



# MA MURRAY COMMUNITY NEWSPAPER A W A R D S

# Cartoonist Award

This award recognizes excellence in editorial cartooning, including ability to provoke thought and take a fearless stand on issues. The cartoon must be from a local source & not syndicated. The topic can be of local, regional, or national interest, but it **MUST** show how the issue impacts on the local community.

Provide a brief explanation of the issue or event that forms the basis of the cartoon entry.

Entries are judged on:

- Overall impact (ability to stimulate thought, relevance to community) . . . . 40
  - Artistic ability . . . . . 30
  - Originality & freshness of approach . . . . . 30
- Total . . . . . /100

- \*maximum of 3 entries per newspaper*
- \*each entry must be from a different artist*
- \*submit full tearsheet with 2002 dateline visible*
- \*photocopies okay*

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*Name of the newspaper*

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*Hometown of this newspaper*

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*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

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*Title of submission*

*Entrant's comments:*

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**MA MURRAY  
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NEWSPAPER  
A W A R D S**

# Neville Shanks Memorial Award for Historical Writing

This award is presented to the best article or series of articles (by the same author on the same topic) covering local history. If you publish a history section in your newspaper, you must clearly identify which article is to be judged. The article or series should increase awareness of local history within the community.

Entries will be judged on:

- Quality & clarity of writing (style, organization of thoughts, grammar). . . . . 30
  - Quality of reporting (research, initiative, comprehensiveness). . . . . 30
  - Original treatment of the topic & relevance to community. . . . . 20
  - Effectiveness in enhancing the public understanding of, or interest in, history in the community. . . . . 20
- Total . . . . . /100

- \*maximum of 3 entries per newspaper*
- \*each entry must be from a different author*
- \*submit full tearsheet with 2002 dateline visible*
- \*photocopies okay*

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*Name of the newspaper*

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*Hometown of this newspaper*

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*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

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*Title of submission*

*Entrant's comments:*

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**MA MURRAY  
COMMUNITY  
NEWSPAPER  
A W A R D S**

# Columnist Award

This award recognizes excellence in writing by a local general interest columnist. The column must be published on a weekly basis and be non-syndicated. Two samples per entry must be enclosed.

Entries will be judged on:

- Quality & clarity of writing (style, organization of thoughts, grammar) . . . . 40
- Choice of subject matter, including appeal to readers . . . . . 30
- Originality & freshness of approach . . . . . 30

Total . . . . . /100

- \*maximum of 3 entries per newspaper*
- \*each entry must be from a different author*
- \*submit full tearsheet with 2002 dateline visible*
- \*photocopies okay*

\_\_\_\_\_  
*Name of the newspaper*

\_\_\_\_\_  
*Hometown of this newspaper*

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*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

\_\_\_\_\_  
*Title of submission*

*Entrant's comments:*

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# MA MURRAY COMMUNITY NEWSPAPER A W A R D S

## Editorial Award

This award recognizes excellence in editorial writing, including ability to provoke thought and take a fearless stand on issues. Submissions should include a single editorial or editorial series dealing with a single issue or event. The topic can be of local, regional, or national interest, but it **MUST** show how the issue impacts on the local community.

Entries are judged on:

- Overall impact (ability to stimulate thought, relevance to community) . . . . 30
  - Quality & clarity of writing (style, organization of thoughts, grammar). . . . 30
  - Persuasion and reasoning (includes quality of questions raised  
& solutions offered). . . . . 20
  - Style & originality . . . . . 20
- Total . . . . . /100

- \*maximum of 3 entries per newspaper*
- \*submit full tearsheet with 2002 dateline visible*
- \*each entry must be from a different author*
- \*photocopies okay*

\_\_\_\_\_  
*Name of the newspaper*

\_\_\_\_\_  
*Hometown of this newspaper*

\_\_\_\_\_  
*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

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*Title of submission*

*Entrant's comments:*

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# MA MURRAY COMMUNITY NEWSPAPER A W A R D S

# Hard News Writing Award

Hard news stories are based on current events and focus on facts, rather than human interest stories (natural disasters, legal cases, etc). This award goes to the best hard news article relating to an important news story in, or impacting on, the community. Entries should show journalistic initiative and promote public awareness of a major local news event. The winning news story will exhibit an approach and extra effort that sets it apart from usual news coverage.

