

**MA MURRAY
COMMUNITY
NEWSPAPER
AWARDS**

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 p.m.

SUBMIT ENTRIES TO:
www.betterbnc.com



Official Entry Form

Welcome to the Ma Murray Community Newspaper Awards competition!
Good luck to all entrants and we hope to see you at the Awards Gala evening
on Saturday, April 29, 2017.

This form must accompany all competition submissions. Please read and complete
this form on both sides. See the Contest Rules & FAQs for more details about
the competition guidelines.

Name of newspaper (as you would like it to appear on an award)

Hometown of this newspaper

Name of the publisher

Phone number

Fax number

Address (including postal code)

Email address

Website

Contact person and phone number (if different from above)

Audited circulation + auditor name (CMCA/BPA/AAM)

Total entry fees enclosed (calculation of entry fees on reverse)

**As publisher of the above newspaper, I confirm that the circulation figure
provided accurately represents the newspaper's total distribution.
I have read the Contest Rules & FAQs and have complied with them in
preparing the entries.**

Publisher's signature

Date

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Official Entry Form - Calculation of Entry Fees

	NAME OF AWARD CATEGORY	COST OF ENTRY	# OF ENTRIES (MAX. 3)	YOUR COST	OFFICE USE
Writing	Arts & Culture Writing	\$17			
	Business Writing	\$17			
	Columnist (Enclose two samples)	\$17			
	Editorial	\$17			
	Environmental Initiative	\$17			
	Environmental Writing	\$17			
	Feature Article	\$17			
	Feature Series	\$17			
	Historical Writing	\$17			
	Investigative Journalism	\$17			
Photography	Outdoor Recreation Writing	\$17			
	Sports Writing	\$17			
	Feature Photo - B&W	\$17			
	Feature Photo - Colour	\$17			
	Photo Essay	\$17			
	Portrait/Personality Photo	\$17			
	Sports Photo	\$17			
Advertising	Spot News Photo	\$17			
	Ad Campaign	\$17			
	Ad Campaign, Collaborative	\$17			
	Ad Design	\$17			
	Ad Design, Collaborative	\$17			
	Classifieds	\$17			
Other	Newspaper Promotion	\$17			
	Cartoonist	\$17			
	Community Service	\$17			
	Eric Dunning Award for Dedication and Service to the Community Newspaper Industry	\$17			
	Online Innovation	\$17			
	Special Publications	\$17			
NX	Special Section	\$17			
	Newspaper Excellence	\$160			
			SUBTOTAL		
			GST (5%)		
			TOTAL		

Payment Info

NAME OF NEWSPAPER _____
 CHEQUE (enclosed) CREDIT CARD: VISA/MASTERCARD/AMEX PLEASE INVOICE ME

NAME ON CREDIT CARD _____

CREDIT CARD NUMBER _____

EXPIRY DATE _____



MA MURRAY COMMUNITY NEWSPAPER AWARDS 2017



List of Awards

- Ma Murray Community Service Award
- Neville Shanks Memorial Award for Historical Writing
- Eric Dunning Award for Dedication and Service to the Community Newspaper Industry
- Columnist Award
- Editorial Award
- Cartoonist Award
- Investigative Journalism Award
- Feature Article Award
- Feature Series Award
- Environmental Writing Award
- Business Writing Award
- Sports Writing Award
- Arts and Culture Writing Award
- Outdoor Recreation Writing Award
- Sports Photo Award
- Feature Photo Award
- Photo Essay Award
- Spot News Photo Award
- Portrait/Personality Photo Award
- Ad Design Award
- Ad Campaign Award
- Classifieds Award
- Newspaper Promotion Award
- Special Section Award
- Special Publications Award
- Online Innovation Award
- Environmental Initiative Award
- Newspaper Excellence Awards



**Community
Newspapers
Association**
British Columbia & Yukon

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Contest Rules & FAQs

Q: What are the Ma Murray Community Newspaper Awards?

The Ma Murray Community Newspaper Awards are hosted by the BCYCNA to celebrate the achievements of the community newspaper industry over the past year. In addition to a variety of specific awards, the Ma Murray Community Newspaper Awards include Newspaper Excellence Awards in seven circulation categories.

Q: How are the winners decided?

The BCYCNA is pleased to bring together an expert panel of judges for all categories, and a panel of three judges for each Newspaper Excellence category. The criteria for each award are outlined on each Award Entry Form. Judges use their discretion to assess the quality of entries, overall scoring, and whether submissions meet entry criteria.

Q: When will the Awards Gala evening be held?

The Ma Murray Community Newspaper Awards will be presented at an Awards Gala evening on Saturday, April 29, 2017 at the River Rock Casino Resort in Richmond, BC. Everyone is invited to attend the gala and finalists can attend for free courtesy of the BCYCNA and our sponsors.

Q: Who can enter?

If your newspaper is a member in good standing of the BC & Yukon Community Newspapers Association, you are eligible to enter the competition. Please see www.bccommunitynews.com/members-area/become-a-member for membership criteria.

Q: What is the contest period?

All entries must have been published between January 1, 2016 and December 31, 2016.

Q: Are there maximum limits on entries?

Yes. Each paper may only submit three entries per category unless otherwise stated. Your entries are limited to one entry per writer/photographer/designer/team leader in each category (articles written under a pen name must be attributed to the actual writer). See each Award Entry Form for details.

ENTRY DEADLINE
Mon, Jan 16, 2017
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SUBMIT ENTRIES TO:
www.betterbnc.com

Q: What are the entry fees?

The fee is \$17 per entry, except for the Newspaper Excellence category, which is \$160. All entry fees are subject to GST. Payment may be made by cheque, money order or credit card, or we can send you an invoice during or after the week of February 13, 2017, once the contest has closed and the entries are in the hands of judges. Please refer to the Official Entry Form to calculate your entry fees.

Q: When is the deadline for entries and where do I send them?

ALL entries must be submitted online at www.betterbnc.com no later than **9pm on Monday, January 16, 2017**. The online system locks down after this time, so extensions are not possible. For the Newspaper Excellence and Special Publications categories, you must ALSO send hard copies to the BCYCNA office (9 West Broadway, Vancouver, BC V5Y 1P1). We will accept hard copies (of Newspaper Excellence and Special Publications **ONLY** - please do NOT send hard copies for any other categories) until **5pm on Friday, January 20, 2017**.

Q: Can I enter the same story/photo/ad in more than one category?

No. Each entry may only be submitted into one category. Similarly, a piece that is included in a Series, Campaign or Special Publications entry may not also be entered on its own in an individual category. (For example, an ad entered as part of an Ad Campaign may not also be entered on its own in the Ad Design category.) Newspaper Excellence and Special Section are excluded from this rule. That is, an article/photo/ad that appears in the edition submitted for Newspaper Excellence or as part of a run-of-press Special Section can still be submitted on its own.

Q: We have an entry that the whole staff worked on and we don't really want to single out one person as the leader - that would take away from the rest of the team. Why do we have to assign an individual leader's name to each entry?

There is a maximum of three entries from each newspaper in each category. In the individual award categories such as the Columnist Award, each entry must be from a different author. So, in the categories where a team is more likely to enter than an individual, we must enforce the same rule: each entry must come from a different "author," or team leader. In order to distinguish between teams, you must name a team leader. Please also note that we cannot fit more than four names on an award.

Important note: If we receive more than one entry from a team within one category, and no team leaders are identified, the BCYCNA office will randomly select one team entry for judging and disqualify the others.



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Q: Our newspaper produces a supplement and we would like to enter its articles, photos and ads into Feature Article, Feature Photo, and Ad Design categories. Is this okay?

If the supplement is run-of-press, on newsprint, and paginated with the rest of the newspaper, then it should be entered in the Special Section category and its contents are eligible for entry in other categories. If the supplement is a non-run-of-press publication and separately paginated (ie a tourism guide, lifestyle magazine or calendar, etc.), then it should be entered in the Special Publications category and its contents are not eligible for entry in other categories.

Q: How do you define a "series"?

