



2021
NMPA Better Newspaper Contest
Information and Rules

Please read this booklet very carefully and in its entirety.
Entries that don't meet the requirements listed here may
be disqualified by the judges.

CONTEST DETAILS

The New Mexico Press Association and the New Mexico Associated Press Managing Editors are continuing to sponsor a merged contest between the two groups. Winners will be announced at the Awards Banquet on Oct. 30, 2021 at the Eldorado Hotel and Spa in Santa Fe, NM.

The APME will judge and present its own AP Member of the Year award, which is a single award covering all classes. The AP award will not be counted in the point total that determines the NMPA General Excellence Awards.

Contest Period: **July 1, 2020 to June 30, 2021.**

Entry Deadline: Postmarked or uploaded by 4:59 PM MST on Friday, July 30, 2021.

Contest Divisions

(By printed circulation as of October 2020)

Daily Class I:	7,500 and above circulation
Daily Class II:	7,499 and below circulation
Weekly Class I:	5,000 and above circulation
Weekly Class II:	4,999 and below circulation

Publication five times a week or more constitutes a daily; publication four times a week or less constitutes a weekly.

Associate member entries that are published in numerous member newspapers across the state may enter the NMPA Better Newspaper Contest; however, these submissions will be judged in the Daily Class 1 division. Otherwise, Associate Member entries will be judged in the publication class in which the entry was published. Work submitted must be generated in and for New Mexico publications.

This year, entries to the NMPA Better Newspaper Contest will be submitted using the Illinois Press Association's Advanced Contest Entry System, a web-based program at <http://www.newspapercontest.com/Contests/NewMexicoPressAssociation.aspx>

Directions for preparing and submitting entries are on Page 4. If you have any questions, please contact the NMPA Director Sammy Lopez at 505-275-1241, or director@nmpress.org.

FREQUENTLY ASKED QUESTIONS

Who will judge us?

The Utah Newspaper Association will judge our contest in early August.

Who can enter?

The contest is open to all New Mexico Press Association members in good standing. The proper representative of each newspaper (e.g. publisher, editor, ad director, etc.) must submit entries, not individuals.

What is the contest period?

Material published between July 1, 2020, and June 30, 2021.

What is the entry deadline?

Entries (and payment by check or credit card) must be uploaded to the BNC website or postmarked by Friday, July 31.

What's the difference between an "example" and "entry"?

An example is one part of a full entry. In most categories, one example constitutes one entry, but some categories require or allow two or more examples to constitute an entry.

How many entries are permitted?

You may enter as many entries as you would like in most categories. In the Design & Typography and Website categories, the limit is one entry. See General Excellence details for required dates of publications.

What is the cost?

The cost is \$8 per entry in each newspaper category

UPLOADING INSTRUCTIONS

****Accounts from 2020 are not saved. A new account will have to be opened for the 2021 contest****

Creating an account and uploading entries:

Only Create one account for your newspaper and share that account name and info with your staff.

Step 1

- The Association Code for our contest is **NMPRESS (all caps)**.

- Select the "Register" tab.
- Create your login profile and password. Previous year's accounts and passwords are no longer valid.
- You will then receive a confirmation email, which you need to complete the registration/login. After confirming the account, you will be taken to the "Entries" page.

Step 2 — Click on the "Add New Entry" link.

Step 3 — On this page, select your newspaper name. A lot of information will auto-fill. If that information is incorrect, please call the New Mexico Press Association office at 505-275-1241 prior to submitting any entries. Your Division will be selected for you based on your circulation or Associate Member status. Fill in the preparer's name.

Step 4 — Select the contest category. These are drop-down menus for your convenience. This field will clear each time you save an entry, so you must select a category for each new entry. When you select the category, special instructions will appear below it.

Step 5 — If necessary, or required, provide an explanation of your entry. The explanation/cutline box is limited to 3,000 characters. It's a good idea to write your explanation in another program, such as Word, and copy/paste into the explanation box. If a URL is required, fill in the URL box; there is no need to type "http://."

Step 6 — Include the name of the entry. If uploading full-page PDF files, it will be helpful if the entry name matches the headline on the page so the judges can find it easily. **If the judges cannot tell what is to be judged, the entry will be discarded without refund.**

Step 7 — Include the name of the person or people who should be credited for any award. This is generally the writer, reporter, photographer, graphic artist, cartoonist, etc. It is not necessarily the name of the person submitting the entry nor the person picking up the award at the convention. Names on awards will appear as you enter them in this field.

Step 8 — Add your file or files. You can drag and drop files or use the "Add files" button to navigate your files. Generally, files should be in PDF format except photos, which should be in JPG format. Other files and

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URLs may be acceptable as noted in the special instructions. Upload as many files as are necessary to complete your entry but refer to the special instructions for any limitations.

