

HIGH SCHOOL ONLINE ENTRY INSTRUCTIONS

All entries must be submitted via our online contest system. Below are the directions for submitting your entries. We strongly recommend that you start making your entries early. You do not have to submit all entries at one time. You are able to continue to add more entries up until the deadline date.

Deadline for all entries is January 10, 2017.

If you have any questions or problems, please contact Jill Van Dusen at: jill@nynewspapers.com or call **518-464-6483** ext. 25.

ONLINE ENTRY INSTRUCTIONS

1. Go to: <https://contest.nynewspapers.com>
2. Download the BNC Contest Rules and Entry Forms from the High School Newspaper Box.
3. Click on "Enter High School Newspaper".
4. Create User Account (you will receive an email with a link that you must click on in order to activate your account).
5. Log into your account.
6. Select your "Newspaper" from the drop-down list.
7. Select the "Category" that you are submitting from the drop-down list.
8. In the "Article/Photo Description" box, please enter the headline of the article or a description of the photo so that we know what the correct entry is. For online categories, please enter the URL of the page.
9. In the "Author" box, please enter the writer or photographer's name.
10. Click on the "Browse" button to upload your pdfs. If the category requires hard copies to be sent to the NYPA office, you can skip this step.
11. Select the file(s) that correspond with your entry. **Please submit only ONE entry at a time (you may select multiple files for that one entry).** Please keep the file size to 15MB or less to aid judges in accessing your entry.
12. Once uploaded, you can view what you just uploaded. If it is not correct, you can click on the "Delete" button to remove that entry.
13. Enter your name in the appropriate box.
14. Click on the "Submit" button. Please allow time for the file to upload. It can take a few minutes for a large file.
15. Your entry will appear in your "cart" at the bottom of the page.
16. To submit your next entry, go back up to the "Category" drop-down list again.
17. After all entries have been submitted, please review the "cart".
18. Click on the "Enter Payment Information" button.
19. You will be redirected to a secured page to enter your credit card information.
20. Enter your credit card information.
21. Click on the "Return to Entry Screen" button if you want to continue to add/change your entries. Otherwise, click on the Logout button at the top right of your screen.
22. Those entries are now officially submitted. You may still add more entries at a later time as you will be able to view what has previously been entered into your shopping chart. If you need assistance, please contact Jill Van Dusen.

Completed Entry Forms can be faxed to 518-464-6489 to the attention of Jill Van Dusen, or email to: jill@nynewspapers.com

**New York Press Association
Attn: Jill Van Dusen / BNC
621 Columbia St. Extension
Cohoes, NY 12047**



Better High School Newspaper Contest

SPONSORED BY THE NEW YORK PRESS ASSOCIATION

Compete against New York State high schools in the New York Press Association's annual High School Newspaper Contest. Find out if your school's newspaper is among the best in New York State!

Contest year extends from January 1, 2016 through December 31, 2016. Deadline for submission of entries is Tuesday, January 10, 2017. Entries MUST be uploaded on or before that date. If they are not, they will be disqualified.

CATEGORIES:

- 78. General Excellence** — Overall quality of newspaper, including writing, design, photography, and advertising. Submit one complete copy of any three issues from the contest year. Submit those three issues in pdf format, as they count as one entry. (Upload three separate files: Label them as follows; 73_1.pdf; 73_2.pdf; and 73_3.pdf)
- 79. News Story** — Submit tearsheet as pdf with entry clearly marked. Entry will be judged on difficulty in obtaining story, use of sources, completeness of coverage, impact of lede and quality of writing.
- 80. Feature Story** — Story content must be directly related to readership, but may be any type of feature, (ie. sports, lifestyle, etc.) and may include photos. Judges will look at quality of writing first, but will weigh use of photos, art, and page design. Submit clearly marked tearsheet as pdf and name of writer.
- 81. Column** — Any regularly published column relating to readership. Submit tearsheets of two columns written by the same writer, and the name of writer. Submit those two columns as one pdf, as they count as one entry.
- 82. Design** — Overall design including page layout, color and organization. Submit one complete copy of any two issues published during the contest year. Submit those two issues in pdf format, as they count as one entry. (Upload two separate files: Label them as follows; 77_1.pdf; and 77_2.pdf)
- 83. Photography** — Submit tearsheet as pdf of single photo for feature, sports or news coverage. Photos will be judged on composition, focus, and detail. Clearly acknowledge photographer's name.
- 84. Best Sports Story** — Submit one marked tearsheet as pdf of any local sports story. Entry will be judged on originality, enterprise, thoroughness and quality of writing.

85. Best Web Site — Judged on the complete Web site (including blogs, multi-media, audience engagement, design, ease of navigation, quality of content, email alerts, as well as use of the Web Site to drive people to the print product, and vice versa. Provide newspaper Web address (url link) and any login and password if required.

86. Best Use of Social Media — Entries may include Facebook, Twitter, Instagram, YouTube, engagement of community, blogs, photo galleries, sports video and more. May include letter of explanation.

RULES:

Writers and photographers must have been full-time students at the time of publication. An entry is one sample from one writer or photographer. All entries must be submitted in pdf format, with entry portions marked clearly each tearsheet. Entries that are not properly identified will be disqualified. Use only one entry form.

Entries that are not properly identified will be disqualified. Use only one entry form for all entries from your school.

All entries become property of the New York Press Association.

Entries will be judged by the following point system:

- 1st place = 20 points,
- 2nd place = 10 points,
- 3rd place = 5 points

First, second and third place awards will be made in each category and division. Judges' decisions are final.

Contest entry forms must be accompanied by a fee of \$10.00 per entry. Make checks payable to NYPA or fill out credit card information. Entry fees are non-refundable.

The overall best high school newspaper will win a plaque, and two representatives and the advisor will be invited to the NYPA's Spring conference April 7 & 8, 2017 — the state's largest conference for press people, held in Saratoga Springs, NY.

Check to make sure entries are submitted in the proper category — eg., a column is NOT a feature or an editorial, etc.

Entry Form

Please type or print clearly:



Name of High School _____

Name of Newspaper _____

Address of Newspaper Office _____

Website Address for High School Newspaper _____

Name of Newspaper Advisor _____

Email Address of Advisor _____

Phone Number of Advisor _____

Name of Newspaper Editor _____

Campus Phone Number _____

Total Circulation of Newspaper _____

Contest Materials Prepared By (Print Name) _____

Do students working on the newspaper receive class credit? _____

Does your newspaper have a paid advisor? _____

Is the newspaper subsidized by student fees or self-supporting? _____

NUMBER OF ENTRIES:

_____ **78. General Excellence**

_____ **79. News Story**

_____ **80. Feature Story**

_____ **81. Column**

_____ **82. Design**

_____ **83. Photography**

_____ **84. Best Sports Story**

_____ **85. Best Web Site**

_____ **86. Best Use of Social Media**

_____ **TOTAL # OF ENTRIES**

**Contest entry forms must be accompanied by a fee of \$10.00 per entry.
Entry fees are non-refundable. Make checks payable to NYPA.**

If you wish to pay with credit card, please supply following information:

PAYMENT: Total \$ _____ Check Enclosed Charge my Credit Card



Cardholder's Name _____

Card Number _____ Exp _____ / _____

Signature _____ CVV Code _____

MAIL ALL ENTRIES TO:

**New York Press Association
Attn: "Better Newspaper Contest"
621 Columbia St. Extension, Cohoes, NY 12047**