

2023 Wisconsin Newspaper Association Foundation

# Better Newspaper Contest

## Rules & Categories

**Deadline: Friday, Oct. 27**

All entries must be uploaded or postmarked by 10:59 p.m. Oct. 27, 2023. All submissions must have been published between Sept. 1, 2022 and Aug. 31, 2023.

This year's contest is being judged by members of the Kentucky Press Association. Awards will be presented during the Awards Banquet at the Annual Convention on March 15, 2024, in Madison.

### Entry Submission

All submissions must be made online through the Better Newspaper Contest portal at [betternewspapercontest.com](https://betternewspapercontest.com). Entry attachments or samples should be submitted as either:

- **Full-page PDF(s).** Multi-page samples should be combined into a single PDF. (For example, if you are submitting an entry for Reporting on Local Government and each story spans two pages (the initial page and the jump), three two-page PDFs should be submitted. Jumps should always be included. PDFs of online coverage using screen capture programs may also be included. The date each entry was published must appear on the tearsheet or be noted on the screenshot
- **URL(s) to coverage.** This may include a URL to where the coverage was published online, a URL to an e-edition or a URL to a file hosting service like Google Drive or Dropbox. If you choose to submit a URL and your paper has a paywall, login information, including a password, must be included in the comment section for each individual entry. Please also consider this if your website is metered. If judges are unable to access online entries, they will be disqualified.

**Photo & advertising categories:** Photo and advertising submissions should be made by uploading a full-page PDF or URL AND a JPG of the original/individual photo or ad.

**Hard copies:** Entry attachments or samples may only be provided as hard copies in select categories detailed on Page 2. For these categories, *entrants must still upload full-page PDFs of the front page(s) of their samples.*

### Entry Divisions

#### **Daily\***

Division A: 10,000 or more  
Division B: 9,999 or less

#### **Weekly**

Division C: 4,500 or more  
Division D: 2,250 - 4,499  
Division E: 2,249 or less

*\*Dailies are defined by the WNA as newspapers that publish three (3) or more times per week.*

**Circulation determination:** Newspapers are placed in divisions based on the number of copies of a single issue (print + e-edition) published nearest to the filing date of their October 2022 Statement of Ownership. A newspaper that combines or changes class will be judged in the class in which it published the majority of the year. It is the newspaper's responsibility to ensure participation in the appropriate division. If you believe you are in the incorrect division, please contact Julia Hunter at [julia.hunter@wnanews.com](mailto:julia.hunter@wnanews.com).

**Entries appearing in more than one newspaper:** Collaborative entries appearing in more than one paid or unpaid publication must be entered in what would be the contest class of the larger (or largest) publication. However, a non-collaborative entry produced by a staff member(s) of one newspaper may be entered in that newspaper's class, even if it is also published in another newspaper.

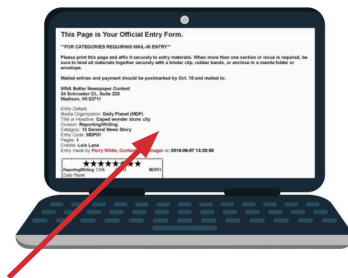
**Merged categories:** If fewer than 10 entries are received for any category across the daily or weekly entry divisions, the category will be merged across circulation frequency and judged as a single entry division. If three or fewer entries are received for any category within a single entry division the entries in the division with three or fewer entries will be judged against the next highest division.

**Best of Division:** The newspaper that accumulates *the most overall points from editorial and advertising awards* will be named Best of Division. Points are assigned as follows: eight (8) points for first place; four (4) points for second place; and two (2) points for third place in each category *except General Excellence*. General Excellence points are doubled. Newspapers do not receive points for Honorable Mentions, although, in the event of a tie, the newspaper with more Honorable Mentions will be awarded Best of Division. The daily and weekly newspapers with the most points will be named Newspapers of the Year.

## Hard Copy Submission

For a select number of categories (indicated below with an envelope icon), entrants may provide hard copy samples via mail. Those include General Excellence, All-Around Newspaper Photography, Best Special Section (Editorial & Advertising), Best Niche Product and Best Ongoing Niche Publication.