Entries are judged on:

- Quality of reporting (research, initiative, comprehensiveness). . . . . 40
  - Quality & clarity of writing (style, organization of thoughts, grammar). . . . 30
  - Overall impact and significance to community. . . . . 30
- Total . . . . . /100

- \*maximum of 3 entries per newspaper*
- \*each entry must be from a different author*
- \*submit full tearsheet with 2002 dateline visible*
- \*photocopies okay*

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*Name of the newspaper*

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*Hometown of this newspaper*

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*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

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*Title of submission*

*Entrant's comments:*

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**MA MURRAY  
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A W A R D S**

# Features Writing Award

Features go beyond the news, providing a more in-depth look at the issues and people of the community. Entries must relate to a topic or issue in, or impacting on, the community. Entries should be thought provoking and relevant to the community.

Entries are judged on:

- Quality of reporting (research, initiative, comprehensiveness). . . . . 40
- Quality & clarity of writing (style, organization of thoughts, grammar). . . . 30
- Original treatment of the topic & relevance to community. . . . . 30

Total . . . . . /100

- \*maximum of 3 entries per newspaper*
- \*each entry must be from a different author*
- \*submit full tearsheet with 2002 dateline visible*
- \*photocopies okay*

\_\_\_\_\_  
*Name of the newspaper*

\_\_\_\_\_  
*Hometown of this newspaper*

\_\_\_\_\_  
*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

\_\_\_\_\_  
*Title of submission*

*Entrant's comments:*

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# MA MURRAY COMMUNITY NEWSPAPER AWARDS

# Environmental Writing Award

Awarded to the best article, feature, or series relating to an environmental topic or issue in, or impacting on, the community. The winning entry should enhance public awareness or understanding of environmental issues. The entry should not be an editorial.

Entries are judged on:

- Quality & clarity of writing (style, organization of thoughts, grammar). . . . . 30
  - Quality of reporting (research, initiative, comprehensiveness). . . . . 30
  - Original treatment of the topic & relevance to community. . . . . 20
  - Impact on readers/enhancement of public awareness  
of environmental issues. . . . . 20
- Total . . . . . /100

- \*maximum of 3 entries per newspaper*
- \*each entry must be from a different author*
- \*submit full tearsheet with 2002 dateline visible*
- \*photocopies okay*

---

*Name of the newspaper*

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*Hometown of this newspaper*

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*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

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*Title of submission*

*Entrant's comments:*

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# MA MURRAY COMMUNITY NEWSPAPER A W A R D S

## Outdoor Recreation Writing Award

This award is given to the best article, feature or series about outdoor recreation opportunities in the local area. It may feature a group, individual, or an outdoor recreation activity. The winning entry should help people become more aware of, and/or more involved in, outdoor recreation opportunities in the community or address a community problem related to those activities.

Entries are judged on:

- Quality & clarity of writing (style, organization of thoughts, grammar). . . . 30
  - Quality of reporting (research, initiative, comprehensiveness). . . . . 30
  - Original treatment of the topic & relevance to community. . . . . 20
  - Effectiveness in enhancing the public understanding of, or interest in, outdoor recreation opportunities in the community. . . . . 20
- Total . . . . . /100

- \*maximum of 3 entries per newspaper*
- \*each entry must be from a different author*
- \*submit full tearsheet with 2002 dateline visible*
- \*photocopies okay*

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*Name of the newspaper*

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*Hometown of this newspaper*

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*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

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*Title of submission*

*Entrant's comments:*

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# MA MURRAY COMMUNITY NEWSPAPER A W A R D S

# Sports Writing Award

This award is given to the best article, feature or series highlighting sports activities in the community. The focus can be on an individual, a sporting team, event, sports activity, innovations, history, etc – but it must relate directly to sports in the community. The winning entry should help people become more aware of, and more involved in, sports & fitness activities in the community or address a community problem related to those activities. The award strives to recognize a sports story that goes beyond the normal game recount or single interview profile.

