

Better Newspaper Contest 2016-2017



**STUDENT DIVISION
CRITERIA & ENTRY PACKET**

Entry deadline: Wednesday, March 1, 2017

MISSISSIPPI PRESS ASSOCIATION EDUCATION FOUNDATION



2016-17 BETTER NEWSPAPER CONTEST STUDENT DIVISION

1. The Mississippi Press Association Education Foundation conducts the Better Newspaper Contest Student Division for student member publications each year to promote journalism education and recognize excellence among Mississippi's student journalists through competition. It is hoped that each student will contribute examples of his or her best efforts so the contest will be representative of all the state's student publications, both community college (junior level) and four-year college/university (senior level) newspapers.

2. **The contest period will be February 1, 2016 through January 31, 2017** and awards will be presented during the annual O. C. McDavid Journalism Conference in the Jackson area March 30, 2017. Awards will be presented to the first, second, and third place winners.

3. The MPA Student Better Newspaper Contest is open to any student newspaper published by a Mississippi college or university. The entries for each category will be judged in two divisions - community college newspapers (junior level) and four-year college/university (senior level) newspapers.

4. Deadline for entries is **Wednesday, March 1, 2017**.

5. There is no entry fee to participate. Costs of the contest are underwritten by the MPA Education Foundation.

6. All entries must be original material from a staff member of the student newspaper entering the contest. Do not include any material which does not originate from the entering newspaper.

7. An official BNC entry label must be filled out and affixed to each entry. All information requested on the label must be supplied for each entry.

8. FORMAT OF ENTRIES

WRITING ENTRIES - Full-page, unmounted tearsheets must be submitted for each entry. Alternately, a printed copy from the newspaper's website is acceptable. The story to be judged should be clearly marked on the tearsheet. A BNC entry label should be affixed to the upper right-hand corner of the tearsheet.

PHOTOGRAPHY ENTRIES - Photographs will be judged by tearsheets only. Submit a full-page, unmounted tearsheet only for each entry. Alternately, a printed copy from the newspaper's website is acceptable. The photograph(s) to be judged should be clearly marked on the tearsheet.

IMPORTANT - ALL ENTRIES SHOULD BE PLACED TOGETHER IN AN ENVELOPE.

9. Contestants agree to accept the contest judges' decision as final. Notes will be made on any entries that are disqualified and entrants will be notified as to the reason for disqualification.

10. Send all entries together in one package with inventory sheet to: Student Better Newspaper Contest, Mississippi Press Association, 371 Edgewood Terrace, Jackson, MS 39206.

REMEMBER: Only locally-prepared material is allowed; each entry must bear an entry label; entries **MUST** arrive at MPA office no later than Wednesday, March 1, 2017.

**2016-17 Better Newspaper Contest
Student Division**

1. BEST GENERAL NEWS STORY

This category is defined as the coverage of a single news event, planned and anticipated. The entry may include sidebars published by the same writer in the same edition as the general news story. Quality of writing, thoroughness of fact, and continuity of thought will be considered. Limit of four entries per newspaper.

2. BEST SPORTS NEWS STORY

This category is confined to news stories dealing with a sports subject or personality. Entries will be judged on quality of writing. Limit of four entries per newspaper.

3. BEST SPORTS COLUMN

This category is defined as any column that regularly appears in the sports section of the newspaper. Entries will be judged on both the quality and style of writing. Submit three bylined columns. An entry consists of three columns by the same person. Limit of four entries per newspaper.

4. BEST SPORTS FEATURE

Sports feature is defined as any feature story dealing with a sports subject or sports personality. Entries will be judged on quality of writing and attention to the elements of feature writing. Limit of four entries per newspaper.

5. BEST GENERAL INTEREST COLUMN

This category includes any general interest bylined column which appears as a regular feature of the newspaper. Quality of writing and style of writing will be considered. An entry consists of three columns. Limit of four entries per newspaper.

6. BEST FEATURE STORY

This category is defined as a single story in which the writer stresses the elements of feature writing. Quality of writing and ability of the writer to hold the reader's interest will be considered. Limit of four entries per newspaper.

7. BEST CARTOON

Entries will be judged on originality and design. Limit of three entries per newspaper.

8. BEST GENERAL NEWS PHOTOGRAPH

This category includes photographs of general news value which are planned and anticipated. Quality of photograph, composition, emotional impact and completeness will be considered. Limit of three entries per photographer and a total of six entries per newspaper.

9. BEST SPOT NEWS PHOTOGRAPH

This category is defined as any photograph of news value that is unplanned or unanticipated. Timing, quality of photograph, composition, emotional impact and completeness will be considered. Limit of three entries per photographer and a total of six entries per newspaper.

10. BEST SPORTS PHOTOGRAPH

This category is defined as any photograph related to a sports subject. Quality of photograph, composition, and emotional impact will be considered. Limit of three entries per photographer and a total of six entries per newspaper.

11. BEST FEATURE PHOTOGRAPH

This category includes any photograph that demonstrates elements of feature photography. Quality of photograph, composition and emotional impact will be considered. Limit of three entries per photographer and a total of six entries per newspaper.

