

MINNESOTA
NEWSPAPER
ASSOCIATION

2011-2012 College Better Newspaper Contest Rules & Instructions



2011-2012

College Better Newspaper Contest Rules

GENERAL PURPOSE OF THE CONTEST

One of the reasons for MNA's existence, as laid down in the association's Articles of Incorporation (Art. III) is: "To secure improved standards in the practice and the profession of journalism." The purpose of this annual contest, therefore, is to recognize excellence in the various aspects of college newspaper journalism so that the practice and profession of journalism by future newspaper men and women in Minnesota may be advanced.

WHO MAY ENTER

Any college newspaper in Minnesota. Some awards are given to the newspaper as a whole; others awards are given to individual staff members. If you are not on the list of colleges displayed in the contest system, please contact Sarah Bauer by phone (612-278-0250) or email (sarah@mna.org).

DEADLINE

Monday, October 15, 2012. All entries must be uploaded to the online system by 11 p.m. Oct. 15. Categories that require mailed entries must be postmarked on or before Oct. 15. Entries postmarked later than Oct. 15 will not be accepted. Hand deliveries must be made to the MNA office by 5:00 p.m., Friday, Oct. 15.

TIME PERIOD

Anything published from September 1, 2011 through August 31, 2012.

JUDGING

Judges from the Hoosier State Press Association in Indianapolis, IN, including working newspaper professionals, journalists and journalism instructors, will be selected as judges. Judges will be directed to award a first, second, and third place in all categories where merited.

AWARD PRESENTATION

The College Better Newspaper Awards will be presented at the Better Newspaper Contest Banquet, along with the professional awards, on Thursday, January 24, 2013 at 6:30 p.m. as part of the 146th Annual MNA Convention at the DoubleTree by Hilton Minneapolis South. Winners will be notified by letter from the MNA office. We will ask all winners not to publicize the fact, but wait until the January convention to do so.

HOW TO ENTER

First, read the rules and submission instructions! We have tried to make them clear. Judges will be instructed to give weight, in case of a tie, to the entry which most closely follows instructions. Failure to comply with instructions will be grounds for elimination from the contest. If you have questions, the MNA staff is prepared to assist you. To reach us, please call the MNA office, 612-332-8844 or 800-279-2979 or e-mail member@mna.org. You may also contact Sarah Bauer by phone (612-278-0250) or email (sarah@mna.org). See pages 3-6 for step-by-step instructions.

CONTEST TIPS

You are required to fill out an entry form online for each entry. Most categories require the submission of a full-page PDF tearsheet online. Some categories require the submission, by mail, of full issues or sections.

Do not crop entries. All entries must include full-page tearsheets unaltered in any way. All mailed entries from a single newspaper must be submitted at one time in one package with entry labels, printed from the online system, affixed to the front of each mailed entry.

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 blank or uploaded with the entry.

For awards in the individual division, you may only submit entries that have appeared in your college newspaper. (For instance, if an individual worked for his or her hometown newspaper during the summer, he or she could not submit something that had been published in that newspaper. But if it had also appeared in his or her college newspaper, then it could be submitted.)

CONTINUED ►

For awards in the newspaper division, each college newspaper may submit one entry. For awards in the individual division, each individual may submit two entries per category.

Stories or a series done by more than one writer will be counted as a single entry (one of two allowed) for the writer listed first on the contest entry form. Other writers on that series will still be able to enter twice more in that category.

In categories that require the entry of three issues (such as General Excellence), these three issues count as ONE entry at \$3, NOT \$9. Submit all three issues together.

Label mail-in entries correctly. Affix printed entry label securely. When more than one section or issue is required, be sure to bind all materials together securely with a binder clip, rubber bands, or enclose in a manila envelope.

For entries that require PDF submission online, make sure your PDF file works, and is the correct file for the category. Please keep file sizes to 5MB or less, to aid judges in accessing entry content.

FEES

There will be a \$3 fee for each entry. Payment for entries may be completed online with a credit card, or a check in the full amount owed may be mailed to MNA. Fees collected will be earmarked for two purposes: To provide winners with awards and to pay expenses associated with judging. Make checks payable to MNA.

SPECIAL NOTE

For the purposes of judging, MNA has divided contestants into groups based on information in our member records. If you feel MNA has mis-categorized your newspaper, please let us know immediately, and we will update your records. These divisions include, “circulation groups” defined as “2 Year College/University” or “4 Year College/University;” and “frequency” defined as “Daily” or “Non-Daily.”

