



DEADLINE - OCTOBER 21, 2011

All contest entry materials **must** be:

- Uploaded to the contest entry website by October 21, 2011 at 4:30 p.m. OR
- Postmarked (*for entry categories that allow mailed entries*) by October 21, 2011 OR
- Hand delivered to the INF (*for entry categories that allow mailed entries*) by October 21, 2011 at 4:30 p.m.

All material must have been published between October 1, 2010 and September 30, 2011.

Returning for 2012 -- Online Entry Submission!

To save money and time for INA members, the 2012 Better Newspaper Contests will again be submitted digitally!

All entries should be submitted online unless otherwise noted. See the Entry Guide for instructions on using the online entry tool. Payments can be made online using a credit card or by mailing a check to the Iowa Newspaper Foundation.

Categories that allow mailed hard copy entries:

Best Special Section (Editorial) • Total Newspaper Design • Community Service • Best Headline Writing
 Best Newspaper Marketing • Best Special Section (Advertising)

For mailed entries, entry tags must be produced and printed through the BetterNewspaperContest.com online system. Each entry should be placed in its own separate envelope, and then all entry envelopes should be gathered together in one box or package.

Send contest fee payments and hard-copy entries to:

Iowa Newspaper Foundation, 319 East Fifth Street, Des Moines, Iowa 50309

JUDGING

Judges for the 2012 Better Newspaper Contests will be provided by members of the Nebraska Press Association.

AWARDS

First-place plaques will be awarded in each class. Certificates will be awarded for second and third place. There will be no honorable mention awards. Judges will be instructed to award a first, second and third place winner in all contest classes for which at least six entries were submitted; if a contest has five or fewer entries, it will be at the judge's discretion whether first, second and third place winners are selected. All awards will be presented during the Awards Banquet at the Annual Convention February 3, 2012.

ELIGIBILITY

Any INA Active (newspaper) member in good standing may enter the contests. Eligible publications must meet the definition of an active INA member as outlined in section 3.2 of INA by-laws, including but not limited to having a paid circulation of at least 50 percent of total circulation, publishing 50 times per year and having completed one year of publication with a Periodicals mailing permit.

- Entry material must have been produced by individuals who were **on the staff of the entering newspaper company** at the time the material was published.

Example 1: Gertrude Gab has been writing a personal column for the local weekly for nearly 50 years. She is technically a free-lancer, but everybody considers her part of the newspaper. What about entering her columns in the contest? *Sorry, Gertrude. Only the work of newspaper employees may be entered. Free-lancers and independent contractors are not eligible.*

Example 2: ABC Tribune Company produces three newspapers. Lyla Layout designs ads for all three newspapers, but is officially an employee of ABC Tribune Company, not of the individual newspapers. Can each newspaper enter materials created by Lyla?
Yes. Since Lyla is an employee of the entering newspaper company, her work would be eligible.

CONTEST ENTRY PROCEDURES

Entry Classes

There will be two daily entry classes and three weekly entry classes. Weekly classes will be determined by dividing weekly newspapers in thirds based on newspaper participation of the previous year. The 2011 Iowa Newspaper Directory will be used as the determinant of each paper's circulation. A newspaper that combines or changes class will be judged in the class in which it published the majority of the year. The newspaper will be responsible for submitting documentation to INA staff.

Dailies and weeklies must compete in their respective divisions and class sizes.

- **Twin weeklies, semi-weeklies and tri-weeklies should be considered one newspaper** for contest purposes. For these newspapers, the issue with the largest circulation published in the 2011 Iowa Newspaper Directory will determine the newspaper's circulation entry class.

See the box below for a breakdown of classes by circulation.

Entry Class Breakdown	
DAILY division	WEEKLY division
CLASS I - 9,999 circulation and under	CLASS I - 1,300 circulation and under
CLASS II - 10,000 and above	CLASS II - 1,301-2,160
	CLASS III - 2,161 and above

Entries appearing in more than one paid or unpaid editorial publication must be entered in what would be the contest class of the larger (or largest) publication.

Advertising-only publications are not to be included in the determination of contest class.

Entries from auxiliary publications of an active member — shopper, total market coverage product, special sections labeled as part of the newspaper, niche publications — will be accepted if the auxiliary publication is distributed with the member newspaper on a full run or zoned basis.

Example 1: Reporter Sally Scribe writes for her employer's two paid-circulation weeklies; one is in Class I and one is in Class III. She wrote an outstanding feature story, and it appeared in both newspapers. May that story be entered in Class I **and** Class III?

No. Because it appeared in more than one publication, it must be entered in the larger class only.

Example 2: In the previous scenario, Sally's story appeared in the Class I paper only.

Though Sally is listed as an employee of multiple newspapers, the story should be entered in Class I, where it appeared.

Entry Submission

- **All entries should be submitted online at BetterNewspaperContest.com unless otherwise noted.**

For entries that can be submitted by mail, entry labels must be created through the online entry site.

It is important that you use the required entry tags as they contain specific codes that judges will use to enter their results online. For mailed entries, each entry must be placed in a separate envelope, with entry tags attached to each entry AND to each envelope.

- **Entries must be submitted as full-page (PDF) tearsheets or whole issues.**

• **Entries must be submitted in a way that accurately reflects how the entry was printed in the newspaper.** For example, if a photo entry appeared in black and white in the printed newspaper, then it must also be entered in black and white for the contests.

Entry Fees

There will be an entry fee of \$6 for each contest entry.

The entry fee must be paid online when submitting entries or mailed to the INF with mailed contest entries.

Appeals

Any contest appeals of rules violations relating to contest entry procedures must be submitted in writing to the INF board **within 30 days after the INA Annual Convention** to be reviewed and resolved by the INF executive committee, and resulting communications will be handled by the INF board president or another member of the INF executive committee.

QUESTIONS?

Having a hard time with contest preparation? Questions about uploading to the online entry system? Don't hesitate to ask!

We are prepared to answer your questions. Call (515) 244-2145 or e-mail ina@inanews.com.

OVERALL RECOGNITION AWARDS

NEWSPAPER OF THE YEAR

All newspapers entered in any contest will automatically be considered for this award.

The award will be presented to the newspaper which has accumulated the highest point totals from placing first, second or third in the following contests. ***There is no entry fee for this contest.***

The points will be awarded as follows:

First Place: 6 points. Second Place: 4 points. Third Place: 2 points.

Best Editorial Page(s)	Coverage of Business
Best Front Page	Best Special Section (Editorial Content)
Best Sports Page(s)	Total Newspaper Design
Best Feature Page(s)	Community Service
Coverage of Govt. and Politics	Best Newspaper Website
Coverage of Education	Best of Class Advertising
Coverage of Agriculture	

First Place: 3 points. Second Place: 2 points. Third Place: 1 points.

