



The North Dakota Newspaper Association

Better Newspaper Contest

Contest Rules and Categories

**Entry deadline:
January 11, 2019**



2019

North Dakota Newspaper Association Better Newspaper Contest Rules and Information

ABOUT THE CONTEST

NDNA holds a member newspaper contest each year. Awards are presented at the annual NDNA convention. The purpose of this contest is to recognize excellence in the various aspects of newspaper journalism.

WHO MAY ENTER

This member contest is open to all staff of active NDNA member newspapers. Freelance writers, freelance photographers, interns and former employees employed during the 2014 calendar year are eligible to enter only with the publishing newspaper's permission, and on behalf of that newspaper.

DEADLINE

Friday, January 11, 2019. The contest deadline has been extended one week longer than previous years to give you a little extra time with the online contest system!

All entries must be uploaded to the online contest system ("BetterBNC" at www.betterbnc.com/ndna) by 11 p.m. CT, Friday, January 11, 2019. After the contest deadline, you'll lose access to the contest site, so save entry files and entry lists for your records in advance of the contest deadline. Time extensions beyond the deadline will not be granted, as the site closes for judging at that time. Categories that require mail-in entry materials must be postmarked on or before the deadline. Entries postmarked later than the deadline will not be accepted. Hand deliveries must make it to the NDNA office by 5:00 p.m. of the deadline day.

TIME PERIOD

Work published between January 1, 2018 through December 31, 2018 is eligible for submission to this contest.

JUDGING

Experienced newspaper publishers, editors, writers, photographers, ad professionals and web staff from member newspapers of another state's press association will be selected as judges. We reveal the judging state at the convention.

Judges will be asked to (1) not award ties; (2) decide first, second, and third place awards, and if merited, also an honorable mention; (3) make written comments about each winner; and (4) not award more than one place to any person or team entered in each category.

PRESENTATION

Awards will be presented at the 133rd Annual NDNA Convention, May 30 - June 1, 2019, in Medora, ND (in conjunction with SDNA). Winners will be notified by email before the convention's Early Bird Deadline in April. NDNA will alert you to winners from your newspaper, but will not reveal which awards or places they have won. We'll save that as a surprise to be awarded at convention!

HOW TO ENTER

First, please read the rules and accompanying entry guide! We have tried to make them clear.

Each category description also includes upload instructions for that category. These instructions will also appear in the online contest system (BetterBNC) when you select a category. Failure to comply with instructions may disqualify your entry. If you have questions, please contact NDNA's contest coordinator, Kelli Richey, at 701-595-7315 or email kellir@ndna.com.

Again, please also see the detailed entry guide, "How to Use the Online Contest System (BetterBNC)" for step-by-step entry instructions, complete with screen shots.

CONTEST ENTRIES

You are required to complete an entry form online for each entry. Also, within each "entry," 3 stories, ads, or photos may be allowed per person/team, so please pay attention to category wording. In most cases you will see "**MAY** submit 3" and means you need to upload each story, ad, or photo on a separate entry form and pay for all 3 stories, ads, or photos submitted in this category by a person/team. "**MUST** submit 3" means we are requiring 3 stories uploaded on one entry form, and you only have to pay one fee for this set of stories. Again, if you have more than one entry per category, you must fill out a separate entry form for each entry unless the category requires 3. Most categories require the submission of a full-page PDF tearsheet online, unaltered in any way. The date each entry was published must appear somewhere on the tearsheet you submit. If no dateline appears, you must supply a notarized proof of publication that states the run date. The affidavit should be stapled behind the mailed entry label or uploaded with the entry.

Two categories still require the submission, by mail, of full issues: Overall Design Excellence and General Excellence. An online entry form must also be filled out for each mailed entry. It will provide you with the label you will need to attach to your mailed entry. Please label your mail-in entries correctly: print label after entering

online and STAPLE the label to the top issue in your bundle. Be sure to bind all issues together securely with a rubber band or binder clip, enclose in an envelope, and mail to NDNA.

As specified, for most entries a PDF file will be submitted online as your entry. Please make sure your PDF file works, and is the correct file for the category, or your entry could be disqualified. Please try to keep file sizes to 5MB or less, to aid judges in accessing entry content. If your entry includes more than one page, all pages combined into one PDF file is preferred, but not required. You may upload more than one attachment per entry. For categories that require supporting documents, these other file formats will be allowed: .jpg, .gif, .png, and .doc. *(TIP! If for some reason you don't have a PDF of the tearsheet you wish to submit, it would be easy to snap a high resolution photo and submit the resulting photo file.)*

On the entry form, when asked to provide "Headline or Title of Entry (exactly as it appears on the page)," please enter the title for each entry. If there is not a title on the tearsheet, please enter something that will identify the entry so the judge can easily identify it on the page. On pages with multiple stories, ads, or photos, BE SPECIFIC so judges know which to judge! (Example: "4th of July" as a title on a page with multiple parade photos does not clearly indicate which photo to judge.)

COMMON STAFF OR COMMON OWNERSHIP

Joint publishing projects can only be entered in one circulation group -- the circulation group of the largest newspaper involved.

A staff member who works for several papers can enter work from both, as long as it is different work entered from each paper. If choosing to submit work that ran the same in several papers, the work must be entered from the paper in the highest circulation group.

CIRCULATION

Circulation Group is based on the circulation listed on the 2019 NDNA Rate Sheet, which was determined by the 2018 Statement of Ownership. The online contest system (BetterBNC) already has your paper entered into your current circulation group. Circulation Groups are also listed in this packet.

FEES

The contest fee is \$4.00 per entry for all categories except the Special Awards categories; there are no fees for these.

The online contest system will help you figure your total amount due: Click on "Calculate Entry Fee" from the "Manage Entries" page to determine your total fee. If paying by check, select the "Pay by Check" option, then print a copy of your entry list and mail it along with a check to NDNA to complete payment. You may also pay by credit card or PayPal. Select "Pay Now with Card" to enter credit card information at the bottom of the "Entry

Fee Calculation" page, or select "Check out with PayPal" to be taken to the PayPal site to login and pay with your PayPal account.