A series should have no less than two articles and no more than five articles on one theme or issue.

Q: How do you define an "ad campaign"?

An ad campaign is a series of ads (minimum of two ads) developed for one client. An ad campaign is not a group of ads for various clients gathered together around a theme.

Q: When will finalists be announced?

The top three finalists in each category will be announced in the first week of March 2017. Winners will be announced at the Awards Gala on Saturday, April 29, 2017.

Q: What happens if my work (ie my photo, article, ad, etc) is selected as a finalist, but then I leave the paper before the Ma Murray Awards Gala takes place?

While the top three finalists in each category are usually offered a complimentary invitation to attend the Awards Gala, it should be noted that this is a member service and is therefore only applicable to BCYCNA members. That is, the award belongs to the winning paper. Individuals are still permitted to attend the Awards Gala, but once they have left a member paper, they are no longer considered a member of the BCYCNA and therefore are no longer eligible for the complimentary ticket, nor the award statue itself. In the case of a Newspaper Excellence Award, only the publisher, owner, current employee of the winning publication, or BCYCNA board member is permitted to accept the award on the winning newspaper's behalf.

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Mon, Jan 16, 2017
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Q: Our team produced some great work this year. Unfortunately our newspaper closed/merged with another paper and we now work under a new title. Can we still submit entries from the title that has since closed?

The BCYCNA is saddened by the closure of any our member papers. However, the Ma Murray Awards are a member service, awarded to member newspapers and not to individuals, even if those individuals are still working at another paper. Unfortunately, we cannot award the honours to titles that no longer exist.

Q: I'm confused by the different Ad Design categories and don't know where to submit my ad!

We now divide all advertising submissions into two categories – one half does allow outside clip art/stock photography/client-provided creative and photos ("Collaborative"), and one does not ("Original").

Please note that if you submit work into the Original Ad Design categories (no clip art, stock photos or client-provided creative or photography permitted), you will be required to verify the authenticity of the work, and should your entry be selected as a finalist, you will be required to prove its origin.

Q: Our paper publishes a daily/advertiser/online edition too, which is staffed by the same people who work at our regular print edition. Can we submit work from any of these publications?

No. Unless the daily/advertiser edition has its own separate BCYCNA membership, you may not submit its contents for consideration. And unless the content from your online edition ALSO appears in the print edition, it is similarly ineligible.

Q: How do I prepare my entries?

All entries are only being accepted online at www.betterbnc.com, except for the Newspaper Excellence and Special Publications categories, which must ALSO be submitted in a hard copy format.

All entries must be uploaded to www.betterbnc.com, submitted as full page PDFs with dateline visible. These must be **uploaded by 9pm on Monday, January 16, 2017.**



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ENTRY DEADLINE
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For Newspaper Excellence and Special Publications Award entries, print off the confirmation labels (which are automatically generated after you submit online) and attach them to the hard copies being sent into the BCYCNA office.

Ensure you enclose ONE entire copy of the publication for each entry in the Special Publications category.

Ensure you enclose a total of THREE copies of EVERY issue published consecutively within any one week run in APRIL 2016 and any one week run in JUNE 2016 for the Newspaper Excellence entry.

Do not mail in hard copies for ANY other category; they will not be considered for judging.

You have until **5pm on Friday, January 20, 2017** to get the **hard copy** portion of your submission to the BCYCNA office.

The BCYCNA office staff cannot pull archived copies of your newspaper.

Send entries (Newspaper Excellence & Special Publications only) to:

BC & Yukon Community Newspapers Association
9 West Broadway, Vancouver, BC V5Y 1P1

Contact us:

Telephone: 604.248.4207
Toll-free: 1.866.669.9222
Fax: 604.684.4713
e-mail: kerry@bccommunitynews.com
website: www.bccommunitynews.com

The Ma Murray Community Newspaper Awards

Once again, this year's top three finalists in each category will receive a complimentary invitation to attend the Awards Gala evening to receive their award in person, as well as one free night at the River Rock Casino Resort in Richmond.

The Awards Gala evening will take place Saturday, April 29, 2017.

Award finalists will be advised in March 2017 and will be required to confirm their attendance. In the event of a team win, one team representative will be invited to attend as our guest. Thanks to our sponsors for helping us to extend this special offer to our members. Please note that many sponsors are still pending.

Presenting Sponsors



Award Sponsors



Newspaper Excellence Awards

THE SEVEN CIRCULATION CATEGORIES HAVE CHANGED SINCE LAST YEAR SO YOUR PAPER'S CATEGORY MAY HAVE SHIFTED.

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Category A	up to 1,500
Category B	1,501-3,000
Category C	3,001-6,000
Category D	6,001-14,000
Category E	14,001-30,000
Category F	30,001-70,000
Category G	70,001 and over

Please note:
Your circulation category refers to your "NX Circulation" as defined in the spreadsheet provided to all members – **it does not refer to your paper's actual circulation.**

Please submit a PDF of the FRONT PAGE of ONE edition from the date range below. Upload it to www.betterbnc.com by **9pm on Monday, January 16, 2017.**

Then, submit three copies of every issue published consecutively within any one week run in **APRIL 2016** and any one week run in **JUNE 2016**. We need three identical sets of papers so that each of three judges will have one set. Please send these hard copies directly to the BCYCNA office at 9 West Broadway, Vancouver, BC V5Y 1P1 by **5pm on Friday, January 20, 2017.**

The BCYCNA office staff cannot pull archived copies of your newspaper.

Judging of the Newspaper Excellence category is based on a point scale, as follows. The following pages give more details on these judging criteria.

Editorial Content

(50 marks total)

No wire content to be considered

Front page	15
Community news	10
Editorial page & Op-Ed	10
Local features	5
Sports	5
Arts & entertainment	5

Overall Design & Appearance

(10 marks total)

10

Photos & Production

(20 marks total)

Photography	10
Production quality	10

Advertising

(20 marks total)

Advertising content & design	10
Classified advertising	10

TOTAL

100



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Newspaper Excellence Awards

Front page (15%)

First impressions are lasting.

Judges look for:

News stories or articles that are relevant to the community. Leads should be tight and intriguing. Writing must be simple and straightforward. Each story must provide a complete understanding of the event or issue.

Design should be clean and sharp with simple, uncluttered mastheads. Lead stories and pictures should feature prominently. Creative use of spot colour that contributes to a powerful image or front page is an asset.

Photos (black-and-white or colour) are judged on news or feature content, composition, cropping, quality, size and placement. Static colour photos used only to put colour on the front page are not given extra consideration. Carry-overs should be kept to a minimum. Points are deducted for ads only if they interfere with or overpower news elements.

A powerful headline should easily identify the lead story. Heads should be informative and pull readers into stories. Judges watch for: words in headlines spaced out to fill in space; too much or too little white space; too much or too little variety in headlines.

Community news (10%)

A good newspaper should provide news content that is relevant to the community and gives a clear reflection of the nature and the people of the area it serves.

Judges look for:

Well-written stories with tight leads. Stories should contain reporter insight, initiative and a complete understanding of the events and issues. Stories should be easy to read and interesting. Look for all sides of the story. A mix of reporter-generated news with some input from sources within the community indicates good community support and interaction. The use of outside sources should be localized. Judges look for locally-generated copy, rather than canned filler. Heads should pull readers into stories and snappy leads should keep them reading. The "5 Ws" must apply—who, what, when, where and why. Stories should attempt to answer readers' questions. Quotes must be solid and attributed. Long stories should have visual breaks.

Photos should be relevant, sharp, active, well composed, tightly cropped and properly sized. Stand-alones should be designed to clearly identify them as separate news items. News photo essays must include all the elements of a news story.

Award Judging Criteria

Editorial page & Op-Ed (10%)

The editorial page and/or op-ed page are the heart of the newspaper and should be judged as one element.

Judges look for:

One or more staff-written editorials, an appropriate cartoon or editorial photo that makes a statement, letters to the editor, editorial style columns and/or guest opinions. Content is the most important element here, but all elements of good layout and design should be present on these pages. The editorials are worth the most points. The best designed page leads to nothing if there is nothing on it worth reading.

