

2016



2016



TENNESSEE STATE PRESS CONTESTS

Sponsored by The University of Tennessee and the Tennessee Press Association

OPEN TO:

TPA member newspapers in five divisions -

- I Combined weekly circulation of 5,000 or less;
- II Combined weekly circulation of 5,001-15,000;
- III Combined weekly circulation of 15,001-50,000;
- IV Combined weekly circulation of 50,001-200,000;
- V Combined weekly circulation of 200,001 and above

CONTESTS QUESTIONS?

(865) 584-5761, Ext. 105

MAKE CHECK PAYABLE TO:

Tennessee Press Association
ATTN: State Press Contests
625 Market Street, Suite 1100
Knoxville, TN 37902
(865) 584-5761

ENTRY FEES: \$8.00 PER ENTRY*

****All entry fee payments must be received by March 4, 2016***

ENTER ONLINE:

www.betternewspapercontest.com/2016TennesseeStatePressContests

PLEASE NOTE:

- Entry window opens Jan. 18, 2016
- All entries will be submitted online at www.betternewspapercontest.com/2016TennesseeStatePressContests
- All categories except Make-Up and Appearance, Sunday Editions and Best Special Issue or Section will be entered as tearsheets in PDF format.
- The Google Chrome web browser or a new version of Firefox are the recommended browsers for both Macs and PCs for accessing the online system.
- We encourage you to set up your account and enter early.

ENTRY DEADLINE: FEBRUARY 19, 2016

Contests and Entry Information

General Rules

1. Publication period for the contests is January 1, 2015, to December 31, 2015. Entries submitted must be from newspapers published during this period except as specified otherwise in the individual contests.

2. For Daily Newspapers: Entries requiring three complete issues or tearsheets from three issues must be consecutive issues published during the contests period, excluding Sunday editions.

For Non-Daily Newspapers: Entries requiring three complete issues or tearsheets from three issues must be consecutive issues published during the contests period and may include Sunday editions.

A newspaper may choose different, three-issue sequences within the contests period for different competitions.

For the category of Make-Up and Appearance, a newspaper must choose one edition from each quarter (four total) as its entry.

3. **DEADLINE:** All copies of newspapers and any other material used in connection with the contests must be submitted online or postmarked by **Friday, February 19, 2016**. The online entry portal will close at 11:59 p.m. Eastern Standard Time on Feb. 19. Entries that are mailed must have a postmark or shipping date no later than February 19, 2016. Entries with a later postmark or shipping date will automatically be disqualified. Entry fees must be received no later than March 4, 2016.

4. For online entries, a PDF of the entire page(s) containing the entry must be uploaded. For mailed entries, newspapers or newspaper sections submitted as entries must be printed on the same paper that is used for general circulation to all subscribers. However, if a publisher does not have enough newspapers to complete an entry, he may submit copies. All tearsheets or copies must include the date of publication.

5. Mailed entries must still be registered through the online system. Only the categories of Make-Up and Appearance, Sunday Editions and Best Special Issue or Section can be mailed.

6. Newspapers may submit online content to accompany the print-edition entry in the categories of Best Spot News Coverage, Best News Reporting, Investigative Reporting and Public Service.

This can include online reporting, breaking news alerts on the newspaper's website and/or social media pages such as Twitter and Facebook. Video reports are also allowed. Newspapers should provide URLs so judges may view the online content. A user name and password should be entered in the comments field if the content is behind a paywall. If the content is no longer available online, it may be submitted as a PDF.

7. **Entry Service Fee:** The entry fee is \$8.00 per entry. Payment of entry fees must be received by March 4, 2016 in order for a newspaper's entries to be judged. **TPA will not invoice newspapers for entry fees. It is the entrant's responsibility to make sure the payment is submitted in time for TPA to receive it by March 4.**

8. The contests are open to active members of the Tennessee Press Association in good standing.

9. Publishers may enter as many categories as desired. A fee must be paid for each contest entry. A newspaper may submit only one entry in each contest except as noted.

In categories allowing two entries, the entries must be separately entered into the online system, not uploaded as two PDFs in the same entry.

10. In appraising all contests except Best News Photograph, Best Feature Photograph and Best Sports Photograph, the judges will use a set of criteria specially prepared for the UT-TPA competition. Every completed critique will be available to the publisher or editor after winners have been announced.