AWARDS TO NEWSPAPERS

1. General Excellence
2. Typography and Design
3. Editorial Page as a Whole
4. General Reporting
5. Use of Photography as a Whole
6. Headline Writing
7. Advertising Excellence
8. Website

Rules for this division: Entries from three different issues from within the contest period must be submitted. Each newspaper may submit one entry.

AWARDS TO INDIVIDUALS

9. Best Advertisement
10. Innovative Online Advertising
11. Human Interest Story
12. Social Issues Story
13. Sports Story
14. Business Story
15. Arts & Entertainment Story
16. Local Breaking News Coverage
17. Investigative Reporting
18. Columnist
19. Photography
 - a. News Photo
 - b. Sports Photo
 - c. Feature Photo
 - d. Photo Story
 - e. Portrait and Personality
20. Use of Information Graphics and Graphic Illustration
21. Photographer’s Portfolio*
22. Design Portfolio*
23. Best Use of Video
24. Multimedia Special Project
25. Best Use of Social Media
26. Editorial
27. Government/Public Affairs Reporting

Rules for this division: Each individual may enter no more than two entries in each category, unless otherwise noted (marked with an *). Entries may be selected from any issue in the contest period.



How to Enter

Instructions for using the online system for submitting entries in the MNA College Better Newspaper Contest.

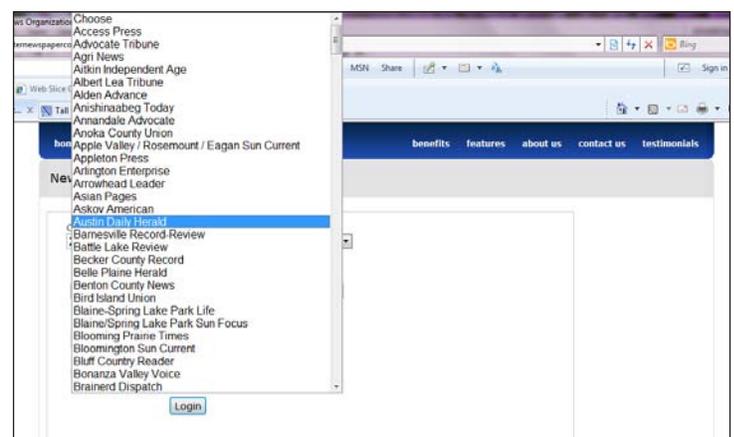
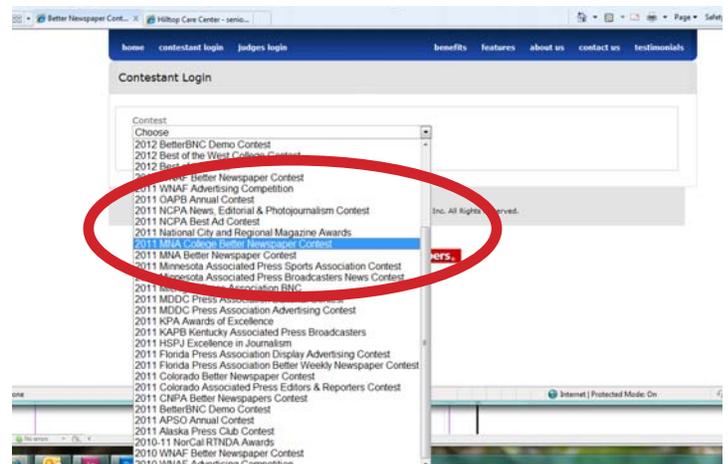
1. Go to the site

The contest registration site is located at: www.betternewspapercontest.com. Under the "Are you a contestant?" icon, click "Newspaper Login."

2. Log in

Choose which contest you want to work on (2012 MNA College Better Newspaper Contest). Two fields — "News Organization" and "Password" — will then appear below the contest selection. Choose your newspaper from the dropdown list, enter the password "bnc" (password is case sensitive) and click "Login."

If your newspaper is not on the list, contact Sarah Bauer by e-mail (sarah@mna.org) or phone (612-278-0250).



3. Change password and update information

Your first successful login will take you to the “Change Password” screen, where you are required to change your password before you proceed. Change it to something you can remember easily.

You must also CORRECT YOUR NAME AND E-MAIL ADDRESS on this page. This will ensure that you can retrieve your password if you forget it, and that MNA can contact you if we have questions about your entries. Click “Submit” when you’re done.

If you’ve logged in before but have forgotten your password, be sure to select your newspaper, then click “Forgot password?” The password will be sent immediately to the e-mail on the “My Account” screen for the newspaper you selected.

4. Manage your entries

This is the main entry page, the one you’ll see each time you log in. From here you’ll submit, edit, and manage your contest entries. At the upper right hand side of this page, you’ll see a your circulation group designation and your total number of entries.

