



# 2019 **Better College Newspaper Contest**

SPONSORED BY THE NEW YORK PRESS ASSOCIATION

1. The contest is open to any two or four year colleges in New York State.
2. The contest period extends from January 1, 2019 through December 31, 2019.
3. Deadline for submission of entries is Tuesday, January 7, 2020. Entries MUST be uploaded on or before that date. If they are not, they will be disqualified.

#### 4. **CATEGORIES:**

**68. 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; 68\_1.pdf; 68\_2.pdf; and 68\_3.pdf)

**69. News Story** — Submit tearsheet as pdf with story clearly marked. Consideration will be given to difficulty in obtaining story, dead line pressure, use of sources, completeness of coverage, quality of writing and impact of lede.

**70. Feature Story** — Submit tearsheet as pdf with feature of any subject, item, person or group clearly marked. Entries will be judged on originality, reader-interest, writing style and completeness.

**71. Column** — Any regularly published column relating to readership. Submit tearsheets of two columns published during the contest year, and name of writer. NOTE: A column is neither a feature story, nor an editorial. A column is a personal viewpoint, perspective or experience piece, written in the writer's voice. Each entry is from one writer. Submit those two columns as one pdf, as they count as one entry.

**72. 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; 72\_1.pdf; and 72\_2.pdf)

**73. 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.

**74. Best Sports Coverage** — Submit three full sets of sports pages from different issues of the newspaper in pdf format. Entries will be judged on thoroughness of coverage, writing, design and enterprise. (Upload three separate files: Label them as follows; 74\_1.pdf; 74\_2.pdf; and 74\_3.pdf)

**75. Editorial** — Submit three editorials as one pdf from any time during the contest year. Editorials may be of any length but must be written by a regular staff member and should explicitly indicate the newspaper's stance or leadership role on local issues. Entries will be judged on subject matter, timeliness, writing ability and effectiveness. You may submit a letter of explanation.

**76. Best Web Site** — Judged on the complete Web site (including blogs, multi-media, citizen involvement, 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.

**77. 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.

#### 5. **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.

6. Entries will be judged by the following point system:

1st place = 20 points,

2nd place = 10 points,

3rd place = 5 points

7. All entries become property of the New York Press Association.
8. First, second and third place awards will be made in each category.
9. Judges' decisions are final.
10. Contest entry forms must be accompanied by a fee of \$10.00 per entry. Entry fees are non-refundable. Make checks payable to NYPA or fill out credit card information.
11. The overall first place newspaper will win a plaque, and two representatives from the newspaper and the advisor will be invited as guests to the New York Press Association's spring conference — the state's largest conference for press people — held March 27 & 28, 2020, in Saratoga Springs, N.Y.
12. First place winners in all categories will receive a plaque. Second and third place winners will receive certificates.

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

New York Press Association



621 Columbia St. Extension, Cohoes, NY 12047

PHONE: 518-464-6483 FAX: 518-464-6489

www.nynewspapers.com

# COLLEGE 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 7, 2020.**

If you have any questions or problems, please contact Jill Van Dusen at: [jill@nynewspapers.com](mailto: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 College Newspaper Box.
3. Click on "Enter College 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](mailto:jill@nynewspapers.com)

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



# Entry Form



**Please type or print clearly:**

Name of College \_\_\_\_\_

Name of Newspaper \_\_\_\_\_

Address of Newspaper Office \_\_\_\_\_

Phone Number at Office \_\_\_\_\_

Website Address for College Newspaper \_\_\_\_\_

Name of Newspaper Advisor \_\_\_\_\_

Email Address 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:

- \_\_\_\_\_ **68. General Excellence**
- \_\_\_\_\_ **69. News Story**
- \_\_\_\_\_ **70. Feature Story**
- \_\_\_\_\_ **71. Column**
- \_\_\_\_\_ **72. Design**
- \_\_\_\_\_ **73. Photography**
- \_\_\_\_\_ **74. Best Sports Coverage**
- \_\_\_\_\_ **75. Editorial**
- \_\_\_\_\_ **76. Best Web Site**
- \_\_\_\_\_ **77. 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 \_\_\_\_\_

### MAILING ADDRESS:

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