Best Headline Writing	Best Sports Story	Best Ad Featuring Financial
Best Use of Graphics	Best Series	Best Ad Featuring Furniture
Best News Photo	Excellence in Editorial Writing	Best Ad Featuring Automotive
Best Breaking News Photo	Master Columnist	Best Ad Featuring Miscellaneous
Best Sports Photo	Best Sports Columnist	Best Special Section (Advertising)
Best Feature Photo	Best Newspaper Marketing	Best Ad Series or Campaign
Best News Story	Best Video	Best Ad Idea for Community Promotion
Best Breaking News Story	Best Slideshow	Best Ad Featuring Agriculture
Best News Feature Story	Best Blog	Best Web Ad
Best Personality Feature Story	Best Ad Featuring Grocery	Best Ad Designer

In the event of a tie, co-newspapers of the year will be awarded.

GENERAL EXCELLENCE

Winners will be determined by the same point accrual system used to name Newspaper of the Year. The three newspapers in each class that accrue the most overall points will be named first-, second- and third-place General Excellence winners. ***There is no entry fee for this contest.***

All participating newspapers are automatically eligible for General Excellence.

DEADLINE REMINDER

All contest entry materials must be entered online by 4:30 p.m. October 21, 2011, postmarked by October 21, 2011 or hand delivered no later than October 21, 2011 at 4:30 p.m. All material must have been published between October 1, 2010 and September 30, 2011.

EDITORIAL CONTESTS

E1. Best Editorial Page(s)

Judges will be looking for overall excellence in editorials and commentary, layout and design, **with emphasis on local content.**

Newspapers should submit the best editorial page(s) from any issue published during each of the following two weeks and one issue of their choosing (total of 3 issues):

Week ending **February 26, 2011 (Issue date must be 2/20/11-2/26/11)**

Week ending **July 16, 2011 (Issue date must be 7/10/11-7/16/11)**

Remember that your entry consists of three issues.

Total entries per newspaper - 1 Total newspaper issues - 3

E2. Best Front Page

Judges will be looking for overall excellence in news, photography, and layout and design **with emphasis on local content.**

Newspapers should submit the best front page from any issue published during each of the following two weeks and one issue of their choosing (total of 3 issues):

Week ending **October 23, 2010 (Issue date must be 10/17/10-10/23/10)**

Week ending **June 11, 2011 (Issue date must be 6/5/11-6/11/11)**

Remember that your entry consists of three issues.

Total entries per newspaper - 1 Total newspaper issues - 3

E3. Best Sports Page(s)

Judges will be looking for overall excellence in news, photography, and layout and design **with emphasis on local content.**

Newspapers should submit the best sports page(s) from any issue published during each of the following two weeks and one issue of their choosing (total of 3 issues):

Week ending **November 6, 2010 (Issue date must be 10/31/10-11/6/10)**

Week ending **January 29, 2011 (Issue date must be 1/23/11-1/29/11)**

Remember that your entry consists of three issues.

Total Entries per newspaper - 1 Total newspaper issues - 3

E4. Best Feature Page(s)

Judges will be looking for overall excellence in layout and design, writing, photography and graphics **with an emphasis on local content.** The page may or may not contain advertising, but the advertising content will not be considered by judges.

Newspapers should submit the best feature page(s) from **three issues of their choosing.**

Remember that your entry consists of three issues.

Total entries per newspaper - 1 Total newspaper issues - 3

E5. Coverage of Government and Politics

Judges will consider the quality of coverage of municipal, public school, county, state and national government, and reporting and/or editorial comment that goes beyond the routine to give citizens insight into the operation, responsibilities and challenges of local, state and national governmental units. Submit 6-10 examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand local, state and national government issues. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Submit full-page tearsheets (PDF) only. Any explanatory information should be included in the "Comments" section.

The 6-10 examples to be submitted will constitute your newspaper's entry in this contest.

Total entries per newspaper - 1 Total examples - 6 to 10

EDITORIAL CONTESTS

E6. Coverage of Education

Judges will consider the quality of coverage and/or editorial comment that goes beyond the routine to give citizens insight into the operation, responsibilities and challenges of education. Submit 6-10 examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand education issues.

Special sections and stories designated, when published, as part of a series shall be treated as one example.

Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Submit full-page tearsheets (PDF) only. Any explanatory information should be included in the "Comments" section.

The 6-10 examples to be submitted will constitute your newspaper's entry in this contest.

Total entries per newspaper - 1 Total examples - 6 to 10

E7. Coverage of Agriculture

Judges will consider the significance, quality and depth of locally initiated news and feature stories and editorials which illuminate challenges and changes in Iowa agriculture. Entries that deal with social, economic, political, ecological or technological problems or innovations will be given more consideration than routine coverage of special agriculture editions or county fairs.

Submit 6-10 examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand agricultural issues. Special sections and stories designated, when published as part of a series, shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Submit full-page tearsheets (PDF) only. Any explanatory information should be included in the "Comments" section.

The 6-10 examples to be submitted will constitute your newspaper's entry in this contest.

Total entries per newspaper - 1 Total examples - 6 to 10

E8. Coverage of Business

Judges will consider the quality of coverage and/or editorial comment that goes beyond the routine to help readers understand business issues. Submit 6-10 examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand business issues. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Submit full-page tearsheets (PDF) only. Any explanatory information should be included in the "Comments" section.

The 6-10 examples to be submitted will constitute your newspaper's entry in this contest.

Total entries per newspaper - 1 Total examples - 6 to 10

E9. Best Special Section - Editorial

Submit **up to three entries per newspaper**; each special section constitutes one entry.

Judges will be looking for sections that are locally prepared, contain quality news content and are graphically pleasing. Advertising content shall not be considered.



Total entries per newspaper - up to 3

Has your newspaper developed a cutting-edge product or service that is outside the confines of the traditional newspaper business model?

Submit the project to be considered for the Bill Monroe INA Innovation Award!

To find out more about the award, visit www.INAnews.com.

Entry deadline for the Bill Monroe INA Innovation Award is December 10, 2011.

EDITORIAL CONTESTS

E10. Total Newspaper Design

Submit one issue from the week ending **March 12, 2011 (Issue date must be 3/6/11-3/12/11)**, and any two other consecutive issues (total of 3 issues). Judges will consider the design of advertising and news elements and how they blend to create a total newspaper design.

Scoring will be on a 100-point basis as follows:

Head & body dress, selection and effective use of type faces.....	15
General makeup	30
Use of photos	20
Advertising typography, selection and effective use of faces, illustrations, borders, ornaments, flags or mastheads and other units.....	20
Press work	10
Use of color	5

Remember that your entry consists of three issues.



Total entries per newspaper - 1 Total newspaper issues - 3

E11. Community Service

This award will recognize overall outstanding contributions to community service. Judges will consider the quality of news and feature stories, pictures and editorials which demonstrate thorough, significant and illuminating coverage and newspaper involvement in up to three community projects. **An explanation of the project must be included with the entry detailing the initiative and enterprise undertaken by the newspaper project.** One entry per newspaper.