4. Submit an online entry

When you first visit the “Manage Entries” page, the entry list will be empty. On this page you will find three links: “My Account,” “Submit Entry,” and “Logout.” If you haven’t already, be sure to click “My Account” and update your contact information to ensure that you can retrieve your password and be contacted with any questions about your entries. Click “Submit Entry,” either on the page or in the drop down “My Contest” menu, to go to the entry submission form.

The “Submit Entry” form is self-explanatory; fill in the information requested, working from top to bottom. The division you choose will determine the list of categories available for selection, and the category you choose will reveal other form fields. You must fill out one form for each entry. If you wish to submit two entries in the same category, each entry must have its own form.

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Newspapers

The Littlefork Times (293)

Welcome to the Better Newspaper Contest. Fill out the details below in order to gain full access to the site.

You Must Choose a New Password

Confirm Your New Password

Contact Name
Stephanie Fairchild

Contact Phone
(218) 278-4143

Contact Email
littleforktimes@frontier

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Manage Entries

Welcome to the BNC

Proctor Journal is a member of circulation **1,500 to 2,500.**
You have a total of **0** entries.

- My Account
- Submit Entry
- Logout

You don't yet have any entries. Why not submit one now?

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Submit Entry

Proctor Journal is a member of the **1,500 to 2,500** circulation group.
You have a total of **0** entries.

Division
Awards to Individuals
Awards to Newspapers
Special Awards

Headline or Title of Entry (exactly as it appears on the page)

Who should be credited for this entry? Enter the names of up to 20 people.
Note: If more than 20 people, please enter Staff:

Select either Awards to Newspaper or Awards to Individuals. The categories drop-down menu will become active for you to choose the appropriate category for each entry. Then, enter the Headline or Title of Entry and Run (publication) Date. Add any notes or descriptions to accompany entry, and enter the entrant name(s).

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Submit Entry

Proctor Journal is a member of the 1,500 to 2,500 circulation group.
You have a total of 0 entries.

Division
Awards to Individuals

Category
Choose
Choose
23A Photography: News Photo
23B Photography: Sports Photo
23C Photography: Feature Photo
23D Photography: Photo Story
23E Photography: Portrait and Personality
111 Advertising Campaign
112 Institutional Advertisement
113 Self-Promotion or House Ad
114 Use of Color in Advertising
115 Advertisement
116 Innovative Online Advertising
117 Human Interest Story
118 Social Issues Story
119 Sports Story
120 Local Breaking News Coverage
121 Investigative Reporting
122 Columnist
124 Use of Information Graphics

For categories that require online submission (indicated by  symbol), click "Browse" under "Upload Attachment" and select the PDF file you wish to upload. Click "Attach More" if you wish to add additional PDFs. Click "upload" to complete process. When files are successfully uploaded, you will see them listed under "Existing Attachments." **Please keep file sizes to 5MB or less, to aid judges in accessing content.**

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Submit Entry

Proctor Journal is a member of the 1,500 to 2,500 circulation group.
You have a total of 0 entries.

Division
Awards to Individuals

Category
113 Self-Promotion or House Ad
Category Note: 1

Headline or Title of Entry (exactly as it appears on the page)

Upload Attachment [Need Help?](#)

Note: Upload your attachments in the order in which the entry should be read by the judges.



If your category requires URL links, copy and paste the links into the open fields under "Website URL(s)."

Once you've filled out the form completely, click "Submit."

5. Entry labels for mailed-in entries

If your entry is for one of the categories that require mail-in submission (indicated by the  symbol), you do need to complete an entry form online (process outlined above). In this case you won't upload a PDF attachment. When you click "Submit" you'll be taken to a label page for that entry. For mailed entries, you must print out this label and attach it to your hard-copy entry (see guidelines on submitting these entries in the main contest file).

Labeling must be done correctly or your entries may not be judged properly. Judges read the hard-copy entries and enter contest results online. The label affixed to your mail-in entry corresponds directly with the contest website.

The Entry has been saved.

This Page is Your Official Entry Form.

Entry Details:
Newspaper: **Proctor Journal (221)**
Title or Headline: **This is a test entry**
Division: **Special Awards**
Category: **S38 Lynn Smith Community Leadership Award**
Entry Code: **22101**
Pages: **1**
Credits: **Sarah**
Entry made by **Jake Benson** on **2010-07-27 16:55:00**

★★★★★★★★

Special Awards CIRC02 CATS38 22101
Proctor Journal
Lynn Smith Community Leadership Award

DO NOT HIT YOUR BACK BUTTON

or [Manage Entries](#) | [Logout](#)

6. Review your entry list

In the list of entries on the "Manage Entries" page, the Actions column at the far right contains four links: "Label," "Edit," "Disable," and "Delete."