Be sure to print your Credit Card or PayPal payment confirmation page and mail or fax (800-223-8185) to NDNA so we have proof of your payment on file. Please send your check payments with entry list or Credit Card/PayPal confirmation page to:

NDNA - Contest
1435 Interstate Loop
Bismarck, ND 58503

TIPS


1. Please review ALL contest materials before getting started! Contest materials were mailed to each newspaper by early December, and are also available at www.ndna.com/contest.
2. See the "FAQ" section at the end of this packet for answers to common questions.
3. Regarding using the online contest system: we suggest setting up a Contestant Manager to handle all contest entries for your whole paper. The system allows only one Contestant Manager per paper. If you'd like more than one person to also do contest entries, the Contestant Manager will need to create Authorized Entrant accounts. The Contestant Manager will be able to enter for multiple people, and see all entries made for their paper (including those made from Authorized Entrant accounts. An Authorized Entrant can only see the entries that they entered, and can only enter items under their own name.
4. Watch your dates. Judges will eliminate the entries if they don't match the rule requirements.
5. For contest purposes, weeks run Sunday through Saturday.
6. Don't pass by a category because you think you aren't good enough. Each year we have winners from newspapers that have never before won an award.


This contest is under the supervision of NDNA. We will return no entries and judges' decisions will be final.

**GOOD LUCK in the contest,
and hope to see you all
at the convention!**

Your **password**
for your first
login at
www.betterbnc.com/ndna
bnc

ENTRIES KEY

 **Submit Online**
(Must submit online only. Tearsheets are uploaded with entry form.)

 **Mail-in**
(Must mail actual issues along with label acquired from entering category online)

Category Divisions

General rules for all categories:

1. An item can only be entered in one category and one circulation division. Exclusions: a) An item may be entered in one or several of the following categories: Standing News Fronts, Special News Section, Section/Feature Fronts Design Excellence, and Special Advertising Section. b) If an item was entered as part of series, separately, it can also be entered in a non-series category.
2. Series: Two or more stories or ads (no limit unless specified) on the same topic. One series equals one entry.
3. In the majority of the categories, one entry = up to three stories, ads, or photos per person or team. It is possible that the same person could enter, for example, three ads under their own name in a category, and also be included with a team that enters three additional ads in the same category.
4. Tearsheet: One full page from the newspaper. Must show publication date.
5. Each person/team is eligible to win no more than ONE PLACE PER CATEGORY.

NEWS

Cat. #/Category Name	Page #
1. Reporting	6
2. Reporting Series	6
3. Feature Reporting	6
4. Feature Reporting Series	6
5. Government Reporting	6
6. Government Reporting Series	6
7. Spot News	6
8. Business News Reporting	6
9. Sports Page/Section	6
10. Sports Reporting	7
11. Sports Reporting Series	7
12. Sports Feature	7
13. Sports Column	7
14. Editorial	7
15. Editorial Page	7
16. Standing News Fronts (DAILY ONLY)	7
17. Agricultural Coverage	7
18. Personal Column - Serious	8
19. Personal Column - Humorous	8
20. Special News Section	8
21. Section Feature Fronts Design Excellence	8
22. Front Page Design Excellence	8
23. Headline	8
52. Informational Graphics	8
53. Best Web Site	9

Rules for News Categories: Each person/team can enter once per category. One entry consists of up to three stories, or one series, and will be indicated in the category description. An online entry form (along with entry upload) must be completed for each story or series. Stories are judged individually.

ADVERTISING

Cat. #/Category Name	Page #
24. Food Ad	9
25. Entertainment/Liquor Ad	9
26. Vehicle Ad	9
27. Apparel Ad	9
28. Home/Gardening Ad	9
29. Outdoors/Sports Ad	9
30. Single Ad	9
31. Ad Series	9
32. Small Space Ad	10
33. Financial Ad	10
34. Health Care Ad	10
35. Political Ad	10
36. Agricultural Ad	10
37. Use of Color	10
38. Promotion of the Newspaper - Advertising	10
39. Promotion of the Newspaper - Readership	10
40. Promotion of the Community	10
41. Special Advertising Section	11
42. Signature Page	11

Rules for Advertising Categories: Each person/team can enter once per category. One entry consists of up to three ads, or one series, and will be indicated in the category description. An online entry form (along with entry upload) must be completed for each ad or series. Ads are judged individually. Advertisements from advertising agencies (including NDNA) or chain retailer advertisements will not be accepted. Clip art may be used as a portion of an original ad.

PHOTOGRAPHY

Cat. #/Category Name	Page #
43. News Photo	11
44. Spot News Photo	11
45. Feature Photo	11
46. Sports Photo	11
47. Picture Story	12
48. Pictorial Photo	12
49. Portrait Photo	12
50. Agricultural Photo	12
51. Outdoor Recreation Photo	12

Rules for Photography Categories: Each person/team can enter once per category. One entry consists of up to three photos, or one photo story, and will be indicated in the category description. An online entry form (along with entry upload) must be completed for each photo or photo story. Photos are judged individually. Full page tearsheets must be submitted for each photo. In addition, you may also submit the original photo file, but it is not required.

Category Divisions

SPECIAL AWARDS

Cat. #/Category Name	Page #
54. The Devil Made Me Do It - Editorial	13
55. The Devil Made Me Do It - Advertising	13
56. First Amendment	13
57. Community Service	13
58. Public Notice Journalism	14
59. "Rookie" Reporter of the Year	14
60. High School Reporter of the Year	14
61. Overall Design Excellence	15
62. General Excellence	15
63. NIE Newspaper of the Year	16
64. NIE Teacher of the Year	16

SPECIAL AWARDS: AUTOMATIC ENTRY

Cat. #/Category Name	Page #
65. Photo of the Year (Daily)	16
66. Photo of the Year (Weekly)	16
67. Sweepstakes	16

Rules for Special Awards Categories: See category descriptions for more details. An online entry form (along with entry upload) must be completed for each Special Awards entry.