Total entries per newspaper - 1

E12. Best Headline Writing

Submit the best overall issue demonstrating an effective use of *non-advertising* headlines from each of the following two weeks and one issue of choice (total of 3 issues):

Week ending **April 9, 2011 (Issue date must be 4/3/11-4/9/11)**

Week ending **August 13, 2011 (Issue date must be 8/7/11-8/13/11)**

Judges will consider whether headlines throughout the issues attract readers' attention and accurately reflect the stories. *Remember that your entry consists of three issues.*



Total entries per newspaper - 1 Total newspaper issues - 3

E13. Best Use of Graphics

Submit **up to six examples** of information graphics and/or illustrations. Entries must have been created by that newspaper's staff.

Entries will be judged on design, with emphasis on usefulness to the reader.

Up to six examples submitted will constitute your newspaper's entry in this contest.

Total entries per newspaper - 1 Total examples - 1 to 6

FRANK NYE NEWSWRITING CONTESTS

For each entry, submit full-page PDF tearsheet(s) online.

W1. Best News Story

Judges will consider community-wide importance of the story and quality of writing. No consideration will be given to headlines, photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

W2. Best Breaking News Story

A Breaking News Story is defined as one in which no advance planning is possible (examples: natural disasters, fires, accidents, etc.). Judges will consider community-wide importance of the story, **timeliness** and quality of writing. No consideration will be given to photos or artwork.

W3. Best News Feature Story

Entries will be judged on the basis of subject and quality of writing. No consideration will be given to photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

W4. Best Personality Feature Story

A Personality Feature Story is defined as one in which the writer explores the characteristics of a person and presents his/her unique story. Entries will be judged on the basis of subject and quality of writing. No consideration will be given to photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

W5. Best Sports Story

Entries will be judged on the basis of subject and quality of writing. Both sports news and feature stories may be entered. No consideration will be given to photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

W6. Best Series

Entries **must be clearly marked as a series when published**. Entries will be judged on topic, with emphasis on local content or impact, depth of reporting, quality of writing, graphics, photography and page design.

(For categories W1 through W6)

Daily Newspapers: Total entries per newspaper - up to 6

Weekly Newspapers: Total entries per newspaper - up to 4

W7. Excellence In Editorial Writing

Submit three editorials written by the same writer or writers. Entries to be judged on logic, persuasiveness, originality and manner of presentation with emphasis on local issues. *Three editorials constitute one full entry.*

The same entry may not be submitted in both (W7) Excellence in Editorial Writing and (W8) Master Columnist.

W8. Master Columnist

Submit three columns written by the same staff member. Entries are limited to columns written by staff members.

Journalists will be limited to one entry per person. Three columns constitute one full entry.

The same entry may not be submitted in both (W7) Excellence in Editorial Writing and (W8) Master Columnist.

W9. Best Sports Columnist

Submit three columns written by the same columnist. Entries are limited to columns written by sports writers.

Journalists will be limited to one entry per person. Three columns constitute one full entry.

(For categories W7 through W9)

Daily Newspapers: Total entries per newspaper - up to 6 Total newspaper columns - 3 per entry

Weekly Newspapers: Total entries per newspaper - up to 4 Total newspaper columns - 3 per entry

NEWSPAPER WEBSITE CONTESTS

I1. Best Newspaper Website

The Best Newspaper Website contest is open to any member newspaper with an active Website. Your Website will be randomly visited by our judges a minimum of five times. Judging for will be conducted by a panel of judges from our member university journalism schools.

The contest will be judged on the following criteria:

- Content - Quality of news and editorial matter
- Navigation - Ease of finding and retrieving information from the Website
- Visual/Design - Layout, use of graphics, photographs, animation, color and other visuals
- Advertising - Innovative strategies and/or evidence of revenue generation
- Community - Demonstration that the Website fulfills a "community gatekeeper" role

Entries should be submitted as a URL.

Total entries per newspaper - 1

I2. Best Video

Recognizes a video to tell a story and serve a community. Emphasis will be placed on visitor experience, quality of the story and use of the technology. It may be part of a larger project or stand on its own. The entry should include a description of the video and any information on the print story that it accompanied, if there was one.

Entries should be submitted as a URL.

I3. Best Slideshow

Recognizes an audio slideshow or narrated online photo gallery to tell a story. Emphasis will be placed on quality of the photos and visitor experience as well as on creative use of technology. It may be part of a larger project or stand on its own. The entry should include a description of the slideshow and any information on the print story that it accompanied, if there was one.

Entries should be submitted as a URL.

(For categories I2 and I3)
Daily Newspapers: Total entries per newspaper - up to 6
Weekly Newspapers: Total entries per newspaper - up to 4

I4. Best Blog by a Newspaper

The Best Blog contest is open to any member newspaper with an active blog. The blog will be randomly visited by judges a minimum of three times. The contest will be judged on the quality, frequency and originality of information, news and editorial matter.

Entries should be submitted as a URL.

Total entries per newspaper - up to 3

MARKETING CONTEST

MI. Best Newspaper Marketing

Submit up to three entries per newspaper; each promotion or campaign constitutes an entry. Entries include promotional materials used to promote new and/or renewal subscriptions or promotions to aid in the recruitment, retention and/or recognition of newspaper carriers.



Entries should be submitted as tearsheets or a photocopy of examples of those items not appearing in print. Attach an explanation of how you used each promotion and its results. (Examples: Bus signs, billboards, ads, etc.)

Total entries per newspaper - up to 3

ADVERTISING CONTESTS

All entries must have been published in a paid circulation newspaper and created by an employee of a member newspaper. This does not include stand-alone shoppers. General advertising run as part of a national schedule will not be judged. General advertising created for a specific market will be accepted for competition (example: Auto Dealer Association ad).

CRITERIA:

Advertising contest entries will be judged based on 100 points as follows:

Originality.....	30
Headline and body copy.....	25
Design, layout, illustrations and photography.....	25
Adaptability.....	10
Explanatory material.....	10

Each newspaper may enter up to three entries in each category. The entries must conform to the categories that follow. Each entry will require a separate entry fee.

The categories are:

- A1. Best ad featuring grocery/food/entertainment**
- A2. Best ad featuring financial, insurance or other professional service**
- A3. Best ad featuring furniture, furnishings, appliances or hardware**
- A4. Best ad featuring automotive, boats, aircraft, tires, gasoline, etc.**
- A5. Best ad featuring miscellaneous** (not covered in categories 1-4)
- A6. Best special section advertising****
(judges will consider only quality of advertising with no regard to editorial content)
- A7. Best advertising series or campaign featuring any service or merchandise category**
- A8. Best advertising idea for a community promotion or event**
- A9. Best ad featuring agriculture**

(For each category A1 through A9)
Total entries per newspaper - up to 3

**For Category A6 only:
Entries may be submitted
by mail to INF.

A10. Best Web advertisement

Recognizes visual appeal and creativity in design and content of a single static or animated ad appearing online at the newspaper's Website. Ad must be created locally by newspaper staff.