Entries are judged on:

- Quality & clarity of writing (style, organization of thoughts, grammar). . . . . 30
  - Quality of reporting (research, initiative, comprehensiveness). . . . . 30
  - Original treatment of the topic & interest to community . . . . . 20
  - Effectiveness in enhancing the public understanding of, or interest in, sports & fitness in the community . . . . . 20
- Total . . . . . /100

- \*maximum of 3 entries per newspaper*
- \*each entry must be from a different author*
- \*submit full tearsheet with 2002 dateline visible*
- \*photocopies okay*

\_\_\_\_\_  
*Name of the newspaper*

\_\_\_\_\_  
*Hometown of this newspaper*

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*Name of writer/team leader/photographer/designer, etc as you would like it to appear on the award certificate*

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*Title of submission*

*Entrant's comments:*

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# MA MURRAY COMMUNITY NEWSPAPER AWARDS

# Business Writing Award

Awarded to the best article, column, or feature that highlights business issues relevant to your community. Entries are judged on their effectiveness in enhancing public understanding of business issues as they relate to the community. The topic may be a national or regional business issue, but it **MUST** show how it impacts the local community.

Entries are judged on:

- Quality & clarity of writing (style, organization of thoughts, grammar). . . . 30
  - Quality of reporting (research, initiative, comprehensiveness). . . . . 30
  - Original treatment of the topic & relevance to community. . . . . 20
  - Effectiveness in enhancing the public understanding or interest in  
local business issues . . . . . 20
- Total . . . . . /100

- \*maximum of 3 entries per newspaper*
- \*each entry must be from a different author*
- \*submit full tearsheet with 2002 dateline visible*
- \*photocopies okay*

\_\_\_\_\_  
*Name of the newspaper*

\_\_\_\_\_  
*Hometown of this newspaper*

\_\_\_\_\_  
*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

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*Title of submission*

*Entrant's comments:*

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# MA MURRAY COMMUNITY NEWSPAPER AWARDS

# Arts & Culture Writing Award

Awarded to the best article, feature or series highlighting performing, visual or literary arts in the community (can be fine or folk art). The focus can be on an individual, group, event, innovations, history, etc – but it must relate directly to arts and culture in the community. The winning entry should help people become more aware of and/or more involved in arts & culture opportunities or issues in the community. It may also address a community problem related to those activities. The award strives to recognize a story that goes beyond the usual arts review or single interview profile.

Entries are judged on:

- Quality & clarity of writing (style, organization of thoughts, grammar). . . . 30
  - Quality of reporting (research, initiative, comprehensiveness). . . . . 30
  - Original treatment of the topic & interest to community . . . . . 20
  - Effectiveness in enhancing the public understanding of, or interest in, arts & culture in the community . . . . . 20
- Total . . . . . /100

- \*maximum of 3 entries per newspaper*
- \*each entry must be from a different author*
- \*submit full tearsheet with 2002 dateline visible*
- \*photocopies okay*

\_\_\_\_\_  
*Name of the newspaper*

\_\_\_\_\_  
*Hometown of this newspaper*

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*Name of writer/team leader/photographer/designer, etc as you would like it to appear on the award certificate*

\_\_\_\_\_  
*Title of submission*

*Entrant's comments:*  
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A W A R D S

# Feature Photo Award: B&W

Circulation under 10,000     Circulation over 10,000

(check one)

Photos should depict an event or scene considered to be of a feature photo nature (such as people, animals, scenery). Staff or regular freelancers must take the photo.

