

Contest Categories

1. General Excellence

Submit any two consecutive issues. Also, submit one issue from the week beginning Apr. 21 or Nov. 3 of 2013. The judges will evaluate: general and departmental news; mechanical excellence; advertising enterprise; editorial page; general appearance; makeup and style; photography and promotion of community interest.

2. Community Service

In recognition of outstanding service rendered by a newspaper to its local community. The entry may include news stories, features, editorials, photographs, etc. Projects must be promoted and/or developed and completed by the newspaper's own efforts.



A **cover letter** should be included to explain the origin of the project, any many difficulties encountered and the results obtained. Also include one follow-up story showing how the project/series impacted the community.

3. Editorial Page

In recognition of outstanding examples of editorial pages concerned with local issues. Submit only tearsheet of entire editorial page from two consecutive issues. **One entry per newspaper.** Judges will consider content of editorials, columns and other materials on the page with emphasis on artwork, editorial cartoons or photographs, typography, and makeup of pages.

4. Editorial Award

Judging will be based on general excellence of writing and clarity of thinking. Submit tearsheet with editorial clearly marked. Tearsheet must bear the name of the newspaper, and date of publication. Publishers *may*, if they so desire, submit a short statement of circumstances bringing about publication of the editorial.

5. Original Local Editorial Award

Submit tearsheets of cartoons with name of newspaper, and date of publication and any pertinent information about the cartoonist. Each cartoon counts as one entry.

6. Humorous Column

A locally written column devoted to the lighter side of life. Judges will evaluate significance of the material presented to the community, suitable handling of the topic appearance, originality and overall humor. Judging will be done on the basis of the individual merit of a single humorous column. Submitted tearsheet must bear the name of newspaper, date of publication and name of columnist(s).

7. Serious Column (Sally Latham Memorial Award)

A locally written column on a serious or issue related topic. Judging will be based on the best single column with consideration given to the significance of the material presented to the community, suitable handling of the topic, appearance and originality. Submitted tearsheet must clearly mark the column.

8. First Amendment Defense (Jon A. Roosenraad Award)

The Jon. A. Roosenraad First Amendment Defense is given to a newspaper who has worked to keep government open and accessible to citizens and the press, and who actively

defends the principles of the First Amendment and the public's right to know. This entry may be composed of one or a series of articles or editorials concerning the First Amendment or freedom of information in general. Judging will be based primarily on the newspapers active pursuit of First Amendment and/ or protection. **Open circulation.** Submitted tearsheet must list the name of newspaper, date of publication, and name of writer(s).

9. **General News Story (Gwen Stevenson Memorial Award)**

A news story (other than sports) should be submitted with tearsheet. Judges will consider the importance of the story to the community, timeliness, thoroughness of fact finding, reporting, sentence and paragraph structure and impact of headline and lead. Tearsheet must include the name of the newspaper. Date of publication and name of writer(s).



Note: The memorial award is chosen from the 1st place winners in each Division with the overall winner receiving the Gwen Stevenson Memorial Award.

10. **Breaking News Story**

Focus of coverage of an unplanned, unexpected news event. Tearsheet must bear the name of newspaper, date of publication, and name of writer(s). Judges will consider speed of coverage, impact, community interest and clarity of approach. A short statement of less than 200 words *may* be included on specific circumstances surrounding your entry.

11. **Investigative Reporting (Claudia Ross Memorial Award)**



A single article or series of articles based on extensive investigation of an event or issue. Material must be locally reported and/or written. Entries many combine elements of news and/or editorials, which exhibit a measurable degree of investigative research. Tearsheet must include name of newspaper, date of publication and name of writer(s.) *This award is sponsored by the University of Florida College of Journalism & Communications.*

Note: The memorial award is chosen from the 1st place winners in each Division with the overall winner receiving the Claudia Ross Memorial Award.

12. **In-Depth Reporting (Non-Investigative)**

A single story or series on one topic. **Awarded to individual reporter or team.** Tearsheet must include the name of the newspaper, date of publication and name of writer(s). Judges will examine straight, in-depth reporting, giving particular emphasis to community-wide importance of the story or series, thoroughness of fact reporting and research.