Total entries per newspaper - up to 3

A11. Best Ad Designer

Individual graphic designers may submit a "portfolio" of 6-10 examples of their published ad design work. Entries will be judged on overall design, typography and effectiveness. Explanatory material is welcome but not required. One entry fee per designer required. Designers will be limited to one entry per designer.

Total entries per newspaper - unlimited

Best of Class Advertising

All newspapers that enter advertising contests A1 through A10 will automatically be considered for these awards. Judges will choose the Best of Class winners from the first place ads in each class. No entry fee is required.

PHOTOGRAPHY CONTESTS

Please submit full-page PDF tearsheets (not prints) and clearly indicate in the "Headline" field the caption of the photo to be judged.

The same photo may not be entered in more than one category.

Daily newspapers may submit up to six entries for each of these contests. Weekly newspapers may submit up to four entries for each of these contests. Submit an entry fee for each entry.

P1. Best News Photo

P2. Best Breaking News Photo

A breaking news photo is defined as a news photograph taken where no planning is possible (example: natural disasters, fires, accidents, etc.).

P3. Best Sports Photo

P4. Best Feature Photo or Photo Story

(For each category P1 through P4)

Daily Newspapers: Total entries per newspaper - up to 6

Weekly Newspapers: Total entries per newspaper - up to 4

SPECIALTY REPORTING CONTESTS

RI-2. Harrison "Skip" Weber Investigative Reporting Awards

Judges will be instructed to award two winners in this contest: one within the DAILY class, and one within the WEEKLY class. For each entry, newspapers shall submit tearsheet(s) with story or related stories. Entry may include a series. Investigative stories are defined as those which demand (a) research into documents and public records; (b) multiple interviews, which may include background sources never mentioned in the story; (c) documentation of time and depth of research on story; (d) planning for the articles. Judges will take into consideration such points as community-wide interest; effect of the story on the community; staff time spent on the story; depth of research; commitment of the newspaper to the project and risks involved in publishing the information. Entrants are asked to submit an explanation responding to points (a) through (d) and closing with a statement explaining the necessity of the entry and its impact on the community. The explanation is to be no more than two pages, double-spaced.

Entries in this category may be submitted by mail to INE.

R3. Genevieve Mauck Stoufer Outstanding Young Iowa Journalists Awards

To qualify for consideration, the nominee must be under 30 years of age as of December 31, 2010, and have worked at least one year for his or her current employer. A statement attesting to the nominee's qualifications is to be submitted by his or her editor or publisher and must be accompanied by six examples of the nominee's work within the past two years and a statement of not less than 150 words written by the nominee telling of his or her journalistic goals. This contest includes the work of all journalists, including but not limited to, reporters, photographers, graphic designers, production and advertising professionals. Judges shall name three winners for the Young Iowa Journalists Award.

One winner must be from a daily and one winner must be from a weekly.

The Young Iowa Journalists Awards shall be judged by a separate panel of editorial professionals.

Entries in this category may be submitted by mail to INE.

QUESTIONS?

Having a hard time with contest preparation? Questions about what can be entered? Don't hesitate to ask! We are prepared to answer your questions. Call (515) 244-2145 or e-mail ina@inanews.com.



**BACK BY POPULAR DEMAND...
THE 2012
BETTER NEWSPAPER CONTESTS
ARE GOING DIGITAL!**



**The Iowa
Newspaper
Foundation
Better Newspaper
Contests**

The INF sponsors these annual contests for one reason: to foster competition and quality among Iowa's newspapers. Last year, nearly 4,000 entries poured into our office. It's an annual opportunity for newspapers and journalists to receive recognition for their talent and hard work.

To save time and money for INA members, Better Newspaper Contest entries will now be submitted electronically! Inside, you'll find complete instructions on uploading entries to the BetterNewspaperContest.com contest administration site. For detailed descriptions and rules for each contest category, see the 2012 Call for Entries.

**Contact the INA/INF at 515-244-2145 or
ina@inanews.com with any questions.**

**Good luck in the 2012
Better Newspaper Contests!**

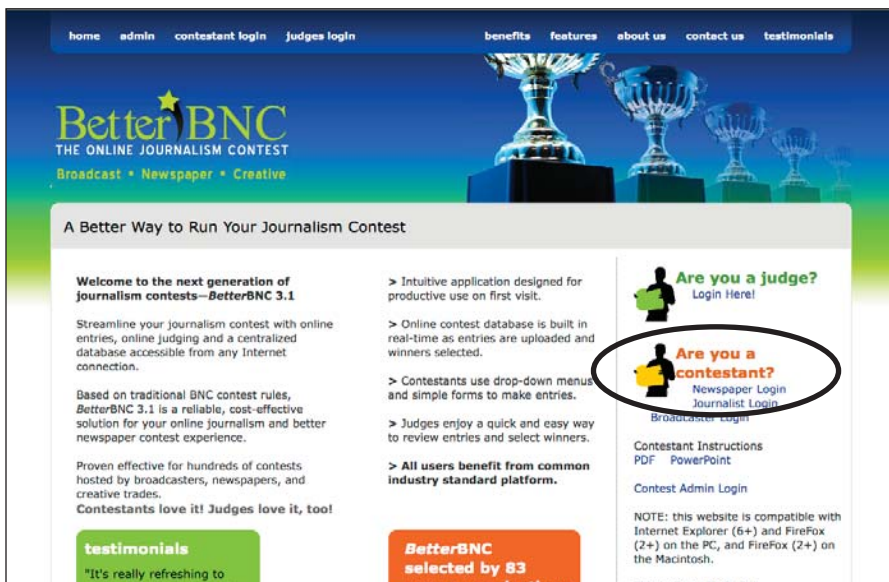


2012 IOWA BETTER NEWSPAPER CONTESTS UPLOAD INSTRUCTIONS

Below are detailed, step-by-step instructions for uploading contest entries to the BetterNewspaperContest.com online administration site. If you have any questions during the process, please contact us at 515-244-2145 or ina@inaneews.com. We're here to help!