12. BEST SINGLE ADVERTISEMENT - BLACK & WHITE OR COLOR

Entries in this category should be single advertisements including retail, institutional or auto ads. Entries will be judged on content and design. Limit of three entries per newspaper.

13. BEST SINGLE MISCELLANEOUS ADVERTISEMENT - BLACK & WHITE OR COLOR

Entries in this category should be single advertisements for miscellaneous topics and house ads. Entries will be judged on content and design. Limit of three entries per newspaper.

14. BEST SPOT NEWS or INVESTIGATIVE NEWS PACKAGE

Entries may consist of graphics, photos, multiple stories, etc., and may include the work of multiple writers, photographers and other staff. Limit of three entry packages per newspaper.

15. BEST EDITORIALS

Entries in this category should consist of editorial opinions which appear on a bonafide editorial page or are clearly marked as editorial. Ability to express opinions and quality of writing will be considered. Each entry consists of four editorials published within the contest period. The four editorials may have been written by different individuals. Limit of one entry per newspaper.

16. BEST LAYOUT AND DESIGN

This category will be judged on the newspaper's overall appearance, with special attention to the use of headlines, photographs, art, and quality of reproduction. Submit any three consecutive issues of the newspaper. An entry shall consist of three issues. Limit of one entry per newspaper.

17. BEST FRONT PAGE

An entry shall consist of three tear sheets from any time period during the contest. Entries will be judged on design and content. Limit of one entry per newspaper.

18. BEST GRAPHIC

An entry shall include maps, charts, any art illustration excluding photos as components. Graphic must be used in relation to a story. This category will be judged on the ability of the graphic to relate to the story and the overall design. Limit of 3 entries per paper.

20. BEST USE OF VIDEO

This category recognizes the newspaper's effort to report a story through video. Emphasis will be on the viewer experience and quality of the story. May stand on its own (as in breaking news coverage) or part of a larger project that is tied to the print newspaper. The entry should include a short description of the video and news event and may include a PDF tearsheet of a print story that accompanied it (if there was one). Entries should be submitted as a URL and will be judged as all newspapers. Limit three entries per newspaper.

21. BEST WEBSITE

An entry shall consist of a cover letter from the newspaper editor or online editor providing a brief overview of the site, including differences in content between the print and online edition as pertaining to content, deadlines and staffing, if applicable. Judges will visit the sites at unannounced, predetermined times. Judging will be based on content and mechanical excellence. Limit of one entry per newspaper.

22. GENERAL EXCELLENCE

Winners in this category should exemplify excellence in all aspects of newspaper publication, including mechanical, editorial content, advertising, layout and general appearance. 3 issues required.

Awarding of the General Excellence prizes will be based on a point system, with the judges' points awarded for your General Excellence entries added to points you earn by winning awards in other categories. Each newspaper that wins a first, second or third place award in the other 18 categories will receive points toward the General Excellence award. Points will be awarded as follows:

Categories 1-13: 3 for first, 2 for second and 1 for third.

Categories 14-23: 6 for first, 4 for second and 2 for third.

The judges will award points for the issues in your General Excellence entry as follows: 15 for first choice, 10 for second choice, and 5 for third choice. After the judging is completed, all points will be totaled to determine the top awards given.

INVENTORY SHEET
2016-17 BETTER NEWSPAPER CONTEST
Student Division

This form must accompany your entries. Return to: Student Better Newspaper Contest, Mississippi Press Association, 371 Edgewood Terrace, Jackson Mississippi 39206-6217. Deadline is Wednesday, March 1, 2017. There are no entry fees for this contest.

CATEGORIES

- | | |
|---|-------|
| 1. Best General News Story | _____ |
| 2. Best Sports News Story | _____ |
| 3. Best Sports Column | _____ |
| 4. Best Sports Feature | _____ |
| 5. Best General Interest Column | _____ |
| 6. Best Feature Story | _____ |
| 7. Best Cartoon | _____ |
| 8. Best General News Photo | _____ |
| 9. Best Spot News Photo | _____ |
| 10. Best Sports Photograph | _____ |
| 11. Best Feature Photo | _____ |
| 12. Best Single Advertisement | _____ |
| 13. Best Single Miscellaneous Ad | _____ |
| 14. Best Spot News or Investigative Pkg | _____ |
| 15. Best Editorials | _____ |
| 16. Best Layout and Design | _____ |
| 17. Best Front Page | _____ |
| 18. Best Graphic | _____ |
| 19. Best Website | _____ |
| 20. General Excellence | _____ |
|
 | |
| TOTAL OF ENTRIES | _____ |

Newspaper: _____

Signed By: _____

Attached are the labels for your entries. Photocopy as needed.

BNC Student Division Entry Labels - Duplicate as necessary

CATEGORY: _____

Division University Community College

Newspaper: _____

Caption or Title: _____

Individual(s) entering: _____

CATEGORY: _____

Division University Community College

Newspaper: _____

Caption or Title: _____

Individual(s) entering: _____

CATEGORY: _____

Division University Community College

Newspaper: _____

Caption or Title: _____

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