13. **Feature Story: Profile**

A single feature article profiling a person or persons. Subject can be from any walk of life – a celebrity, a philanthropist, a local “character” or a neighbor. Judging will be based on local appeal, originality and quality of writing. Submit tearsheet with profile clearly marked.

Tearsheet must bear the name of the newspaper, date of publication and name of writer(s).

14. **Feature Story: Non-profile**

A single article or series (except sports and personality profile features) Judges will consider effectiveness of writing style, originality of approach and human interest. No profiles may be entered in this category. Submit tearsheet with feature clearly marked. Tearsheet must bear the name of the newspaper,



date of publication and name of writer(s).

15. Education Reporting

Any single article or series of articles on any single education subject is eligible. Judging will be based on quality of writing, timeliness, and impact and community interest. *Material must be locally prepared and must focus on a single subject.* Submit tearsheet with article(s) clearly marked. Tearsheet should include name of newspaper, date of publication and name of writer(s).

16. Health, Medical & Science Reporting

Any single article or series of articles on any single health, medical or science subject. Content should include community related issue. *Material must be locally prepared and must focus on a single subject.* Submit tearsheet with article(s) clearly marked. Tearsheet should include name of newspaper, date of publication and name of writer(s).

17. Arts, Entertainment & Review Reporting

Any single article or series of articles including reviews or criticism on any single local or regional arts or entertainment subject is eligible including dining, literature, arts and entertainment. Judging will be based on quality of writing, timeliness, and impact and community interest. Submit tearsheet with clearly labeled article.

18. Faith and Family Reporting

Any single article or series of articles relating to religion and/ or family. Judging will be based on quality of writing, timeliness, and impact and community interest. Submit tearsheets with clearly labeled article.

19. Local Government Reporting

Any single article or series of articles relating to local (city or county) government issues. *Material must be locally prepared and must focus on a single subject.* Submit tearsheets with clearly labeled article. Tearsheet should include name of newspaper, date of publication and name of writer(s). Judging will be based on originality, style of writing and reader interest.

20. Business Reporting

Any single article or series of articles on any single business and/or consumer subject is eligible. Judging will be based on quality of writing, timeliness, and impact and community interest. Submit tearsheet with clearly labeled article.

21. State & Local Tax Reporting (The TaxWatch Award)

Any single article or series of articles on any single state, county or city tax-related issue. Entries should provide the reader with a clear assessment of the issue. *Materials must be locally prepared and must deal with single subject.* Submit tearsheet with article(s) clearly marked. The name of the newspaper, date of publication and name of the writer(s) must appear on the tearsheet. Judging will be based on originality, style of writing and reader interest. **Open Circulation.**



22. Agricultural & Environmental Reporting

Any single article or series of articles on any single agricultural, environmental or conversation story. This may also include photos, editorials, news stories or accounts of leadership actions taken by a newspaper to improve some environmental condition. Entrants are urged to present material showing

INFO: This category now includes submissions from the former Agriculture **AND** Environment & Conversation Cateaoories

their efforts above and beyond the routine coverage normally given to the topics. Submit tearsheet with article(s) clearly marked. If necessary, include a brief summary of the results. Material must be locally prepared.

23. **Outdoor & Recreation**

Any single article or series of articles on any single Florida-specific outdoor writing including, but not limited to, outdoor recreational activities, hunting, fishing, camping and **non-competitive** sports. Submit tearsheet with article(s) clearly labeled. The name of the newspaper, date of publication, and name of the writer must appear on the tearsheet. *Must be locally prepared and must deal with a single subject.* Judging will be based on originality, style of writing and reader interest.



24. **Best Obituary**

This category is designed to recognize well-written local obituary stories. Submit tearsheet with the obituary clearly marked. Each entry must be locally prepared. Obituary must be written by a staff member. Judges will consider creativity, ingenuity, quality of writing, reader interest and presentation.

