

B *2008*
BETTER
newspapers
COMPETITION

Submit by **Wednesday, January 9, 2008** to enter the earlybird draw, worth up to \$1,500 toward the cost of one person attending the CCNA's National Convention in Toronto.

Final deadline is Friday, January 18, 2008.

CANADIAN COMMUNITY NEWSPAPERS ASSOCIATION

2008 BETTER NEWSPAPERS COMPETITION – ENTRY CRITERIA

Rules of Entry

1. DEFINITION OF AN ENTRANT:

Entrants must be Canadian Community Newspapers Association (CCNA) general or sustaining members in good standing as of December 31, 2008.

2. SCOPE OF THE COMPETITION:

All entries will be based on editions published during the 2007 calendar year.

3. APPLICABLE CIRCULATION FIGURES:

Circulation figures applicable to this competition are taken from latest first-edition audited or sworn figures as of December 1, 2007. Circulation figures can also be found in the 2008 CCNA Membership directory or on CCNA's web site at www.communitynews.ca/database/.

NEW

Community daily newspapers consisting of publications with five or more editions per week will automatically compete in the top circulation class for all categories.

4. LIMIT OF NUMBER OF ENTRIES:

Only one entry per member newspaper may be submitted in any category for the applicable circulation class.

5. ENTRY DEADLINES:

The earlybird deadline is Wednesday, January 9, 2008. Final entry deadline is Friday, January 18, 2008. All entries must be received at the CCNA office--8 Market St., Suite 300, Toronto, Ontario, M5E 1M6--postmarked or shipped prepaid prior to midnight on January 18. C.O.D. packages will not be accepted.

Entries that meet the earlybird requirements will be entered into a draw for a voucher worth up to \$1,500 toward the cost of attending the 2008 CCNA national convention in Toronto. Voucher can be used for one staff member, is non-transferable, and has no cash value. The earlybird draw is open to CCNA members only.

6. ENTRY FEES:

Entrants wishing to compete in the General Excellence category must pay the entry fee of \$60.00.

NEW

Entrants wishing to compete in the Premier Awards or Special Competitions categories must pay a base fee of \$55.00. An additional \$10.00 fee must be paid for each entry submitted in these categories.

A single cheque for the total entry fee plus 6% G.S.T. (5% as of January 1, 2008), payable to the Canadian Community Newspapers Association, must accompany the entry package from each newspaper. Credit card payments are also accepted.

7. FORMS:

All entries must be accompanied by a completed Entry Form ("Forms Page 1"). Entries not accompanied by an Entry Form will not be accepted.

8. IDENTIFICATION OF ENTRIES:

All entries must be clearly marked by category and class number using the entry tags ("Forms Pages 3-6"). Use tape or staples to keep entry materials together. Send all entries together in one package.

9. GENERAL EXCELLENCE:

Effective as of 2004, CCNA's General Excellence category is completely separate from those of the regional community newspaper associations. Members wishing to enter this category must submit to CCNA one issue from each of two months randomly selected by CCNA and enter them in the appropriate circulation class. (Members interested in entering their regional competition should contact their regional association for more information.)

10. PREMIER AWARDS, SPECIAL COMPETITIONS, CFB NEWSPAPERS:

One full-page tear sheet is required for each entry, or one set of tear sheets for multiple-page entries. Clearly identify the work to be judged. Photocopies and clippings will be disqualified. Incomplete entries will also be disqualified. (Consult the description of each class you are entering for materials to be submitted.)

11. WORKS PUBLISHED IN MULTIPLE PUBLICATIONS:

Any work published in more than one newspaper may only be entered by the CCNA member newspaper with the highest circulation. The work must be entered in the applicable circulation class for that newspaper. CCNA's Better Newspapers Competition committee, staff and judges reserve the right to disqualify any duplicate entries at any point that they are discovered during the competition.

12. PHOTOGRAPHIC ILLUSTRATIONS:

Any image created or manipulated beyond basic lighting or cropping changes using computer software may not be entered in the Best Spot News Photo, Best Feature Photo, Best Sports Photo or Best Photo Essay categories.

