

Take the Centre Stage at the



2003 **BETTER**
NEWSPAPERS
COMPETITION

THIS IS YOUR INVITATION TO ENTER



**BNC Awards
Banquet,
Vancouver,
May 31, 2003**

**Year after year, the
Canadian Community Newspapers Association
honours those among us who are
the very best at what we do.**



**Entry Deadline:
Wednesday
January 15, 2003**

Welcome to the



**CANADIAN
PACIFIC
RAILWAY**

2003 **BETTER**
NEWSPAPERS
COMPETITION

2003

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Enter a world of performance and results

at the



Each year, the CCNA Better Newspapers Competition brings together communicators from Canada's community newspapers industry to celebrate excellence and innovation.

This is the opportunity for you to shine! Awards are presented to community newspapers for their accomplishments in three separate competitions:

- the *Premier Awards*
- the *Special Competition Awards*
- and the prestigious *General Excellence Awards* ... honouring the industry's best in overall areas such as Best Front Page, Best Editorial Page and Best All Round Newspaper in six different circulation classes.



Our industry's greatest work and biggest stars are then honoured at the national CPR BNC Awards Banquet ... this year, being held in Vancouver on May 31, 2003 in combination with the Alcan Ma Murray Community Newspaper Gala Evening hosted by the British Columbia and Yukon Community Newspapers Association.

This is your invitation to enter ... but use this booklet to enter only the Premier Awards and Special Competition Awards. Information on how to enter the General Excellence Awards is detailed below.

General Excellence Competition

The annual General Excellence Awards are based on the total newspaper and recognize outstanding overall achievement in the community press.

Newspapers from across the country, large and small, select their best issues that were published during two randomly selected months and submit them to their regional association. Regional associations choose the greatest work and biggest stars who then proceed to the national competition. Contact your regional association for complete entry requirements.

Number of General Excellence entrants allowed from regional competitions to national competition

CIRCULATION/ CLASS	BCYCNA	AWNA	SWNA	MCNA	OCNA	QCNA	ACNA
A (0-1,999)	3	3	5	3	5	3	3
B (2,000-3,499)	3	3	3	3	5	3	3
C (3,500 -6,499)	3	3	3	3	5	3	3
D (6,500-12,499)	3	3	3	3	5	3	3
E (12,500-24,999)	3	3	3	2	5	2	2
F (25,000+)	3	1	1	3	5	3	2



2003

This is your opportunity to shine ...

Rules of Entry

1. Entrants must be members in good standing with the Canadian Community Newspapers Association as of December 31, 2001.
2. All entrants must include the base fee of \$40.00 to enter the competition. An additional \$5.00 fee must be paid for each class entered in the Premier Awards and Special Competitions. A single cheque for \$40.00 + Premier entries + Special Competition entries + 7% GST, payable to the Canadian Community Newspapers Association, must accompany the entry package from each newspaper. Credit card payments also accepted.
3. Do not send General Excellence entries to CCNA. General Excellence entries are accepted only by the regional associations. (Consult your regional association for entry requirements.) Finalists from each regional association will be automatically forwarded to CCNA to compete at the national level.
4. Entry deadline is Wednesday, January 15, 2003. All entries must be received at CCNA (located at 8 Market Street, Suite 300, Toronto, Ontario M5E 1M6) postmarked or shipped prepaid prior to midnight on January 15. C.O.D. packages will not be accepted.
5. All entries will be based on editions published during the calendar year of 2002.
6. Circulation figures applicable to this competition are taken from latest first-edition audited or sworn figures as of Monday, November 18, 2002. The circulation figure is found on CCNA's online database at www.communitynews.ca.
7. Only one entry per member newspaper may be submitted in any class for the applicable circulation class.
8. Any work published in more than one newspaper can 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 BNC committee, staff and judges reserve the right to disqualify any duplicate entries at any point that they are discovered during the competition.
9. All entries must be accompanied by a completed Entry Form (form "Yellow 1" in the middle of this book). Entries not accompanied by an Entry Form will not be accepted.
10. 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. Any image created or manipulated using computer software may not be entered in the Best Spot News Photo, Best Feature Photo, Best Sports Photo or Best Photo Essay classes.
12. All entries must be clearly marked by category and class number using the yellow entry tags in the centre pages of this book. Use tape or staples to keep entry materials together. Send all entries together in one package.
13. The top three finalists in each class will be announced in alphabetical order on Monday, April 7, 2003. All finalists will receive a certificate recognizing this achievement.
14. Winners will be announced during the 84th national CCNA Conference at an awards ceremony held on Saturday, May 31, 2003, in Vancouver, Canada.
15. The decision of the judges shall be final.
16. Entries become the property of CCNA and may be published by CCNA in any of its publications.