Entries are judged on:

- Human interest & impact on reader . . . . . 40
  - Originality & forethought . . . . . 30
  - Technical ability (angle, focus, clarity, exposure, etc) . . . . . 30
- Total . . . . . /100

*\*maximum of 3 entries per newspaper*

*\*each entry must be from a different photographer*

*\*submit full tearsheet with 2002 dateline visible; you may also include an original print*

*\*original tearsheets only*

\_\_\_\_\_  
*Name of the newspaper*

\_\_\_\_\_  
*Hometown of this newspaper*

\_\_\_\_\_  
*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

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*Title of submission*

*Entrant's comments:*

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**MA MURRAY  
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# Feature Photo Award: Colour

Circulation under 10,000     Circulation over 10,000  
(check one)

Photos should depict an event or scene considered to be of a feature photo nature (such as people, animals, scenery). Staff or regular freelancers must take the photo.

Entries are judged on:

- Human interest & impact on reader . . . . . 40
  - Originality & forethought . . . . . 30
  - Technical ability (angle, focus, clarity, exposure, etc) . . . . . 30
- Total . . . . . /100

- \*maximum of 3 entries per newspaper*
- \*each entry must be from a different photographer*
- \*submit full tearsheet with 2002 dateline visible; you may also include an original print*
- \*original tearsheets only*

\_\_\_\_\_  
*Name of the newspaper*

\_\_\_\_\_  
*Hometown of this newspaper*

\_\_\_\_\_  
*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

\_\_\_\_\_  
*Title of submission*

*Entrant's comments:*  
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**MA MURRAY  
COMMUNITY  
NEWSPAPER  
A W A R D S**

# Spot News Photo Award: B&W or Colour

Circulation under 10,000     Circulation over 10,000  
(check one)

A spot news photo illustrates an unplanned news event happening in the community. It must contain emotion and action or illusion of movement. Staff or regular freelancers must take the photo.

Entries are judged on:

- News value & action . . . . . 30
  - Human interest & impact on reader. . . . . 30
  - Originality & ingenuity. . . . . 20
  - Technical ability (angle, focus, clarity, exposure, etc) . . . . . 20
- Total . . . . . /100

*\*maximum of 3 entries per newspaper*  
*\*each entry must be from a different photographer*  
*\*submit full tearsheet with 2002 dateline visible; you may also include an original print*  
*\*original tearsheets only*

\_\_\_\_\_  
*Name of the newspaper*

\_\_\_\_\_  
*Hometown of this newspaper*

\_\_\_\_\_  
*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

\_\_\_\_\_  
*Title of submission*

*Entrant's comments:*  
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**MA MURRAY  
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# Sports Photo Award: B&W or Colour

Circulation under 10,000     Circulation over 10,000  
(check one)

A sports photo must convey emotional impact to sum up a sports event, requiring quick forethought and ingenuity on the part of the photographer. The winning entry should inspire an appreciation for, or understanding of, sports in the community. Staff or regular freelancers must take the photo.

Entries are judged on:

- Sports value (contributes to an appreciation or understanding of sports) . . . 30
  - Overall impact on readers . . . . . 30
  - Originality & ingenuity . . . . . 20
  - Technical ability (angle, focus, clarity, exposure, etc) . . . . . 20
- Total . . . . . /100

*\*maximum of 3 entries per newspaper*

*\*each entry must be from a different photographer*

*\*submit full tearsheet with 2002 dateline visible; you may also include an original print*

*\*original tearsheets only*

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*Name of the newspaper*

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*Hometown of this newspaper*

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*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

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*Title of submission*

*Entrant's comments:*

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# MA MURRAY COMMUNITY NEWSPAPER AWARDS

# Ad Campaign Award

Awarded to the best ad campaign (black and white or colour), developed and executed by the newspaper for an advertising client. The advertisements must be produced entirely in-house, using original art, photography, and copy writing.