Step 9 — When you have completed your submission, click the “Save” button. **If you click the “Back to list” button, before you Save, you will lose the entry you just completed.** After clicking “Save,” you will be automatically directed back to the list of your entries.

Step 10 — To submit another entry, click “Add New Entry.” As long as you have not logged out of the system, your newspaper name will still be in place and you can simply start at Step 6 again. You may log out and log back in later to continue adding entries. You will need to select your newspaper name each time you log in.

Step 11 — If you are done submitting entries, please review the list carefully. Make sure your newspaper’s name selected, and not mistakenly a different paper’s name. **You may not change an entry, but you may delete an entry and resubmit it.**

How do I log in after logging out? After you have created an account you may log in at any time by using the login button at the top of this page.

How do I know what I’ve already uploaded? Each time you start at “Login,” you will be taken to the “Entries” page, where you will see a list of your entries.

How do I make changes? Entries cannot be changed/modified once they are saved. However, there is a “Delete Selected” button on the “Entries” page. If you need to make changes/modify an entry you will have to delete and resubmit it.

Policy Clarifications

1. Individuals who work for different newspapers in the same company can submit entries from the different

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papers and in different classes, but cannot submit a substantially similar piece in different classes or for different newspapers. In cases where an individual's piece appears in two different newspapers, the piece should be submitted for the newspaper where the individual does most of his or her work.

2. In cases of joint bylines with writers who don't work for the same company (e.g. Albuquerque Journal and Number Nine Media papers), the piece should be submitted by the paper for which it was most intended. A piece that can be reasonably seen as intended for both communities can be submitted by the larger paper. The judges will decide if the entry is properly submitted.

3. Newspapers will be allowed to correct entries that fail to meet guidelines, where practical and possible. The NMPA will make every effort to allow a newspaper to correct a deficient entry, but if the deficiency is not or cannot be corrected, the entry will go to judging as is. It will be up to the judge to allow or disqualify the entry. **In no case will the entry fee be refunded.**

4. Work submitted must be from employees of the newspaper or freelance work created specifically for a newspaper that reflects local news or events in that newspaper's market. Nationally-syndicated columns, photos or agency ads and ads created out-of-house are not eligible.

5. Spanish-language newspapers can compete with English newspapers in the size category that they are eligible. Entries must be translated into English.

6. In order for there to be a competition in a given category at least three newspapers must have an entry submitted; it is up to the judge's discretion to select a first and/or second place winner in any category.

7. All entries must be paid in full before judging begins; refunds will not be issued or permitted. An entry does not guarantee a competition or a winner.

8. Submitted entries may be reproduced in NMPA marketing materials, presentations, publications, website promotions or for future use.

9. Entries from Associate Members who are from digital-only publications will be judged in the Daily Class I division. Entries from Associate Members who are from print publications will be judged in the division commiserate with their circulation.

Preparation Guidelines

Entries must be FULL-PAGE published e-tear sheets. Use a highlighter on the pdf to clearly identify the entry and/or photograph on the page. **DO NOT COVER THE ENTIRE ARTICLE OR HEADLINE IN HIGHLIGHT.**

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Online material must have been posted on the newspaper's website during the contest time frame, must be submitted from the first time it appeared on the web, must depict its original publication on the web and not its subsequent update or alteration. An online link to material must remain active during the judging period and MUST NOT require paid access to view the entry. For ease of judging, the URL should be as brief as possible.

Display advertising entries should be original ROP ads and should be e-tear sheets with the entry ads highlighted.

Categories:

1. Best Rate Card (One Daily Division, One Weekly Division)
2. Retail Advertising – Black & White
3. Retail Advertising – Color
4. Obituary Page
5. Classified Ad Section
6. Advertising Campaign – Print (One Daily Division, One Weekly Division)
7. Advertising Campaign – Digital (One Daily Division, One Weekly Division)
8. House Advertisement
9. Shared/Signature Page
10. Supplements or Special Sections
11. Web Advertisement (One Daily Division, One Weekly Division)
12. Best Breaking News, Web (One Daily Division, One Weekly Division)
13. Best Website (One Daily Division, One Weekly Division)
14. Best Headline (One Daily Division, One Weekly Division)
15. Best Review (One Daily Division, One Weekly Division)
16. Obituary News
17. Sports Columns
18. Education Writing
19. Environmental or Agriculture Writing
20. Business Writing
21. Editorials
22. Columns
23. General News Photo
24. Sports Photo
25. Feature Photo
26. Photo Series
27. Online Photo Gallery
28. Sports Writing
29. News Writing
30. Breaking News
31. Feature Writing
32. Best Series
33. Best Ongoing/Continuing Coverage
34. Investigative Reporting
35. Design and Typography
36. Sports Coverage
37. News Coverage
38. Public Service (One Daily Division, one Weekly Division)
39. Sunshine Award (One Daily Division, One Weekly Division)

40. General Excellence

NOTE: Associate Members may compete in the following categories: (2 & 3) Retail Advertisement; (11) Best Website; (19) Editorials; (20) Columns; (21) General News Photo; (23) Feature Photo; (27) News Writing; (28) Breaking News Story; (29) Feature Writing; (30) Series or Continuing Coverage; (31) Investigative Reporting.