In these categories, PDFs or links to e-editions are preferred when possible. For entrants who provide accompanying samples via mail, **entry labels must be created through the online entry site** and affixed to the hard copy submissions. Entry labels may be printed by following these steps:



1. Submit title, credit and other required information on the contest website.



2. A screen will appear with the heading "This Page is Your Official Entry Form." Print this page.
3. Using staples or paper clips, affix label to hard copy entries so judges are able to identify your submission(s).
4. Mail entries and payment to:

WNAF Better Newspaper Contest  
34 Schroeder Court, Suite 220  
Madison, WI 53711

## Entry Submission

**Eligibility:** The Better Newspaper Contest is open to all WNA member newspapers in good standing. Entries must be produced by employees of the newspaper or a direct agent of the newspaper (a centralized production facility utilized by your newspaper that is not located on your physical premises). Independent advertising agencies are not considered to be direct agents of newspaper, and ads created by such agencies would not qualify for entry.

**Entry limits per person/newspaper:** Unless specified in the blue box below the category description, there is no limit to the number of entries an individual or reporting team may submit.

**Duplicate entries across multiple categories:** *Entries that are identical* should not be submitted in more than one category. However, individual items that are part of a larger whole can be considered across multiple categories. (**For example**, an entry submitted in Feature Photo should not also be submitted in Artistic Photo. However, an individual photo that was part of a Photo Essay may also be submitted as a Feature Photo entry because the two submissions are not identical.) **One exception** to this rule is the Bill Payne Award. Entries in this category may be submitted in one additional advertising category.

**Entries with multiple bylines:** For categories with an entry limit of two or more, the entry limit applies to the individual credited for the submission, regardless of whether the entry was produced by an individual or a team. No individual may be credited for more entries than the entry limit total, regardless of whether that person's name appears as a standalone byline or is included in a reporting team. (**For example**, if April O'Neil entered a single byline story in Environmental Reporting, which has a limit of 2 entries per reporter, and was also included in a team entry with multiple bylines in that same category, she has reached her entry limit.)

**Missing clips:** The WNA can quickly and easily provide you with access to your newspaper's digital archive (every member has one!). If you need login credentials and/or instructions, contact WNA Media Services Director Denise Guttery at 608-283-7630 or [denise.guttery@wnanews.com](mailto:denise.guttery@wnanews.com).

**Entry fees:** There is a **\$10** entry fee for each entry. Please send a check with any mail-in entries or complete credit card payment on or before the contest deadline. If you need an invoice, select "Check" as your method of payment after finalizing your submissions, and write "Invoice" in the check number box. Make checks payable to the *Wisconsin Newspaper Association Foundation*.

**Content behind a paywall:** Most categories allow entrants to submit URLs, though PDFs are encouraged. However, if you choose to submit a URL and your paper has a paywall, you must provide a password for the judge(s) to access the site in the comment section [for every entry in which a URL was provided](#). Please also consider this if your website is metered. Judges could still hit the paywall

**File size:** BetterBNC recommends individual files be under 5 MB but will allow up to 20 MB per attachment. Judges' time is important, so file size is critical to ensuring their total time commitment does not become burdensome waiting for unnecessarily large files to download. For information on working with and downsizing PDFs, see the information sheet on the contest website.

# Contest Categories

^^ *Judged across one combined division*

\*\* *Categories open to weekly divisions only*

## Overall Newspaper Awards

1. General Excellence
2. Best Front Page
3. Best Opinion Pages\*\*
4. Best Sports Pages
5. Best Feature/Lifestyle Pages
6. Best Special Section (Editorial)
7. Best Headlines
8. Editorial Award
9. Community Engagement Award
10. Open Records/FOI Award
11. All-Around Newspaper Photography\*\*

## Photography/Audio/Visual

31. General News Photo
32. Spot News Photo
33. Sports Action Photo
34. Sports Feature Photo
35. Feature Photo
36. Artistic Photo
37. Photo Essay
38. Overall Page Design\*\*
39. Visual Storytelling
40. Audio Storytelling
41. Best Video