Editorials should be written in simple language and have a clear message. Tight and concise writing is paramount to length. Good editorials identify problems and offer reasonable solutions or alternatives. An editorial can be about a local or national topic as long as it has relevance to the local community. Editorials inspire thought, question, and provoke action. Editorials are opinions. They should be judged on the quality and the presentation of the opinion. Editorials can be signed or unsigned.

Good letters attract readership. Reader response can be sparked by an editor's stand on the issues and by controversial opinions. Quality local opinions score higher than syndicated columns. This page should show a balance of opinion. All elements of good layout should be present on these pages.

Local features (5%)

Local features go beyond the news, providing a more in-depth look at the issues and people of the community.

Judges look for:

Interesting topics, accompanied by powerful presentation, creativity and graphic elements.

Sports (5%)

Sports and recreation are a significant part of community life.

Judges look for:

Sports pages that include different age levels as well as a variety of events and activities that reflect the community.

Staff-generated copy should be active, lively and concisely written. Photos should be featured prominently. Interesting and well-written local sports opinion columns are a definite asset, as are local sports features. The page design must be lively and attractive. Headlines should be active. Effective presentation of score stats is an asset.

Arts & Entertainment (5%)

Arts & Entertainment highlights the local scene and goings-on in a community.

Judges look for:

A variety of stories, listings and photos which reflect the diversity of arts and entertainment available within the community. Special attention should be given to locally generated photos and stories.



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Overall Design & Appearance (10%)

A well-designed newspaper is inviting to the reader.

Judges look for:

Clean lines, organized sections; attractive and easy-to-read layout.

Photography (10%)

A photo is the focal point of the page.

Judges look for:

Colour or black-and-white photos that are well cropped and have impact, action, technical quality and good composition. The photos should be properly sized and positioned on the page. Judges look for effective use of colour where applicable, rather than the presence or absence of it.

Quality is better than quantity. Watch for: grip and grins; dull, static photos; cheque passings; group shots where nobody can be identified; too many people in too small a picture. Sometimes, these shots are necessary but the photographer should look for creative ways to present the scene. Photos should tell the story.

Cutlines should fill in the significant details and clearly identify all subjects.

Production quality (10%)

The production quality directly reflects the newspaper's commitment to excellence.

Judges look for:

Their overall impression of the newspaper. Points are awarded for the sharpness of the printing reproduction and the quality of the newsprint. Quality control must be a priority throughout the complete production process (ie neat fold lines, colour registration, etc.)

Advertising content & design (10%)

Advertising content is important to the bottom line of a newspaper. It is also an indication of how well the newspaper and the community work together for the readers. A well-designed ad is a benefit to both the advertiser and the reader.

Judges look for:

Content: Innovative ideas by advertising staff that bring additional lineage into the paper. Simple promotions that build extra revenue on community interests (i.e. festivals, sporting events, hobbies, seasonal topics or product or customer features). There should be evidence of both traditional advertisers and creative new ideas, such as business and profile features and in-house promotions to support sales staff.

Design: Effective advertising. Good ads are laid out attractively and are easy to read.

Award Judging Criteria

Placement should be conducive to overall design of the newspaper. Judges look for effective, uncluttered artwork; effective use of white space; copy that is complete, easy to read and understand and that provides extensive information about the product. The four basic elements of an ad (headline, body copy, graphics or photos, and signature) must work together to sell the product.

Classified advertising (10%)

A strong classified advertising section attracts readership.

Judges look for:

Classified advertising that is properly classified (organized and categorized). Layouts should be easy to read and ad categories easy to find with good headings and a wide variety of classifications. Clear and helpful instructions make buying classified ads and using the classified section easier. Display classifieds are well integrated with word classifieds. The section should strive to engage with its community by creating and maintaining a community marketplace and meeting place. Volume of classified advertising is a measure of readership and community participation.



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2017 MA MURRAY AWARDS

NEWSPAPER EXCELLENCE CIRCULATION CATEGORIES

The following spreadsheet will tell you in which Newspaper Excellence circulation category your newspaper belongs.

* The "NX circulation" is based **not only on your paper's circulation, but on how many days per week you publish, and on whether or not you produce a free or paid product.**

* Your NX circ is based on your most recent audited circulation numbers and is calculated as follows:

Total cumulative circulation x2 if paid, x1 if free. If, however, your Monday edition is free and your Wednesday edition is paid, for example, we will multiply your Wednesday circ by 2, but not your Monday circ.

* If you have any questions, feel free to contact Kerry Slater in the BCYCNA office at 604-248-4207 or toll-free at 1-866-669-9222

Thank you and good luck in the 2017 Ma Murray Awards competition!

Newspaper	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total Circ	Paid/ Free	Pd/Free Multiplier	NX CIRC
CATEGORY A - UP TO 1,500 (13 papers)											
Boundary Creek Times				501				501	Paid	2	1002
Bowen Island Undercurrent					702			702	Paid	2	1404
Fort St. James Caledonia Courier			455					455	Paid	2	910
Haida Gwaii Observer					522			522	Paid	2	1044
Houston Today			893					893	paid/free	n/a*	1251
Kitimat, Northern Sentinel			801					801	paid/free	n/a*	1337
Lake Cowichan Gazette			646					646	Paid	2	1292
Nakusp, Arrow Lakes News				499				499	Paid	2	998
North Thompson Star/Journal				613				613	Paid	2	1226
Rocky Mountain Goat				679				679	paid	2	1358
Rossland News				1032				1032	Free	1	1032
Sicamous, Eagle Valley News			506					506	Paid	2	1012
Tumbler Ridge News				1181				1181	Free	1	1181

Newspaper	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total Circ	Paid/ Free	Pd/Free Multiplier	NX CIRC
CATEGORY B - 1,501-3,000 (16 papers)											
Agassiz-Harrison Observer				2809				2809	Free	1	2809
Ashcroft-Cache Creek Journal				919				919	Paid	2	1838
Bridge River / Lillooet News			1034					1034	Paid	2	2068
Burns Lake / Lakes District News			1305					1305	Paid	2	2610
Elk Valley Herald			2000					2000	free	1	2000
Golden Star			1223					1223	Paid	2	2446
Hope Standard				1237				1237	Paid	2	2474
Keremeos, The Review				838				838	Paid	2	1676
Ladysmith-Chemainus Chronicle		1278						1278	Paid	2	2556
North Thompson Times				858				858	Paid	2	1716
Oliver Chronicle			1389					1389	Paid	2	2778
Port Hardy, North Island Gazette			1176					1176	Paid	2	2352
Princeton, The Similkameen Spotlight			904					904	Paid	2	1808
Revelstoke Review			1260					1260	Paid	2	2520
Tofino-Ucluelet Westerly News			963					963	Paid	2	1926
Vanderhoof, Omineca Express			753					753	Paid	2	1506

Newspaper	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total Circ	Paid/ Free	Pd/Free Multiplier	NX CIRC
CATEGORY C - 3,001-6,000 (17 papers)											
Creston Valley Advance				2512				2512	Paid	2	5024
Fernie Free Press				5844				5844	Free	1	5844
Fort Nelson News			1942					1942	Paid	2	3884
Gabriola Sounder		3227						3227	Free	1	3227
Grand Forks Gazette			2259					2259	Paid	2	4518
Osoyoos Times			1729					1729	Paid	2	3458
Peachland View					3100			3100	free	1	3100
Powell River Peak			2565					2565	Paid	2	5130
Prince Rupert, The Northern View			5986					5986	Free	1	5986
Salmon Arm Observer			2419					2419	Paid	2	4838
Salt Spring Island, Gulf Islands Driftwood			2752					2752	Paid	2	5504
Smithers, Interior News			2495					2495	Paid	2	4990
Sooke News Mirror			5602					5602	Free	1	5602
Squamish Chief				2826				2826	Paid	2	5652
Summerland Review				1555				1555	Paid	2	3110
Whistler Question		5945						5945	Free	1	5945
Winfield, Lake Country Calendar			3831					3831	Free	1	3831