11. Entering the contests gives TPA permission to display the entries and to publish the entries in print or online.

12. Newspaper groups that produce an item for multiple publications within their group may enter the item only once by the newspaper in which the item originated. You may not enter the same item more than once under multiple flags. If you do, both entries will be disqualified and your entry fee will not be returned.

How will TPA prevent fraud?

We prefer to trust our member publishers not to submit embellished or edited entries. If fraud is suspected with any entries, a full investigation will follow. A newspaper committing fraud may have its award revoked and may not be eligible to compete in future TPA contests.

Awards

In each division, a General Excellence award will be presented to the newspaper achieving the highest total of points in its division for 2016. The newspaper placing first in each division of a contest will be awarded a plaque. Second and third place winners will be designated by the judges and will be presented certificates at the awards ceremony.

Fourth and fifth places will also be designated by the judges in each contest, and each of these winners will be awarded an "Honorable Mention" certificate. Plaques and certificates are sponsored by the University of Tennessee.

A newspaper may designate individuals specifically credited with the production of entry material with their entry. If provided with the entry form, these individuals will be recognized with certificates for winning entries. (Please proof staff names as you enter them. Names will appear on winners' certificates as provided.)

Edward J. Meeman Awards

The Edward J. Meeman Foundation will give \$250 awards to 15 of the top winners in these annual contests. For Groups I, II, III, IV and V, an award will go to each of the first place winners of the editorials contest, best single editorial contest (The Alison Simonton Memorial Award) and public service contest.

Winning newspapers will be notified in mid-May of an award, but not award placement. Awards will be announced at the State Press Contests Awards Banquet, 6:00 p.m., Thursday, July 21, 2016, in Franklin, Tennessee.

Submitting Online Entries

NOTE: *Google Chrome or a new version of Firefox are the recommended web browsers for accessing the online contests system.*

File types that may be uploaded are: PDF, JPG, GIF, and PNG. Files should not be larger than 20 megabytes. For larger files, you may use your own server or an outside service such as realview-digital.com or issuu.com and provide the URL to the content with your entry.

System will accept entries beginning on Jan. 18, 2016.

1. Logging in for the first time in 2016:

Go to: www.betternewspapercontest.com/2016TennesseeStatePressContests Password: Spc2016

- Below "Are you a contestant?" click "Newspaper Login"
- Where it says "Login as" select "Contestant Manager"
- Under "News Organization" select your newspaper. Don't forget

The contests entry system is now online and requires PDFs of tearsheets. Maximum file size is 20 megabytes. See page 7 for tips.

to look under "The" at the bottom, and if you do not see your newspaper on the list, call TPA at (865) 584-5761, ext. 105.

- In the password box, enter temporary password: Spc2016
- Press "Login"
- Now you must choose a new password and update the contact information for your newspaper.
- Press "Submit"

2. To submit entries and produce entry labels:

- Click on "Submit Entry"
- At "Division" leave it as "General"
- Enter a "Headline" or "Date"
- Enter comments (use this field to enter a user name and password, if needed to access the material)
- Enter names of those responsible for producing the entry (names for award certificates)
- Click Browse to select a file from your file menu. If more than one attachment is desired for this entry, click on "attach more" and repeat these steps.
- Press "Submit"
- After each successful entry, the Official Entry Form will be presented. This is confirmation of your entry.

• For tearsheet entries, print "This page is your official entry form" This applies to Sunday Editions, Make-Up and Appearance and Best Special Issue or Section

Select Submit Another Entry to submit more entries, or Manage entries, which will allow you to review the entries you've already submitted, or Logout.

For detailed instructions, go to www.BetterBNC.com and click on "Contestant Instructions"

Helpful tip: For a fast and efficient contest entry submission experience, enter the contest early (at least a few days before the deadline of Friday, Feb. 19, 2016) and avoid the slowing down of the online contest system.

Submitting Tearsheet Entries

12. All entries are to be completed online at www.betternewspapercontest.com/2016TennesseeStatePressContests Follow instructions above to print an official entry form for Sunday Editions, Make-Up and Appearance, and Best Special Issue or Section. Mail or ship to: Tennessee Press Association, ATTN: State Press Contests, 625 Market Street, Suite 1100, Knoxville, TN 37902 on or before Feb. 19, 2016.