Entries are judged on:

- Overall impact & success in communicating message . . . . . 30
  - Design (includes typography, layout, headlines) . . . . . 20
  - Quality of copy writing (unique selling proposition, benefit statements, etc) . . . . . 20
  - Images/graphics (MUST be original) . . . . . 20
  - Creativity/originality . . . . . 10
- Total . . . . . /100

*\*maximum of 3 entries per newspaper*

*\*submit full tearsheet with 2002 dateline visible*

*\*If the campaign was a team effort, each entry must be headed by a different team leader. Please indicate the leader's name (e.g) Joanne Smith & team*

*\*original tearsheets only*

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*Name of the newspaper*

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*Hometown of this newspaper*

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*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

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*Title of submission*

*Entrant's comments:*

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# MA MURRAY COMMUNITY NEWSPAPER AWARDS

## Ad Design Award: Process Colour

Awarded to the best single ad produced for the newspaper's client and printed using process colours (but not necessarily containing a process colour photo). The advertisement must be produced entirely in-house, using original art, photography, and copy writing. Effective use of colour will be judged as to how it makes the ad stand out on the page.

Entries are judged on:

- Overall impact & success in communicating its message . . . . . 30
  - Design (includes typography, layout, headlines) . . . . . 20
  - Use of colour . . . . . 20
  - Quality of copy writing (unique selling proposition, benefits statements, etc) . . . . . 10
  - Images /graphics (MUST be original) . . . . . 10
  - Creativity/originality . . . . . 10
- Total . . . . . /100

- \*maximum of 3 entries per newspaper*
- \*each entry must be from a different designer*
- \*submit full tearsheet with 2002 dateline visible*
- \* original tearsheets only*

\_\_\_\_\_  
*Name of the newspaper*

\_\_\_\_\_  
*Hometown of this newspaper*

\_\_\_\_\_  
*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

\_\_\_\_\_  
*Title of submission*

*Entrant's comments:*  
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**MA MURRAY  
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NEWSPAPER  
A W A R D S**

# Ad Design Award: Spot Colour

Awarded to the best single ad produced for the newspaper's client and printed using one or two spot colours. The advertisement must be produced entirely in-house, using original art, photography, and copy writing. Colour will be judged as to how it makes the ad stand out on the page.

Entries are judged on:

- Overall impact & success in communicating its message . . . . . 30
  - Design (includes typography, layout, headlines) . . . . . 20
  - Use of colour . . . . . 20
  - Quality of copy writing (unique selling proposition, benefits statements, etc) . . . . . 10
  - Images /graphics (MUST be original) . . . . . 10
  - Creativity/originality . . . . . 10
- Total . . . . . /100

- \*maximum of 3 entries per newspaper*
- \*each entry must be from a different designer*
- \*submit full tearsheet with 2002 dateline visible*
- \*original tearsheets only*

\_\_\_\_\_  
*Name of the newspaper*

\_\_\_\_\_  
*Hometown of this newspaper*

\_\_\_\_\_  
*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

\_\_\_\_\_  
*Title of submission*

*Entrant's comments:*  
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# MA MURRAY COMMUNITY NEWSPAPER AWARDS

# Newspaper Promotion Award

The promotion of a newspaper's own business is very important. This award is given to the newspaper that produces the most effective campaign of in-house ads, or ads in other media, designed to promote the newspaper or any aspect of its operation (ad sales, readership, circulation. etc). Your entry must include complete tear sheets of pages on which relevant materials were published, or tapes, photos, or other collateral material from other media.

Entries are judged on:

- Overall impact & success in promoting the paper to the community . . . . . 30
  - Design (includes typography, layout, headlines) . . . . . 20
  - Quality of copy writing (unique selling proposition, benefits statements, etc) . . . . . 20
  - Images /graphics (MUST be original) . . . . . 20
  - Creativity/originality . . . . . 10
- Total . . . . . /100

*\*submit full tearsheets from your campaign with 2002 dateline visible*  
*\*maximum of 3 entries per newspaper*  
*\*if the campaign was a team effort, each entry must be headed by a different team leader. Please indicate the leader's name. (e.g) Joanne Smith & team*  
*\* photocopies okay*

\_\_\_\_\_  
*Name of the newspaper*

\_\_\_\_\_  
*Hometown of this newspaper*

\_\_\_\_\_  
*Name of writer/team leader/photographer/designer, etc as you would like it to appear on the award certificate*

\_\_\_\_\_  
*Title of submission*

*Entrant's comments:*

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**MA MURRAY  
COMMUNITY  
NEWSPAPER  
A W A R D S**

# Ad Design Award: B&W

Awarded to the best single ad produced for the newspaper's client and printed in black and white. The advertisement must be produced entirely in-house, using original art, photography, and copy writing.