Newspaper	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total Circ	Paid/ Free	Pd/Free Multiplier	NX CIRC
CATEGORY D - 6,001-14,000 (15 papers)											
100 Mile House Free Press				6582				6582	paid/free	n/a*	8709
Alaska Highway News				3032				3032	Paid	2	6064
Aldergrove Star				8614				8614	Free	1	8614
Castlegar News				6582				6582	Free	1	6582
Columbia Valley Pioneer					6199			6199	Free	1	6199
Dawson Creek Mirror					7457			7457	Free	1	7457
Invermere, The Valley Echo			6249					6249	Free	1	6249
Lakeshore News					13409			13409	Free	1	13409
Merritt Herald		5592		1954				7546	Free	1	7546
Oak Bay News			6181		6179			12360	Free	1	12360
Pique Newsmagazine				11227				11227	free	1	11227
Quesnel, Cariboo Observer			6498		1896			8394	paid/free	n/a*	11938
Salmon Arm, Shuswap Market News					12954			12954	Free	1	12954
Sechelt / Gibsons Coast Reporter					11619			11619	Free	1	11619
The Local				12600				12600	free	1	12600

Newspaper	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total Circ	Paid/ Free	Pd/Free Multiplier	NX CIRC
CATEGORY E - 14,001-30,000 (14 papers)											
Alberni Valley News		9006		9006				18012	Free	1	18012
Chilliwack Times				27629				27629	Free	1	27629
Cloverdale Reporter			15855					15855	Free	1	15855
Comox Valley Echo					22254			22254	Free	1	22254
Kimberley Daily Bulletin	1204	1204	1204	3226	1204			8042	paid/free	n/a*	14041
Mission City Record			11173		11173			22346	Free	1	22346
Nelson Star			8518		8518			17036	Free	1	17036
Northern Connector					19929			19929	free	1	19929
Sidney, Peninsula News Review			14445		14486			28931	Free	1	28931
Terrace Standard			7943		7943			15886	Free	1	15886
Trail Daily Times	2575	2575	2575	2575	2575			12875	Paid	2	25750
Westside Weekly				13687			13687	27374	Free	1	27374
Whitehorse, Yukon News			4131		5841			9972	paid/free	n/a*	14880
Williams Lake Tribune			9777		10144			19921	free	1	19921

Newspaper	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total Circ	Paid/ Free	Pd/Free Multiplier	NX CIRC
CATEGORY F - 30,001-70,000 (17 papers)											
Campbell River Mirror			15961		16393			32354	Free	1	32354
Courtenay / Comox Valley Record		21631		21810				43441	Free	1	43441
Cranbrook Daily Townsman	2485	2485	2485	11686	2485			21626	Paid/free	n/a	33916
Delta Optimist			17050		17050			34100	Free	1	34100
Duncan Cowichan Valley Citizen			22848		23318			46166	Free	1	46166
Goldstream News Gazette			17283		17299			34582	Free	1	34582
Langley Times			34378		34417			68795	Free	1	68795
Maple Ridge-Pitt Meadows News			30451		30451			60902	Free	1	60902
Maple Ridge-Pitt Meadows Times				30501				30501	Free	1	30501
Nanaimo News Bulletin		32250		32269				64519	Free	1	64519
New Westminster Record			16317	16331	16339			48987	Free	1	48987
Parksville/Qualicum Beach News		16159		16194				32353	Free	1	32353
Penticton Western News			21499		20836			42335	Free	1	42335
Saanich News			30774		30748			61522	Free	1	61522
The Chilliwack Progress			30538		27730			58268	Free	1	58268
Victoria News			23789		23726			47515	Free	1	47515
Westender				41267				41267	Free	1	41267

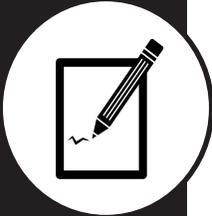
Newspaper	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total Circ	Paid/ Free	Pd/Free Multiplier	NX CIRC
CATEGORY G - 70,001 and over (14 papers)											
Abbotsford News			44597	33,979	33,643			112219	Free	1	112219
Burnaby Now			44276		44286			88562	Free	1	88562
Coquitlam, Tri-City News			52320	109,098	52,333			213751	Free	1	213751
Kamloops This Week		30843		30995	30911			92749	Free	1	92749
Kelowna Capital News			43301		43293			86594	Free	1	86594
Langley Advance		40049		40049				80098	Free	1	80098
North Shore News			61363		61359		61368	184090	Free	1	184090
Richmond News			46274	46361	46268			138903	Free	1	138903
Surrey Now				117700	117697			235397	Free	1	235397
Surrey, North Delta Leader			67376		82920			150296	Free	1	150296
The Prince George Citizen	8688	8688	8688	22,725	9051	9051		66891	Paid/free	n/a*	111057
Vancouver Courier				104496				104496	Free	1	104496
Vernon, Morning Star			29877		29858		29728	89463	Free	1	89463
White Rock, Peace Arch News			37159			37159		74318	Free	1	74318

Newspaper	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total Circ	Paid/ Free	Pd/Free Multiplier	NX CIRC
BREAKDOWN OF MANUAL CALCULATIONS FOR FREE/PAID PAPERS INDICATED ABOVE											
Houston Today	*has both free and paid issues				417 free + (417 pd x2) = Total NX circ = <u>1251</u>						
Kitimat, Northern Sentinel	*has both free and paid issues				265 free + (536 pd x2) = Total NX circ = <u>1337</u>						
100 Mile House Free Press	*has both free and paid issues				4455 free + (2127 pd x2) = Total NX circ = <u>8709</u>						
Quesnel, Cariboo Observer	*has both free and paid issues				Wed: 4850 free + (1648 pd x2) = 8146 / Fri: 1896 pd x2 = 3792 // Total NX circ = <u>11938</u>						
Kimberley Daily Bulletin	*has both free and paid issues				Mon, Tue, Wed, Fri: 1204 pd x2 = 2408 (each day) / Thu: 2043 free + (1183 pd x2) = 4409 // Total NX circ = <u>14041</u>						
Whitehorse, Yukon News	*has both free and paid issues				Wed: 2528 free + (1603 pd x2) = 5734 / Fri: 2536 free + (3305 pd x2) = 9146 // Total NX circ = <u>14,880</u>						
Cranbrook Daily Townsman	*has both free and paid issues				Mon, Tue, Wed, Fri: 2485 pd x2 = 4970 (each day) / Thu: 9336 free + (2350 pd x2) = 14,036 // Total NX circ = <u>33,916</u>						
The Prince George Citizen	*has both free and paid issues				Mon, Tue, Wed: 8688 pd x2 = 17,376 (each day) / Thu: 22,725 free / Fri, Sat: 9051 pd x2 = 18,102 (each day) // Total NX circ = <u>111,057</u>						

Arts & Culture Writing

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



Awarded to the best article, feature or series highlighting performing, visual or literary arts in the community (can be fine or folk art). The focus can be on an individual, group, event, innovation, history, etc - but it must relate directly to arts and culture in the community. The winning entry should help people become more aware of and/or more involved in arts & cultural opportunities or issues in the community. It may also address a community problem related to those activities. The award strives to recognize a story that goes beyond the usual arts review or single interview profile.

Entries are judged on:

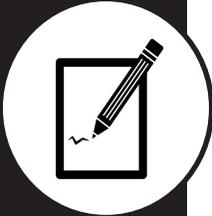
• Quality & clarity of writing (style, organization of thoughts, grammar)	30
• Quality of reporting (research, initiative, comprehensiveness)	30
• Original treatment of the topic & interest to community	20
• Effectiveness in enhancing the public understanding of, or interest in, arts & culture in the community	20
Total	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes articles, photos, or ads that have been entered as part of a series or campaign
- please submit no more than five stories from a series
- please submit a PDF of the complete entry, with 2016 dateline visible (if you are selected as a finalist, you will then be asked to provide a Word or text file of the entire entry).
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

Business Writing

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



Awarded to the best article, column or feature that highlights business issues relevant to your community. Entries are judged on their effectiveness in enhancing public understanding of business issues as they relate to the community. The topic may be a national or regional business issue, but it MUST show how it impacts the local community.