I. Go to the site

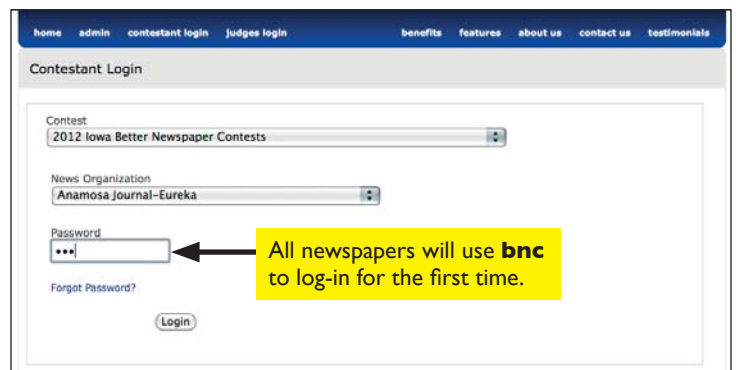
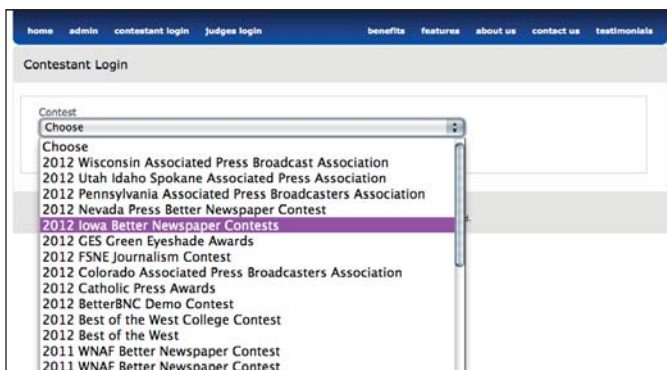
The contest administration site is located at **BetterNewspaperContest.com**. Under the **“Are you a contestant?”** heading click **“Newspaper Login.”**



2. Log in

Choose **2012 Iowa Better Newspaper Contests**. Two fields — “News Organization” and “Password” — will then appear below the contest selection. Choose your newspaper from the dropdown list (all newspapers are listed alphabetically by city name), enter the password **bnc**, and click “Submit.”

*Note: All newspapers will use the password **bnc** to log in for the first time for the 2012 contests. After your first log-in, you will be prompted to enter a new password. Even if your newspaper utilized the online entry system last year, your password has been reset to bnc.*

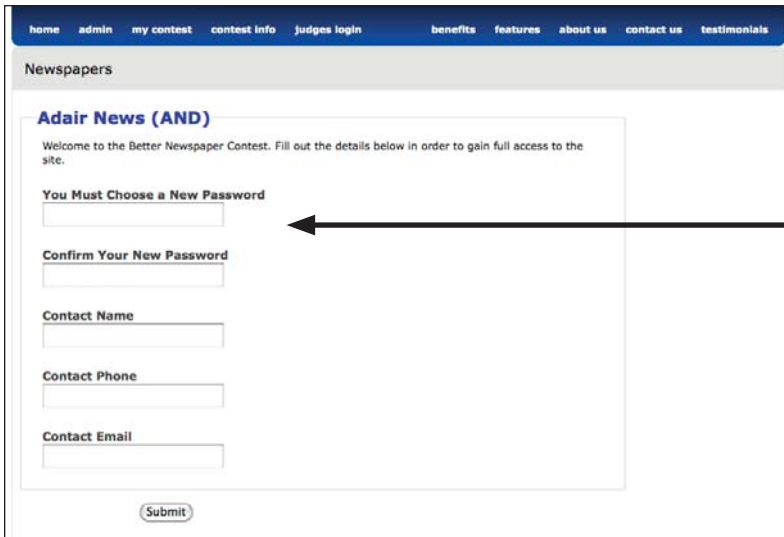


If you've logged in before but have forgotten your password, select your newspaper, then click “Forgot password?” The password will be sent immediately to the email on the “My Account” screen for the newspaper you selected.

3. Change password and update information

Your first successful login will take you to the “Change Password” screen, where you are required to change your password before you proceed. Change it to something you and anyone on your staff who will be working on contest entry submission can remember easily. *The INF cannot retrieve your password for you, so please work with your entire staff to keep your newspaper’s password in a safe location; make sure all staff members who will be responsible for submitting contest entries have the appropriate information.*

You must also **UPDATE YOUR NAME AND EMAIL ADDRESS** on this page. This will ensure that you can retrieve your password if you forget it, and that INF can contact you if we have questions about your entries.



You must enter your new password and contact information before proceeding.

Click “Submit” when you’re done.

4. Manage your entries

This is the main entry page, the one you’ll see each time you log in. From here you’ll submit, edit, and manage your contest entries. At the upper right side of this page, you will see your circulation group designation and your total number of entries.



You’ll also see a link that says, “Calculate Entry Fee.” That link will take you to the summary of entries form to calculate your entries and contest fees. You will use that link **AFTER** you have submitted all your entries. (See #9 below.)

Of course, when you first visit the “Manage Entries” page, the entry list will be empty. What you will see on that page are three links: “My account,” “Submit entry” and “Logout.”

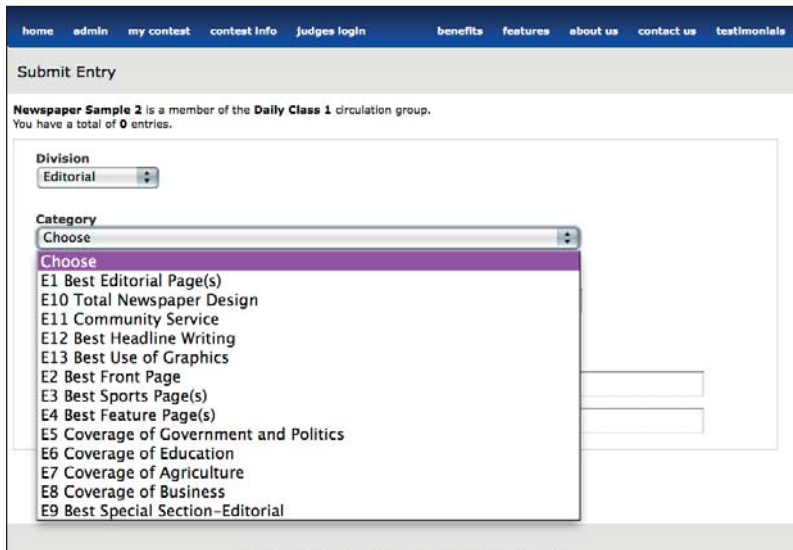
If you haven’t already, be sure to click “My account” and update your contact information to ensure that you can retrieve your password and be contacted with any questions about your entries.

5. Submit an entry

Click “Submit entry” on the Manage Entries page or in the dropdown “My contest” menu, to go to the entry submission form.