Exceptions: Overall Design Excellence and General Excellence are the only two mail-in categories remaining. Mail-in entries also require on online entry form to be completed, as this is where you will acquire your entry label to staple to your issues.

Circulation Groups

Small Daily (6)

Devils Lake Journal
Dickinson Press
Jamestown Sun
Valley City Times-Record
Wahpeton Daily News
Williston Herald

Large Daily (4)

Bismarck Tribune
Fargo, The Forum
Grand Forks Herald
Minot Daily News

Small Weekly (47)

Aneta Star
Ashley Tribune
Beach, Golden Valley News
Bottineau, Lake Metigoshe Mirror
Bowbells, Burke County Tribune
Bowman County Pioneer
Cando, Towner County Record-Herald
Carson Press
Center Republican
Central McLean News-Journal
Cooperstown, Griggs County Courier
Drayton, Valley News & Views
Edgeley Mail
Edmore Herald
Elgin, Grant County News
Ellendale, Dickey County Leader
Enderlin Independent
Finley, Steele County Press
Fordville, Tri-County Sun
Gackle, Tri-County News
Glen Ullin Times
Hatton Free Press
Hebron Herald

Hettinger, Adams County Record
Killdeer, Dunn County Herald
Kulm Messenger
Lakota American
Larimore Leader-Tribune
Litchville Bulletin
Mandan News
McClusky Gazette
McVie Messenger
Medora, Billings County Pioneer
Michigan, Nelson County Arena
Mohall, Renville County Farmer
New England, The Herald
New Salem Journal
New Town News
Northwood Gleaner
Park River, Walsh County Press
Parshall, Mountrail County Record
Pembina New Era
Towner, Mouse River Journal
Velva Area Voice
Walhalla Mountaineer
Westhope Standard
Wishek Star

Mid-Size Weekly (23)

Belcourt, Turtle Mountain Times
Beulah Beacon
Carrington, Foster County Independent
Cavalier Chronicle
Hankinson, News-Monitor
Harvey, The Herald Press
Hazen Star
Hillsboro Banner
Kenmare News
LaMoure Chronicle
Langdon, Cavalier County Republican
Milnor, The Sargent County Teller

Minnewaukan, Benson County Farmers Press
Napoleon, Homestead
New Rockford Transcript
New Town, MHA Times
Oakes Times
Rolla, Turtle Mountain Star
Rugby, Pierce County Tribune
Stanley, Mountrail Co. Promoter
Steele Ozone & Kidder County Press
Tioga Tribune
Washburn, The Leader-News

Large Weekly (9)

Bottineau Courant
Casselton, Cass County Reporter
Crosby, The Journal
Garrison, McLean County Independent
Grafton, Walsh County Record
Linton, Emmons County Record
Lisbon, Ransom County Gazette
Mayville, Traill County Tribune
Watford City, McKenzie County Farmer

Circulation Group is based on the circulation listed on the 2019 NDNA Rate Sheet, which was determined by the 2018 Statement of Ownership. The online contest system (BetterBNC) already has your paper entered into your current circulation group.

Category Descriptions

NEWS

1. Reporting

Up to three stories on unrelated subjects may be submitted. This category is for a straight news story. This category is for hard news.



(Each individual/team may submit up to three separate stories for this category. A PDF tearsheet of the entire page must be submitted online separately for each story.)

2. Reporting Series

One series constitutes one entry. This category is for a straight news series.



(You may upload your series as one attachment or several. Either way, it will count as the one series allowed for a series category per individual/team.)

3. Feature Reporting

Up to three stories on unrelated subjects may be submitted. Submit your best work, but in no case submit more than three stories. This category is for soft news, i.e. life-style, hobbies, interviews.



(Each individual/team may submit up to three separate stories for this category. A PDF tearsheet of the entire page must be submitted online separately for each story.)

4. Feature Reporting Series

One series constitutes one entry. This category is for a soft news series.



(You may upload your series as one attachment or several. Either way, it will count as the one series allowed for a series category per individual/team.)

5. Government Reporting

Up to three stories on some aspect of local or state government may be submitted.



(Each individual/team may submit up to three separate stories for this category. A PDF tearsheet of the entire page must be submitted online separately for each story.)

6. Government Reporting Series

One series constitutes one entry. This category is for a government series, local or state coverage may be submitted.



(You may upload your series as one attachment or several. Either way, it will count as the one series allowed for a series category per individual/team.)

7. Spot News

Submit up to three stories. This is a special category exclusively for a single story that tests a newspaper's capabilities under deadline pressure. Judges will take into consideration subject matter, literacy quality and the deadline circumstances. If key facts in the story are contained in a sidebar, also mark and include the sidebar. Emphasis will be placed on the main story designated.



(Each individual/team may submit up to three separate stories for this category. A PDF tearsheet of the entire page must be submitted online separately for each story.)

8. Business News Reporting

Up to three stories relating to industry, retail business, consumer interest, the energy industry and economic sectors within the community.



(Each individual/team may submit up to three separate stories for this category. A PDF tearsheet of the entire page must be submitted online separately for each story.)

9. Sports Page/Section

MUST submit three pages/sections of your choice. Judging will be based on the breadth of the coverage, range of subject matter, use of pictures and special features and columns. If your sports page overflows into two pages, please submit both pages.



(You may upload your "3 tears REQUIRED" as one attachment or several. Either way, it will count as your submission for this category per individual/team.)

Category Descriptions

10. Sports Reporting

Submit up to three unrelated sports stories as one entry.

(Each individual/team may submit up to three separate stories for this category. A PDF tearsheet of the entire page must be submitted online separately for each story.)



11. Sports Reporting Series

One series constitutes one entry. This is for related sports stories, i.e. following a team through the playoffs.

(You may upload your series as one attachment or several. Either way, it will count as the one series allowed for a series category per individual/team.)



12. Sports Feature

Submit up to three single human interest sports stories.

(Each individual/team may submit up to three separate stories for this category. A PDF tearsheet of the entire page must be submitted online separately for each story.)



13. Sports Column

Submit up to three sports columns. Columns must be a regular feature, original, & written by a member of the staff.