NOTE: Maintain a copy of your submissions for later announcements. Due to volume of entries, CCNA is unable to trace individual entries following submission to judges. Use the Entry Summary Sheet 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)**.

Scoring System

The following scoring system has been prepared by CCNA's BNC Committee. Entrants will be judged according to these criteria at the regional and national levels.

Front Page	150 points	15%
Community News	150 points	15%
Editorial Page & Op-Ed	100 points	10%
Presentation	100 points	10%
Photography	100 points	10%
Advertising Content	100 points	10%
Advertising Design	100 points	10%
Classified Advertising	50 points	5%
Local Features	50 points	5%
Sports	50 points	5%
Production Quality	50 points	5%
TOTAL	1000 points	100%

Awards

All qualifying entrants to the national BNC will receive a Blue Ribbon certificate. Highlight your accomplishments to your community and peers by displaying the Blue Ribbon logo on your front page or masthead.

CCNA will announce the top three finalists in each of the six circulation classes in alphabetical order on Monday, April 7, 2003 on its website at www.communitynews.ca. Finalists will receive certificates recognizing their achievement.

Honouring those who are the very best at what we do, the Page award will be presented to the top three finalists in the General Excellence Awards ... recognizing outstanding overall achievement as Best All-Round Newspaper, Best Front Page, and Best Editorial Page winners in each circulation class.

**Celebrate the Stars and
Join Us at the BNC Awards Banquet!**

**Saturday,
May 31, 2003
Sheraton Wall Centre Hotel
Vancouver, Canada**

Premier Awards

Open to all CCNA members by circulation.

Environmental Writing

Environment Canada Awards for Excellence in Environmental Writing, sponsored by Environment Canada

Class 2011 - Circulation under 10,000

Class 2012 - Circulation over 10,000

The Environment Canada 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.

Best Local Cartoon

Class 2031 - Circulation Under 10,000

Class 2032 - Circulation over 10,000

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.

Best Agricultural Edition

Allan Caldwell Award for Best Agricultural Edition sponsored by Agriculture and Agri-Food Canada

Class 2041 - Circulation under 10,000

Class 2042 - Circulation over 10,000

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.

Outstanding Columnist

George Cadogan Memorial Award

Sponsored by Cadogan Foundation Inc., Miramichi, N.B.

Class 2051 - Open

Entries will be from those who write a general interest non-syndicated 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, 2002. A \$500 prize will be awarded to the writer of the first-place winning entry.

Outstanding Community Service

Sponsored by CAROnline

Class 2061 - Circulation under 10,000

Class 2062 - Circulation over 10,000

An entry will consist of a report on a single project that extends beyond the normal community service mission of the newspaper. 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 2002. 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.

Outstanding Reporter Initiative

Esso Journalism Awards

Sponsored by Imperial Oil Limited

Class 2071 - Circulation under 10,000

Class 2072 - Circulation over 10,000

An entry will consist of one story or a series of up to three stories published in 2002. 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. A \$300 prize will be awarded to the writer of the first-place winning entry.

Best National Editorial

Sponsored by the Manitoba Community Newspaper

Association

Class 2081 - Circulation under 10,000

Class 2082 - Circulation over 10,000

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.

Best Local Editorial

Sponsored by CARDonline

Class 2091 - Circulation under 10,000

Class 2092 - Circulation over 10,000

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.

Best News Story

Sponsored by Nando Canada

Class 2101 - Circulation under 10,000

Class 2102 - Circulation over 10,000

An entry will consist of a story or related stories 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(s), with the article(s) 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.