Submit each entry by filling in the information requested, working from top to bottom. The division you choose will determine the list of categories, and the category you choose will reveal other form fields.



a. Select the division

b. Select the contest category

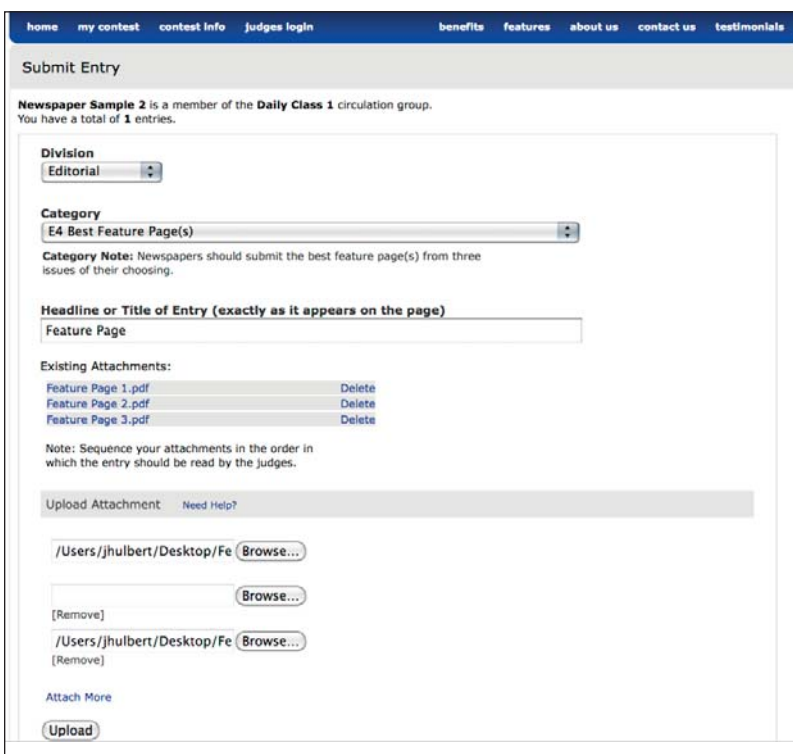
c. Complete the “Headline or Title of Entry” field.

Note: If the category entry consists of only one example, please include the photo caption, advertiser name or article headline in this field. For categories in which your entry consists of multiple examples, include a generic headline here, and list the headlines/titles and issue dates in the Comments field below.

d. Upload the example(s).

For PDF categories, click “Browse” to select the file you wish to upload. Repeat this process for each example needed for this entry, selecting “Attach more” for additional examples. Select “Upload.”

Note: Entries must be submitted in a way that accurately reflects how the entry was printed in the newspaper. For example, if a photo entry appeared in black and white in the printed newspaper, then it must also be entered in black and white for the contests.



5. Submit an entry (continued)

Headline or Title of Entry (exactly as it appears on the page)
Best Feature Page

Existing Attachments:
Feature Page 1.pdf Delete
Feature Page 2.pdf Delete
Feature Page 3.pdf Delete

Note: Sequence your attachments in the order in which the entry should be read by the judges.

Upload Attachment [Need Help?](#)

Attach More

Website URL(s)

Comments
Feature Page 1 - 9/25/10
Feature Page 2 - 11/4/10
Feature Page 3 - 7/7/11

Who should be credited for this entry? Enter the names of up to 4 people.
Note: If more than 4 people, please enter Staff.

Staff

or [Manage Entries](#)

In the Comments field, include any special notes to the judges or, if your entry consists of multiple examples, enter the titles and dates of each of the examples here.

If the entry was created by a consolidated staff, please note that information in the Comments field as well.

For HTML categories, enter the URL in the "Website URL(s)" field.

f. Enter the name of the staff writer, photographer or ad designer.

For entries that are the work of an entire department or staff, list "Staff."

g. Click "Submit."

Once you select "Submit," an entry label will be created. For entries being submitted electronically, your entry is complete and you may Submit Another Entry, Manage Entries or Logout.

Note: There is a size limit (5 megabytes) on uploaded PDF files. If your PDF file is larger than that, you will not be able to upload it successfully. **Judges may not be able to view files that are larger than 5MB.** For detailed information on how to make your PDFs as small as possible, see page 8.

6. Entry labels for mailed entries (see Call for Entries for list of categories eligible for mailed entries)

The Entry has been saved

This Page is Your Official Entry Form.

Entry Details:
Newspaper: **Newspaper Sample 2 ()**
Title or Headline: **Best Feature Page**
Division: **Editorial**
Category: **E4 Best Feature Page(s)**
Entry Code: **02**
Credits: **Staff**
Entry made by **Jodi** on 2011-09-06 14:21:49
Comment: **Feature Page 1 - 9/25/10 Feature Page 2 - 11/4/10 Feature Page 3 - 7/7/11**

★★★★★★
Editorial CIRD1 CATE4 02
Newspaper Sample 2
Best Feature Page(s)

DO NOT HIT YOUR BACK BUTTON

or [Manage Entries](#) | [Logout](#)

If your entry will be mailed to the INF (available only in certain categories -- see Call for Entries for applicable categories), you still must complete the online form for each entry, as described above. Complete all of the entry information but do not upload an attachment. You will simply select "Submit" and a label will be created. Print this label and attach it to the entry you will be mailing.

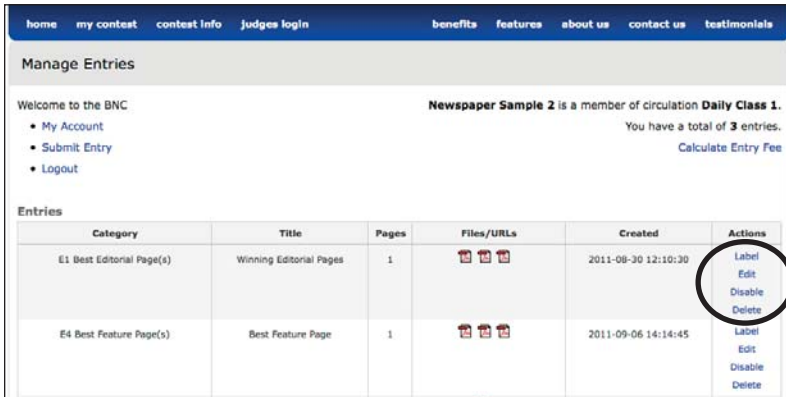
Note: Make enough copies of the label to allow for one for the entry envelope and one for each example/issue (see page 9 for more instructions on mailed entries).

Labels must be created through the online administration tool; the judges will enter their responses online according to the label you've affixed to the tearsheets.





7. Continue this process until all entries have been submitted. Then select “Manage Entries.”

8. Review your entry list

In the list of entries on the “Manage Entries” page, the Actions column at the far right contains four links: “Label,” “Edit,” “Disable” and “Delete.”



The screenshot shows the 'Manage Entries' page. At the top, there is a navigation bar with links: home, my contest, contest info, judges login, benefits, features, about us, contact us, testimonials. Below the navigation bar, there is a header section with 'Manage Entries' and a welcome message: 'Welcome to the BNC. Newspaper Sample 2 is a member of circulation Daily Class 1. You have a total of 3 entries. Calculate Entry Fee'. There are links for 'My Account', 'Submit Entry', and 'Logout'. Below this is a table of entries. The table has columns: Category, Title, Pages, Files/URLs, Created, and Actions. The first entry is 'E1 Best Editorial Page(s)' with title 'Winning Editorial Pages', 1 page, and created on 2011-09-30 12:10:30. The second entry is 'E4 Best Feature Page(s)' with title 'Best Feature Page', 1 page, and created on 2011-09-06 14:14:45. The 'Actions' column for each entry contains links for 'Label', 'Edit', 'Disable', and 'Delete'. The 'Label' link for the first entry is circled in red.