(Each individual/team may submit up to three separate columns for this category. A PDF tearsheet of the entire page must be submitted online separately for each column.)



14. Editorial

Submit up to three editorials on related or unrelated subjects. Full tearsheet is to be submitted for each. Editorials should be labeled as such and be on the Opinion Page. Personal columns will not be considered editorials.

(Each individual/team may submit up to three separate editorials for this category. A PDF tearsheet of the entire page must be submitted online separately for each editorial.)



15. Editorial Page

MUST submit three Editorial Pages of your choice. Purpose of this category is to promote the use of the editorial page and to recognize the excellence of the entire editorial page as distinguished from a particular editorial.

(You may upload your "3 tears REQUIRED" as one attachment or several. Either way, it will count as your submission for this category per individual/team.)



16. Standing News Fronts (DAILY ONLY)

Up to three standing news fronts may be submitted in this category. Examples include entertainment fronts, business news fronts, anything that is typically a regular news front. Fronts will be judged on quality and style of writing, makeup and layout, originality and overall impact in relation to news front subject.

(Each individual/team may submit up to three separate fronts for this category. A PDF tearsheet of the entire page must be submitted online separately for each front.)



17. Agricultural Coverage

Up to three articles or one series may be submitted. Purpose of this category is to promote consistent farm news. Judging will be based on the content's significance to the farm community, quality and impact of the writing and diversity of material on the page.

(Each individual/team may submit up to three separate stories or one series for this category. A PDF tearsheet of the entire page must be submitted online separately for each story, or submit a PDF of your series.)



Category Descriptions

18. Personal Column - Serious

Up to three columns may be submitted in this category. The full tearsheet must be submitted with each entry. Judges will consider what appears to be the purpose of the column, local interest, nature of material and skill of the writer.



(Each individual/team may submit up to three separate columns for this category. A PDF tearsheet of the entire page must be submitted online separately for each column.)

19. Personal Column - Humorous

Up to three columns may be submitted in this category. The full tearsheet must be submitted with each entry. Judges will consider what appears to be the purpose of the column, local interest, nature of material and skill of the writer.



(Each individual/team may submit up to three separate columns for this category. A PDF tearsheet of the entire page must be submitted online separately for each column.)

20. Special News Section

Submit up to three sections. Special sections may be on any subject, such as bridal, outdoor, centennial, grand opening, community event, open house, anniversary, etc. Judges will give major consideration to editorial content, including quality and style of writing, makeup and layout, photographic and artwork skills. Minor consideration will be given to advertising design and creativity. You may also submit these entries under the Special Advertising Section Category!



(Each individual/team may submit up to three separate sections for this category. A PDF of the entire section must be submitted online separately for each section.)

21. Section/Feature Fronts

Design Excellence

Submit up to three section/feature fronts. Entries will be judged on layout, use of photos, headlines and body type, reproduction quality, and overall appearance and imagination. This specific category judges section fronts other than the front page.



(Each individual/team may submit up to three separate fronts for this category. A PDF tearsheet of the entire page must be submitted online separately for each front.)

22. Front Page Design Excellence

MUST submit three front pages of your choice. Entries will be judged on layout, use of photos, headlines and body type, reproduction quality and overall appearance and imagination.



(You may upload your "3 tears REQUIRED" as one attachment or several. Either way, it will count as your submission for this category per individual/team.)

23. Headline

Submit up to three full-page tearsheets with one headline clearly marked or noted. Judging will include accuracy, originality, creativity, appropriateness, impact, and attention-getting quality.



(Each individual/team may submit up to three separate headlines for this category. A PDF tearsheet of the entire page must be submitted online separately for each headline.)

52. Informational Graphics

Submit up to three entries of charts or graphics or other visual devices used to convey information. Must be original.



(Each individual/team may submit up to three separate informational graphics for this category. A PDF tearsheet of the entire page must be submitted online separately for each informational graphic.)

Category Descriptions

53. Best Web Site

Entrants must submit a URL of their newspaper's home page. This category will recognize excellence in newspaper websites based on content, navigation, visual design, advertising, and community.



(Each individual/team may submit one URL (web site address) for this category. The URL must be submitted online.)

28. Home/Gardening Ad

Up to three ads featuring items for the home such as furnishings, building and remodeling and maintenance or outdoors such as gardening.



(Each individual/team may submit up to three separate ads for this category. A PDF tearsheet of the entire page must be submitted online separately for each ad.)

ADVERTISING

24. Food Ad

Up to three ads featuring food, dairy products, liquor or other beverages.



(Each individual/team may submit up to three separate ads for this category. A PDF tearsheet of the entire page must be submitted online separately for each ad.)

29. Outdoors/Sports Ad

Up to three ads featuring items for the outdoors such as hunting, fishing, camping, etc. or sporting events.



(Each individual/team may submit up to three separate ads for this category. A PDF tearsheet of the entire page must be submitted online separately for each ad.)

25. Entertainment/Liquor Ad

Up to three ads featuring any type of entertainment or liquor.



(Each individual/team may submit up to three separate ads for this category. A PDF tearsheet of the entire page must be submitted online separately for each ad.)

30. Single Ad

Up to three ads may be submitted in this category. Judges will take into consideration the general and overall appearance, typography, design, theme and quality of copy.



(Each individual/team may submit up to three separate ads for this category. A PDF tearsheet of the entire page must be submitted online separately for each ad.)

26. Vehicle Ad

Up to three ads featuring automotive, boats, aircraft, tires, gasoline, repair services or other related products and services.



(Each individual/team may submit up to three separate ads for this category. A PDF tearsheet of the entire page must be submitted online separately for each ad.)

31. Ad Series

Up to three related ads in a series may be submitted in this category. A series is considered ads carrying the same theme. (Ads for the same store and merely carrying the same logo in both do not constitute a series.) Judges will take into consideration the general overall appearance, typography, design, theme and quality of the copy.



(You may upload your series as one attachment or several. Either way, it will count as the one series allowed for a series category per individual/team.)

27. Apparel Ad

Up to three ads from a single advertiser featuring apparel — men's, women's or children's.