Entries are judged on:

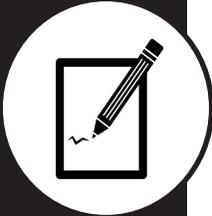
• Quality & clarity of writing (style, organization of thoughts, grammar)	30
• Quality of reporting - (research, initiative, comprehensiveness)	30
• Original treatment of the topic & relevance to community	20
• Effectiveness in enhancing the public understanding or interest in local business issues	20
Total	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes articles, photos, or ads that have been entered as part of a series or campaign
- please submit no more than five stories from a series
- please submit a PDF of the complete entry, with 2016 dateline visible (if you are selected as a finalist, you will then be asked to provide a Word or text file of the entire entry).
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

Columnist

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



This award recognizes excellence in writing by a local general interest columnist. The column must be published on a weekly or bi-weekly basis and be non-syndicated. **Entries must include two samples from different issues.**

Entries will be judged on:

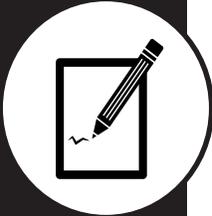
• Quality & clarity of writing (style, organization of thoughts, grammar)	40
• Choice of subject matter, including appeal to readers	30
• Originality & freshness of approach.....	30
Total.....	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes articles, photos, or ads that have been entered as part of a series or campaign
- please submit a PDF of the complete entry, with 2016 dateline visible (if you are selected as a finalist, you will then be asked to provide a Word or text file of the entire entry).
- please ensure that each entry includes two different columns from the same columnist
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

Editorial

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



This award recognizes excellence in editorial writing, including ability to provoke thought and take a fearless stand on issues. Submissions should include a single editorial or an editorial series dealing with a single issue or event. The topic can be of local, regional, or national interest, but it **MUST** show how the issue impacts the local community.

Entries are judged on:

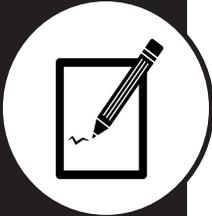
• Overall impact (ability to stimulate thought, relevance to community).....	30
• Quality and clarity of writing (style, organization of thoughts, grammar)	30
• Persuasion and reasoning (includes quality of questions raised & solutions offered).....	20
• Style & originality	20
Total	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes articles, photos, or ads that have been entered as part of a series or campaign
- please submit no more than five stories from a series
- please submit a PDF of the complete entry, with 2016 dateline visible (if you are selected as a finalist, you will then be asked to provide a Word or text file of the entire entry).
- you may not submit an entry that comes from a Special (ie non-run-of-press Publication)

Environmental Initiative

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



Awarded to the best article, feature, or series covering a positive contribution to environmental practices, initiatives, or innovation within the community. The subject can be an individual, a business, a non-profit organization or any similar body. Reporter(s) should look for original projects that have achieved extraordinary environmental outcomes, especially those that have harnessed the power of people to create sustainable communities and reduce their individual or collective footprint on the environment. Entries should demonstrate the economic and community benefits of the programs they describe, the extent of community participation, and the subject's overall environmental footprint. Topics of innovation might include: energy and climate protection, environmental education, green building and development, green business and environmental management, natural resource protection and restoration.

Entries are judged on:

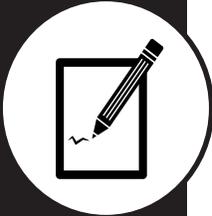
• Quality & clarity of writing (style, organization of thoughts, grammar)	30
• Quality of reporting (research, initiative, comprehensiveness)	35
• Impact on/benefit to readers (how well the article conveys the project and its environmental outcomes)	35
Total	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes articles, photos, or ads that have been entered as part of a series or campaign
- please submit no more than five stories from a series
- please submit a PDF of the complete entry, with 2016 dateline visible (if you are selected as a finalist, you will then be asked to provide a Word or text file of the entire entry).
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

Environmental Writing

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



Awarded to the best article, feature, or series relating to an environmental topic or issue in, or impacting, the community. The winning entry should enhance public awareness or understanding of environmental issues. The entry should not be an editorial.

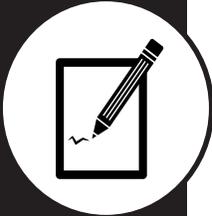
Entries are judged on:

• Quality & clarity of writing (style, organization of thoughts, grammar)	30
• Quality of reporting (research, initiative, comprehensiveness)	30
• Original treatment of the topic & relevance to community	20
• Impact on readers/enhancement of public awareness of environmental issues	20
Total	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes articles, photos, or ads that have been entered as part of a series or campaign
- please submit no more than five stories from a series
- please submit a PDF of the complete entry, with 2016 dateline visible (if you are selected as a finalist, you will then be asked to provide a Word or text file of the entire entry).
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



Feature Article

Under 25,000 Over 25,000 (check one)

*Please note: Your "under/over 25,000" circulation category refers to your "NX Circulation" as defined in the spreadsheet provided to all members. It does not refer to your paper's actual circulation.

Features go beyond the news, providing a more in-depth look at the issues and people of the community. Entries must relate to a topic or issue in, or impacting, the community. Entries should be thought-provoking and relevant to the community.

Entries are judged on:

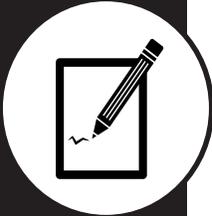
• Quality of reporting (research, initiative, comprehensiveness)	40
• Quality & clarity of writing (style, organization of thoughts, grammar)	30
• Original treatment of the topic & relevance to community	30
Total	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes articles, photos, or ads that have been entered as part of a series or campaign
- please submit no more than five stories from a series
- please submit a PDF of the complete entry, with 2016 dateline visible (if you are selected as a finalist, you will then be asked to provide a Word or text file of the entire entry).
- you may not submit an entry that comes from a Special (ie non-run-of-press Publication)

Feature Series

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



An entry in the Feature Series category consists of a series of two to five stories about one specific topic or issue in, or impacting, the community. Entries should be thought provoking and relevant to the community. Syndicated material will not be accepted.

Entries are judged on:

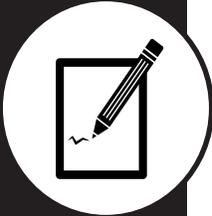
• Quality of reporting (research, initiative, comprehensiveness)	40
• Quality & clarity of writing (style, organization of thoughts, grammar)	30
• Original treatment of the topic & relevance to community	30
Total	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes articles, photos, or ads that have been entered as part of a series or campaign
- please submit no more than five stories from a series
- please submit a PDF of the complete entry, with 2016 dateline visible (if you are selected as a finalist, you will then be asked to provide a Word or text file of the first entry from the series.)
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

Historical Writing

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



This award is presented to the best article or series of articles (by the same author on the same topic) covering local history. If you publish a history section in your newspaper, you must clearly identify which article is to be judged. The article or series should increase awareness of local history within the community.

Entries will be judged on:

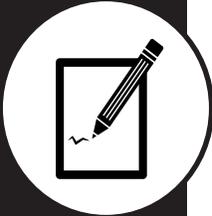
• Quality & clarity of writing (style, organization of thoughts, grammar)	30
• Quality of reporting (research, initiative, comprehensiveness)	30
• Original treatment of the topic & relevance to community	20
• Effectiveness in enhancing the public understanding of, or interest in, history in the community	20
Total	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes articles, photos, or ads that have been entered as part of a series or campaign
- please submit no more than five stories from a series
- please submit a PDF of the complete entry, with 2016 dateline visible (if you are selected as a finalist, you will then be asked to provide a Word or text file of the entire entry.)
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

Investigative Journalism

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



This award goes to the best article or series of articles (maximum 5) relating to an important news story in, or impacting, the community that would not have come to light except for an extraordinary effort and significant research and/or investigation by the author. Entries should show journalistic initiative and promote public awareness of the issue. The winning news story will exhibit an approach and extra effort that sets it apart from usual news coverage.