"Label" displays the entry label associated with that entry. You only need labels for mail-in entries. You can use this link to print new or additional labels, if needed.

"Edit" lets you view and change information in the entry form. If you change an entry in a non-PDF category, you'll need to display and reprint the label (twice) for that entry. You will not be able to edit an entry once it has been confirmed by the MNA contest administrator, nor after the entry deadline has passed. (Confirmation is done when your entries are submitted to prevent further editing of your entries.)

"Disable" removes that entry from the contest (you will not be charged for disabled entries), although you'll still see it in a separate Disabled Entries list. If you disable an entry, you can reinstate it again by clicking "Enable." This action is reversible.

"Delete" allows you to permanently delete an entry. This action cannot be reversed.

The screenshot shows the 'Manage Entries' page. At the top, there is a navigation bar with links: home, my contest, contest info, judges login, benefits, features, about us, contact us, testimonials. Below the navigation bar, the page title is 'Manage Entries'. A welcome message says 'Welcome to the BNC' and 'Sarah-TEST is a member of circulation Under 1,500. You have a total of 3 entries. Calculate Entry Fee'. There are links for 'My Account', 'Submit Entry', and 'Logout'. The main content is a table of entries:

Category	Title	Pages	Files/URLs	Created	Actions
10 Website	Best Website	1		2011-08-22 11:25:36	Label Edit Disable Delete
21 Arts & Entertainment Story	Best Story of the Year	2		2011-08-23 10:08:58	Label Edit Disable Delete
34 Best Use of Multimedia	Best Multimedia	1		2011-08-23 10:08:58	Label Edit Disable Delete

7. Print out your list and send it to MNA with your payment

Once you've submitted all your entries, you'll need to print out a complete list of entries to submit with payment.

Click the "Calculate Entry Fee" link to pull up a full list of all entries, along with amount due (\$3 per entry).

PRINT TWO COPIES OF THE COMPLETED LIST. Keep one copy for your records. Mail one copy with your check (made out to "Minnesota Newspaper Association") and any non-digital entries to the MNA office. In lieu of a check, complete the credit card information form and submit payment online. Include a copy of your entry list and online payment confirmation with any mailed entries to MNA.

8. You're done!

Congratulations! You're done! Log out. There's nothing else to complete. 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 deadline.

The screenshot shows the 'Manage Entries' page. A red arrow points from the 'Calculate Entry Fee' link to the 'Entry Fee Calculation' page below. The 'Manage Entries' page shows a table of entries with 2 entries listed:

Category	Title	Pages	Files/URLs	Created	Actions
10 Website	Best Website	1		2011-08-22 11:25:36	Label Edit Disable Delete
33 Best Use of Video	Best Video	1		2011-08-22 11:51:07	Label Edit Disable Delete

The screenshot shows the 'Entry Fee Calculation' page. It displays the following information:

Sarah-TEST Circulation Group Under 1,500.
As of 08/22/2011 4:32 pm
Disable entries are not in fee calculation.

Division	Category	Title	Entry Fee
Awards to Newspapers	10 Website	Best Website	\$9.00
		Awards to Newspapers subtotal	\$9.00
Special Awards	33 Best Use of Video	Best Video	\$9.00
		Special Awards subtotal	\$9.00
			Total Entry Fee Due \$18.00

If you wish to pay online with a credit card, click here. If you wish to pay by check, click the "print" icon on the upper right-hand side of this page, and mail the report along with a check

Awards To Newspapers

1. GENERAL EXCELLENCE

(Competition for the total newspaper)

Purpose: To recognize the balanced excellence of the college newspaper as a whole. Judging on five criteria:

- (a) depth, breadth and quality of news coverage,
- (b) quality of advertising, both classified and display,
- (c) quality of editorial page, with particular attention to relevance to community,
- (d) quantity and quality of pictorial material, and
- (e) overall appearance of the newspapers.

Submit entire issues by mail from three separate months between September 1, 2011, and August 31, 2012, for a total of THREE issues.

2. TYPOGRAPHY AND DESIGN

(Competition for the total newspaper)

Purpose: To recognize excellence in the appearance of the newspaper. Judging will be based on the design of the entire newspaper, use of photos, headlines and body types, quality of reproduction, overall appearance, and use of imagination.

Submit entire issues by mail from three separate months between September 1, 2011, and August 31, 2012, for a total of THREE issues.

3. EDITORIAL PAGE AS A WHOLE

(Competition for the total newspaper)

Purpose: To recognize the excellence of the entire editorial page, as distinguished from any part of any particular editorial. The significance to the school, the quality and impact of writing, the diversity of material — all will be considered. About 75% of the weight will be given to content, 25% to the form in which it is presented.