(Each individual/team may submit up to three separate ads for this category. A PDF tearsheet of the entire page must be submitted online separately for each ad.)

Category Descriptions

32. Small Space Ad

Up to three ads 10 inches or less may be submitted for this category.

(Each individual/team may submit up to three separate ads for this category. A PDF tearsheet of the entire page must be submitted online separately for each ad.)



33. Financial Ad

Up to three ads featuring personal services from a bank, financial institution or insurance company.

(Each individual/team may submit up to three separate ads for this category. A PDF tearsheet of the entire page must be submitted online separately for each ad.)



34. Health Care Ad

Up to three ads featuring hospitals, nursing homes, clinics, doctors, dentists, laboratories or any other provider of health care.

(Each individual/team may submit up to three separate ads for this category. A PDF tearsheet of the entire page must be submitted online separately for each ad.)



35. Political Ad

Up to three ads for a political candidate/issue.

(Each individual/team may submit up to three separate ads for this category. A PDF tearsheet of the entire page must be submitted online separately for each ad.)



36. Agricultural Ad

Up to three ads featuring a product or service related to agriculture.

(Each individual/team may submit up to three separate ads for this category. A PDF tearsheet of the entire page must be submitted online separately for each ad.)



37. Use of Color

Up to three ads may be submitted in this category. Judges will take into consideration the general overall appearance, use of color and quality of copy. Reminder: use of color must be original design, although clip art may be used.

(Each individual/team may submit up to three separate ads for this category. A PDF tearsheet of the entire page must be submitted online separately for each ad.)



38. Promotion of the Newspaper - Advertising

Up to three ads or ad series promoting the newspaper or any part of the newspaper—classifieds, newspaper sponsored events, house ads for ad services.

(Each individual/team may submit up to three separate ads or one series for this category. A PDF tearsheet of the entire page must be submitted online separately for each ad, or submit a PDF of your series.)



39. Promotion of the Newspaper - Readership

Up to three ads or ad series promoting the newspaper or any part of the newspaper—circulation, carrier recruitment, classifieds, Newspaper In Education, etc.

(Each individual/team may submit up to three separate ads or one series for this category. A PDF tearsheet of the entire page must be submitted online separately for each ad, or submit a PDF of your series.)



40. Promotion of the Community

Up to three ads or a series of ads promoting your local community, downtown or community event.

(Each individual/team may submit up to three separate ads or one series for this category. A PDF tearsheet of the entire page must be submitted online separately for each ad, or submit a PDF of your series.)



Category Descriptions

41. Special Advertising Section

Submit up to three sections. Special sections may be on any subject, such as bridal, outdoor, centennial, grand opening, community event, open house, anniversary, etc. Judges will give major consideration to advertising design and creativity. Minor consideration will be given to subject matter of editorial content, literary quality, typography and layout of both editorial matter and advertisements, and design and theme of supplement. You may also submit these entries under Special News Section!

(Each individual/team may submit up to three separate sections for this category. A PDF of the entire section must be submitted online separately for each section.)



42. Signature Page

Up to three signature pages will be judged on creativity, layout and content. Full tearsheet should be submitted.

(Each individual/team may submit up to three separate pages for this category. A PDF tearsheet of the entire page must be submitted online separately for each page.)



PHOTOGRAPHY

43. News Photo

Up to three photo tearsheets. Photo of planned events. Any photo entry may have run as a stand-alone photo or with a story. Tearsheets of each photo submission required. May also submit original print, but not required. Judges are asked to judge the photo on the quality of the original print, if submitted.

(Each individual/team may submit up to three separate photo tearsheets for this category. A PDF tearsheet of the entire page must be submitted online separately for each photo. Also submitting the original photo as a second attachment is optional, but not required.)



44. Spot News Photo

Up to three photo tearsheets. Photo of unplanned news events- tornadoes, accidents, fires, quick action items. Any photo entry may have run as a stand-alone photo or with a story. Tearsheets of each photo submission required. May also submit original print, but not required. Judges are asked to judge the photo on the quality of the original print, if submitted.

(Each individual/team may submit up to three separate photo tearsheets for this category. A PDF tearsheet of the entire page must be submitted online separately for each photo. Also submitting the original photo as a second attachment is optional, but not required.)



45. Feature Photo

Up to three photo tearsheets. "Slice of Life" photos of any subject matter. Any photo entry may have run as a stand-alone photo or with a story. Tearsheets of each photo submission required. May also submit original print, but not required. Judges are asked to judge the photo on the quality of the original print, if submitted.

(Each individual/team may submit up to three separate photo tearsheets for this category. A PDF tearsheet of the entire page must be submitted online separately for each photo. Also submitting the original photo as a second attachment is optional, but not required.)



46. Sports Photo

Up to three photo tearsheets. Sports action or sports feature photos qualify. Any photo entry may have run as a stand-alone photo or with a story. Tearsheets of each photo submission required. May also submit original print, but not required. Judges are asked to judge the photo on the quality of the original print, if submitted.

(Each individual/team may submit up to three separate photo tearsheets for this category. A PDF tearsheet of the entire page must be submitted online separately for each photo. Also submitting the original photo as a second attachment is optional, but not required.)



Category Descriptions

47. Picture Story

Group of photos on one page or section with a cohesive storyline. Any photo entry may have run as a stand-alone photo or with a story. Tearsheets of each photo submission required. May also submit original print, but not required. Judges are asked to judge the photo on the quality of the original print, if submitted.

(You may upload your Picture Story as one attachment or several. Either way, it will count as the one submission allowed for the Picture Story category per individual/team. Also submitting the original photos as additional attachments is optional, but not required.)



48. Pictorial Photo

Up to three photo tearsheets. A graphically interesting or pretty photo. Any photo entry may have run as a stand-alone photo or with a story. Tearsheets of each photo submission required. May also submit original print, but not required. Judges are asked to judge the photo on the quality of the original print, if submitted.

(Each individual/team may submit up to three separate photo tearsheets for this category. A PDF tearsheet of the entire page must be submitted online separately for each photo. Also submitting the original photo as a second attachment is optional, but not required.)