## Reporting/Writing

12. General News Story
13. Feature Story (Non-profile)
14. Feature Story (Profile)
15. Localized National Story
16. Sports News Story
17. Sports Feature Story
18. Breaking News Reporting
19. Investigative Reporting
20. Enterprise/Interpretive Reporting
21. Environmental Reporting
22. Ongoing/Extended Coverage
23. Health Coverage
24. Reporting on Local Government
25. Reporting on Local Education
26. Business Coverage
27. Local Column
28. Local Sports Column
29. Local Outdoor Column^^
30. Rookie Reporter of the Year

## Advertising

42. Bill Payne Award
43. Salesperson of the Year
44. Best Restaurant Ad
45. Best Large Ad
46. Best Small Ad
47. Best Ad Idea (Series)
48. Best Use of Color
49. Best Multiple Advertiser Spread
50. Best Use of Art Service
51. Best Use of Local Photography\*\*
52. Best Use of Humor
53. Best Newspaper Promotion
54. Best Special Section (Advertising)
55. Best Niche Product
56. Best Ongoing Niche Publication

New/Amended in 2023

# Overall Newspaper Awards

## 1. General Excellence

This is the top award in the WNA Foundation Better Newspaper Contest.



Entries will be judged on an overall evaluation of both the newspaper's print editions and website. Submit three (3) complete issues of the newspaper — *from September 2022, February 2023 and a month of your choosing* — as well as the *main URL for your website*. Scoring will be on a 100-point basis as follows: Quality of writing: 25; Use of photos and artwork: 10; Editorial coverage: 10; Sports coverage: 10; Advertising design and layout, quality and technique of copywriting: 10; Mechanical evidence of skill in composition, reproduction and press work: 5; Navigability of website: 5; Use of digital components to enhance storytelling: 5; Front page: 5; Family/life/living/feature entertainment: 5; Treatment of public notices: 5; Headline language: 5.

1 entry per newspaper | 3 samples

## 2. Best Front Page

This award recognizes overall front page excellence. Criteria include layout and design, effective headlines, reader appeal, photography, writing clarity and overall news coverage. *Submit three (3) front pages* of your choice.

1 entry per newspaper | 3 samples

## 3. Best Opinion Pages

This award recognizes the best overall opinion pages. Criteria include use of feature material, design, quality of writing and overall content. Judges will give preference to pages with locally-generated content. *Submit three (3) complete opinion sections*.

1 entry per newspaper | 3 samples | **Weekly Only**

## 4. Best Sports Pages

This award recognizes overall excellence in sports pages. Criteria include concept, extent of coverage, writing quality, photography and design. *Submit*

*three (3) complete sports sections — from September 2022, February 2023 and a month of your choosing.*

1 entry per newspaper | 3 samples

## 5. Best Feature/Lifestyle Pages

This award recognizes overall excellence in lifestyle or feature pages. Criteria include concept, extent of coverage, writing quality, photography and design. *Submit three (3) complete feature or lifestyle sections* published within regular editions of the paper. Entries may include lifestyle, feature, entertainment, religion or other special interest lifestyle sections or a combination.

1 entry per newspaper | 3 samples

## 6. Best Special Section (Editorial)

This award recognizes editorial excellence in special sections covering a single theme. Criteria include concept, appearance, writing quality, extent of coverage and timeliness. *Submit one (1) complete special section* that is at least two pages in length.



3 entries per newspaper

## 7. Best Headlines

This award recognizes excellence in headline writing, whether through compelling word choice, humor or other techniques. Criteria include ability to attract the reader to the associated story. *Submit three (3) headlines* of your choice. Include stories for which the headlines were written.

1 entry per newspaper | 3 samples

## 8. Editorial Award

This award recognizes excellence in editorial writing by a newspaper. Criteria include clarity of thought, effective writing and significance of subject. *Submit three (3) editorials* written by the newspaper's publisher or a staff member.