Submit ONLY tearsheets online from three separate months between September 1, 2011, and August 31, 2012.

4. GENERAL REPORTING

(Competition for the total newspaper)

This award will recognize excellence in general news reporting. Judges will consider: the content of the writing and the form in which it is written; the selection of significant material to report about; and the way in which the material is handled. Submit entire issues by mail from three separate months between September 1, 2011, through August 31, 2012 for a total of THREE issues.

5. USE OF PHOTOGRAPHY AS A WHOLE

(Competition for the total newspaper)

Purpose: To recognize excellence in the use of news photography in its relationship to news stories and the manner in which photos are used in the newspaper as a whole. Judges will give 75 percent weight to the relationship of photos to other elements of the newspaper, 25 percent to the technique of the newspaper. Do NOT send prints.

Submit entire issues by mail from three separate months of between September 1, 2011, and August 31, 2012, for a total of THREE issues.

6. HEADLINE WRITING

(Competition for the total newspaper)

Purpose: The best overall issue demonstrating an effective use of non-advertising headlines. Judges will consider whether headlines throughout the issue attract readers' attention and accurately reflect the story.

Submit entire issues by mail from three separate months between September 1, 2011, and August 31, 2012, for a total of THREE issues.

7. ADVERTISING EXCELLENCE

(Competition for the total newspaper)

Purpose: To recognize overall excellence in locally prepared advertising, both display and classified advertising. The award is intended to recognize sustained quality and the advertising enterprise of the newspaper as reflected by a wide variety of advertisers. With respect to display advertising, judges will consider in this order:

- (a) the probable total effect on the reader,
- (b) the use of good design, typography and imagination in the ad,
- (c) the general appearance of display advertising throughout the issue, including presswork.

With respect to classified advertising, consider these criteria: variety of classifications and general appearance and display of ads.

Submit entire issues by mail from three separate months between September 1, 2011, and August 31, 2012, for a total of THREE issues.

8. WEBSITE

(Competition for the total newspaper)



Purpose: Your website will be randomly visited by our judges a minimum of three times. Judging will be based on the following criteria:

- Content: quality of news and editorial matter
 - Navigation: ease of finding and retrieving information from the Website
 - Visual/Design: layout, use of graphics, photographs, animation, color and other visuals
 - Advertising: innovative strategies and/or evidence of revenue generation
 - Community: demonstration that the Website fulfills a “community gatekeeper” role.
- Submit URL online.

Awards To Individuals

THE FOLLOWING CATEGORIES are open to INDIVIDUALS from all college newspapers in the state. If more than one person on a newspaper staff wishes to enter the same category she or he may do so.

The rules allow each individual to enter up to TWO entries per category in the following categories. No more than two entries per category by a single individual is permitted. For example, an individual may choose his or her TWO best columns to enter. These two must be treated as two separate entries; entrants will fill out an entry form for each entry and \$3 must be paid for EACH column entered.

WRITING CRITERIA: Judges are asked to give equal weight to the writing and to the form in which it is written. That is, what the entry is about is as important as the how; expressed in another way, the selection of significant material to report about will be given equal weight to the way such material is handled. Note, this competition is for individuals, not the total newspaper.

9. BEST ADVERTISEMENT

(Individual competition)



Purpose: To recognize overall excellence of the best staff-produced college newspaper ad, awarded to the individual who conceived and developed the idea. Judges will be asked to consider the originality and appearance of the ad, and give 50 percent weight to the ad idea, 25 percent to the copy and 25 percent to the layout and design. Submit tearsheets online from issues dated September 1, 2011, through August 31, 2012. Each individual may submit two (2) entries.

INNOVATIVE ONLINE ADVERTISING

(Individual competition)

10.



Purpose: This award will recognize excellence for a single online ad campaign including, but not limited to, button ads, banners, video and animation and will be awarded to the person(s) responsible for conceiving the ad campaign. Judges will consider: creativity, effectiveness, impact, and a statement by the advertiser as to the effects of the campaign (this statement must be included or entry will be deemed incomplete).

Submit PDFs or URLs (permalink) online from any date within the contest period.

Each individual may submit two (2) entries. One entry consists of PDF files or URLs for up to 5 ads relating to the same advertiser. Submit PDF files and URLs online. Entrants must include a statement from the advertiser as to the effect of the ads.

HUMAN INTEREST STORY

(Individual competition)

11.



Purpose: This award will recognize excellence for a single human interest story. A human interest story is a feature story that discusses a person or persons in an interactive and/or emotional way. It presents people and their problems, concerns, or achievements in a way that brings about interest or sympathy in the reader. Columns should not be entered in this category. Judges will consider: readability, originality and impact.