13. ANNOUNCEMENT OF FINALISTS:

**CANADIAN COMMUNITY NEWSPAPERS ASSOCIATION
2008 BETTER NEWSPAPERS COMPETITION – ENTRY CRITERIA**

The top three finalists in each class will be announced in alphabetical order on the CCNA web site, www.communitynews.ca, on Monday, March 10, 2008.

14. ANNOUNCEMENT OF WINNERS:

Winners will be announced during the 89th CCNA National Convention at an awards ceremony to be held on Friday, May 9, 2008, in Toronto. Complete convention details may be found at www.communitynews.ca/convention/.

15. The decision of the judges shall be final.

16. Entries become the property of the Canadian Community Newspapers Association and may be reproduced by CCNA in any of its publications.

NOTE: Maintain a copy of your submissions for later announcements. Due to the high volume of entries, CCNA is unable to trace individual entries following submission to judges. Use the Entry Summary Sheet ("Forms Page 2") to record your entries for your files.

If you have any questions, please call the CCNA office toll-free at 1-877-305-CCNA (2262).

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General Excellence

General Excellence

This award is based on the total newspaper and recognizes outstanding overall achievement in the community press. Newspapers submit to CCNA one copy of each of two issues--one from the month of May, 2007, and one from the month of November, 2007. (Please refer to the Rules of Entry, Rule No. 9, "General Excellence".) Awards will be given for Best All-Round Newspaper, Best Front Page and Best Editorial Page. Blue Ribbon awards will be awarded to any newspapers deemed deserving of honourable mention by the judging panel. Judges will select the top three newspapers based on the following scoring system: Editorial – Range of Coverage and Editorial design 35 points; Quality of Writing 15 points; Photography 15 points; Ad design and Copy Editing 15 points; Typography and Design 10 points; Print quality 5 points; Layout and Effective use of colour 5 points; total 100 points. Judges will provide comments about the winning newspapers, as well as a brief critique of each entry.

- **Class 1011 - Circulation up to 1,249**
- **Class 1012 - Circulation 1,250 to 1,999**
- **Class 1013 - Circulation 2,000 to 2,999**
- **Class 1014 - Circulation 3,000 to 3,999**
- **Class 1015 - Circulation 4,000 to 6,499**
- **Class 1016 - Circulation 6,500 to 12,499**
- **Class 1017 - Circulation 12,500 to 24,999**
- **Class 1018 - Circulation 25,000 and over**

Premier Awards

Best News Story

An entry will consist of one story published in one issue dealing with a local event of some newsworthy importance. Judging will be based on local content, impact, timeliness and quality of writing. Entry must include one set of full-page tear sheets containing the article, with the article clearly marked and visible for judging. An explanatory letter may accompany the entry to provide background information. Please include the writer's name with the entry. Syndicated material will not be accepted.

- **Class 2011 - Circulation up to 3,999**
- **Class 2012 - Circulation 4000 to 12,499**
- **Class 2013 - Circulation 12,500 and over**

Best Feature Story

Moosomin World-Spectator Trophy

Sponsored by the Moosomin World-Spectator, Moosomin, Sask.

A feature takes an in-depth look at what's going on behind the news. It gets into the lives of people. It tries to explain why and how a trend developed. Unlike news, a feature does not have to be tied to a current event or a breaking story. But it can grow out of something that's reported in the news. An entry will consist of one story published in one issue about one specific subject of local interest. Entry must include full-page tear sheets, with the article clearly marked and visible for judging. Please include the writer's name with the entry. Syndicated material will not be accepted and covering letters will not be considered.

- **Class 2021 - Circulation up to 3,999**
- **Class 2022 - Circulation 4000 to 12,499**
- **Class 2023 - Circulation 12,500 and over**

Best Feature Series

Saskatchewan Weekly Newspapers Association Trophy

Sponsored by SWNA

An entry will consist of a series of two to four stories about one specific subject of local interest. Judging will be based on approach, quality of writing, clarity of presentation and uniqueness. Entry must include full-page tear sheets with the articles clearly marked and visible for judging. Please include the writer's name with the entry. Syndicated material will not be accepted.