13. Each mailed entry must be submitted in a separate and sealed 9 x 12 inch (or larger) envelope with official entry form attached to the outside of the envelope. (Envelopes may then be boxed together for shipping.)

Entries should be securely assembled but must not be mounted, bound or ornamented. No staples may be used in preparing entries.

14. In cases where more than one newspaper operates from the same office, each newspaper flag entering the contests must be packaged and entered separately, including a separate check for payment of entry fee.

How to Manage Entries

1. There are two tables on the "Manage Entries" page — "entries" (enabled and will be judged) and "disabled entries" (will not be judged). Be sure your attachments or URLs are showing in the "existing attachments" column.

2. Use the "Action" links for each individual entry which allow you to view your Official Entry Form/Label, edit an incomplete entry or make certain changes, and toggle any entry between enable/disable.

Submitting Payment

1. On the Manage Entries page, confirm your newspaper name, and number of entries submitted.
2. Click Calculate Entry Fee.
3. A list of all your enabled entries will be displayed, with the entry fee of \$8 per entry. Review the list of entries for accuracy. The Total Entry Fee Due is calculated at the bottom of the list.
4. Print this report to submit with your payment. Or if applicable, click on the payment link to pay for your contest entries with a credit card online.

Payment of entry fees must be received by March 4, 2016 in order for a newspaper's entries to be judged. **TPA will not invoice newspapers for entry fees.**

It is the entrant's responsibility to ensure that payment is processed to be received at the TPA headquarters on or before March 4, 2016.

Send payment to:

**Tennessee Press Association
ATTN: State Press Contests
625 Market Street, Suite 1100
Knoxville, TN 37902**

Classification of Newspapers

There are five divisions and newspapers are classified based upon total weekly paid circulation. To determine total weekly paid circulation, the circulation data in the 2016 Tennessee Newspaper Directory will be used. If a newspaper publishes more than once per week, either the actual paid circulation for each day (if listed in the directory) will be used or, in the case where only one average circulation figure is listed, that figure will be multiplied by the number of days the newspaper publishes in a one-week period. In contests that are divided into five divisions, they are as follows:

- Group I Combined weekly circulation of 5,000 or less;
- Group II Combined weekly circulation of 5,001-15,000;
- Group III Combined weekly circulation of 15,001-50,000;
- Group IV Combined weekly circulation of 50,001-200,000;
- Group V Combined weekly circulation of 200,001 and above

Contests Categories

Make-Up and Appearance

One entry allowed; Register entry online and then mail (For Groups I, II, III, IV and V)

THE AWARD - To the newspaper showing excellence in make-up, typography, graphics and general appearance. In this contest the front page will be considered the most important factor, but other pages - including the display of advertising - will also be considered.

THE ENTRY - Submit four complete issues of your choosing— one from each quarter of 2015. Register your entry in the online system, print the entry form and follow instructions for submitting tearsheet entries.

JUDGING CRITERIA:

1. **HEADLINES**--proper emphasis to principal stories; good range of headlines; typefaces harmonize; not too many faces used; headline style consistent
2. **ILLUSTRATIONS**--effective use of photographs and other illustrations to improve make-up
3. **GENERAL APPEARANCE**--pages pleasing to eye; no large gray spots; no tombstones; nameplate attractive, mechanical quality of printing and folding and composition
4. **EFFECTIVENESS OF TREATMENT GIVEN TO SPECIAL PAGES OR COLUMNS**--including editorial, sports, society, and other such pages or columns appearing in the entries, obvious attention given to layout of pages to make them pleasing to eye; advertisements attractively arranged

To enter, go online at www.betternewspapercontest.com/2016TennesseeStatePressContests Entry window opens Jan. 18.

Local Features

One entry allowed

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper showing excellence in locally prepared feature materials, including feature photographs, feature columns and feature stories, as contrasted with straight news presentation, designed to increase reader-appeal.

THE ENTRY - Submit PDFs of one to three locally prepared features from three consecutive issues of the newspaper, per General Rule No. 2.

JUDGING CRITERIA:

1. **COVERAGE**--feature treatment given to good proportion of local stories and pictures in order to enhance reader appeal of newspaper; variety of subject matter shown in feature materials; judges will give consideration not only to marked features but also to all locally prepared features in each newspaper
2. **COMPOSITION**--excellence of writing and photography in feature material
3. **DISPLAY**--adequacy of display of feature materials to give them proper attention in newspaper

Best Single Feature

Two entries allowed, a fee applies to each entry

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper publishing the best locally prepared feature story or article, as contrasted with straight news presentation.

