mailto: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](http://www.betternewspapercontest.com). For best results, the contest website recommends using Google Chrome browser; and Firefox for older PCs and Macs. Please have a recent version downloaded and installed for best contest experience.

## 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](http://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://betterbncsupport.com/images/ContestantManager\\_Instructions\\_4\\_3.pdf](http://betterbncsupport.com/images/ContestantManager_Instructions_4_3.pdf)

- **Authorized Entrants**

[http://betterbncsupport.com/images/AuthorizedEntrant\\_Instructions\\_4\\_3.pdf](http://betterbncsupport.com/images/AuthorizedEntrant_Instructions_4_3.pdf)

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

For technical issues, go to the contest website –

[www.betternewspapercontest.com](http://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 7.

## 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**

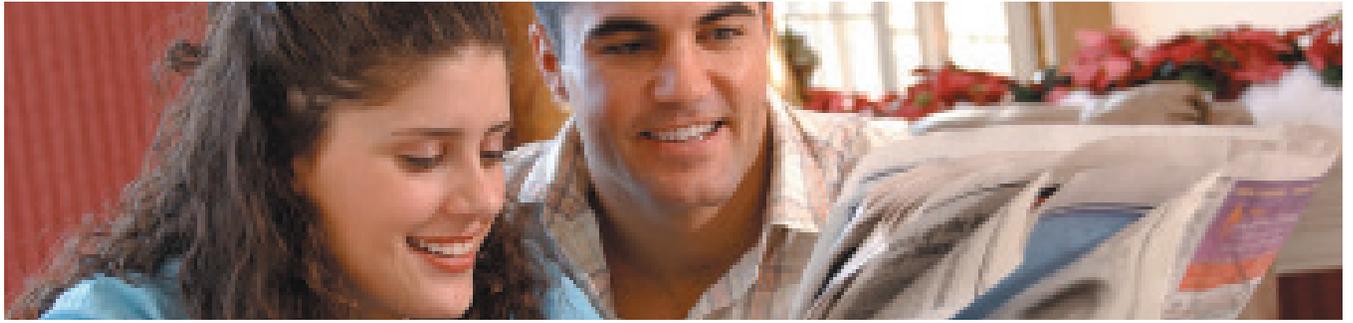
Once you have completed the entry form, click on the “Submit” button and you will be taken to the entry verification page, titled “This Page is Your Official Entry Form.”

- 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.

#### D1

##### **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. Entry must consist of 5 stories. An explanatory letter (500 words or less) must accompany each entry.



#### D2

##### **Editorial Comment**

This category is to encourage excellence in editorials and recognizes courage, analysis, research and writing style. An entry consists of three editorials or one series (no more than five) by the same writer.

#### D3

##### **Enterprise Reporting**

An entry will demonstrate enterprise, initiative and resourcefulness by an individual or reporting team in a series or individual article reporting newsworthy developments. Limit of 5 stories per entry. Each entry must be accompanied by an editor's letter (500 words or less).



#### D4

##### **First Amendment – 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.)*

This award recognizes excellence in reporting that highlights the importance of a free press, especially in coverage of state, county, or local government. Judges give special weight to reporting that uncovers actions detrimental to the public good and which would have remained hidden otherwise. Entries may be articles or series and must be accompanied by a letter (500 words or less) describing the impact of the news coverage and obstacles overcome to get the story. Each entry consists of three stories.



**D5 Best story originating from a legally required public notice**

(Two entry per newspaper)

A feature, news or investigative story that originated from the publication of a legally required public notice required of a government entity or private party. The story and the public notice must be included. An entry can consist of up to 3 related articles. For the purposes of this award, newspaper public notices are defined as those announcements or disclosures the law requires be published in a statutorily qualified newspaper. Stories must cite the public notice requirement and refer readers to the publication in which it appeared. Online references must include links. If the notice requirement was not met or was deficient, the story must explain how and why the notice was deficient. Stories may have been published in print or digitally or both.

**REPORTING & WRITING**

two entries per newspaper per category, unless otherwise stated.

**D6 Breaking News**

(One entry per newspaper)

No more than two consecutive days of coverage of an unscheduled event. This category is designed to recognize the team effort such coverage always involves. Entries may include stories, sidebars, graphics, photos, headlines and overall presentation. A letter (500 words or less) explaining the time frame involved and the proximity of the event to the newspaper's deadline must accompany each entry.

**D7 News Writing Portfolio**

(Three entries per newspaper)

An entry must be three articles demonstrating excellence in news reporting by the same individual. Entries may include coverage of government, education, health, science, the environment, technology, politics, courts, police or transportation. Judged on significance, clarity, originality and writing style.