- **Class 2031 - Circulation up to 3,999**
- **Class 2032 - Circulation 4,000 to 12,499**
- **Class 2033 - Circulation 12,500 and over**

CANADIAN COMMUNITY NEWSPAPERS ASSOCIATION 2008 BETTER NEWSPAPERS COMPETITION – ENTRY CRITERIA

Outstanding Columnist

*George Cadogan Memorial Outstanding Columnist Award
Sponsored by Cadogan Foundation Inc.*

Entries will be from those who write a general interest column on a regular basis for a CCNA member paper of any circulation. Entries should be lively, original, tight and grammatical. They should show some courage regarding local issues. Covering more than one subject is good. Presentation counts. An entry will consist of full-page tear sheets of columns from three consecutive weeks of your choosing during the 12-month period ending December 31, 2007. A \$500 cash prize will be awarded to the winning columnist.

- **Class 2041 - Circulation open**

Outstanding Reporter Initiative

An entry will consist of at least one story or a series of stories published in 2007. Stories may cover a variety of topics including science, education, public health, business, etc. Judging will be based on local relevance, quality of writing and depth of research. A letter from the publisher or editor should accompany the entry to elaborate on the circumstances under which the story was obtained. Please include the writer's name with the entry.

- **Class 2051 - Circulation up to 9,999**
- **Class 2052 - Circulation 10,000 and over**

Best National Editorial

*Charles Hawkins Memorial Trophy
Sponsored by Manitoba Community Newspapers Association*

This award is intended to recognize editorial writing of national focus rather than local, which contributes to better understanding of human relationships in Canada between individuals, regions or races. The award seeks to stimulate more editorial writing in community papers on broad Canadian subjects. The purpose of any writing submitted should be to provide and stimulate the thinking of the readers. Emphasis in this competition is on individual effort regardless of the size of the newspaper. An entry will consist of one full-page tear sheet containing the editorial. Please include the writer's name with the entry.

- **Class 2061 - Circulation up to 9,999**
- **Class 2062 - Circulation 10,000 and over**

Best Local Editorial

Sponsored by Glacier Publications

The intent of this award is to recognize excellence in dealing editorially with issues that are of purely local or regional interest. Entries should be stimulating, well researched, clearly stated expressions of opinion on topics of local importance. Background material may be submitted to broaden the judges' understanding of the issue. An entry will consist of one full-page tear sheet containing the editorial. Please include the writer's name with the entry.

- **Class 2071 - Circulation up to 3,999**
- **Class 2072 - Circulation 4,000 to 12,499**
- **Class 2073 - Circulation 12,500 and over**

Best Historical Story

An entry will consist of one story published in one issue, dealing with local history. This entry should record community-wide interest in an event, observance or personage(s) that could have some national heritage importance. If a newspaper published a historical section, it must identify which story is to be judged. Judging will be based on local relevance, impact, quality of writing and interest generated as perceived by the judges. Entry must include a full-page tear sheet with the article clearly marked and visible for judging. Syndicated material will not be accepted.

- **Class 2081 - Circulation up to 3,999**
- **Class 2082 - Circulation 4,000 to 12,499**
- **Class 2083 - Circulation 12,500 and over**

Best Headline Writing

Submit full-page tearsheets of your three best headlines from any issues published in the 2007. The headlines must have been written by regular staff members for locally produced staff stories. Headline entries can come from any section of a regular edition and each must be clearly identified on the page. Judging will be based on accuracy, cleverness, creativity, impact and originality. Judges will consider all three headlines as one entry.

- **Class 2091 - Circulation open**

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Best Local Cartoon

An entry will consist of a non-syndicated cartoon pertaining to a subject of local community interest for that paper. It should be accompanied with a typed, brief explanatory letter. A full-page tear sheet containing the cartoon must be submitted. Please include the cartoonist's name with the entry.

- **Class 2101 - Circulation up to 9,999**
- **Class 2102 - Circulation 10,000 and over**

Best Spot News Photo

A spot news photo is a published photo of an unscheduled event for which no advance planning was possible. It must contain emotion, expression of interest, action or illusion of movement, with good exposure, composition and reproduction. An entry will consist of one full-page tear sheet with the photo clearly marked and visible for judging. One picture or single subject sequence only will be accepted for judging. Actual prints are not necessary. Please include the photographer's name with the entry. Any image created or manipulated beyond basic lighting or cropping changes with computer software is not acceptable. Scoring system: News or feature value 25 points; Impact 20 points; Presentation (focus, clarity reproduction, cropping, cutline) 5 points; total 50 points.