THE ENTRY - Submit PDFs of tearsheets with the one feature story or article. The entry may include sidebars, but must be from a single day of publication. Judging will be based on writing only; photos, graphics, headlines and layout will not be considered.

When submitting two entries, the entries must be separately entered into the online system. Do not upload as two PDFs in the same entry.

JUDGING CRITERIA:

1. **COMPOSITION**--quality, style and originality of writing; story structure; impact of the lead; use of sources and quotes
2. **SUBJECT MATTER**--expertise shown in selection and development of subject; reader interest; importance to community; thoroughness of reporting

Community Lifestyles

One entry allowed

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper publishing the best section focusing on family, community and social interests.

THE ENTRY - Submit PDFs of sections or tearsheets from three issues as instructed in General Rule No. 2. If community sections are not published with each consecutive issue a newspaper may submit three consecutive community sections from within the contests period. Daily newspapers may submit material from Sunday editions if Sunday is the only day that it publishes Community Lifestyles content. In this case, a short explanatory letter should be included with the entry to advise judges of the situation.

JUDGING CRITERIA:

1. **COVERAGE**--adequacy in presentation of items focusing on family, community, and social activities; good variety in subject matter of stories
2. **COMPOSITION**--excellence in writing of all stories; feature treatment given to some stories to enhance reader appeal
3. **ILLUSTRATIONS**--quality and quantity of photographs and other illustrative material used to present society news
4. **EDITING AND DISPLAY**--headlining well-handled; proper attention given to display of society news in newspaper

Best Sports Writing

One entry allowed

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper exhibiting excellence in writing about sports.

THE ENTRY - Submit PDFs of a minimum of three, maximum of 10, stories. (This entry may include personal sports columns.) Judging will be based on writing only; photos, graphics, headlines and layout will not be considered.

JUDGING CRITERIA:

1. **COMPOSITION**--quality, style and originality of writing; impact of leads; story structure; elimination of trite words and phrases; use of sources and quotes
2. **SUBJECT MATTER**--expertise shown in selection, development and variety of topics; thoroughness of reporting; originality; community interest

Best Sports Coverage

One entry allowed

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper which has the best sports coverage.

THE ENTRY - Submit PDFs of sections or tearsheets from a minimum of six, maximum of 10 issues. The work of multiple writers may be included as part of this entry.

JUDGING CRITERIA:

1. **COVERAGE**--excellence in presentation of sports activities of community; good variety of coverage of sports "in season" for local schools, clubs, and other organizations
2. **COMPOSITION**--excellence in writing of stories, appealing style; entertainment value; elimination of trite words and phrases
3. **ILLUSTRATIONS**--quality and quantity of photographs and other illustrative material
4. **EDITING AND DISPLAY**--heading well-handled and proper attention given to display of sports stories.

Sunday Editions

One entry allowed; Register entry online and then mail

(For All Dailies)

THE AWARD - To the daily newspaper publishing the best locally prepared sections of its Sunday or weekend editions, judged on the excellence of make-up and appearance, editorials and local features, including society and sports sections.

THE ENTRY - Submit all locally prepared sections of three Sunday or weekend editions published during the contest year. Eliminate syndicated sections from the entry. Register your entry in the online system, print the entry form and follow instructions for submitting tearsheet entries.

JUDGING CRITERIA:

1. **MAKE-UP AND APPEARANCE**--all elements considered--layouts, headlines, typography, etc. Front page, 30%; remainder of newspaper, 70%
2. **LOCALLY PREPARED FEATURE ARTICLES AND MATERIALS**--excellence of writing and illustrative materials
3. **EDITORIALS AND EDITORIAL COLUMNS**--excellence of writing, variety of materials, proper display of materials
4. **SPECIAL SECTIONS (Sports, Women's Section, etc.)**--excellence of writing, variety of materials, proper display of materials

Best Graphics and/or Illustrations

One entry allowed

(Two divisions: Groups I, II and III will compete as a division and Groups IV and V will compete as a division)

THE AWARD - To the newspaper publishing the best locally produced informational graphics, editorial cartoons, photo illustrations or any artwork created specifically to illustrate stories or opinions. Submit three examples.