Best House Ad

Sponsored by Metro Creative Graphics

Class 2111 - Circulation under 10,000

Class 2112 - Circulation over 10,000

A House Ad is an advertisement pitching your own newspaper. Minimum size is 3 columns x 8 inches. An entry will consist of full-page tear sheets of a minimum of 3 different ads or a series of at least 3 ads. 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 design to promote their own newspaper or a service the newspaper provides.

Best Business Writing

Sponsored by Canadian National

Class 2121 - Circulation under 10,000

Class 2122 - Circulation over 10,000

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.

Best Coverage of the Arts

Class 2131 - Circulation under 10,000

Class 2132 - Circulation over 10,000

This award recognizes newspapers for coverage of the arts in the community. Submit at least 3, but no more than 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.

Best Bloopers Award

Class 2141 - Circulation under 10,000

Class 2142 - Circulation over 10,000

It's always important to be able to laugh at ourselves. That's the idea behind the fun new bloopers category. An entry will consist of an editorial or advertising mistake that was actually printed in your newspaper. A full-page tear sheet is required with the blooper clearly marked for judging. Submissions can include stories, photos/photo captions, classified or display advertising, or any other material which was published not quite as you had planned.

Special Competitions

Open to all CCNA members by circulation.

Best Spot News Photo

Class 3011 - Circulation under 4,000

Class 3012 - Circulation 4,000 to 12,500

Class 3013 - Circulation over 12,500

A spot news photo is a published photo of an unplanned event. 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 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.

Best Feature Photo

Class 3021 - Circulation under 4,000

Class 3022 - Circulation 4,000 to 12,500

Class 3023 - Circulation over 12,500

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 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) 5 points; total 50 points.

Best Sports Photo

Optipress Trophy

Sponsored by Optipress Inc., Nfld.

Class 3031 - Circulation under 4,000

Class 3032 - Circulation 4,000 to 12,500

Class 3033 - Circulation over 12,500

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 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) 5 points; total 50 points.

Best Photo Essay

Class 3041 - Circulation under 4,000

Class 3042 - Circulation 4,000 to 12,500

Class 3043 - Circulation over 12,500

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 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, cutlines) 5 points; total 50 points.

Best Photo Illustration

Sponsored by Holmes Publishing Co. Ltd.

Class 3051 - Circulation Open

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 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 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. A \$500 prize will be awarded to the first-place winning artist. The work will be judged on its creativity, technical skill, overall impact and effectiveness in the communication of ideas to the reader.

Best Christmas Edition

Class 3061 - Circulation under 4,000

Class 3062 - Circulation 4,000 to 12,500

Class 3063 - Circulation over 12,500

An entry will consist of one complete copy of the issue published prior to Christmas featuring Christmas and holiday greetings. In cases where a separate Christmas section was published, both the main section and the Christmas 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; Graphics, 5 points; Advertising quality, 5 points; total 50 points.

Best Sports Pages

Class 3071 - Circulation under 4,000

Class 3072 - Circulation 4,000 to 12,500

Class 3073 - Circulation over 12,500

An entry will consist of one or more full-page tear sheets dealing with sports coverage from a single issue or one full sports section. An explanatory letter may be attached to the entry to provide background information. Scoring system: Scope and excellence of editorial content 15 points; Overall impact 10 points; Graphic layout 10 points; Photo content 10 points; Statistics page 5 points; total 50 points.

Best Feature Story

Moosomin World-Spectator Trophy

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

Class 3081 - Circulation under 4,000

Class 3082 - Circulation 4,000 to 12,500

Class 3083 - Circulation over 12,500

An entry will consist of one story published in one issue 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 article clearly marked and visible for judging. Please include the writer's name with the entry. Syndicated material will not be accepted.

Best Feature Series

Sponsored by the Saskatchewan Weekly Newspaper Association

Class 3091 - Circulation under 4,000

Class 3092 - Circulation 4,000 to 12,500

Class 3093 - Circulation over 12,500

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.

Best Historical Story

Class 3101 - Circulation under 4,000

Class 3102 - Circulation 4,000 to 12,500

Class 3103 - Circulation over 12,500

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) which could have some national heritage importance. If a newspaper published a , 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.

Best Ad Design

Sponsored by Multi-Ad Services of Canada Ltd.