1 entry per newspaper | 3 samples

## 9. Community Engagement Award

This award recognizes a newspaper's efforts to encourage reader and community participation in its stories through excellence in engagement. Criteria include effectiveness of engagement efforts in increasing audience trust, generating revenue and/or fostering civic engagement within the community. Examples may include a newsletter or podcast that has cultivated significant engagement through coverage of a community issue, effective use of social media or other tools for crowdsourcing efforts, an event that increased diverse perspectives within the community, and/or stories published as a result of community engagement. *Submit up to five (5) examples of engagement efforts that exemplify efforts of the newspaper, the supportive role it played and the impact on the community.* Explanatory information should be included in the "Comments" section.

1 entry per newspaper | 1-5 samples

## 10. Open Records/FOI Award

This award recognizes excellence in furthering freedom of information. Entries might include an editorial campaign, news coverage, court action or a program educating the community about open meetings, open records, etc. Criteria include effectiveness of protecting or advancing freedom of information principles and transparency and advancement of the public's understanding of their right to know. *Submit up to ten (10) examples of editorial or news coverage.* Explanatory information should be included in the "Comments" section.

1 entry per newspaper | 1-10 samples

## 11. All-Around Newspaper Photography

This award recognizes overall photography excellence and is based on photos from three complete newspaper issues. Criteria include content, technical quality, treatment and reader impact. *Submit three (3) complete issues of the newspaper.*



1 entry per newspaper | 3 samples | **Weekly Only**

## Reporting/Writing

### 12. General News Story

This award recognizes excellence in reporting on an event for which advanced planning was possible, such as a court trial, public meeting, dedication, political appearance, etc. Criteria include significance of subject, writing quality and thoroughness. Strong emphasis placed on sentence structure and lede. Accompanying sidebars may also be submitted for consideration.

2 entries per reporter/team\* | 1 sample

### 13. Feature Story (Non-profile)

This award recognizes excellence in feature writing. Criteria include effectiveness of writing style, originality of approach and human interest. (Feature stories profiling a person or group should be entered in Category 14.) Accompanying sidebars may also be submitted for consideration.

2 entries per reporter/team\* | 1 sample

### 14. Feature Story (Profile)

This award recognizes excellence in feature writing that profiles a person or a group that is of interest to the community. Criteria include effectiveness of writing style, originality of approach and human interest. Accompanying sidebars may also be submitted for consideration.

2 entry per reporter/team\* | 1 sample

### 15. Localized National Story

This award recognizes excellence in localizing national news. Criteria include community relevance, local angle, timeliness, quality of writing and clarity. *Submit up to three (3) stories about a single topic.* Accompanying sidebars may also be submitted for consideration.

2 entry per reporter/team\* | 1-3 samples

## 16. Sports News Story

This award recognizes excellence in reporting on a single sports event or topic. Game coverage or sports-related news coverage not including features may be entered. Criteria include news value, writing clarity, style, depth of reporting and immediacy. *Submit up to ten (10) sports news stories on a single topic.* Accompanying sidebars may also be submitted for consideration.

2 entry per reporter/team\* | 1-10 samples

## 17. Sports Feature Story

This award recognizes excellence in sports feature writing. Criteria include basis of subject, quality of writing, originality and unusual treatment of the otherwise routine. *Submit up to ten (10) sports feature stories on a single topic.* Accompanying sidebars may also be submitted for consideration.

2 entry per reporter/team\* | 1-10 samples

## 18. Breaking News Reporting

This award recognizes excellence in reporting on a breaking news event. Entries shall consist of a story or stories on an event, which may break over several days or weeks and isn't limited to one print edition or 24-hour news cycle. Criteria include news value, writing clarity and style, depth of reporting and immediacy. (Stories stemming from a breaking news event that include issue-related follow-up stories should be entered into Enterprise Reporting or Ongoing/Extended Coverage.) *Submit up to ten (10) stories about a single breaking news event.*