**D8 Local News Coverage**

(One entry per newspaper)

Submissions shall consist of **five consecutive days** (no limit to how many pages per day) of local news coverage and shall be evaluated on the quality, quantity, impact, thoroughness, and presentation of stories, photographs and graphics appearing in the paper. Local is defined as municipal, community and county news. This category rewards solid, day-to-day local coverage, including breaking news and features coverage of government, schools, planning and zoning; unique personalities; people and issues in the news and explanatory, enterprise and analytical journalism. Please enter all pages by day containing this content. **Entry must be from either September 8-12 (or September 13 if no Saturday or Sunday edition) OR October 6-10 (or October 11 if no Saturday or Sunday edition).** (If your paper includes both local and national news on the same pages, the judges will be instructed to focus only on local news coverage stories that you have indicated.)

**D9****Specialty Writing Portfolio**

An entry must be three articles demonstrating excellence in topics such as medical, education or environmental writing by the same individual. Articles may be features, columns or daily reporting. Judged on significance, clarity, originality and writing style.

**D10****Feature, Lifestyle & Entertainment Writing Portfolio**

(Three entries per newspaper)

An entry must be three articles demonstrating excellence in feature writing or coverage of lifestyle and/or entertainment by the same individual. Articles will be judged on significance, clarity, originality and writing style.

**D11****Sports Writing Portfolio**

An entry must be three articles demonstrating excellence in sports reporting by the same individual. They may be features, or daily reporting. Judged on significance, originality and writing style.

**D12****Local Sports Coverage**

(One entry per newspaper)

Submission shall consist of **five consecutive days** (no limit to how many pages per day) of local sports coverage (non pro, non-college) and shall be evaluated on the quality, quantity, impact, thoroughness, and presentation of stories, photographs and graphics appearing in the paper. Local is defined as high school sports (varsity and below) for boys and girls, and youth and adult recreational sports coverage (if any). This category rewards solid, day-to-day coverage of local sports, including breaking news, profiles, and other features; explanatory, enterprise and analytical stories; column writing; and standings, rankings and statistics. Please enter all pages by day containing this content. **Entry must be from either September 8-12 (or September 13 if no Saturday or Sunday edition) OR October 6-10 (or October 11 if no Saturday or Sunday edition).** *(If your paper includes both local and national sports on the same pages, the judges will be instructed to focus only on local sports coverage stories that you have indicated.)*

**D13****Scholastic Sports Portfolio**

An entry must be three articles demonstrating excellence in coverage of high school or youth sports by the same individual. They may be features, columns or daily reporting. Judged on significance, clarity, originality and writing style.

**D14****Business and Financial Writing Portfolio**

An entry must be three articles by one writer demonstrating excellence in business reporting. Articles may be features, columns or news coverage and will be judged on significance, clarity, originality and writing style.

**D15****News Column**

An entry must be three locally written columns by the same columnist that appear regularly. Judged on writing style, originality, impact and local appeal

**D16****Feature/Entertainment Column**

(One entry per newspaper)

An entry must be three locally written columns by the same columnist that appear regularly. Judged on writing style, originality, impact and local appeal.

**D17 Sports Column**  
An entry must be three locally written columns by the same columnist that appear regularly. Judged on writing style, originality, impact and local appeal.

**D18 Critical Writing**  
An entry must be three articles by the same individual demonstrating excellence in such areas as art, theater, movie, book and restaurant reviews. Judging will be based on technical knowledge as well as writing quality and local appeal.

**D19 Robert P. Kelly Award–New Journalist**  
*(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)  
Three stories written by a permanent staffer with less than a year of professional experience at the time of publication, excluding paid or unpaid internships, Judging will include basic reporting skills, language use and clarity. An editor’s letter (500 words or less) must accompany the entry.



**D20 Best Headlines**  
(One entry per newspaper)  
An entry must be three headlines by the same individual. Headlines will be judged on accuracy, clarity and how well they pull the reader into the story.

**D21 Best Lede Writing (One entry per newspaper)**  
An entry must be 3 ledes from the same individual which 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.

**D22 Special Issue**  
An entry is a one-time supplement published during the calendar year and distributed with the newspaper (no reprints allowed). Judging is based on content, layout and reader service.

## DESIGN & PRESENTATION

Two entries per newspaper per category.

**D23 News/Business Page Design Portfolio**  
An entry is five different pages produced on deadline for the next day’s newspaper by the same designer or group of designers. Examples include the front page, or business front page, and local news covers.