Class 3111 - Circulation under 4,000

Class 3112 - Circulation 4,000 to 12,500

Class 3113 - Circulation over 12,500

An entry will consist of one display advertisement or one series of different advertisements that 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.

Best Newspaper Promotion

Sponsored by Metroland Printing, Publishing & Distributing

Class 3121 - Circulation under 4,000

Class 3122 - Circulation 4,000 to 12,500

Class 3123 - Circulation over 12,500

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.

Best Special Section

Class 3131 - Circulation under 6,500

Class 3132 - Circulation over 6,500

An entry will consist of one newspaper section only which includes both editorial and advertising content. Judging will be based on the idea, impact of the section, local editorial content relative to the idea, advertising design, layout and typography.

Best Canadian Forces Base Paper

Class 4011 - Circulation Open

Issues: February and October 2002. (Closest issues to these months may be entered if the publication is not published weekly or monthly.)

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 yellow Canadian Forces label.

Judging: Will be done by experienced newspaper people familiar with the conditions under which newspapers are produced.

Scoring system: Quality of news content 10 points; Photography 10 points; Make-up & typography 10 points; Features & columns 10 points; Advertising & general impression 10 points; total 50 points.



Entry Checklist

- () Detach the yellow pages from the middle of the Entry Book.
- () Fill out the top portion of the Entry Form (page Yellow-1).
- () Write the name of your newspaper on the Entry Summary (page Yellow-6).
- () For each entry fill in the appropriate yellow entry tag with the class number and other requested data.
- () Assemble the entry materials using tape or staples in the following order:
 1. yellow entry tag
 2. background material or explanatory letter (if required)
 3. tear sheet(s)
- () Clearly mark the entry with a coloured pencil or marker.
- () Check off the appropriate class number on the Entry Form.
- () Record your entry on the Entry Summary.
- () Calculate your total entry fee on the Entry Form. Add 7% G.S.T. Enclose payment for the total amount.
- () Keep your Entry Summary and a copy of your Entry Form for your files.
- () Place your cheque and Entry Form on top of your entries.
- () Send everything together in one envelope or box. Package your entries securely to ensure they remain intact.
- () Attach the special yellow CCNA address label to your package. (This will distinguish your entry package from other CCNA mail.)
- () Send your entry package to CCNA by mail or prepaid courier by Wednesday, January 15, 2002. C.O.D. packages will not be accepted.









Look for acknowledgement of your entries from CCNA in the mail in February.

THANK YOU TO THE BNC 2003 AWARD SPONSORS







**CANADIAN
PACIFIC
RAILWAY**

"Canadian Pacific Railway operates in more than 400 communities in Canada -- each unique, yet alike in two important ways: every one of them is home to CPR employees and pensioners, as well as to the track and facilities that is their livelihood. For more than 120 years, CPR has been serving Canadians. Working in partnership with community newspapers through the CCNA, another institution devoted to community connection, CPR is better able to fulfill its mandate of connecting workers to jobs, goods to consumers, and communities to each other and to the world."

CLASS	AWARD CATEGORY	SPONSOR
2011, 2012	Environmental Writing	 Environment Canada Environnement Canada
2041	Best Agriculture Edition	Agriculture + Agri-Food Canada
2051	Outstanding Columnist	Cadogan Foundation Inc.
2061, 2062	Outstanding Community Service	 cardonline
2071, 2072	Outstanding Reporter Initiative	Imperial Oil 
2081, 2082	Best National Editorial	 mcna Manitoba Community Newspapers Association
2091, 2092	Best Local Editorial	 cardonline
2101, 2102	Best News Story	Nando  Canada The Experts in Digital Publishing
2111, 2112	Best House Ad	 METRO
2121, 2122	Best Business Writing	

Continued on next page -->

CLASS	AWARD CATEGORY	SPONSOR
3031, 3032, 3033	Best Sports Photo	
3051	Best Photo Illustration	
3081, 3082, 3083	Best Feature Story	Moosomin World-Spectator
3091, 3092, 3093	Best Feature Series	
3111, 3112, 3113	Best Ad Design	
3121, 3122, 3123	Best Newspaper Promotion	



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