2 entry per reporter/team\* | 1-10 samples

## 19. Investigative Reporting

This award recognizes excellence in investigative reporting on a single topic. Entries should reveal information otherwise not generally known that individuals, government agencies, businesses, elected officials or organizations do not want under public scrutiny. Criteria include depth of research, initiative, obstacles overcome, use of public

records and impact on public policy. (Differs from Enterprise/Interpretive because it requires higher standards of research and investigation.) *Submit up to ten (10) stories about a single topic.*

2 entry per reporter/team\* | 1-10 samples

## 20. Enterprise/Interpretive Reporting

This award recognizes excellence in reporting on an original topic, often an issue or a trend. Entries should demonstrate initiative in story selection, clarity, research or analysis. Criteria include importance of coverage, thoroughness and research. (Coverage of events such as trials and government meetings should be entered in General News Story or Extended/Ongoing Coverage.) *Submit up to ten (10) stories about a single topic.*

2 entry per reporter/team\* | 1-10 samples

## 21. Environmental Reporting

This award recognizes outstanding environmental reporting and encourages journalists to educate the public on environmental issues. Criteria include readability, local appeal, technical detail, ability to translate technical terms into everyday language and scope of the coverage. *Submit up to ten (10) stories on a single environmental topic.* Accompanying sidebars may also be submitted for consideration. Entrants are encouraged to include a letter in the "Comments" section to judges about the impact of the coverage.

2 entry per reporter/team\* | 1-10 samples

## 22. Ongoing/Extended Coverage

This award recognizes excellence in continuous coverage of a news story for which advanced planning was possible. Criteria include significance of subject, writing quality and thoroughness. *Submit up to ten (10) stories about a single topic.*

2 entries per reporter/team\* | 1-10 samples

### 23. Health Coverage

This award recognizes excellence in health care journalism. Entries may include coverage of a health news event, topic or issue. Judges will consider clarity of writing, depth of reporting, and the coverage's ability to advance the community's awareness and understanding of health-related issues. *Submit up to five (5) stories on a single topic.* Accompanying sidebars and/or an explanatory letter may also be included. Entrants are encouraged to include a letter in the "Comments" section to judges about the impact of the coverage.

2 entries per reporter/team\* | 1-5 samples

### 24. Reporting on Local Government

This award recognizes excellence in reporting on local government. Criteria include news value, writing clarity, style and treatment of the subject. *Submit three (3) local government stories written by a single reporter or reporting team.* Stories may be about a single topic or any combination of different topics. Accompanying sidebars may also be submitted.

1 entries per reporter/team\* | 3 samples

### 25. Reporting on Local Education

This award recognizes excellence in reporting on local education. Criteria include news value, writing clarity, style and treatment of the subject. *Submit three (3) local education stories written by a single reporter or reporting team.* Stories may be about a single topic or any combination of different topics. Accompanying sidebars may also be submitted.

1 entry per reporter/team\* | 3 samples

### 26. Business Coverage

This award recognizes excellence in business and economic reporting. Entries should provide explanation, interpretation, analysis and/or background. Stories should be based on reporting rather than a personal commentary. Criteria include news value, writing clarity, style and treatment of the subject. *Submit three (3) business stories written by a*

*single reporter or reporting team.* Stories may be about a single topic or any combination of different topics. Accompanying sidebars may also be submitted.

1 entry per reporter/team\* | 3 samples

### 27. Local Column

This award recognizes excellence in local column writing by a single columnist. This category may include news, feature or humor columns. Criteria include reader appeal and clarity of writing. *Submit three (3) columns written by a single columnist.*

1 entry per reporter/team\* | 3 samples

### 28. Local Sports Column

This award recognizes outstanding sports column writing by a single columnist. Criteria include reader appeal and clarity of writing. *Submit three (3) sports columns written by a single columnist.*

1 entry per reporter/team\* | 3 samples

### 29. Local Outdoor Column

This award recognizes outstanding outdoors column writing by a single columnist. Criteria include reader appeal and clarity of writing. *Submit three (3) outdoors columns written by a single columnist.*

1 entry per columnist | 3 samples | Overall Division

### 30. Rookie Reporter of the Year

This award recognizes outstanding entry-level reporters who have been employed by the newspaper for 18 months or less as of Aug. 31, 2023, and who have had no previous employment in the newspaper industry. *Submit three (3) examples of the reporter's work, the reporter's headshot and a nomination letter specifying when the reporter joined the paper and his or her responsibilities.*

1 entry per reporter | 3 samples



## Photography/Visual/Audio

### 31. General News Photo

This award recognizes the best single photograph that captures a scheduled, organized or ongoing event for which advanced planning was possible. Criteria include content, technical quality and reader impact.