Entries are judged on:

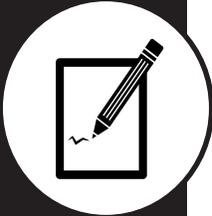
• Quality of reporting (research, initiative, comprehensiveness)	50
• Quality & clarity of writing (style, organization of thoughts, grammar)	25
• Overall impact and significance to community	25
Total	100

- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes articles, photos, or ads that have been entered as part of a series or campaign
- please submit no more than five stories from a series
- please submit a PDF of the complete entry, with 2016 dateline visible (if you are selected as a finalist, you will then be asked to provide a Word or text file of the entire entry.)
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

Outdoor Recreation Writing

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



This award is given to the best article, feature or series about outdoor recreation opportunities in the local area. It may feature a group, individual, or an outdoor recreation activity. The winning entry should help people become more aware of and/or more involved in, outdoor recreational opportunities in the community, or address a community problem related to those activities.

Entries are judged on:

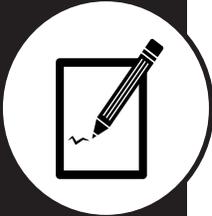
• Quality & clarity of writing (style, organization of thoughts, grammar)	30
• Quality of reporting (research, initiative, comprehensiveness)	30
• Original treatment of the topic & relevance to community	20
• Effectiveness in enhancing the public understanding of, or interest in, outdoor recreation opportunities in the community	20
Total	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes articles, photos, or ads that have been entered as part of a series or campaign
- please submit no more than five stories from a series
- please submit a PDF of the complete entry, with 2016 dateline visible (if you are selected as a finalist, you will then be asked to provide a Word or text file of the entire entry.)
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

Sports Writing

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



This award is given to the best article, feature or series highlighting sports activities in the community. The focus can be on an individual, a sporting team, event, sports activity, innovations, history, etc – but it must relate directly to sports in the community. The winning entry should help people become more aware of, and more involved in, sports & fitness activities in the community, or address a community problem related to those activities. The award strives to recognize a sports story that goes beyond the normal game recount or single interview profile.

Entries are judged on:

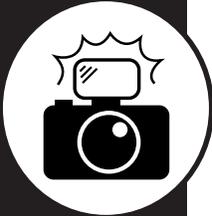
• Quality & clarity of writing (style, organization of thoughts, grammar)	30
• Quality of reporting (research, initiative, comprehensiveness)	30
• Original treatment of the topic & interest to community	20
• Effectiveness in enhancing the public understanding of, or interest in, sports & fitness in the community	20
Total	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes articles, photos, or ads that have been entered as part of a series or campaign
- please submit no more than five stories from a series
- please submit a PDF of the complete entry, with 2016 dateline visible (if you are selected as a finalist, you will then be asked to provide a Word or text file of the entire entry.)
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

Feature Photo: Black & White

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



Photos should depict an event or scene considered to be of a feature photo nature (such as people, animals, scenery). Staff or regular freelancers must take photo.

Any image created principally on computer software or manipulated on computer software beyond generally acceptable adjustments for proper reproduction (such as cropping, sharpening, adjusting brightness and colour) is not acceptable. Adding or subtracting elements to or from an image, or combining multiple images into a single image, are not permitted.

Entries are judged on:

• Human interest & impact on reader	40
• Originality & forethought.....	30
• Technical ability (angle, focus, clarity, exposure, etc).....	30
Total.....	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes photos that have been entered as part of a photo series or campaign
- please submit a PDF of full page with 2016 dateline visible. We also encourage you to submit a jpeg of the original photo, although this is not required.
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

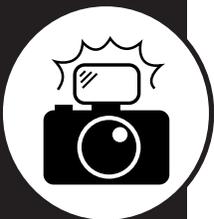
Feature Photo: Colour

Under 25,000 Over 25,000 (check one)

*Please note: Your "under/over 25,000" circulation category refers to your "NX Circulation" as defined in the spreadsheet provided to all members. It does not refer to your paper's actual circulation.

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



Photos should depict an event or scene considered to be of a feature photo nature (such as people, animals, scenery). Staff or regular freelancers must take photo.

Any image created principally on computer software or manipulated on computer software beyond generally acceptable adjustments for proper reproduction (such as cropping, sharpening, adjusting brightness and colour) is not acceptable. Adding or subtracting elements to or from an image, or combining multiple images into a single image, are not permitted.

Entries are judged on:

• Human interest & impact on reader	40
• Originality & forethought.....	30
• Technical ability (angle, focus, clarity, exposure, etc).....	30
Total.....	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes photos that have been entered as part of a photo series or campaign
- please submit a PDF of full page with 2016 dateline visible. We also encourage you to submit a jpeg of the original photo, although this is not required.
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

Photo Essay

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



This award recognizes photographic excellence, attention to composition, communication quality of the individual photos, and their combined capacity to communicate a whole story. Entries will consist of two or more photos that tell a story about a single event/theme. Photos must dominate the pages. Please note that "Day in the Life" entries should be submitted in this category (not in the Special Section category).

Any image created principally on computer software or manipulated on computer software beyond generally acceptable adjustments for proper reproduction (such as cropping, sharpening, adjusting brightness and colour) is not acceptable. Adding or subtracting elements to or from an image, or combining multiple images into a single image, are not permitted.

Entries are judged on:

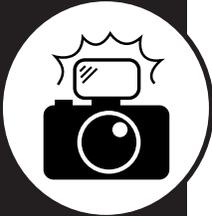
• Human interest & impact on reader	45
• Originality & forethought.....	20
• Technical ability (angle, focus, clarity, exposure, etc).....	20
• Composition/layout and design	15
Total.....	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this means that if you have submitted one photo from a photo essay into an individual photo category (ie feature photo), then you may not also submit the photo essay as a whole, and vice versa
- please submit a PDF of full page with 2016 dateline visible. We also encourage you to submit jpegs of the original photos, although this is not required.
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

Portrait/Personality Photo

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



Portraits, whether of a single person or multiple individuals, must reveal the personality of the character(s) through lighting, environment and composition.

Any image created principally on computer software or manipulated on computer software beyond generally acceptable adjustments for proper reproduction (such as cropping, sharpening, adjusting brightness and colour) is not acceptable. Adding or subtracting elements to or from an image, or combining multiple images into a single image, are not permitted.

Entries are judged on:

• Character illustration and impact on reader.....	40
• Originality and forethought.....	30
• Technical ability (angle, clarity, exposure, etc).....	30
Total.....	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes photos that have been entered as part of a photo series or campaign
- please submit a PDF of full page with 2016 dateline visible. We also encourage you to submit a jpeg of the original photo, although this is not required.
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

Sports Photo

Under 25,000 Over 25,000 (check one)

*Please note: Your "under/over 25,000" circulation category refers to your "NX Circulation" as defined in the spreadsheet provided to all members. It does not refer to your paper's actual circulation.

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



A sports photo must convey emotional impact to sum up a sports event, requiring quick forethought and ingenuity on the part of the photographer. The winning entry should inspire an appreciation for, or understanding of, sports in the community. Staff or regular freelancers must take photo.

Any image created principally on computer software or manipulated on computer software beyond generally acceptable adjustments for proper reproduction (such as cropping, sharpening, adjusting brightness and colour) is not acceptable. Adding or subtracting elements to or from an image, or combining multiple images into a single image, are not permitted.

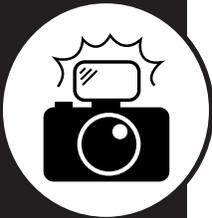
Entries are judged on:

• Sports value (contributes to an appreciation or understanding of sports).....	30
• Overall impact on readers	30
• Originality & ingenuity	20
• Technical ability (angle, focus, clarity, exposure, etc).....	20
Total.....	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes photos that have been entered as part of a photo series or campaign
- please submit a PDF of full page with 2016 dateline visible. We also encourage you to submit a jpeg of the original photo, although this is not required.
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



Spot News Photo

Under 25,000 Over 25,000 (check one)

*Please note: Your "under/over 25,000" circulation category refers to your "NX Circulation" as defined in the spreadsheet provided to all members. It does not refer to your paper's actual circulation.