25. **Community History**

Any single article or series of articles highlighting the history of the community. This includes, but is not limited to, founders, people, growth, changes, events and location. Judges will take into consideration significance of the material presented to the community, handling of the topic, appearance and originality. **Awarded to individual reporter or team.** Materials must be locally produced and written. Tearsheet(s) must bear the name of the newspaper, date of publication and name of writer(s). **Open Circulation**

26. **Special Issue, Section or Supplement**

Any locally prepared special edition or section including, but not limited to, industrial progress, fair celebration, fashion, centennial, building, historical, patriotic or anniversary issues. Issue may also be one in which a sizable part of the paper was devoted to a particular interest or importance to the community. A statement on circumstances connected with the issue *may* be submitted as part of the entry. Judges will consider the excellence and depth of supporting material and use of photography and illustrative material. **Limited to three entries per newspaper.**

27. **Spot News Photo**

One published picture of a single news event. Must submit a photo, print or print-out of a digital photo accompanied by its tearsheet, both bearing the name of the newspaper, date of publication and name of photographer. Sports photos will not be considered for this category. Must be locally prepared. Judging will be based on the timeliness of news value, composition, camera technique, imagination and immediacy of the event. Quality of reproduction will not be considered. **Up to three entries per photographer.**

28. **Feature Photo**

A single picture excluding sports. Must submit photo, print or print-out of a digital photo accompanied by a tearsheet, both bearing the name of the newspaper, date of publication and name of the person who took the picture. Judges will consider human interest, reader appeal, action, creativity, and quality of the photograph. Quality of reproduction will not be considered. Must be locally prepared. **Up to three entries per photographer.**

29. Photo Series in One Issue

A series of photos on the same subject published in one issue. Must submit photos, prints, or print-outs of a digital photo accompanied by their tearsheets, each bearing the name of the newspaper, date of publication, and name of the photographer(s). Judging will be based on completeness of presentation and quality of photos. **Up to three entries per photographer.**

30. Portfolio Photography (Robert J. Ellision Memorial Award)

Must submit no more than five photographs, or print-outs of digital photos, along with actual tearsheets bearing the name of the newspaper, date of publication and name of photographer. Judges will consider creativity, human interest, imagination, and camera technique and photo quality. Judges will not consider newspaper reproduction of photos. These photos need not run together in a series or be related. This category will honor a photographer's best work all year. **One entry per photographer. Open Circulation**

31. Sports Photo

One photo of a sports event. Must submit photo, print or print-out of a digital photo accompanied by a tearsheet, both bearing the name of the newspaper, date of publication and name of the photographer. Photos of all sports activities at all levels will be considered in the category. Action, newsworthiness, creativity and quality of the picture will be considered. **Up to three entries per photographer.**

32. Sports Feature Story

A single article on local or national sports topic of sports personality. Submit tearsheet with story clearly marked. The name of the newspaper, date of publication and name of the writer must appear on the tearsheet. Originality, style of writing and reader interest will be factors in judging.

33. Sports Spot News Story

A single article on local or national coverage of a single sports event, including game day coverage. Submit tearsheet with story clearly marked. The name of the newspaper, date of publication, date of game and name of the writer must appear on the tearsheet. Judging will be based on quality of writing and reader interest.



34. Sports Page or Section

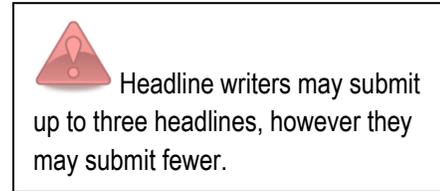
This category includes the entire sports sections from **two consecutive issues**. The name of the newspaper, the city and date of publication must appear on the entry. Indicate publication dates of all the tearsheets. Judging will include newsworthiness, style, reader interest and use of photos. **One entry per newspaper.**

35. Sports Column

A locally written column on a sports topic. Submit tearsheet with column clearly labeled. The name of the newspaper, date of publication, and name of the sports writer must appear on each tearsheet. Judges will consider timeliness of sports topic, significance to community and originality of a single column.