49. Portrait Photo

Up to three photo tearsheets. Photo for which planning may have been available. Category encompasses photos that are larger than mug shots and may be of an individual or small group of people. Any photo entry may have run as a stand-alone photo or with a story. Tearsheets of each photo submission required. May also submit original print, but not required. Judges are asked to judge the photo on the quality of the original print, if submitted.

(Each individual/team may submit up to three separate photo tearsheets for this category. A PDF



tearsheet of the entire page must be submitted online separately for each photo. Also submitting the original photo as a second attachment is optional, but not required.)

50. Agricultural Photo

Up to three photo tearsheets. Photos including some aspect of production agriculture in North Dakota, i.e. farming, ranching, ag research. Any photo entry may have run as a stand-alone photo or with a story. Tearsheets of each photo submission required. May also submit original print, but not required. Judges are asked to judge the photo on the quality of the original print, if submitted.

(Each individual/team may submit up to three separate photo tearsheets for this category. A PDF tearsheet of the entire page must be submitted online separately for each photo. Also submitting the original photo as a second attachment is optional, but not required.)



51. Outdoor Recreation Photo

Up to three photo tearsheets. Photos that may not fit into the sports photo category but do portray outdoor recreational activities. Any photo entry may have run as a stand-alone photo or with a story. Tearsheets of each photo submission required. May also submit original print, but not required. Judges are asked to judge the photo on the quality of the original print, if submitted.

(Each individual/team may submit up to three separate photo tearsheets for this category. A PDF tearsheet of the entire page must be submitted online separately for each photo. Also submitting the original photo as a second attachment is optional, but not required.)



Category Descriptions

SPECIAL AWARDS

54. The Devil Made Me Do It -

Editorial

ENTRIES WILL BE VERIFIED! Submit your most amusing error in a headline, cutline, or story. Join in the fun and enter your goofs for this most prestigious award. Entries can only be submitted by originating newspaper. There are no entry fees for the Special Awards categories.

(Each individual/team may submit one story, headline, or cutline for this category. A PDF tearsheet of the entire page must be submitted online.)



55. The Devil Made Me Do It -

Advertising

ENTRIES WILL BE VERIFIED! Submit your most amusing error in an advertisement. Join in the fun and enter your goofs for this most prestigious award. Entries can only be submitted by originating newspaper. There are no entry fees for the Special Awards categories.

(Each individual/team may submit one ad for this category. A PDF tearsheet of the entire page must be submitted online.)



56. First Amendment

The nominee will have made significant contributions to First Amendment and Freedom of Information issues; should demonstrate an active commitment to Freedom of Information; and should show how the nominee contributed to the preservation of First Amendment in their community or state. If several typed documents and/or copies of stories are required to explain First Amendment efforts, please try to combine into one file to upload. You may do several attachments if necessary, but one file is easier for the judges. There are no entry fees for the Special Awards categories.

(Each individual/team may submit one First Amendment effort for this category. All supporting documents in an attachment(s) must be submitted online.)



57. Community Service

Entries should demonstrate leadership by the newspaper in a project or promotion which has, as its purpose, the improvement of the quality of life in the community or state. If several typed documents and/or copies of stories are required to explain Community Service efforts, please try to combine into one file to upload. You may do several attachments if necessary, but one file is easier for the judges. There are no entry fees for the Special Awards categories.

(Each individual/team may submit one Community Service effort for this category. All supporting documents in an attachment(s) must be submitted online.)



Category Descriptions

58. Public Notice Journalism

A news or feature story that was generated because of a public notice that drew attention to the subject, or because a public notice or the omission of the public notice figured heavily into the subject. Stories must reference and/or provide a link to an actual public notice. If the public notice requirement was not met or was deficient, the story must describe the deficiency. The winning entry will be automatically entered into a national competition to vie for the national award of \$500. If several typed documents and/or copies of stories are required to explain Public Notice Journalism efforts, please try to combine into one file to upload. You may do several attachments if necessary, but one file is easier for the judges. There are no entry fees for the Special Awards categories.



(Each individual/team may submit one Public Notice Journalism effort for this category. All supporting documents in an attachment(s) must be submitted online.)

59. "Rookie" Reporter of the Year

This award is to honor an entry-level staff person who has been employed by the newspaper for eighteen months or less as of December 31st of the contest year, and who has had no previous employment in the newspaper industry. (Interns not eligible.) Submit copies of five examples of the reporter's work, along with a cover letter specifying when the reporter joined the newspaper and what his or her responsibilities have been during that time. Entries must be accompanied by a sworn statement certifying the reporter has less than eighteen months of professional experience. Please include a photo of the nominee. If several typed documents, copies of stories, and/or photos are required to explain Rookie Reporter efforts, please try to combine

into one file to upload. You may do several attachments if necessary, but one file is easier for the judges. There are no entry fees for the Special Awards categories.



(Each individual may be submitted as a Rookie Reporter once in this category. All supporting documents in an attachment(s) must be submitted online.)

60. High School Reporter of the Year

An award will go to an outstanding high school student whose work has appeared in a member newspaper in the contest year. The high school student does not have to be employed with the newspaper. Submit copies of three examples of the reporter's work, along with any other details outlining the nature of their work at the newspaper. Please include a photo of the nominee. If several typed documents, copies of stories, and/or photos are required to explain High School Reporter efforts, please try to combine into one file to upload. You may do several attachments if necessary, but one file is easier for the judges. There are no entry fees for the Special Awards categories.



(Each individual may be submitted as a High School Reporter once in this category. All supporting documents in an attachment(s) must be submitted online.)

Category Descriptions

61. Overall Design Excellence

Newspapers will be judged on the basis of layout, design, use of photos, headlines and body type, reproduction quality, overall appearance and imagination. Weeklies: Please submit entire issues from three of the weeks listed on calendar below. Dailies: Submit entire issues from three of the exact dates listed on calendar below. If your newspaper does not submit three issues, you will not be judged for Overall Design Excellence! There are no entry fees for the Special Awards categories.