THE ENTRY - Submit PDFs of a minimum of three, maximum

Questions? Contact TPA at (865) 584-5761—Robyn Gentile, ext. 105.

of 10 tearsheets with locally produced informational graphics, editorial cartoons, photo illustrations or any artwork created specifically to illustrate stories or opinions.

JUDGING CRITERIA:

1. **ORIGINALITY AND CREATIVITY:** Work should be eye-catching, aesthetically pleasing, and draw the reader into the story. Editorial cartoons should be humorous as well as artistically appealing.
2. **INFORMATION CONVEYED:** Work should clearly and concisely convey information relative to the accompanying story, when applicable. When work stands alone, the information conveyed should be clearly understandable to a reasonably educated reader.
3. **QUALITY:** Work should look professional, be rendered in high quality, and be free of typographical and/or grammatical errors.
4. **VARIETY:** Work should represent a variety of subject matter and/or type of graphic/illustration.

Editorials

One entry allowed

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper that publishes the most distinguished original editorials (whether as formal editorials or as editorial columns), judged by scope, suitability, insight, timeliness, strength and literary excellence.

THE ENTRY - Submit PDFs of as many original locally written editorials, or editorial columns, from any three editions of newspapers as desired. Syndicated material is not eligible.

JUDGING CRITERIA:

1. **SUBJECT MATTER**--reader appeal of topics selected for editorials or editorial column; local subjects emphasized, but state, national, and international subjects not neglected and subject matter apparently timely; variety shown in topics
2. **COMPOSITION**--literary excellence of editorials and editorial columns
3. **PERSUASIVENESS**--sound reasoning and effectiveness in convincing reader of the logic in editor's interpretations and recommendations
4. **DISPLAY**--adequacy of display to give editorials or editorial columns proper attention in newspaper; well-planned headlines used to attract attention of readers

Best Single Editorial

Two entries allowed, a fee applies to each entry

(For Groups I, II, III, IV and V)

THE AWARD -To the newspaper that publishes the best locally written editorial of the year.

THE ENTRY - Submit a PDF of a tearsheet of one editorial. Judging will be based on writing only; photos, graphics, headlines and layout will not be considered.

When submitting two entries, the entries must be separately entered into the online system. Do not upload as two PDFs in the same entry.

JUDGING CRITERIA:

1. **COMPOSITION**--quality, style and originality of writing; impact of lead; impact of ending
2. **SUBJECT MATTER**--reader appeal based on importance, timeliness and local interest
3. **PERSUASIVENESS**--sound reasoning and effectiveness in convincing reader of the logic in editor's interpretations and recommendations

Best Personal Column

Two entries allowed, a fee applies to each entry

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper that publishes the best locally written personal column of the year.

THE ENTRY - Submit a PDF of a tearsheet with the one personal column. The entry must be different than the entry in the Best Single Editorial contest. Judging will be based on writing only; photos, graphics, headlines and layout will not be considered.

When submitting two entries, the entries must be separately entered into the online system. Do not upload as two PDFs in the same entry.

JUDGING CRITERIA:

1. **COMPOSITION**--quality, style and originality of writing
2. **SUBJECT MATTER**--expertise shown in selection and development of subject chosen for column; reader appeal of selected topic
3. **IMPACT**--effectiveness in convincing reader of columnist's opinion or achieving entertainment value of column

Best Personal Humor Column

Two entries allowed, a fee applies to each entry

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper that publishes the best locally written personal humor column of the year.

THE ENTRY - Submit a PDF of a tearsheet with the one personal humor column. Judging will be based on writing only; photos, graphics, headlines and layout will not be considered.

When submitting two entries, the entries must be separately entered into the online system. Do not upload as two PDFs in the same entry.

JUDGING CRITERIA:

1. **COMPOSITION**--quality, style and originality of writing
2. **SUBJECT MATTER**--expertise shown in selection and development of subject chosen for column; reader appeal of selected topic
3. **IMPACT**--effectiveness in convincing reader of columnist's opinion or achieving entertainment value of column; overall humor

Best Breaking News Coverage

Two entries allowed, a fee applies to each entry

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper publishing the best locally written news story.

THE ENTRY - Submit a PDF of a tearsheet (or tearsheets if story is continued on succeeding pages) with the one news story. The entry may include sidebars but must be from a single day of publication. Judging will be based on reporting only (photos, graphics, headlines and layout will not be considered). Newspapers may submit online content to accompany this entry. See General Rule No. 5.