36. **Best Headline**

Up to three headlines highlighting your best work. An entry must include full-page tearsheets with the headlines clearly marked. Judges will consider the use of the headline as a hook, the information the headline conveys and how accurate it is.



37. **Informational Graphic**

Entries may include map, graph, chart or other non-photographic illustration. Entry may not be a cartoon. Must submit tearsheet bearing the name of the newspaper, date of publication and name of the graphic artist. Judges will consider quality of artwork and overall effectiveness. Graphic submitted may be part of a news, feature or editorial story, or may stand alone. **Graphic artists may submit up to three individual entries.**

Open Circulation.

38. **Overall Graphic Design**

Submit any two consecutive issues. Also, submit one issue from the week beginning Apr. 21 **or** Nov. 3 of 2013. Judges will analyze your use of all graphics including typography, use of photography, line art, effectiveness of presentation and page design.

39. **Front Page Makeup**

Submit any two consecutive front pages. Also, submit one front page from the week beginning Apr. 21 **or** Nov. 3, 2013. Judges will consider the general appearance of your front page including the news value of your stories; mechanical excellence, style and impact.

40. **Website Excellence**

Submit a URL with a password, if needed to gain access to entire website.

Websites will be judged based on the following criteria:

- **Content:** Quality of the news & editorial matter, timeliness, selection and organization of the items.
- **Navigation:** Ease of retrieving information from the website
- **Visual/Design:** layout, use of graphics, photographs, animation, color and related elements
- **Advertising:** Innovative strategies and/or evidence of revenue generation.
- **Community:** Demonstration that the website fulfills a “Gatekeeper to the community” role.
- **Interactivity:** Incorporation of the elements that take advantage of the medium.

41. **Online Breaking News Coverage**

Overall work on an online breaking news story within the first 24 hours after the story breaks. Judges will consider speed at which the postings were made, updates, overall coverage and supplementary information. Please provide a specific URL for all postings including a username and password if needed. *Entrants are responsible for Web availability of entries between the deadline date and the following three months.* Incorrect URLs will not be judged. If your story is unavailable via your website by the contest deadline, then you may submit PDFs or screenshots. A short statement of less than 200 words *can* be included

on the specific circumstances surrounding your entry. Date of content must be verified by time stamp or signed statement from the publication's editor.

42. **Online Slideshow**

For slideshows utilizing still photography and produced in Flash, Soundslides or other web tools. Photographs may be duplicates of those submitted in other categories. Please provide a specific URL for all postings including a username and password if needed. *Entrants are responsible for Web availability of entries between the deadline date and the following three months.* Incorrect URLs will not be judged. If your story is unavailable via your website by the contest deadline, you may submit PDFs or screenshots. Date of content must be verified by time stamp or signed statement from the publication's editor.

43. **Multimedia Storytelling**

Any presentation that supports the telling of or enhances the impact of a single news story. May include but is not limited to audio, video, animation. Please provide a specific URL for all postings including a username and password if needed. *Entrants are responsible for Web availability of entries between the deadline date and the following three months.* Incorrect URLs will not be judged. If your story is unavailable via your website by the contest deadline, you may submit PDFs or screenshots. Date of content must be verified by time stamp or signed statement from the publication's editor.

44. **News "Oops" of the Year**

Despite our best efforts, bloopers occur every year. Share yours and see if it's worthy of the title, Bloopers of the Year! **No entry fee required!**

Frequently Asked Questions

How many times may I enter each category?

Please see the list of categories, as some categories allow one entry per newspaper, some allow three per person and some allow an unlimited number of entries.

Can the same item be entered in different categories?

In most cases the answer is NO. A photo or story may only be entered once and only in one Division. This does not mean that an individual photo or story entered in one category may not be a part of a full-section entry, such as

General Excellence. *There are also exceptions for the following awards:* Portfolio Photography, Online Slideshow and Multimedia Storytelling.

What file formats are accepted for uploading?

File types are PDF, JPG, GIF, and PNG.

How do I know what I've already uploaded? How do I make changes?

After you log in, you should see a screen with a list of the entries you've already uploaded. "Label" displays a breakdown of your entry. "Edit" allows you to change the information on the