(This is one of two categories in the contest that still require you submit the actual newspapers. Please bind the three issues together securely with a rubber band or binder clip, print and STAPLE the Overall Design Excellence category label to the top issue, enclose in an envelope, and mail to: NDNA -Contest, 1435 Interstate Loop, Bismarck, ND 58503.) You must first enter this category online to access your label for mail-in.



62. General Excellence

Newspapers will be judged on news coverage, feature stories, news editing, photography and cutlines, headlines and makeup, editorial page, advertising, typography and design and overall product. Weeklies: Please submit entire issues from three of the weeks listed on calendar below. Dailies: Submit entire issues from three of the exact dates listed on calendar below. If your newspaper does not submit three issues, you will not be judged for General Excellence! There are no entry fees for the Special Awards categories.

(This is one of two categories in the contest that still require you submit the actual newspapers. Please bind the three issues together securely with a rubber band or binder clip, print and STAPLE the General Excellence category label to the top issue, enclose in an envelope, and mail to: NDNA-Contest, 1435 Interstate Loop, Bismarck, ND 58503.) You must first enter this category online to access your label for mail-in.



OVERALL DESIGN EXCELLENCE							
<i>Weeklies: Please choose <u>three</u> of the weeks indicated.</i>							
<i>Dailies: please choose <u>three</u> of the days indicated.</i>							
	Su	M	T	W	Th	F	S
FEB 2018	4	5	6	7	8	9	10
APR 2018	8	9	10	11	12	13	14
JUNE 2018	17	18	19	20	21	22	23
AUG 2018	5	6	7	8	9	10	11
OCT 2018	21	22	23	24	25	26	27

GENERAL EXCELLENCE							
<i>Weeklies: Please choose <u>three</u> of the weeks indicated.</i>							
<i>Dailies: please choose <u>three</u> of the days indicated.</i>							
	Su	M	T	W	Th	F	S
MAR 2018	4	5	6	7	8	9	10
MAY 2018	13	14	15	16	17	18	19
JULY 2018	1	2	3	4	5	6	7
SEPT 2018	16	17	18	19	20	21	22
NOV 2018	18	19	20	21	22	23	24

Category Descriptions

63. NIE Newspaper of the Year

Newspapers in Education is one of the most important programs offered by newspapers. It's a proactive way to help boost readership by encouraging both young kids and adults to care about, and read, newspapers. Because of the significant impact that a good NIE program has for our industry, we want to honor newspapers that have excelled in NIE. Please describe your NIE programs throughout the year in detail. Don't forget to include school tours, classroom projects, NIE promotions in your newspaper, NIE week events, editorials, novelty items (take pictures!), etc. Anything geared toward getting newspapers in the classroom, from elementary to adult education, can be considered. If several stories, promotions, typed documents, and/or photos are required to explain NIE Newspaper of the Year efforts, please try to combine into one file to upload. You may do several attachments if necessary, but one file is easier for the judges. There are no entry fees for the Special Awards categories.



(Each individual/team may submit one NIE Newspaper of the Year effort for this category. All supporting documents in an attachment(s) must be submitted online.)

64. NIE Teacher of the Year

We understand the constant demands on today's teachers to find exciting new ways to present materials and information to students. Over the years, we've heard of teachers reading the local papers with their classes for reading comprehension and retention exercises. We've heard of teachers going through the local papers to discover spelling and grammatical errors (oops... glad we could be of service). We've heard of all kinds of innovations, and that's why NDNA has established its annual "NIE Teacher of the Year" award. You are invited to nominate instructors you

feel have incorporated newspapers into their coursework in particularly exciting and unique ways. Please describe how your teacher incorporated newspapers in his/her classroom. If several pieces of work, typed documents, and/or photos are required to explain NIE Teacher of the Year efforts, please try to combine into one file to upload. You may do several attachments if necessary, but one file is easier for the judges. There are no entry fees for the Special Awards categories.



(Each individual/team may submit one NIE Teacher of the Year effort for this category. All supporting documents in an attachment(s) must be submitted online.)

SPECIAL AWARDS: AUTO-ENTRY

Photo of the Year -

Daily and Weekly Divisions

First place photographs from all the photography categories will be considered for this award, which will be presented in two separate divisions: Daily and Weekly.

(NDNA will enter all first place photography category winners automatically, and no entry fee is required.)

Sweepstakes

One award (first place only) given to the newspaper in each circulation division that accumulates the most points in contest judging, based on the following point system. General Excellence: 1st - 200 points, 2nd - 150 points, 3rd - 100 points, Honorable Mention - 50 points. All other categories: 1st - 100 points, 2nd - 75 points, 3rd - 50 points, Honorable Mention - 25 points.

(This category will be automatically calculated, and no entry fee is required.)

Frequently Asked Questions (FAQ's)

Which browser should I use?

BetterBNC is optimized for the Google Chrome Browser for PC and Macintosh computers, and will be fully supported by customer support. Other browsers may work, but support may be limited.

What is my password?

If you set up log-in credentials last year, log-in with that email and password. If you've forgotten your password, click "Forgot Password" and information will be emailed.

If it is the first time you've logged into the system, the default password is "bnc" (password is case sensitive). You will be prompted immediately to update your password and contact information.

How do I determine my circulation group?

NDNA has pre-determined your circulation group, based on your circulation from the most current Statement of Ownerships.

Do I have to fill out an entry form online for entries that I mail to NDNA?

Yes. You must fill out an entry form online for every single entry. The online entry process will provide you with the label you need for mail-in entries. Print label after entering online and STAPLE the label to the top issue in your bundle. Be sure to bind all issues together securely with a rubber band or binder clip, enclose in an envelope, and mail to NDNA.

Which categories must be submitted by mail?

- 61. Overall Design Excellence
- 62. General Excellence

NDNA's mailing address is 1435 Interstate Loop, Bismarck, ND 58503. Mailed entries must be postmarked on or before the contest deadline to be accepted.