Submit tearsheets online from any issue within the contest period.

Each individual may submit two (2) separate entries. One entry consists of full page PDF tearsheet(s) submitted online.

12. SOCIAL ISSUES STORY

(Individual competition)



Purpose: This award will recognize excellence for a social issues story or series. Social issues are matters that can be explained only by factors outside an individual's control and immediate social environment which affect many individuals in a society. Common social issues include poverty, violence, justice, human rights (suppression of), equality (or discrimination), and crime, and usually revolve around conflicting viewpoints and tensions between people who take different stances. Columns should not be entered in this category. Judges will consider: readability, originality, and impact.

Submit tearsheets online from any issues within the contest period.

Each individual may submit two (2) separate entries. If the entry is part of a series of multiple stories, the entry will be limited to three (3) stories per single entry. One entry consists of full page PDF tearsheets for (1) to three (3) stories online.

13. SPORTS STORY

(Individual competition)



Purpose: To recognize excellence in sports reporting. Judges are asked to give EQUAL weight to the content of the writing and to the form in which it is written. Selection of significant material to report about will be given equal weight to the way such material is handled. Each individual may submit two (2) entries. Submit tearsheets online from any issues from September 1, 2011, through August 31, 2012.

14. BUSINESS STORY

(Individual competition)



Purpose: This award will recognize excellence in business writing. Business columns should not be entered in this category. Judges will consider: readability, content, impact, local importance.

Submit tearsheets online from any issues within the contest period.

Each individual may submit two (2) separate entries. One entry consists of full page PDF tearsheet(s) submitted online.

15. ARTS/ ENTERTAINMENT STORY

(Individual competition)



Purpose: To recognize excellence in coverage/critiques of arts and entertainment events. Judges are asked to give equal weight to the content of the writing and to the form in which it is written. Submit tearsheets online from any issues from the contest period. Each individual may submit two (2) entries.

16. LOCAL BREAKING NEWS COVERAGE

(Individual competition)



Purpose: This award will recognize excellence in breaking news coverage both in print, and online. Entrants may submit online coverage from a 24-hour period surrounding the news event, as well as the edition of the newspaper printed in closest proximity to the event (the next printed edition). Judges will consider: enterprise, thoroughness, objectivity and local importance; clarity will be paramount; style will be a secondary criteria.

Individuals at Dailies: Submit tearsheets and URLs online from any issues within the contest period. You may submit print and online coverage on the news events from a 24-hour period.

Individuals at Weeklies: Submit tearsheets and URLs online from any issues within the contest period. You may submit online coverage of the news events from a 24-hour period, in addition to stories from the next available print edition of the newspaper.

Each individual may submit two (2) separate entries. Each entry consists of one (1) or more full page PDF tearsheets and related URLs on a local news story submitted online.

17. INVESTIGATIVE REPORTING

(Individual competition)



Purpose: To recognize excellence in investigative reporting. Judges are asked to give equal weight to the content of the writing and to the form in which it is written, that is, the selection of significant material to report about will be given equal weight to the way such material is handled. Submit tearsheets online of either a story or a series of stories on the same subject, written by the same reporter, at any time from September 1, 2011 through August 31, 2012. "Investigative reporting" will be defined as in-depth reporting that goes beyond the surface of the news, requiring more time, more work and more professional skill than normal reporting work. Each individual may submit two (2) entries.

18. COLUMNIST (Individual competition)



Purpose: To recognize excellence in column writing. Judges will evaluate the purpose of the column (i.e., whether it interprets, entertains, advocates, etc.). With that in mind, they will determine how well the column fulfilled its goal. Literary style, ability or cleverness of the writer, depth of the material or research, local interest and relevance to the college community will be considered. Submit columns published in any issue from September 1, 2011, through August 31, 2012. Each individual may submit two (2) entries.

19. PHOTOGRAPHY (Individual competition)



Purpose: To recognize excellence in photojournalism by individual newspaper photographers. There are five categories:

- a. News Photo
- b. Sports Photo
- c. Feature Photo
- d. Photo Story*
- e. Portrait and Personality

Judges will give 75 percent weight to the content of the photo, 25 percent to technique. More than one person per newspaper may enter.

***A photo story** is defined as three or more photos that tell a story. For photo story entries, submit **ONLY TEARSHEETS**. If a number of photos on the same story appear in successive issues or in a single issue, they should be entered as a single entry. Photo stories will be judged based on the story told by the photos, not the accompanying copy.