Category	Title	Pages	Files/URLs	Created	Actions
E1 Best Editorial Page(s)	Winning Editorial Pages	1	 	2011-09-30 12:10:30	Label Edit Disable Delete
E4 Best Feature Page(s)	Best Feature Page	1	 	2011-09-06 14:14:45	Label Edit Disable Delete

“Label” displays the entry label associated with that entry. You won’t need the label for an electronic entry, but you can use this link to update the label if you edit a mailed entry, or if you need to reprint the label.

“Edit” lets you view and change information in the entry form. If you change an entry in a mailed category, you’ll need to display and reprint the label for that entry. You will not be able to edit an entry after the entry deadline has passed.

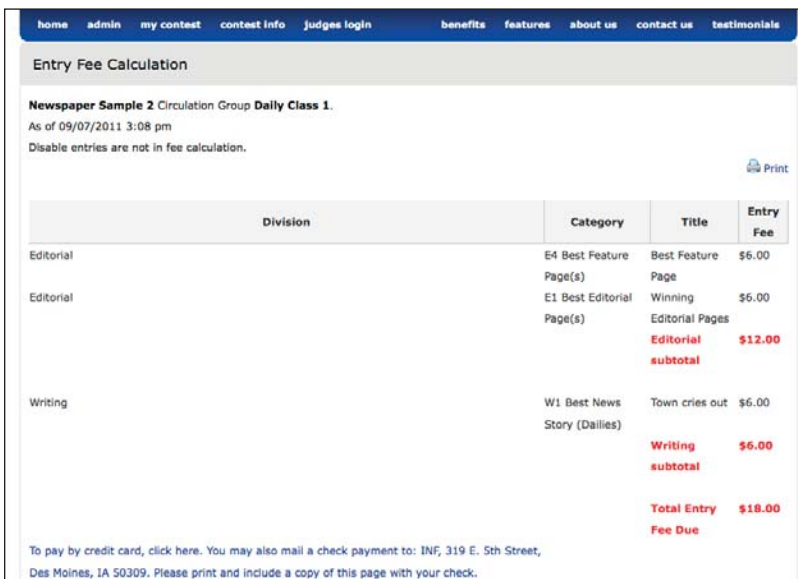
“Disable” essentially removes that entry from the contest, although you’ll still see it in a separate “Disabled Entries” list. Use this function if you want to make an entry inactive without deleting it completely.

“Delete” removes that entry completely; this action cannot be undone.

“Enable” will appear in place of “Disable” once you’ve disabled an entry. By clicking “Enable,” you can restore a previously disabled entry, if necessary.

9. Calculate Entry Fees

Once you’ve entered all of your entries, you will need to complete the entry process by tallying your entries and the total entry fee due. From the “Manage Entries” page, select “Calculate Entry Fees.”



The screenshot shows the 'Entry Fee Calculation' page. At the top, there is a navigation bar with links: home, admin, my contest, contest info, judges login, benefits, features, about us, contact us, testimonials. Below the navigation bar, there is a header section with 'Entry Fee Calculation' and a message: 'Newspaper Sample 2 Circulation Group Daily Class 1. As of 09/07/2011 3:08 pm. Disable entries are not in fee calculation. Print'. Below this is a table of entry fees. The table has columns: Division, Category, Title, and Entry Fee. The first entry is 'Editorial' with category 'E4 Best Feature Page(s)', title 'Best Feature Page', and entry fee '\$6.00'. The second entry is 'Editorial' with category 'E1 Best Editorial Page(s)', title 'Winning Editorial Pages', and entry fee '\$6.00'. The third entry is 'Writing' with category 'W1 Best News Story (Dailies)', title 'Town cries out', and entry fee '\$6.00'. There are subtotals for 'Editorial subtotal' (\$12.00), 'Writing subtotal' (\$6.00), and 'Total Entry Fee Due' (\$18.00). At the bottom, there is a note: 'To pay by credit card, click here. You may also mail a check payment to: INF, 319 E. 5th Street, Des Moines, IA 50309. Please print and include a copy of this page with your check.'

Division	Category	Title	Entry Fee
Editorial	E4 Best Feature Page(s)	Best Feature Page	\$6.00
Editorial	E1 Best Editorial Page(s)	Winning Editorial Pages	\$6.00
		Editorial subtotal	\$12.00
Writing	W1 Best News Story (Dailies)	Town cries out	\$6.00
		Writing subtotal	\$6.00
		Total Entry Fee Due	\$18.00

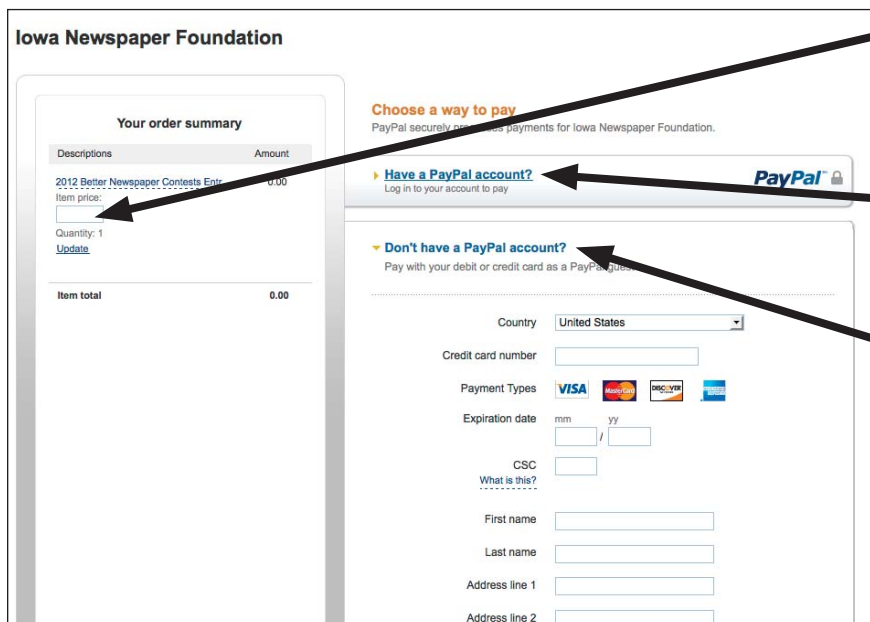
On the Entry Fee Calculation page, you will see a breakdown of all of the entries that are being submitted for your newspaper. The total entry fee will be displayed here.

Please print this page and submit to INF. If you are sending any hard copy entries or a check payment to the INF, include this page with your shipment. Otherwise, fax or email to 1-866-593-7406 or jshepherd@inaneews.com.

If you would like to pay your contest entry fee online, click on the “To pay by credit card, click here...” line on the bottom left.