- **Class 2111 - Circulation up to 3,999**
- **Class 2112 - Circulation 4,000 to 12,499**
- **Class 2113 - Circulation 12,500 and over**

Best Feature Photo

A feature photo must contain imagination, initiative and technical skill. An entry will consist of one full-page tear sheet with the photo clearly marked and visible for judging. One picture or single subject sequence only will be accepted for judging. Actual prints are not necessary. Please include the photographer's name with the entry. Any image created or manipulated beyond basic lighting or cropping changes with computer software is not acceptable. Scoring system: News or feature value 15 points; Impact 15 points; Originality and foresight 15 points; Presentation (focus, clarity, reproduction, cropping, cutline) 10 points; total 55 points.

- **Class 2121 - Circulation up to 3,999**
- **Class 2122 - Circulation 4,000 to 12,499**
- **Class 2123 - Circulation 12,500 and over**

Best Sports Photo

A sports photo must convey emotional impact of the moment to sum up a sports event, displaying foresight and ingenuity on the part of the photographer. An entry will consist of one full-page tear sheet with the photo clearly marked and visible for judging. One picture or single subject sequence only will be accepted for judging. Actual prints are not necessary. Please include the photographer's name with the entry. Any image created or manipulated beyond basic lighting or cropping changes with computer software is not acceptable. Scoring system: Impact 15 points; Originality and foresight 15 points; Presentation (focus, clarity, reproduction, cropping, cutline) 10 points; total 40 points.

- **Class 2131 - Circulation up to 3,999**
- **Class 2132 - Circulation 4,000 to 12,499**
- **Class 2133 - Circulation 12,500 and over**

Best Photo Essay

A well-presented storytelling photographic essay is an important communicator. This award recognizes photographic excellence, attention to composition, communication, quality of pictures, presentation, graphic display and completeness of the message. An entry will consist of one set of full-page tear sheets containing a series of two or more photos. Actual prints are not necessary. Please include the photographer's name with the entry. Any image created or manipulated beyond basic lighting or cropping changes with computer software is not acceptable beyond basic lighting or cropping changes. Scoring system: Photographic narrative 20 points; News or feature value 15 points; Impact 15 points; Originality and foresight 15 points; Presentation (focus, clarity, reproduction, cropping, cutlines) 10 points; total 75 points.

- **Class 2141 - Circulation up to 3,999**
- **Class 2142 - Circulation 4,000 to 12,499**
- **Class 2143 - Circulation 12,500 and over**

Best Photo Illustration

George Holmes Memorial Trophy
Sponsored by the Holmes Family, Alberta

This award recognizes the skill and craft of creative manipulation of photographic images beyond the traditional scope of simple photographic reproduction to better illustrate community newspapers and communicate with readers. It is open to all newspapers regardless of circulation size. An entry will consist of one work in black-and-white or colour, with one of the following two identifiers in a manner easily readable: "Photo Illustration" or "Composite photo." The photographic elements of the work must be either

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original works owned by the newspaper or photos used with the permission of the photographer and/or owner. It may contain one or more images, including type or art elements in any combination. Type or art elements must be original works owned by the newspaper, properly licensed artwork, or used with the permission of the creator. An affidavit signed by the publisher attesting to these requirements must be attached to the entry. Electronic files or hard copies of the original photo(s) used in creating the photo illustration may be submitted with the entry as background material. Please include the name of the artist with the entry. The work will be judged on creativity, technical skill, overall impact and effectiveness in the communication of ideas to the reader.

- **Class 2151 - Circulation open**

Best In-House Ad Campaign

Metro Creative Graphics Trophy
Sponsored by Metro Creative Graphics

This award recognizes the best ad campaign launched by a newspaper to promote itself to readers, advertisers and other stakeholders in the community. An entry will consist of full-page tear sheets of a minimum of three (3) different display ads or a series of at least three (3) related but non-identical ads. Minimum size is 3 columns x 8 inches. Entries become the property of CCNA and may be circulated for member use. The intent of this award is to recognize those newspapers that take care in concept and design to promote their own newspaper or a service the newspaper provides.