For all other photo categories, submit entire tearsheets online from the issue in which the photo was published, if more than one photo appears on the page, add descriptive language in the comment section of the entry form. Each individual may submit two (2) entries. Submit any photo(s) published September 1, 2011 through August 31, 2012.

20. USE OF INFORMATION GRAPHICS AND GRAPHIC ILLUSTRATION (Individual competition)



Purpose: This award will recognize excellence in staff-produced information graphics and graphic illustrations. Judges will consider: artistic design; usefulness to the reader, clarity of content; and enhancement to the story.

Individuals: Submit tearsheets online from any issues within the contest period. Each individual may submit two (2) separate entries. Each contest entry consists of full page PDF tearsheets of three (3) to five (5) examples along with the related story submitted online. Please provide descriptive language of the graphic in the entry form.

21. PHOTOGRAPHER'S PORTFOLIO (Individual competition)



Purpose: To recognize excellence among college newspaper photographers, as reflected by a broad sample of their work. Judging will be based on the submission of **NO MORE THAN 10—but at least six**—individual photos (maximum size 8" x 10") selected by the entrant, and published in a college newspaper during the contest period, to demonstrate different aspects of newspaper photography. Portfolios will be judged on subject matter, originality, technical excellence and versatility.

(Photos entered in this category may also be entered in the photography category, although separate entries must be provided.)

Submit entire tearsheet online. **Each individual may submit only one (1) contest entry.**

22. DESIGN PORTFOLIO (Individual competition)



Purpose: This award will recognize overall excellence among graphic artists and designers as reflected by a broad sample of their work. Judges will consider: page composition and design; use of photos; graphics and illustrations; overall appearance; artistic design; creativity; and usefulness to the reader.

Individuals: Submit tearsheets and URLs online from any issues within the contest period.

Each entry consists of full page PDF tearsheets or URLs of up to ten (10) examples of page layout, graphics and illustrations, and other design elements created by the entrant and published in the newspaper or online. **Each individual may submit only one (1) contest entry.**

23. BEST USE OF VIDEO (Individual competition)



This award will recognize excellence in using video to impact storytelling. Judges will consider: production quality, relevance of topic, content, creativity, and impact.

Submit entries online from any date within the contest period. Each individual may submit up to two (2) entries. Each entry will consist of a URL(s) to one (1) video submitted online.

24. MULTIMEDIA SPECIAL PROJECT

(Individual competition)



Purpose: The award will recognize excellence in using new media to impact storytelling. Judges will consider: best presentation that supports storytelling and enhances the impact of the story with the use of multimedia; and must include, but is not limited to, audio, video, podcasts, photo galleries or animation as appropriate for the story. The entry can be a story that appeared on the Web only, but must include the use of multimedia. If the story also appeared in print, the story on the website must go beyond what appeared in the print edition to enhance the story.

Submit entries online from any date within the contest period.

Each individual may submit up to two (2) entries. Each entry will consist of a URL(s) to one (1) multimedia special project submitted online.

25. BEST USE OF SOCIAL MEDIA

(Individual competition)



Purpose: This award will recognize excellence, efficacy, and innovation in social media use by newspapers. Entries may include examples of crowd sourcing; community engagement via sites like Facebook, Twitter, LinkedIn, video and photo sharing sites, etc.; and other innovative uses of social media. Entrants should submit a statement describing the use of social media tools, and resulting success. Judges will consider: efficacy, innovation, creativity, impact, results.

Submit tearsheets and URLs online from any issue within the contest period.

Each individual may submit up to two (2) entries. One entry consists of materials outlined above from the contest period. Submit PDF tearsheets and URLs online.

26. EDITORIAL

(Individual competition)



Purpose: To recognize the single best editorial published in a Minnesota college newspaper from September 1, 2010, through August 31, 2011. Quality of writing, significance to the school, importance of the issue, success of the argument on the reader, general impact—all will be considered. Each individual may submit up to two (2) entries.

27. GOVERNMENT/PUBLIC AFFAIRS REPORTING

(Individual competition)



Purpose: This award will recognize exemplary reporting on local, state or federal government and how it affects a newspaper's community. Judges will consider the clarity and relevancy to readers. Stories might be on coverage of city hall, school boards, state legislation, etc. Editorials supporting the reporting examples may be part of the entry, but not the focus of the entry.

Individuals: Submit tearsheets online from any issue within the contest period. Each individual may submit two (2) entries. One entry consists of government/public affairs coverage from any one issue (may include more than one story). Submit PDF tearsheets online.

Have You...

1. Complied with the rules for each category entered?
2. Completed an entry form online for each entry?
3. Attached a printed entry label to each mailed entry?
4. Included a list of all entries along with the \$3 entry fee for each entry?
5. Postmarked or submitted your entries by October 15?