When submitting two entries, the entries must be separately entered into the online system. Do not upload as two PDFs in the same entry.

JUDGING CRITERIA:

1. **COMPOSITION**--quality, style and originality of writing; use of sources and quotes
2. **SUBJECT MATTER**--reader appeal based on importance, timeliness and local interest
3. **COVERAGE**--use of newspaper's resources to deliver the story to the reader under deadline pressure

Best News Reporting

Two entries allowed, a fee applies to each entry

(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper publishing the best locally written news coverage of a story. Entry will be judged for both writing quality and reporting approach.

THE ENTRY - Submit PDFs of a minimum of three and a maximum of 10 stories on one news topic. The entry may include coverage over several editions to demonstrate one developing story over time. Newspapers may submit online content to accompany this entry. See General Rule No. 5.

When submitting two entries, the entries must be separately entered into the online system. Do not upload as two PDFs in the same entry.

JUDGING CRITERIA:

1. **SUBJECT MATTER**--reader appeal of the selected topic, based on its significance to readers as well as its timeliness and local interest

Tips on reducing the file size of a PDF and combining PDFs can be found under "Entry Tips" on page 7.

2. *COVERAGE*--use of initiative, information and sources to make the stories compelling and clear to the reader
3. *COMPOSITION*--excellence of writing

Investigative Reporting

Two entries allowed, a fee applies to each entry
(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper that publishes the best locally written investigative story or investigative series on a topic demonstrating the reporter's/reporters' initiative in research or investigation.

THE ENTRY - Submit PDFs of tearsheets with up to five stories on one topic. Newspapers may submit online content to accompany this entry. See General Rule No. 5.

When submitting two entries, the entries must be separately entered into the online system. Do not upload as two PDFs in the same entry.

JUDGING CRITERIA:

1. *COMPOSITION*--quality, style, and originality of writing; story structure; impact of the lead; use of sources and quotes
2. *COVERAGE*--expertise, diligence and resourcefulness in research and investigation; reader interest; importance to community; balance and thoroughness of reporting

Best Business Coverage

One entry allowed
(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper which has the best business coverage.

THE ENTRY - Submit PDFs of sections or tearsheets from a minimum of six, maximum of 10 issues.

JUDGING CRITERIA:

1. *COVERAGE*--originality, impact, news value, informative quality.
2. *COMPOSITION*--excellence in writing of stories, appealing style
3. *ILLUSTRATIONS*--visual impact, quality and quantity of photographs and other illustrative material
4. *EDITING AND DISPLAY*--heading well-handled and proper attention given to display

Best Education Reporting

One entry allowed
(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper publishing the best locally written coverage of schools and education.

THE ENTRY - Submit PDFs of up to 10 stories on coverage of schools and education.

JUDGING CRITERIA:

1. *SUBJECT MATTER*--reporting on schools and/or education that matters to readers in the newspaper's community with timely local interest
2. *COVERAGE*--use of initiative, information and sources to make the stories compelling and clear to the reader
3. *COMPOSITION*--excellence of writing

Headline Writing

One entry allowed
(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper that publishes the best locally written headlines. Entries should include a representative sample of the year's best work. Headlines do not have to be written by the same person.

THE ENTRY - Submit PDFs of tearsheets of three headlines (may be on different tearsheets).

JUDGING CRITERIA:

1. *COMPOSITION*--originality; clever use of words; ability to draw readers into the story; appropriateness; accuracy

Public Service

One entry allowed
(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper that has accomplished the most through enterprise, explanatory, illustrative or investigative work in promoting the welfare of its community.

THE ENTRY - Submit PDFs of up to 50 tearsheets, clearly marking any news stories, editorials and pictures that reveal the efforts of the newspaper in recognizing and interpreting community needs and progress, and in promoting programs for the public welfare. The online system will allow only 40 separate attachments. You can combine multiple PDFs into one to get all of your content in under the system limit.

Newspapers may submit online content to accompany this entry. See General Rule No. 5.

The entry may contain up to three separate public service campaigns as the newspaper's single entry. Identify the topics for the judges in the "comments" field. All tearsheets should be grouped together in chronological order. The same number of tearsheets need not be submitted for each campaign; however, the total entry should not exceed 50 tearsheets, regardless of the number of campaigns covered. An optional one-page explanatory letter may be submitted for each campaign.

