

MA MURRAY COMMUNITY NEWSPAPER AWARDS 2018



List of Awards

Arts & Culture Writing
Business Writing
Columnist
Editorial
Environmental Initiative
Environmental Writing
Feature Article
Feature Series
Historical Writing
Investigative Journalism
Outdoor Recreation Writing
Sports Writing
Feature Photo
Photo Essay
Portrait/Personality Photo
Sports Photo
Spot News Photo
Ad Campaign
Ad Campaign, Collaborative
Ad Design
Ad Design, Collaborative
Newspaper Promotion
Feature Video
Breaking News Video
Single Multimedia Feature Story
Single Multimedia Breaking News Story
Multimedia Series
Community Service
Eric Dunning Award for Dedication and Service
to the Community Newspaper Industry
Special Publications
Special Section
Newspaper Excellence



**Community
Newspapers
Association**
British Columbia & Yukon

**MA MURRAY
COMMUNITY
NEWSPAPER
AWARDS**

ENTRY DEADLINE
Fri, Jan 12, 2018
@ 9 p.m.

SUBMIT ENTRIES TO:
www.betterbnc.com



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 28, 2018 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, 2017 and December 31, 2017.

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.

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www.betterbnc.com**Q: What are the entry fees?**

The fee is \$20 per entry, except for the Newspaper Excellence category, which is \$175. 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 12, 2018, 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 Friday, January 12, 2018**. 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 19, 2018**.

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 2018. Winners will be announced at the Awards Gala on Saturday, April 28, 2018.

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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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 of 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 defunct titles.

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

We 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: There are some changes in the categories this year. Why?

The BCYCNA has added five new digital categories for the 2018 competition, to meet our members' changing focus toward digital. We hope to see lots of entries and will monitor and adjust these categories as needed in coming years. In order to accommodate these additional categories, we conducted a careful review of existing categories, and removed a few that have seen a substantial decline in the number of entries. These include Cartoonist and Classifieds (both of which are recognized within Newspaper Excellence), and Feature Photo Black & White (which can now be submitted alongside Colour Feature Photo entries).



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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 Friday, January 12, 2018.**

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 **MAY 2017** and any one week run in **DECEMBER 2017** 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 19, 2018** 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
e-mail: kerry@bccommunitynews.com
website: www.bccommunitynews.com

The Coast Capital Savings 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 28, 2018.

Award finalists will be advised in March 2018 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.

Title Sponsor



Presenting Sponsors



Award Sponsors