2 entries per photographer | 1 sample

### 32. Spot News Photo

This award recognizes excellence in spot news photography that captures an unscheduled event for which no advance planning was possible. Criteria include content, technical quality and reader impact. *Submit up to ten (10) photographs documenting a single news event.*

2 entries per photographer | 1-10 samples

### 33. Sports Action Photo

This award recognizes excellence in sports action photography. Each entry shall portray participation or competition in a game or sports event. Criteria include content, technical quality and reader impact.

2 entries per photographer | 1 sample

### 34. Sports Feature Photo

This award recognizes excellence in sports feature photography. Each entry shall consist of a feature photo that is sports-related. Criteria include content, technical quality and reader impact.

2 entries per photographer | 1 sample

### 35. Feature Photo

This award recognizes excellence in feature photography. Each entry shall consist of a single feature photo that has strong human interest or offers a fresh view of the commonplace. Criteria include content, technical quality and reader impact.

2 entries per photographer | 1 sample

### 36. Artistic Photo

This award recognizes the best single artistic photo for which planning may have been available. Criteria include content, composition, technical quality, creativity, originality and reader impact.

2 entries per photographer | 1 sample

### 37. Photo Essay

This award recognizes the best photo essay on a single topic. Criteria include content, composition, technical quality, reader impact, and use of photos and captions.

2 entries per photographer | 1 sample

### 38. Overall Page Design

This award recognizes excellence in overall page design of any three newspaper pages designed by the same person. Criteria include attractiveness, impact, effective use of headlines, infographics, clarity in presentation of information and creativity.

2 entries per designer | 3 samples | **Weekly Only**

### 39. Visual Storytelling

This award recognizes excellence in telling a story through photography, graphics, data visualization and other visual means. Criteria include quality and impact of the visuals, effectiveness in conveying the story topic, originality, creativity and innovation.

2 entries per individual/team\* | 1 sample

### 40. Audio Storytelling

This award honors exceptional efforts in telling stories through audio media, including podcasts, audio-focused works, or other emerging media. Judges will consider the journalism behind an audio project, as well as its originality, overall production quality and innovative use of storytelling techniques. Audio projects may be part of a larger series or stand on their own. Entries must be recorded, edited and produced by the newspaper's staff. *Submit a URL linking to a single audio file up to 15 minutes long.*

The audio clip may showcase an audio project in its entirety, a single segment, or up to three separate audio highlights edited into a single clip. Entrants are encouraged to include a description of the podcast's mission, including relevant details or statistics.

2 entries per individual/team | 1 sample

#### 41. Best Video

This award recognizes the newspaper's effort to report a story through video. Criteria include production quality, relevance of topic, content, creativity and impact. Entries may be of news, sports or feature videos. Videos may stand on their own or be part of a larger story.

2 entries per individual/team | 1 sample

## Advertising

#### 42. Bill Payne Award *\*Best in Advertising Excellence\**

This award recognizes the most outstanding locally prepared display ad of the year. Ad can be black & white or color. Criteria include basic idea, layout and originality. (*Entries in this category may be submitted in one additional advertising category, an exception to the rule on identical entries across multiple categories.*)

1 sample

#### 43. Salesperson of the Year

This award recognizes a sales executive who truly stands out and demonstrates excellence in every aspect of their work. Nominees should exemplify excellence in setting and exceeding sales goals, building customer relationships and understanding clients' businesses. *Submit a short synopsis with details and specific examples of how the salesperson meets the criteria listed above. Include a headshot of your nominee.* Samples of campaigns may also be included. One award will be given for both the daily division and the weekly division.