A spot news photo illustrates an unplanned news event happening in your community. It must contain emotion and action or illusion of movement. Staff or regular freelancers must take the photo.

Any image created principally on computer software or manipulated on computer software beyond generally acceptable adjustments for proper reproduction (such as cropping, sharpening, adjusting brightness and colour) is not acceptable. Adding or subtracting elements to or from an image, or combining multiple images into a single image, are not permitted.

Entries are judged on:

• News value & action	30
• Human interest & impact on readers.....	30
• Originality & ingenuity	20
• Technical ability (angle, focus, clarity, exposure, etc).....	20
Total	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes photos that have been entered as part of a photo series or campaign
- please submit a PDF of full page with 2016 dateline visible. We also encourage you to submit a jpeg of the original photo, although this is not required.
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

Ad Campaign

(Original Work only)

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



An ad campaign is a series of ads (minimum two ads) for one client (not a series of ads for several clients built around one theme.) This award goes to the best ad campaign developed and executed by the newspaper for an advertising client. The advertisements must be produced entirely in-house, using original art, photography, and copy writing. No clip art, stock photos, or client-provided creative or photography will be permitted, other than corporate identity artwork (ex. logo).

Please write your name below to acknowledge and verify that this entry contains only original components as described above. Failure to do so will result in this entry being disqualified.

Please also note that if you are selected as a finalist, you will be required to provide original components of your entry to confirm its origin.

Entries are judged on:

• Overall impact & success in communicating message	30
• Design (includes typography, layout, headlines)	20
• Quality of copy writing (unique selling proposition, benefits statements, etc) ..	20
• Images/graphics (MUST be original)	20
• Creativity/originality	10
Total	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader; if the campaign was a team effort, please indicate the leader's name (e.g Joanne Smith & team)
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this means that if you have submitted one ad from a campaign into an individual advertising category (ie ad design), then you may not also submit the ad campaign as a whole, and vice versa
- please submit PDFs of full tearsheets with 2016 dateline visible. If you wish, you may also include separate files containing the individual ads
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

Ad Campaign, Collaborative

(Clip art, stock photos and client-provided creative permitted)

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



An ad campaign is a series (minimum two ads) of ads for one client (not a series of ads for several clients built around one theme.) This award goes to the best ad campaign developed and executed by the newspaper for an advertising client. The advertisements must be produced entirely in-house, but can include clip art, stocks, or client-provided creative and photography.

Entries are judged on:

• Overall impact & success in communicating message	30
• Design (includes typography, layout, headlines)	25
• Quality of copy writing (unique selling proposition, benefits statements, etc) ..	15
• Choice of images/graphics	15
• Creativity/originality	15
Total	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader; if the campaign was a team effort, please indicate the leader's name (e.g Joanne Smith & team)
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this means that if you have submitted one ad from a campaign into an individual advertising category (ie ad design), then you may not also submit the ad campaign as a whole, and vice versa
- please submit PDFs of full tearsheets with 2016 dateline visible. If you wish, you may also include separate files containing the individual ads
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

Ad Design

(Original Work only)

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



Awarded to the best single ad developed and executed by the newspaper for an advertising client. The advertisement must be produced entirely in-house, using original art, photography, and copy writing. No clip art, stock photos, or client-provided creative or photography will be permitted, other than corporate identity artwork (ex. logo).

Please write your name below to acknowledge and verify that this entry contains only original components as described above. Failure to do so will result in this entry being disqualified.

Please also note that if you are selected as a finalist, you will be required to provide original components of your entry to confirm its origin.

Entries are judged on:

• Overall impact & success in communicating its message	30
• Design (includes typography, layout, headlines)	25
• Quality of copywriting (unique selling proposition, benefits statements, etc)	15
• Images /graphics (MUST be original)	15
• Creativity/originality	15
Total	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader; if the design was a team effort, please indicate the leader's name (e.g Joanne Smith & team)
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this means that if you have submitted one ad from a campaign into an individual advertising category (ie ad design), then you may not also submit the ad campaign as a whole, and vice versa
- please submit PDFs of full tearsheets with 2016 dateline visible. If you wish, you may also include separate files containing the individual ads
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

Ad Design, Collaborative

(Clip art, stock photos and client-provided creative permitted)

Under 25,000 Over 25,000 (check one)

*Please note: Your "under/over 25,000" circulation category refers to your "NX Circulation" as defined in the spreadsheet provided to all members. It does not refer to your paper's actual circulation.

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



Awarded to the best single ad developed and executed by the newspaper for an advertising client. The advertisement must be produced entirely in-house, but can include clip art or client-provided creative and photography.

Entries are judged on:

• Overall impact & success in communicating its message	30
• Design (includes typography, layout, headlines)	25
• Copywriting (unique selling proposition, benefits statements, etc).....	15
• Choice of images/graphics/photography.....	15
• Creativity/originality	15
Total	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader; if the design was a team effort, please indicate the leader's name (e.g Joanne Smith & team)
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this means that if you have submitted one ad from a campaign into an individual advertising category (ie ad design), then you may not also submit the ad campaign as a whole, and vice versa
- please submit PDFs of full tearsheets with 2016 dateline visible. If you wish, you may also include separate files containing the individual ads
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

Classifieds

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



Up against the challenges of the online world, community newspapers continue to rely heavily on a strong classifieds section. This award will go to the entry that demonstrates innovation and rises above the challenges of our online competition to create a classifieds section that works for its customers. The winning classifieds section will create and maintain a community marketplace and meeting place. A paper's engagement with its readers is evidenced by the amount of local advertising in respect to the size of the community. It will have an appealing design, and be presented in an orderly fashion, including self-promotion (house ads). Finally, the paper's printed classifieds should be well-integrated with its online offerings. Even if based on a corporate template, entries should demonstrate a paper's ability to highlight and connect with its own community.

Entries must include ALL of the following: a **complete** classified section from each of **THREE** separate issues (PDFs with 2016 dateline visible), as well as your Classifieds URL. You may also submit a brief description and/or supporting documents.

Please submit online only. Material sent to the BCYCNA office will not be considered.

Entries are judged on:

• Community engagement (lots of local ads, solid community marketplace) ..	50
• Design and presentation (organized, attractive design).....	30
• Integration of printed and online classifieds.....	20
Total.....	100

- please submit entries online only
- maximum of one entry per newspaper
- please indicate the name of the classified section manager
- please submit COMPLETE classifieds sections from three separate issues, as well as your Classifieds URL.

Newspaper Promotion

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



The promotion of a newspaper's own business is very important. This award is given to the newspaper that produces the most effective campaign of in-house ads, or ads in other media, designed to promote the newspaper or any aspect of its operation (ad sales, readership, circulation, etc). Your entry must include complete PDF tearsheets of pages on which relevant materials were published, and may also include photos or other collateral material from other media (submitted online only - please do not send anything to the BCYCNA office; it will not be considered.)

Entries are judged on:

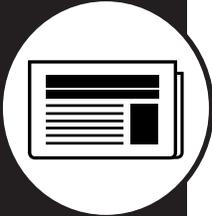
• Overall impact & success in promoting the paper to the community	30
• Design (includes typography, layout, headlines)	20
• Quality of copywriting (unique selling proposition, benefits statements, etc) ...	20
• Images /graphics (MUST be original)	20
• Creativity/originality	10
Total	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader; if the promotion was a team effort, please indicate the leader's name (e.g Joanne Smith & team)
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes articles, photos, or ads that have been entered as part of a series or campaign
- please submit PDFs of full tearsheets from your campaign with 2016 dateline visible. If you wish, you may also include additional files, photos, or other collateral material to support your entry (but only online)
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

Cartoonist

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



This award recognizes excellence in editorial cartooning, including ability to provoke thought and take a fearless stand on issues. The cartoon must be from a local source & not syndicated and must be entirely the creation of the artist. The topic can be of local, regional, or national interest, but it MUST show how the issue impacts the local community. Provide a brief explanation of the issue or event that forms the basis of the cartoon entry.