Mail payment and entries to:

MNA College Better Newspaper Contest

12 South Sixth Street, Suite 1120

Minneapolis, MN 55402-1502

E: member@mna.org | P: 612-332-8844



Frequently Asked Questions

If you have any questions about the BNC, please read the full rules and instruction packet first. We have tried to make the directions clear and user-friendly. We've provided some answers to frequently asked questions below, but if you still have questions, the MNA staff is prepared to assist you. To reach us, please call the MNA office, 612-332-8844 or 800-279-2979 or email member@mna.org.

What work can I enter in the BNC?

Anything published between September 1, 2011, through August 31, 2012

What browser should I use?

The contest site www.betterbnc.com is compatible with Internet Explorer (6+) and FireFox (2+) on the PC, and FireFox (2+) on the Macintosh. FireFox is BetterBNC's recommended browser.

How do I know what my password is?

The first time you login into the system, the default password is "bnc" (password is case sensitive). You will be prompted immediately to update your password and contact information. Each newspaper can have only ONE password, so please share it with coworkers who will be using the contest system.

If you've already changed your password, and have lost or forgot it, please email or call Sarah Bauer who can help re-set the password (sarah@mna.org or 612-278-0250).

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

Yes. You must fill out an entry form online for every single entry. Print and affix entry label securely to the entry materials that require mail-in submission. When more than one section or issue is required, be sure to bind all materials together securely with a binder clip, rubber bands, or enclose in a manila folder or envelope.

Which categories must be submitted by mail?

- 1: General Excellence
- 2: Typography and Design
- 4: General Reporting
- 5: Use of Photography as a Whole
- 6: Headline Writing
- 7: Advertising Excellence

MNA's mailing address is 12 South Sixth Street, Suite 1120, Minneapolis, MN 55402. Mailed entries must be postmarked on or before October 15.

All other categories must be submitted online. If you do not have the capability to provide digital files for entry categories, contact MNA immediately, and we will work with you to create files that can be uploaded to the online contest system.

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)" - if there is no specific title, use the category title as a guide (e.g. "Paynesville Press - General Excellence" or "Sally Jones - Design Portfolio").

I'm required to enter a "Run Date" but I'm not sure what to put here.

For categories like website that do not have a single "run date," enter a date within the contest period like "September 1, 2011." For categories where there are multiple stories as part of an entry, or a series, for example, enter the publication date of the first story. As long as the date you enter is within the contest period (September 1, 2011 - August 31, 2012), you will not raise red flags with the judges.

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

On the "Manage Entries" page of the contest system, identify the entry you'd like to update or change. In the "Actions" column, 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.

Can I submit a series of stories as one entry in the contest?

Unless otherwise noted, one entry consists of one story. Some categories allow you to submit more than one story as a single entry.

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 always 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?

Collect copies of all PDF files that contain entry-related pages into one place. 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.

How do I combine PDF pages or files into a single entry?

Open the PDF file 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 will MNA prevent fraud?

We prefer to trust our member publishers not to submit embellished or edited entries. It is true that ads and articles can be re-edited, photos can be retouched or replaced, and page layouts can be changed. However, major deception probably would be noticed, if only because winning PDFs will be available to the public and MNA members on the MNA website. If fraud is suspected with any entries, a full investigation will follow.

How do I submit payment for my entries?

First, calculate the amount owed. To do this, go to the “Manage Entries” page of the online system, click “Calculate Entry Fee” in the upper right-hand corner of the page. If you are paying by check, please print this list and mail it along with a check for the full amount owed, to MNA. Checks should be made payable to “MNA.”

MNA’s mailing address is 12 South Sixth Street, Suite 1120, Minneapolis, MN 55402. Mailed payment and entries must be postmarked on or before October 15.

You may also pay by credit card. On the “Calculate Entry Fee” page, click the link at the bottom that reads, “If you wish to pay online with a credit card, click here.” This link will take you through MNA’s online credit card payment process.

What if my info is wrong or my paper is not listed!?

We have worked very hard to make sure all MNA newspapers are included on the publication list, and that the divisions of each paper are as accurate as possible. However if you note that your newspaper is missing OR the division/circulation is listed incorrectly, please do not panic, simply call MNA at 800-279-2979 or 612-332-8844 or email member@mna.org and it will be fixed A.S.A.P!

What is the deadline for submitting contest entries?

Monday, October 15, 2012. All entries must be uploaded to the online system by 11 p.m. Oct. 15. Categories that require mailed entries must be postmarked on or before Oct. 15.

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

Call MNA at 800-279-2979 or 612-332-8844 or e-mail member@mna.org.