Tearsheets submitted for entry in this contest may come from any issue of the newspaper, whether in 2015 or in previous years, so long as the public service projects illustrated by these tearsheets have been promoted during 2015. However, no project that was part of an entry which won first place in the contest during the past three years may be re-submitted in the current contest, even though such project is an annual promotion of the newspaper.

JUDGING CRITERIA:

1. *THE PROJECTS*--an appraisal of the significance of the projects as they obviously relate to the needs of the community in which the newspaper is published; the judges will have to make this appraisal from the printed material that is submitted as the entry in the contest
2. *INITIATIVE*--quality and quantity of investigative work that went into development of the project or projects. Consider the project's intrinsic difficulty, as well as the initiative, persistence and thoroughness with which it was approached
3. *PRESENTATION*--was it an attractive package, designed to attract readers and to communicate with clarity? This should involve writing, editing, layout, photographs and other illustrations
4. *EDITORIALS*--judge on persuasiveness in relation to the project's theme
5. *RESULTS*--an appraisal of the results obtained by the public service projects, as reported in the printed material submitted as the entry in this contest

Best News Photograph

Two entries allowed, a fee applies to each entry
(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper publishing the best locally produced news photograph or sequence of photographs on a single subject appearing in a single issue.

THE ENTRY - Submit a PDF of a tearsheet or tearsheets that include a single photograph or sequence of photographs.

When submitting two entries, the entries must be separately entered into the online system. Do not upload as two PDFs in the same entry.

Best Feature Photograph

Two entries allowed, a fee applies to each entry
(For Groups I, II, III, IV and V)

THE AWARD - To the newspaper publishing the best locally produced feature photograph or sequence of photographs appearing in a single issue.

THE ENTRY - Submit a PDF of a tearsheet or tearsheets that include a single photograph or sequence of photographs.

When submitting two entries, the entries must be separately en-

tered into the online system. Do not upload as two PDFs in the same entry.

Best Sports Photograph

*Two entries allowed, a fee applies to each entry
(For Groups I, II, III, IV and V)*

THE AWARD - To the newspaper publishing the best locally produced sports photograph or sequence of photographs on a single subject appearing in a single issue.

THE ENTRY - Submit a PDF of a tearsheet or tearsheets that include a single photograph or sequence of photographs.

When submitting two entries, the entries must be separately entered into the online system. Do not upload as two PDFs in the same entry.

Best Special Issue or Section

*One entry allowed; Register entry online and then mail
(For Groups I, II, III, IV and V)*

THE AWARD - To the newspaper publishing the best special edition, consisting of a complete and cohesive package of locally produced pictures, news stories and advertisements emphasizing a central theme of special local interest.

THE ENTRY - Submit either one complete issue or one section published during the contest year. An optional brief statement (less than 100 words) explaining the importance of the central theme to the community may be submitted with the entry. Register your entry in the online system, print the entry form and follow instructions for submitting tearsheet entries.

JUDGING CRITERIA:

1. *CONTENT*--variety of copy; completeness of local coverage; general appeal, originality and reader interest; relevancy of news copy and advertising to edition theme or subject; depth of writing evidenced in copy; and impact and thoughtfulness in headlines
2. *PICTURES*--emphasis on local pictures and their reader interest, excellence of presswork, quality of halftones and photography, unusualness of photos, quality display making use of white space, use of color and special art techniques to increase impact
3. *TYPOGRAPHY*--general make-up, use of special art or unusual advertising typography, selection and use of typefaces, illustrations and borders

Best Website

*One entry allowed
(For Groups I, II, III, IV and V)*

THE AWARD - Awarded to the newspaper with the best website in its category. Sites will be judged on quality and quantity of community content, ease of navigation, timeliness, special features such as links, interaction and design.

THE ENTRY - Submit the URL for your newspaper's website. Include a username and password if one is required to access all of your online content.

JUDGING CRITERIA:

1. *QUALITY AND QUANTITY OF COMMUNITY CONTENT*
2. *EASE OF NAVIGATION*
3. *TIMELINESS*
4. *SPECIAL FEATURES*--such as links, interaction and design

Suggestions for Contests Improvement?

We encourage you to submit your suggestions for improvements to the Contests by taking our survey at:

<http://ow.ly/X4ppg>

Entry Preparation Tips

Setting up your account

We encourage you to set up your account and enter early. As the deadline nears the system will slow down from heavy usage. See page 2 for login instructions.