Entries are judged on:

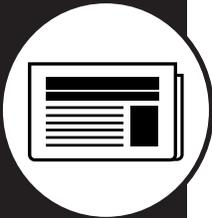
• Overall impact (ability to stimulate thought, relevance to community).....	40
• Artistic ability.....	30
• Originality & freshness of approach.....	30
Total.....	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different artist
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes articles, photos, or ads that have been entered as part of a series or campaign
- please submit a PDF of the full tearsheet with 2016 dateline visible. If you wish, you may also submit a jpeg of the cartoon on its own

Community Service

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



This award recognizes newspapers that have demonstrated a leadership role that goes well beyond reporting the news and the newspaper's normal community service mission (unusual support for a community cause or program, fundraising efforts, public awareness, education, etc). The story or campaign should clearly indicate a contribution to the betterment of the community. Service must be non-political and provide no obvious financial benefit to the newspaper. Can be a one-time event or an ongoing program. Your entry must consist of PDF tearsheets of the story or campaign along with any relevant material relating to the newspaper's community service (letters, pictures, descriptive accounts, etc). This award recognizes the achievements of the newspaper as a whole, not individuals, but please indicate the team leader.

Entries are judged on:

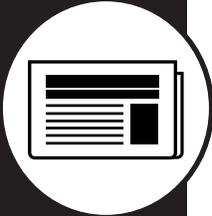
• Extent of newspaper involvement in community service	30
• Relative importance of project	30
• Benefit to community	30
• Innovation of idea	10
Total	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader; if the project was a team effort, please indicate the leader's name (e.g Joanne Smith & team)
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes articles, photos, or ads that have been entered as part of a series or campaign
- please submit PDFs of full tearsheets from your campaign with 2016 dateline visible. If you wish, you may also include additional files, photos, or other collateral material to support your entry (but only online)
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

Eric Dunning Award for Dedication and Service to the Community Newspaper Industry

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



This award recognizes the achievements of an individual who works, or has worked, in any area of the community newspaper industry. Nominations can come from member newspapers or the judging panel can select its own nominees. Recipients can include newspaper staff or other members of the community newspaper industry.

Nominees will have demonstrated strength, leadership and dedication to the industry, and will be judged on both their contribution to the industry and to the community/communities where they work/have worked.

A brief biography of the nominee should accompany each submission, along with the nominator's reasons for nominating the individual.

Nominations are judged on:

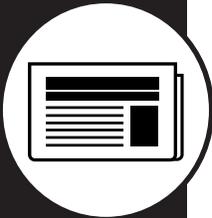
• Contributions to the industry	40
• Contributions to community	30
• Personal attributes, such as leadership skills and commitment	30
Total	100

- maximum of 3 nominations per newspaper
- please submit a biography/letter about the nominee to www.betterbnc.com.
- if selected as this year's recipient, we will contact you for photos.

Online Innovation

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



Online entries will be evaluated on their visual storytelling, interactivity, immediacy, use of multimedia, structure and navigation. Functionality of the page(s), along with innovation and overall design, will also be judged. Multimedia projects must tell an interesting, cohesive story relevant to the community, incorporating video, audio, still photography and graphics. **They must have two of the following elements: video, audio and still photography to be considered as a multimedia piece.** Relevancy of the content to the community has to be paramount, and can be demonstrated in many ways; certainly through immediate and timely editorial content but also in links provided, weather, road reports, theatre schedules, community calendar, photo galleries, local bloggers, user-generated content, and local search capabilities. Even if based on a corporate template, websites should demonstrate a paper's ability to highlight and connect with its own community.

Content must be accessible from the submitted URL.

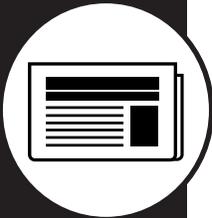
Entries are judged on:

• Use of multimedia	15
• Relevance to/reflection of community	30
• Demonstration of immediacy/connection to events in community	25
• Ease of use (structure, functionality, navigation)	15
• Overall design quality (creativity and visual appeal)	15
Total	100

- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader; if the project was a team effort, please indicate the team leader's name (e.g) Joanne Smith & team.
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; this includes articles, photos, or ads that have been entered as part of a series or campaign
- please submit the URL with 2016 date visible.
- If you wish, you may also submit additional collateral material to support your entry (but only online)

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



Special Section

Under 25,000 Over 25,000 (check one)

*Please note: Your circulation category refers to your "NX Circulation" as defined in the spreadsheet provided to all members. It does not refer to your paper's actual circulation.

Entries in this category will consist of run-of-press sections, paginated with the rest of the newspaper, and printed on standard newsprint. The section can be on any theme (although "Day in the Life" entries should not be submitted in this category, but rather in the Photo Essay category). Entries must include the complete section, and must be written and designed entirely by newspaper staff. The section should show an innovative approach to a traditional theme or development of a new theme. Editorial content should be original, rather than canned feature copy. Judging will be done from two perspectives: that of the advertiser (whether they received full value for their advertising investment), and that of the reader (whether the section would be of interest to them). Contents of these special sections are eligible for entry in other award categories such as writing, photography, and ad design.

Please submit online only. Material sent to the BCYCNA office will not be considered.

Entries are judged on:

• Quality of editorial content (including photos) & its ability to attract advertising to the section	20
• Advertising content/quality (should be well-balanced with editorial).....	20
• Originality of idea	20
• Layout and design (includes typography)	20
• Effective use of artwork	20
Total	100

- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- please submit complete section (as PDF) with 2016 dateline clearly visible
- submit online only; hard copies/supplements mailed into the BCYCNA office will not be considered
- you may not submit the same entry in more than one category; this includes articles, photos, or ads that have been entered as part of a series or campaign
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

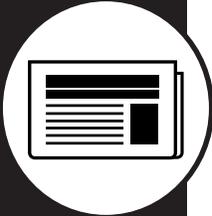
Special Publications

Under 25,000 Over 25,000 (check one)

*Please note: Your circulation category refers to your "NX Circulation" as defined in the spreadsheet provided to all members. It does not refer to your paper's actual circulation.

ENTRY DEADLINE
Mon, Jan 16, 2017
@ 9 pm

SUBMIT ENTRIES
TO:
www.betterbnc.com



Entries in this category will consist of Tourism and Recreation guides, as well as any non-run-of-press publications (ie lifestyle magazines, calendars, etc.) created by a member newspaper. Entries must be **written and produced entirely by newspaper staff**, and the newspaper's production role must be visibly indicated either on the cover or inside the publication. The publication must have been published in 2016, and may not have been previously submitted.

The editorial content should be original, rather than canned feature copy. The judging will be done from two perspectives: that of the advertiser (whether they received full value for their advertising investment), and that of the reader (whether the publication would be of interest to them). Contents of these special publications are not eligible for entry in other award categories such as writing, photography, and ad design.

- **Submit front page only (as a PDF with 2016 dateline clearly visible) to www.betterbnc.com by 9pm on Mon, Jan.16, 2017.**
- **THEN submit hard copy of entire publication to BCYCNA office (9 West Broadway, Vancouver, BC V5Y 1P1) by 5pm on Fri, Jan.20, 2017.**

Entries are judged on:

- Quality of editorial content (writing & photos); its ability to attract advertising to the section and generate interest in the subject matter30
- Advertising content/quality (should be balanced with editorial)30
- Layout and design (includes typography)20
- Effective use of artwork20
- Total..... 100**

- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader. If the publication was a team effort, each entry must be headed by a different team leader; please indicate the leader's name (e.g) Joanne Smith & team
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- please upload a PDF of the first page of the publication AND please send a hard copy of the entire publication with 2016 dateline visible (original only; no photocopies accepted) to the BCYCNA office, as described above
- you may not submit the contents of this special publication into any of the other award categories.