I0. Submit online payment

If you chose to submit your entry fee payment online, you will be redirected to the INF's PayPal payment processing page. You may then pay with an already established PayPal account, set up a new PayPal account or submit payment with a credit card without establishing a PayPal account.



Under "Your order summary" **enter the total contest entry fee amount.**

Click "Update Total."

If you have a PayPal account already established, click the "Have a PayPal account?" link and enter your email and password.

OR
Click "Don't have a PayPal account?" to set up a new account or to pay by credit card without setting up an account.

Complete the payment process.

To pay by check, mail your check payment along with a printed copy of the Entry Fee Calculation Page to INF, 319 E. 5th St., Des Moines, IA 50309.

II. Preparing mailed entries

If you are submitting hard copy entries (for applicable categories only - see list below), labels must be printed from the online administration tool (see #6 above).

Make enough copies of each label so there is one label for the envelope and one label for each example/issue.



For categories that allow hard copy entries, examples/issues must be individually tagged and placed in one envelope. The envelope must also have an entry tag. Only entry tags printed through the BetterNewspaperContest.com online administration site will be accepted.

Categories for which hard copy entries may be submitted:

- Best Special Section (Editorial)
- Total Newspaper Design
- Community Service
- Best Headline Writing
- Best Newspaper Marketing
- Best Special Section (Advertising)

PREPARING ELECTRONIC ENTRIES

Please submit all entries online unless otherwise noted.

Categories that can be mailed to INF as hard copy include:

Best Special Section (Editorial)
Total Newspaper Design
Community Service
Best Headline Writing
Best Newspaper Marketing
Best Special Section (Advertising)

All entries must be full-page tearsheets and unaltered in any way. The date each entry was published must appear on the tearsheet.

How will electronic files be submitted?

You'll submit electronic entries by uploading the files from within the online contest registration system at BetterNewspaperContest.com. You will not submit them separately (e.g., via e-mail or on a CD). The online contest registration system for INF's contests is hosted on the web servers of SmallTownPapers.

You must submit files of complete newspaper pages, even if the entry-related content doesn't fill the page. Entries must be submitted in a way that accurately reflects how the entry was printed in the newspaper. For example, if a photo entry appeared in black and white in the printed newspaper, then it must also be entered in black and white for the contests.

Requirements:

1. Only submit pages that contain entry-related content. Many categories require more than one item per entry. For example, a single entry in the "Coverage of Business" category may include six to ten examples. For each example, the entire page(s) must be included for judging.

2. Make PDF files as small as possible. (See below for specific instructions.) Because the contest judges will access these PDFs over the Internet, excessively large PDF files will take longer to become visible. The more time judges must spend waiting, the less time they will have to evaluate the content and the more impatient they will be when they do so. Smaller files will also upload more quickly when you submit your entries.

What file formats are accepted for uploading?

File types are PDF, JPG, GIF, and PNG - so, if for some reason you don't have a PDF of the tearsheet you wish to submit, it would be easy to snap a high-resolution photo and submit the resulting photo file.

How can I make my PDF files smaller?

Most newspaper PDFs include high-resolution (200-300dpi) grayscale or CMYK images for printing. However, PDF contest entries will be viewed and judged on a computer monitor, which displays at low resolution (72-96dpi) in RGB color. Changes in the resolution and color mode of images are the most effective ways to reduce file size without sacrificing quality.

1. **Resolution.** In PDFs, text is always clear regardless of resolution. Resolution relates only to photos and rasterized graphics. Reducing resolution by half reduces image file size by 75%. The recommended maximum resolution of 96dpi can be enforced by Distiller settings.

2. **Color mode.** Converting from CMYK to RGB color will reduce image file size by another 25%. This color conversion can again be enforced by Distiller settings. If you reduce image resolution and/or convert color mode in your entry PDFs with a PDF editor (e.g., Enfocus Pitstop or Quite A Box Of Tricks) or use the native profiling/editing tools in Acrobat 6 or later, **YOU WILL NOT GAIN THE EXPECTED REDUCTION IN FILE SIZE** unless you redistill the PDF afterward.

What is the most efficient way to collect entry files?

Collect copies of all PDF files that contain entry-related pages into one place. These may be full-issue, full-section, or individual-page PDFs that you sent to your printer or that you saved from your page layout program for other reasons. The sizes, resolutions, color modes, and other characteristics of those PDF files can be ignored at this point.

Extract entry-related pages from any multi-page PDFs, or delete non-entry pages. Give each resulting file a clearly descriptive name. Combine into a single PDF file the pages that comprise each entry. Instructions for extracting and combining PDFs are provided below. Distill. Once you've

NOTE: *The BetterNewspaperContest.com website is compatible with Internet Explorer (6+) and FireFox (2+) on the PC, and FireFox (2+) on the Macintosh.*

created all your entry PDFs, redistill each one as explained above to reduce it to the smallest practical size. It is not productive to try to reduce the sizes of individual files before combining them into complete entries. Like all changes, combining pages can increase overall PDF file size.

How do I extract pages from a full-issue or full section PDF?

In Acrobat, open the PDF file, then choose “Extract Pages...” from the Document menu and follow the instructions. This will allow you to save individual or sequential pages in separate files anywhere on your system.

How do I combine PDF pages or files into a single entry?

Open the PDF file that is to appear first in the entry, choose “Save As...” from the File menu, and save that file with the name you’d like to give the final PDF entry. Choose “Insert Pages...” from the Document menu, choose the file that is to appear next in the entry, then specify where that file should be inserted. When all insertions have been made, save and close the PDF file. You’ll need to redistill the final PDFs.

How will INF prevent fraud?

Entries must be submitted in a way that accurately reflects how the entry was printed in the newspaper. For example, if a photo entry appeared in black and white in the printed newspaper, then it must also be entered in black and white for the contests.

We prefer to trust our member publishers not to submit embellished or edited entries. It is true that ads and articles can be re-edited, photos can be retouched or replaced, and page layouts can be changed. However, major deception probably would be noticed, if only because winning PDFs will be available to the public and INA members on the INA website.

If fraud is suspected with any entries, a full investigation will follow.

How do I submit payment?

INF accepts payment by check or credit card. Credit card payments can be made online through the BetterNewspaperContest.com contest administration site when submitting your entries.

Checks should be made payable to “Iowa Newspaper Foundation” and sent along with a copy of your Entry Fee Calculation page and any mailed entries **by October 21** to:

Iowa Newspaper Foundation
319 E. 5th St.
Des Moines, IA 50309

What if my info is wrong or my paper is not listed!?

We have worked very hard to make sure the classes for each member are as accurate as possible, however if you note that your division is listed incorrectly, please contact INA at ina@inanews.com or 515-244-2145 and it will be fixed A.S.A.P!

Where can I get more help for anything I can’t find here?

Call INF at 515-244-2145 or email ina@inanews.com.