All other categories, including all Special Awards categories (Devil Made Me Do It (Editorial & Advertising), First Amendment, Community Service, Public Notice Journalism, Rookie Reporter of the Year, High School Reporter of the Year, NIE Newspaper of the Year, and NIE Teacher of the Year) are entered online only, along with an upload of a tearsheet(s) and/or supporting documents/photos.

There is no specific title for my entry (or there are multiple titles). What should I put here?

On the entry form, when asked to provide "Headline or Title of Entry (exactly as it appears on the page)" - please enter the title for each entry. If there is not a title on the tearsheet, please enter something that will identify the entry so the judge can easily identify it on the page. On pages with multiple stories, ads, or photos, BE SPECIFIC so judges know which to judge! (Example: "4th of July" on a page with multiple parade photos does not clearly

indicate which photo to judge.)

How do I make changes to an entry that I've already submitted?

On the "Manage Entries" page of the online contest system, identify the entry you'd like to update or change. In the "Actions" column, you can click "Label" to print a label to affix to mail-in entries. Click "Edit" to update or change an entry. You can delete uploaded files and upload new or additional files here as well. Click "Disable" if you'd like to remove the entry from view of the contest administrator and judges. Click "Delete" if you'd like to remove the entry. This action is permanent.

What file formats are accepted for uploading?

File formats accepted by the system include .pdf, .jpg, .gif, and .png (and .doc in applicable categories). If for some reason you don't have a PDF of the tearsheet you wish to submit, it would be easy to snap a photo and submit the resulting photo file.

What is the maximum file size?

5MB is the maximum file size allowed by the contest system.

How can I make my PDF files smaller?

Most newspaper PDFs include high-resolution (200-300dpi) grayscale or CMYK images for printing. However, PDF contest entries will be viewed and judged on a computer monitor, which displays at low resolution (72-96dpi) in RGB color.

Changes in the resolution and color mode of images are the most effective ways to reduce file size without sacrificing quality.

1. Resolution. In PDFs, text is usually clear regardless of resolution. Resolution relates only to photos and rasterized graphics. Reducing resolution by half reduces image file size by 75%. The recommended maximum resolution of 96dpi can be enforced by Distiller settings.

2. Color mode. Converting from CMYK to RGB color will reduce image file size by another 25%. This color conversion can again be enforced by Distiller settings.

If you reduce image resolution and/or convert color mode in your entry PDFs with a PDF editor (e.g., Enfocus Pitstop or Quite A Box Of Tricks) or use the native profiling/editing tools in Acrobat 6 or later, YOU WILL NOT GAIN THE EXPECTED REDUCTION IN FILE SIZE unless you redistill the PDF afterward.

What is the most efficient way to collect entry files to be ready for the next contest?

Save copies of all PDF files that contain entry-related pages into one place (e.g., create a folder on your server to save all the files for the next contest entry period). These may be full-issue, full-section, or individual-page

PDFs that you sent to your printer or that you saved from your page layout program for other reasons. The sizes, resolutions, color modes, and other characteristics of those PDF files can be ignored at this point.

Extract entry-related pages from any multi-page PDFs, or delete non-entry pages. Give each resulting file a clearly descriptive name. Combine into a single PDF file the pages that comprise each entry. Instructions for extracting and combining PDFs are provided below. Distill. Once you've created all your entry PDFs, redistill each one as explained above to reduce it to the smallest practical size. It is not productive to try to reduce the sizes of individual files before combining them into complete entries. Like all changes, combining pages can increase overall PDF file size.

How do I extract pages from a full-issue or full section PDF?

In Acrobat, open the PDF file, then choose "Extract Pages..." from the Document menu and follow the instructions. This will allow you to save individual or sequential pages in separate files anywhere on your system.

Should I combine PDF pages or files into a single file to upload, and how do I do that?

First, please pay attention to category wording. If it says "MAY submit 3, you need to enter each story, ad, or photo on a separate entry form and pay for all 3. If it says "MUST submit 3, then you are required to enter all 3 stories on the same entry form and will only be charged for 1 story. Of course, if you have a series or a jump, these should be uploaded on one entry form, and following are instructions if you'd like to combine the pages into one file to upload: Open the PDF file in Acrobat that is to appear first in the entry, choose "Save As..." from the File menu, and save that file with the name you'd like to give the final PDF entry. Choose "Insert Pages..." from the Document menu, choose the file that is to appear next in the entry, then specify where that file should be inserted. When all insertions have been made, save and close the PDF file. You'll need to redistill the final PDFs.

How do I submit payment for my entries?

The online contest system will help you figure your total amount due: Click on "Calculate Entry Fee" from the "Manage Entries" page to determine your total fee. If paying by check, select the "Pay by Check" option, then print a copy of your entry list and mail it along with a check to NDNA to complete payment. You may also pay by credit card or PayPal. Select "Pay Now with Card" to enter credit card information at the bottom of the "Entry Fee Calculation" page, or select "Check out with PayPal" to be taken to the PayPal site to login and pay with your PayPal account.

Be sure to print your Credit Card or PayPal payment confirmation page and mail or fax (800-223-8185) to NDNA so we have proof of your payment on file. Please send your check payments with entry list or Credit Card/PayPal confirmation page to:

**NDNA - Contest
1435 Interstate Loop
Bismarck, ND 58503**

What is the deadline for submitting contest entries?

Friday, January 11, 2019. All entries must be uploaded to the online contest system ("BetterBNC" at www.betterbnc.com) by 11 p.m. CT, Friday, January 11, 2019. After the contest deadline, you'll lose access to the contest site, so save any entry files or entry lists for your records in advance of the contest deadline. Time extensions beyond the deadline will not be granted, as the site closes for judging at that time. Categories that require mail-in entry materials must be postmarked on or before the deadline. Entries postmarked later than the deadline will not be accepted. Hand deliveries must make it to the NDNA office by 5:00 p.m. of the deadline day.

Where can I get more help for anything I can't find here?

Questions? We are here to help! Please contact our contest coordinator, Kelli Richey, by phone (701-595-7315) or e-mail (kellir@ndna.com).

**Awards will be presented during the
133rd Annual NDNA Convention
May 30 - June 1, 2019 in Medora, ND
(in conjunction with SDNA)**