ENTRY RULES AND DEFINITION BY CATEGORY

1. Best Rate Card or Marketing Kit

How do you promote your publication to advertisers? Submit a digital version of the most recent rate card or marketing kit. Judging based on design, information, ease of use and clear presentation of ad costs, circulation, days of publication and market demographics for the advertiser.

2. Retail Advertisement – Black & White

Submit a digital copy of any black and white retail advertisement. Ad must have been run in a printed publication.

3. Retail Advertisement - Color

Submit a digital copy of any color retail advertisement. Ad must have been run in a printed publication.

4. Obituary Page

Submit a digital copy of any one obituary page published in print during the contest period in which more than one obituary is printed. The page will be judged on readability, use of art and advertising as well as design.

5. Classified Advertising Section

Submit a digital copy of full Classified Ad section from any date during the contest period. Page will be judged on readability, use of art and advertising as well as design.

6. Advertising Campaign – Print

Submit a digital copy of up to five examples of an advertising campaign by a single client. Ads can be black and white or color.

7. Advertising Campaign – Digital

Submit a digital copy of up to five examples of an advertising campaign by a single client. Ads can be black and white or color.

8. House Advertisement

Submit a digital copy of advertisements showcasing a community event, in-house promotion of services, public notices, right to know or circulation promotions.

9. Shared/Signature Page

Submit a digital copy. Judging based on originality, layout, copy and creativity. Ad can be in black and white or color and appear in any section throughout the newspaper.

10. Supplements & Special Sections – MAILED ENTRY

Mail in a copy of one example (per entry) of a supplement or special edition published during the contest period. The supplement or special edition may be either printed on a regular schedule or a single time.

11. Best Web Ad

Submit an original web ad. Entries must be the work of member publication staff members; agency ads and ads created out-of-house are not eligible. Submit a screen grab of your home page with the URL visible.

12. Breaking News – Digital

Submit a digital copy of coverage of breaking news through digital means - social media, email, text alerts or website. Submit screen grabs of social media feeds or web updates. Letter explaining developments is encouraged.

13. Best Website

Submit a web address and any passwords needed to access website. Include description of any innovative or unique features. Judging based on design, advertising, functionality, content, speed and ease of navigation, and most importantly, the impact on the local market. **If you have a corporate designed or third-party website show how you make it unique and interesting to your local readers and advertisers.**

14. Best Headline Writing

Submit a digital copy of one example of a headline written during the contest period.

15. Best Review

Submit a digital copy of one critical review on books, art, movies, music, theater or any other performance or artistic expression.

16. Obituary News

Submit a digital copy of an obituary **OF A PERSON (no dogs, cats, businesses, cars, beers, etc.)** written by a staff member during the contest period. All entries must have a byline. No funeral announcements accepted.

17. Sports Columns

Submit a digital copy of one example of a sports column written during the contest period.

18. Education Writing

Submit a digital copy of one educational story or feature written during the contest period.

19. Environmental and Agricultural Writing

Submit a digital copy of environmental or agricultural story written during the contest period.

20. Business Writing

Submit a digital copy of one example of a business story written during the contest period. Main focus of the story should be local business or economic issues. Entry may be by one individual or a team working on the same story.

21. Editorials

Submit a digital copy of one example of an editorial written during the contest period.

22. Columns

Submit a digital copy of one example of a column written during the contest period.

23. General News Photo

Submit a digital copy of one example of a general news photo.

24. Sports Photo

Submit a digital copy of one example of a sports photo.

25. Feature Photo

Submit a digital copy of one example of a feature photo.

26. Photo Series

Submit a digital copy of one full page of the published photo series covering a single event. The entry may feature photos by a single individual or by several individuals.

27. Online Photo Gallery

Submit URL of online gallery of a single event or news story. If gallery is behind a paywall, please provide password for judges to access.

28. Sports Writing

Submit a digital copy of one example of a sports story – news, features or mixed – written during the contest period.

29. News Writing

Submit a digital copy of one example of a news story written during the contest period. Entry may be by one individual or a team.