#### 44. Best Restaurant Ad

This award recognizes the most outstanding

restaurant ad. Criteria include basic idea, layout and originality. *Submit up to three (3) ads created for a single restaurant advertiser.*

1-3 samples

#### 45. Best Large Ad

This award recognizes the best single ad that is a half-page or larger. Judges will consider creativity, originality, design and reader appeal. *Submit one (1) ad measuring a half-page or larger.*

1 sample

#### 46. Best Small Ad

This award will recognize the best single ad up to 15 square column inches. Example sizes include 1"x15", 2"x7.5", 3"x5", etc. Judges will consider creativity, originality, design and reader appeal. *Submit one (1) ad not exceeding 15 square column inches.*

1 sample

#### 47. Best Ad Idea (Series)

Entries will consist of *at least three ads with a continuing theme produced for a single advertiser.* Criteria include basic idea, layout and originality.

3+ samples

#### 48. Best Use of Color

This award recognizes the best color ad. Criteria include overall impact, clarity and originality of the color used in the ad.

1 sample

#### 49. Best Multiple Advertiser Spread

This award recognizes the best spread featuring multiple advertisers under one heading, including either signature ads for a single promotion or individual ads grouped under a single theme. Criteria include concept, clarity and originality.

1 sample

### 50. Best Use of Art Service

This award recognizes the best ad or series of ads that utilizes art from an art service. Criteria include originality and appropriateness of the art, as well as overall layout. *Submit one (1) single ad or a series of ads for which an art service was used.*

1-5 samples

### 51. Best Use of Local Photography

This award recognizes the best ad or series of ads that utilizes photography taken by an employee of the newspaper. Entries should show clever and creative use of the photo(s). Criteria include photo's standalone appeal and graphics treatment in relation to the entire ad. *Submit one (1) single ad or a series of ads utilizing photography by an employee.*

1-5 samples | Weekly Only

### 52. Best Use of Humor

This award recognizes effective use of humor in advertising. Criteria include creativity, originality, copywriting, design and reader appeal, with special emphasis on how funny the ad is.

1 sample

### 53. Best Newspaper Promotion

This award recognizes the best newspaper-produced house ad and will be given to the person(s) who conceived and developed the idea. Examples of eligible material include house ads, promotion of public notices, circulation promotions, non-published promotional materials, special rates, advertiser incentives and ads promoting readership. Criteria include originality of the campaign, reader appeal and effectiveness in promoting the newspaper industry or individual newspaper. A letter or explanatory statement about any unpublished materials, outside efforts or about the campaign's overall effectiveness is encouraged, and should be included in the "Comments" section. *Submit up to ten (10) ads or other materials that illustrate promotion.*

1-10 samples

### 54. Best Special Section (Advertising)

This award recognizes the best special section produced for a newspaper's general readership that encourages consumer purchases. Examples include community special sections, sports previews, tribute and memorial sections, festival previews and historical sections. Entries in this category are typically more time sensitive than entries in the Best Niche Product category and, while they may publish annually, don't publish on a monthly or quarterly basis.



1 sample

### 55. Best Niche Product

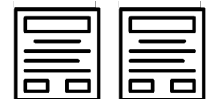
This award recognizes the best newspaper publication produced for a specific, targeted market. Examples include special event and visitor guides, community directories, real estate or automotive publications, hunting guides, women's magazines, etc. Publication should be published annually and can be distributed as a standalone or an insert within your newspaper. *Submit one (1) complete niche products.*



1 sample

### 56. Best Ongoing Niche Publication

This award recognizes the best newspaper publication that is produced for a specific, targeted market and is published at least two times per year. Examples include tourism guides published seasonally, biannual or quarterly education or recreation products, hunting guides published multiple times per year, etc. Publication should be published at least twice per year and can be distributed as a standalone or an insert within your newspaper. *Submit at least two (2) complete niche products.*



2+ samples