Entries are judged on:

- Overall impact & success in communicating its message . . . . . 30
  - Design (includes typography, layout, headlines) . . . . . 25
  - Quality of copy writing (unique selling proposition  
benefits statements, etc) . . . . . 15
  - Images /graphics (MUST be original) . . . . . 15
  - Creativity/originality . . . . . 15
- Total . . . . . /100

- \*maximum of 3 entries per newspaper*
- \*each entry must be from a different designer*
- \*submit full tearsheet with 2002 dateline visible*
- \* original tearsheets only*

\_\_\_\_\_  
*Name of the newspaper*

\_\_\_\_\_  
*Hometown of this newspaper*

\_\_\_\_\_  
*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

\_\_\_\_\_  
*Title of submission*

*Entrant's comments:*

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# MA MURRAY COMMUNITY NEWSPAPER AWARDS

# Tourism & Recreation Guide Award

Entries in this category must be written and produced entirely by newspaper staff. The editorial content should be original, rather than canned feature copy. The judging will be done from two perspectives: that of the advertisers and whether they received full value for the advertising investment; and that of the readers and whether it would be of interest to them.

Entries are judged on:

- Quality of editorial content (writing & photos) and its ability to attract advertising to the section, as well as to generate interest in the community from visitors . . . . . 30
  - Advertising content/quality (should be balanced with editorial) . . . . . 30
  - Layout and design (includes typography) . . . . . 20
  - Effective use of artwork . . . . . 20
- Total . . . . . /100

*\*you must include the complete section for judging.*

*\*maximum of 3 entries per newspaper*

*\*each entry must be headed by a different team leader. Please indicate the leader's name (e.g) Joanne Smith & team*

*\* original tearsheets only*

\_\_\_\_\_  
*Name of the newspaper*

\_\_\_\_\_  
*Hometown of this newspaper*

\_\_\_\_\_  
*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

\_\_\_\_\_  
*Title of submission*

*Entrant's comments:*  
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# MA MURRAY COMMUNITY NEWSPAPER AWARDS

# Community Service Award

This award recognizes newspapers that have demonstrated a leadership role that goes well beyond reporting the news and the newspaper's normal community service mission (unusual support for a community cause or program, fundraising efforts, public awareness, education, etc). The story or campaign should clearly indicate a contribution to the betterment of the community. Service must be non-political and provide no obvious financial benefit to the newspaper. Can be a one-time event or an ongoing program.

Your entry must consist of tear sheets of the story or campaign along with any relevant material relating to the newspaper's community service (letters, pictures, descriptive accounts, etc). This award recognizes the achievements of the newspaper as a whole, not individuals, but please indicate the team leader.

Entries are judged on:

- Extent of newspaper involvement in community service . . . . . 30
  - Relative importance of project . . . . . 30
  - Benefit to community . . . . . 30
  - Innovation of idea . . . . . 10
- Total . . . . . /100

*\*tearsheets should clearly show 2002 dateline*

*\*maximum of three entries per newspaper*

*\*photocopies okay*

*\*please indicate the team leader's name (e.g) Joanne Smith & team*

---

*Name of the newspaper*

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*Hometown of this newspaper*

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*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

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*Title of submission*

*Entrant's comments:*

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MA MURRAY  
COMMUNITY  
NEWSPAPER  
A W A R D S

# Special Section Award

Circulation under 10,000    Circulation over 10,000  
(check one)

This award goes to the best special section on any theme. You must include the complete section for judging. The section must be written and designed entirely by newspaper staff. The section should show an innovative approach to a traditional theme or development of a new theme. The editorial content should be original, rather than canned feature copy. The judging will be done from two perspectives: that of the advertisers and whether they received full value for their advertising investment; and that of the readers and whether the section would be of interest to them.