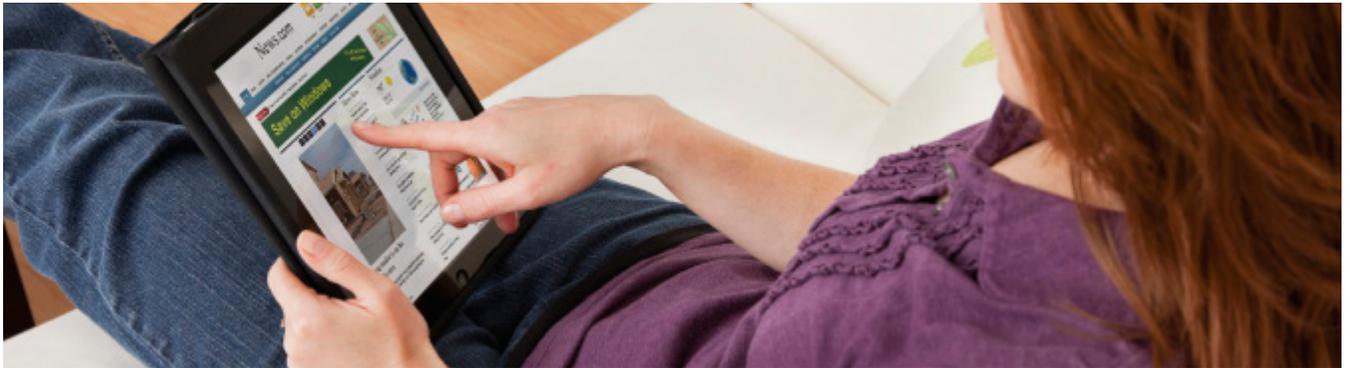
**D24 Feature Section Page Design Portfolio**  
An entry is five different pages produced in advance by the same individual. Examples include lifestyle, entertainment, food, fashion, home, real estate, travel, science and technology.

## D25 Sports Page Design Portfolio

An entry is five different pages by the same individual. Three of the pages must be produced on deadline for the next day's newspaper.

## 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 contest 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

Three entries per category per news organization.

### O1 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.



### O2 Best Multimedia Element

Recognizes a single element such as audio slideshow, Flash, podcasts, 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.



### O3 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.

**04****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 words) explaining measurable ways in which this was accomplished. Submit a permanent link to the project, and a screenshot saved as PDF or JPEG.

**05****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.

**06****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.

**07****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 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**  
**2017 Editorial Contest Entry Form**  
**Daily Newspapers**



**DAILY OVER 20,000**   
  **DAILY UNDER 20,000**   
  **DIGITAL NEWS MEDIA**

Newspaper \_\_\_\_\_

Address \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

**The fee is \$399 per newspaper or \$11 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.**

CATEGORIES		# of Entries
D1	Public Service – Lloyd P. Burns Memorial Award	D1 _____
D2	Editorial Comment	D2 _____
D3	Enterprise	D3 _____
D4	First Amendment – Art Weissman Memorial Award	D4 _____
D5	Best Story Originating from a Legally Required Public Notice	D5 _____
D6	Breaking News	D6 _____
D7	News Writing Portfolio	D7 _____
D8	Local News Coverage	D8 _____
D9	Special Writing Portfolio	D9 _____
D10	Feature, Lifestyle & Entertainment Writing Portfolio	D10 _____
D11	Sports Writing Portfolio	D11 _____
D12	Local Sports Coverage	D12 _____
D13	Scholastic Writing Portfolio	D13 _____
D14	Business & Financial Writing Portfolio	D14 _____
D15	News Column	D15 _____
D16	Feature/Entertainment Column	D16 _____
D17	Sports Column	D17 _____
D18	Critical Writing	D18 _____
D19	Robert P. Kelly Award	D19 _____
D20	Best Headlines	D20 _____
D21	Best Lede	D21 _____
D22	Special Issue	D22 _____
D23	News/Business Page Design Portfolio	D23 _____
D24	Feature Section Page Design Portfolio	D24 _____
D25	Sports Page Design Portfolio	D25 _____
O1	Best Web Project	O1 _____
O2	Best Multimedia Element	O2 _____
O3	Best Video	O3 _____
O4	Innovation Award	O4 _____
O5	Online Breaking News	O5 _____
O6	Best Web Event	O6 _____
O7	Best Use of Social Media	O7 _____
TOTAL Number of ENTRIES		Total _____
<b>AMOUNT PAYMENT enclosed</b>		<b>\$ _____</b>



**Contest Entry Form & Payment MUST arrive at NJPA's office by 4 p.m. on January 12, 2018**

Daily Editorial Contest, 850 Bear Tavern Road, Suite 102, West Trenton, NJ 08628-1022