Use full page PDFs of tearsheets

Please show the entire page on which the entry appears, including the date. All categories except Make-Up and Appearance, Sunday Editions and Best Special Issue or Section will be entered as tearsheets in PDF format.

Title your entry

Use an entry title that will clearly identify your entry for the judges—don't make the judges guess what they should be judging. For stories, use the first several words of the headline. For photos, use the first few words of the cutline or caption. For multiple stories use the "comments" field to list the entries. Use any file name you wish when uploading files—the judge will not see file names.

Maximum file size is 20 Megabytes/options

Judges will download your files to judge them, and may have 20 to 50 files to view in a single category. Please keep files under 20 MB. File types that may be uploaded are: PDF, JPG, GIF, and PNG. For larger files, you

Continued on page 8

DEADLINE FOR ENTRIES: FEBRUARY 19, 2016

Entry Preparation Tips continued

may use your own server or an outside service such as realviewdigital.com or issuu.com and provide the URL to the content with your entry.

Alternate options:

If you reduce your PDF file and it is still too large, you may choose to use a service such www.realviewdigital.com to create a URL for the entry. Enter that URL into the appropriate field when submitting your entry on www.betternewspaper-contest.com/2016TennesseeStatePressContests. Or, have them stored on your server and provide links with the entry.

Maximum number of attachments is 40

The entry requirements vary by category. The maximum number of attachments allowed by the system is 40. One may combine PDFs to reduce the number of attachments. See information below on "Combining several PDFs into one file."

Working with PDFs

Extracting one or more pages from a PDF

To extract one or more pages from a PDF, open the PDF file and select Document/Extract Pages and follow the instructions.

Combining several PDF files into one file

To combine several PDF files into one file, open one of the files and select Document/Insert Files and follow instructions.

Reducing PDF file size:

To reduce PDF file size: With the file open, click Advanced/PDF Optimizer. For both the color and the grayscale settings, set bicubic downsampling to 150 for images above 150. In the "Make compatible with" option, choose Acrobat 6. Save the file.

Save the date!

State Press Contests Awards Banquet

Thursday, July 21, 2016, 6:00 p.m.

Franklin Marriott Cool Springs

Franklin, Tennessee

The awards presentation is part of the TPA Summer Convention.

Educational sessions will be offered the following day.

Questions? Contact TPA at (865) 584-5761 —Robyn Gentile, ext. 105.

2016 Tennessee State Press Contests Payment Instructions

Submitting Payment

1. On the Manage Entries page, confirm your newspaper name, and number of entries submitted.
2. Click Calculate Entry Fee.
3. A list of all your enabled entries will be displayed, with the entry fee of \$8 per entry. Review the list of entries for accuracy. The Total Entry Fee Due is calculated at the bottom of the list.
4. Print this report to submit with your payment. Or if applicable, click on the payment link to pay for your contest entries with a credit card online.

Payment of entry fees must be received by March 4, 2016 in order for a newspaper's entries to be judged. **TPA will not invoice newspapers for entry fees.**

It is the entrant's responsibility to ensure that payment is processed to be received at the TPA headquarters on or before March 4, 2016.

ENTRY SERVICE FEES:

Newspaper: _____ City: _____

Contact Person: _____

E-mail Address for questions: _____

Entry Fee is \$8.00 per entry.

Total Number of Entries: _____ X \$8.00 = Amount Enclosed: **\$** _____

Please indicate your method of payment: Check: _____ Credit Card: _____

MAKE CHECK PAYABLE AND SEND ENTRIES TO:

Tennessee Press Association (865) 584-5761 Ext. 105
ATTN: State Press Contests
625 Market Street, Suite 1100
Knoxville, TN 37902

TO PAY BY CREDIT CARD:

Follow the instructions in the contests system or fax this form to (865) 584-6513

TPA will accept credit cards through our PayPal account. To pay in this manner, please list your e-mail address below for the invoice. The TPA accounting office (TPA_accounting@tnpress.com) will contact you by e-mail with a link that will allow you to pay by credit card:

E-mail Address for PayPal invoice: _____

ALL PAYMENTS MUST BE RECEIVED BY
MARCH 4, 2016 OR ENTRIES WILL BE
DISQUALIFIED.