- **Class 2161 - Circulation up to 9,999**
- **Class 2162 - Circulation 10,000 and over**

Best Ad Design

An entry will consist of one display advertisement or one series of different advertisements which carry the same theme and are for the same client. Judging will be based on effective use of photography or artwork, impact (i.e., attention-pulling power), copy writing, general appearance and balance. Entry must include full-page tear sheets with the ads clearly marked and visible for judging.

- **Class 2171 - Circulation up to 3,999**
- **Class 2172 - Circulation 4,000 to 12,499**
- **Class 2173 - Circulation 12,500 and over**

Best Newspaper Promotion

Through one of the following ways, this award recognizes the newspaper that: 1) sponsors or originates a community event; 2) promotes the newspaper through participation in an existing event; 3) develops a total newspaper promotion; or, 4) promotes in an effective way some aspect of the newspaper, such as circulation, advertising, news, etc. An entry will consist of full details of the program, newspaper coverage, media used, costs and a summary explanation that reports on the impact and effectiveness of the promotion. A 1-2 page explanatory letter summarizing the promotion must accompany the entry.

- **Class 2181 - Circulation up to 3,999**
- **Class 2182 - Circulation 4,000 to 12,499**
- **Class 2183 - Circulation 12,500 and over**

Outstanding Community Service

An entry will consist of a report on a single project which extends beyond the normal community service mission of the newspaper, such as a community event sponsored or originated by the newspaper. A 1-2 page explanatory letter summarizing the community service project must accompany the entry. The presentation should convey to judges through tear sheets, letters, clippings, photos and other descriptive accounts the involvement of the newspaper in this community service. The report may cover several years but must have concluded in 2007. Judges will consider the relative importance of projects, depth of research and reporting on projects, effective use of photos and editorials, appeal and newspaper involvement.

- **Class 2191 - Circulation up to 9,999**
- **Class 2192 - Circulation 10,000 and over**

Best Christmas Edition

Black Press Trophy
Sponsored by Black Press

An entry will consist of one complete copy of the special Christmas issue published during December 2007, featuring Christmas greetings and stories. In cases where a separate Christmas section was published, both the main section and the holiday section must be submitted. Points will be awarded as follows: General impression, 15 points; Editorial theme, consistency and originality, 15 points; Local editorial content, 10 points; Regular news coverage, 10 points; Graphics, 5 points; Advertising quality, 5 points; total 60 points.

- **Class 2201 - Circulation up to 3,999**
- **Class 2202 - Circulation 4,000 to 12,499**
- **Class 2203 - Circulation 12,500 and over**

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Best Coverage of the Arts

This award recognizes newspapers for coverage of the arts in the community. Submit at least three (3), but no more than five (5), examples of coverage, including news stories, features, editorials and/or photographs. An entry will consist of full-page tear sheets with the stories clearly marked for judging. Judging will be based on local interest, approach, quality of writing, clarity of presentation and uniqueness.

- **Class 2211 - Circulation up to 9,999**
- **Class 2212 - Circulation 10,000 and over**

Best Sports Coverage

An entry will consist of one or more full-page tear sheets dealing with sports coverage from a single issue. An explanatory letter may be attached to the entry to provide background information. Scoring system: Scope and excellence of editorial content and statistics page, 20 points; Overall impact 10 points; Graphic layout 10 points; Photo content 10 points; total 50 points.

- **Class 2221 - Circulation up to 3999**
- **Class 2222 - Circulation 4000 to 12499**
- **Class 2223 - Circulation 12500 and over**

Best Special Section

Transcontinental Weeklies Trophy

Sponsored by Transcontinental Weeklies

A special section is a stand-alone piece on a specific subject not produced regularly by the newspaper. An entry will consist of one newspaper section only that includes both editorial and advertising content. Judging will be based on the originality of the idea, creativity, impact of the section, local editorial content relative to the idea, advertising design, layout and typography.

- **Class 2231 - Circulation up to 3999**
- **Class 2232 - Circulation 4000 to 12499**
- **Class 2233 - Circulation 12500 and over**

Best Web Site Design

A strong web site is easy to navigate, has an appealing design, and valuable information. Entries will consist of the newspaper's URL (web site address) printed on the entry form. It is not necessary to print out a page from your web site because entries will be reviewed online by judges. Entries will be judged on: Editorial content/information value, 25 points; Overall design (ease of use, creativity, visual appeal), 25 points; Use of advertising (both for self-promotion and revenue), 15 points; Relevance to your community/reflection of community in the site, 15 points; Interactivity, 10 points; Immediacy, 10 points; total 100 points.