Entries are judged on:

- Quality of editorial content (including photos) & its ability to attract advertising to the section . . . . . 20
  - Advertising content/quality (should be well-balanced with editorial) . . . . . 20
  - Originality of idea. . . . . 20
  - Layout and design (includes typography) . . . . . 20
  - Effective use of artwork . . . . . 20
- Total . . . . . /100

*\*submit complete section with 2002 dateline clearly visible*  
*\*maximum of 3 entries per newspaper*  
*\*each entry must be headed by a different team leader. Please indicate the team leader's name (e.g) Joanne Smith & team*

\_\_\_\_\_  
*Name of the newspaper*

\_\_\_\_\_  
*Hometown of this newspaper*

\_\_\_\_\_  
*Name of writer/team leader/photographer/designer, etc as you would like it to appear on the award certificate*

\_\_\_\_\_  
*Title of submission*

*Entrant's comments:*  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# MA MURRAY COMMUNITY NEWSPAPER A W A R D S

# Website Design Award

A strong website is easy to navigate, has an appealing design, and valuable information. Entries will consist of the newspaper's URL (website address) printed on this entry form. It is not necessary to print out a page from your website because entries will be reviewed online by judges. Entries will be judged on overall design, content/information value, effective use of advertising, promotion of your own newspaper, and relevance to your community.

Entries are judged on:

- Editorial content/information value . . . . . 30
  - Overall design (ease of use, creativity, visual appeal) . . . . . 30
  - Use of advertising (both for self-promotion and revenue) . . . . . 20
  - Relevance to your community/reflection of community in the site . . . . . 20
- Total . . . . . /100

*\* If your website is managed by a team, please indicate the team leader's name (e.g) Joanne Smith & team*

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*Name of the newspaper/URL*

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*Hometown of this newspaper*

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*Name of writer/team leader/photographer/designer, etc as you would like it to appear on the award certificate*

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*Title of submission*

*Entrant's comments:*

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**MA MURRAY  
COMMUNITY  
NEWSPAPER  
A W A R D S**

# Eric Dunning Integrity Award

This award recognizes the integrity of an individual who works, or has worked, in the community newspaper industry. A BCYCNA member newspaper must nominate the individual. Nominees will have demonstrated moral soundness and will be judged on their contribution to the industry, as well as their interest in the community and their fellow citizens. A brief biography of the nominees should accompany each submission.

Some examples of a person deserving this award are:

- Someone who has made a strong contribution over the long-term to their own newspaper, to the BCYCNA, to the CCNA, or to the strength of the industry as a whole
- Someone whose work has given their community a good impression of the leadership of community newspapers.

Nominees are judged on:

- Demonstration of integrity in work and personal life . . . . . 40
  - Contribution and commitment to community newspaper industry . . . . . 30
  - Interest in community & community service . . . . . 30
- Total . . . . . /100

*\*maximum of 3 nominations per newspaper*

\_\_\_\_\_  
*Name of the newspaper*

\_\_\_\_\_  
*Hometown of this newspaper*

\_\_\_\_\_  
*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

\_\_\_\_\_  
*Title of submission*

*Entrant's comments:*

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# MA MURRAY COMMUNITY NEWSPAPER AWARDS

# Classified Section Award

A strong classified section is a measure of a strong newspaper. Clear and helpful instructions should make buying classified ads and using the section easy for readers. Layouts should be easy to read and ad categories easy to find with good headings and a wide variety of classifications. Display classifieds should be well integrated with word classifieds. Submit one complete classified section from your newspaper.

Entries are judged on:

- Clarity & ease of use for readers . . . . . 30
- Overall design & organization (layout, typography) . . . . . 30
- Overall impact (e.g. Does the section draw readers in?) . . . . . 20
- Ad design . . . . . 20

Total . . . . . /100

*\*submit full section with 2002 dateline visible*

*\*please indicate the name of the classified section manager*

*\*original tearsheets only*

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*Name of the newspaper*

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*Hometown of this newspaper*

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*Name of writer/team leader/photographer/designer, etc  
as you would like it to appear on the award certificate*

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*Title of submission*

*Entrant's comments:*

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