30. Breaking News Story

Submit a digital copy of one day's coverage of a breaking news event written under deadline pressure. The entry may include multiple stories, such as a main story and sidebars. Entries may be by one individual or a team. This is a printed edition-only category.

31. Feature Writing

Submit a digital copy of one example of a feature story written during the contest period.

32. Best Series

This category can include a series of stories on a pre-planned topic, with articles published over the course of at least two separate editions of the

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publication. The editions do not have to be consecutive. An entry consists of a minimum of two articles, with no maximum. The entry can come from any editorial department – news, business, features, sports, etc.

33. Best Ongoing/Continuing Coverage

This award recognizes efforts by newspapers and reporters to continue coverage of a news story. An example would be follow-up stories on developing news when the entry doesn't qualify as an investigative story or series. An entry consists of a minimum of two articles, with no maximum. The entry can come from any editorial department – news, business, features, sports, etc.

34. Investigative Reporting

Submit a digital copy of at least two stories on the same subject. Stories may come from one edition or multiple editions of the publication. The articles should include background and history, and provide information that might not have come to light without the investigation. Entries may be either by one individual or a team. A cover letter must be attached.

35. Design & Typography – MAILED ENTRY

Submit one copy each of three issues of your newspaper, chosen to emphasize the use of photos and graphics, editorial and advertising layout, printing reproduction, and overall appearance of the paper.

Dailies: Submit one issue from the **week of October 6, 2020**, and one from the **week of March 8, 2021**. The third issue date is your choice. Only one of the three issues can be a Sunday issue.

Weeklies: Submit one issue from **October 2020** and one issue from **March 2021**. The third issue date is your choice.

36. Best Sports Coverage

Submit two digital versions of a sports section, one from **March 2021** and one from **April 2021**. A brief letter is strongly encouraged to be submitted with the entry to describe the community being covered. Entries will be judged on the overall depth of local sports coverage in the community, style, layout and readability.

37. Best News Coverage

Submit two digital versions of a news section from two issues, one from **August 2020** and one from **April 2021**. A brief letter is strongly encouraged to be submitted with the entry to describe the community being covered. Entries will be judged on the overall depth of local news coverage in the

community, style, layout and readability.

38. Public Service

Submit full-page e-tear sheets and any other supporting materials, clearly marking news stories, editorials, photos and illustrations to show the efforts of the newspaper in recognizing and addressing a public project. A cover letter detailing what was accomplished must be attached. Only one Public Service award is given in each class.

39. Sunshine Award

Entries should include editorials, news stories or accounts of actions taken by the newspaper on the local level to gain access to governmental records or meetings. Entries can be composed of one article or a series of articles. Entries will be judged on the newspaper's ability to focus attention on the public's "right to know" by presenting information in an unbiased manner.

40. General Excellence – MAILED ENTRY

Limit one entry. Entry consists of three complete issues:

Dailies: One issue from the **week of November 23, 2020**, one issue from the week of **April 13, 2021**, and one issue of your choice from the contest dates. Only one Sunday paper from the three entries is allowed.

Weeklies: One issue from **November 2020**, one issue from **April 2021** and one issue of your choice from the contest dates.

Judging will be done as one body of work of the three issues. Judges will pick top 3 in each division. Judging is weighted on the following criteria: Design and Layout 20 percent, Quality of writing 20 percent, Advertising 20 percent, Photos 10 percent, Headlines 10 percent, Front pages of sections 10 percent and Production quality 10 percent.

General Excellence points: 75 points for judges' top pick, 50 points for judges' second pick, 25 points for judges' third pick. Number of total points in contest: 5 points for first place and 2 points for second place.

Add judges' points (75, 50 or 25) to total contest points (how many awards, first or second, you won). The newspaper with most total points wins General Excellence. One General Excellence awarded in each division.

For Mailed Entries: Sent via USPS (UPS does not deliver to P.O. Boxes)

2017 NMPA-APME Newspaper Contest

c/o New Mexico Press Association

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P.O. Box 95198
Albuquerque, NM 87199

Or if you happen to be in the area, deliver in person to: NMPA Headquarters
Journal Center
7777 Jefferson NE, Albuquerque, NM 87109
Ask the front desk to have us come out and greet you.

Entry Deadline: All entries must be uploaded or postmarked by Friday, July 30, 2021. Judging will begin in late early August. Late entries will not be included in contest. There are basic technical skills needed to upload entries. We can assist you as needed, but you may be out of luck if you happen to wait until the final hour. We ask that you at least log on to the website and test out your capabilities early on to resolve any issues.

Good luck to all participants. See at the Eldorado Hotel on October 29-30!