- **Class 2241 - Circulation up to 3999**
- **Class 2242 - Circulation 4000 to 12499**
- **Class 2243 - Circulation 12500 and over**

Best Canadian Forces Base Newspaper

Issues: One issue from the month of May, 2007, and one issue from the month of November, 2007. Entry requirements: An entry will consist of one issue from each of the months specified above. Include a covering letter detailing circulation, name of person responsible for the paper, and age of paper. Include an entry form and a Canadian Forces Base Newspaper entry tag. Judging will be done by experienced newspaper people familiar with the conditions under which CFB newspapers are produced. Scoring system: Quality of news content 20 points; Photography 10 points; Make-up & typography 5 points; Features & columns 10 points; Advertising & general impression 5 points; total 50 points.

- **Class 2251 – Circulation Open**

Special Competitions

Environmental Writing

The Best Environmental Writing award recognizes the news, features, and editorials which best deal with environmental subjects having impact upon the communities served. An entry must include full-page tear sheet(s) with the article or series of articles clearly marked and visible for judging. An explanatory letter must accompany the entry to provide background information. Judging will be based on local content, impact and quality of writing.

- **Class 3011 - Circulation up to 9,999**
- **Class 3012 - Circulation 10,000 and over**

Excellence in Rural Reporting

Entries must focus on rural development in Canada. This award recognizes a positive contribution in journalism on any of the following criteria:

- Development of a higher quality of life in rural and remote communities through societal improvements in attitudes, technology, science, infrastructure, services, etc.;
- Commitment to improve a rural or remote community's quality of life (by an individual, group or organization);
- Innovative approaches to building a higher quality of life in rural and remote communities;
- An individual's contribution to developing a solution(s) to challenges facing a rural or remote community.

An entry will consist of one article or a series of no more than three related articles that have been published in a CCNA-member community newspaper, written by a journalist employed by the newspaper or freelancer. Judging will be based on local content, relevance and interest, approach/uniqueness of writing, quality of writing, clarity of presentation and depth of research.

- **Class 3021 - Circulation open**

Best Business Writing Award

Canadian National Trophy

Sponsored by Canadian National

This award recognizes the newspaper judged to have written and presented the best business writing dealing with a community-oriented business or industry issue. An entry will consist of a story or series of stories written by a journalist employed by the newspaper or freelancer. Entries may be in the form of feature or news stories, editorials or special sections. Full-page tear sheets are required. Syndicated material will not be accepted.

- **Class 3031 - Circulation up to 9,999**
- **Class 3032 - Circulation 10,000 and over**

Best Agricultural Edition

Sponsored by Glacier Publications

An entry will consist of a special agricultural edition dealing with agriculture in general or a specialized aspect of agriculture appropriate to the CCNA member's coverage area. Judging will be based on editorial content, advertising content, effectiveness of presentation, photographic coverage, localization of the theme and general appearance. Scoring system: Editorial content 10 points; Effectiveness of presentation 10 points; Photographic coverage 10 points; General appearance 10 points; Advertising content 5 points; Localization of the theme 5 points; Total 50 points.

- **Class 3041 - Circulation up to 9,999**
- **Class 3042 - Circulation 10,000 and over**

Best Agricultural Story

Sponsored by Agricore United

This award recognizes excellence in writing by an individual journalist, dealing with a community-oriented agricultural issue. An entry will consist of a single news or feature story that focuses on issues facing agriculture in general, or an agricultural story specific to the newspaper's coverage area. Full-page tear sheets are required with the story clearly marked and visible for judging. Syndicated material will not be accepted. An explanatory letter from the editor or publisher may accompany the entry to provide background information. Please include the writer's name with the entry. Judging will be based on agricultural content, impact, timeliness, quality of writing, and representation of the agricultural industry. Cash prizes will be awarded as follows: \$1000 first place; \$500 second place; \$250 third place.

- **Class 3051 - Circulation open**