

# MA MURRAY COMMUNITY NEWS MEDIA AWARDS

# 2021



## List of Awards

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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 (Original or Collaborative)  
Ad Design (Original or Collaborative)  
Newspaper Promotion  
Breaking News Video  
Feature Video  
Multimedia Breaking News Story  
Multimedia Feature Story  
Multimedia Series  
Community Service  
\*NEW: COVID Coverage - Advertising  
\*NEW: COVID Coverage - Editorial  
Eric Dunning Award for Dedication and Service  
to the Community News Media Industry  
New Journalist of the Year  
Special Publications  
Special Section  
Newspaper Excellence

# Contest Rules & FAQs

## MA MURRAY COMMUNITY NEWS MEDIA AWARDS

ENTRY DEADLINE  
Tue, Jan 19, 2021  
@ 9 p.m.

SUBMIT ENTRIES TO:  
[www.betterbnc.com](http://www.betterbnc.com)



### **Q: What are the Ma Murray Community News Media Awards?**

The Ma Murray Community News Media 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 News Media 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 News Media Awards will be presented during a Virtual Awards Gala evening on Thursday, April 29, 2021. Obviously this year we are not able to host 300+ people in one venue, but our events team, supported by a professional production team, is working hard to develop a top-quality online awards ceremony that will see multiple mini gatherings joined together virtually. Our MCs will host together from a central studio, and sponsors, award finalists, and member newspapers will be invited to connect from wherever they are. Everyone is welcome!

### **Q: Who can enter?**

If your newspaper is a member in good standing of the BC & Yukon Community News Media Association, you are eligible to enter the competition. Please see [www.bccommunitynews.com/membership/](http://www.bccommunitynews.com/membership/) for membership criteria.

### **Q: What is the contest period?**

All entries must have been published between January 1, 2020 and December 31, 2020.

### **Q: When will finalists be announced?**

The top three finalists in each category will be announced in March 2021. Winners will be announced at the Awards Gala on Thursday, April 29, 2021.

## **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.

## **Q: What are the entry fees?**

The fee is \$20 per entry, except for the Newspaper Excellence category, which is \$180. 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 after the week of February 15, 2021, 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](http://www.betterbnc.com) no later than **9pm on Tuesday, January 19, 2021**. 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 Monday, January 25, 2021**.

## **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: Our paper's circulation changed this year because of the pandemic. How do I know we're in the right circulation category?**

2020 has been a year of challenges, to say the least. Out of necessity, many papers reduced their number of weekly issues, and so circulation numbers are lower this year. This has had a dramatic impact on our award groupings. Many of you will see your paper has been assigned to a new circulation division for Newspaper Excellence, and that the number range for each group is quite different than in the past. Also, for certain categories that get divided in half (Under 25,000 and Over 25,000), we have changed the dividing line to 10,000 rather than 25,000, so that the quantity of papers on each side is more even.

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**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.

**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: 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?**

It should be noted that the Ma Murray Awards are a member service and are therefore only applicable to BCYCNA members. More specifically, an 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 award statue itself except at the discretion of the applicable newspaper. 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.

**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: What's going on with the different Ad Design categories?**

It seems that fewer and fewer ads are created with entirely original contents, and our "Original" Ad Design and Ad Campaign categories just haven't been receiving enough entries to continue offering an "Original" design award. So this year, there is no distinction between "Original" and "Collaborative" advertising design. Whether you created the ad entirely in-house or whether you used stock images, they can be submitted into the same category.

There will still be a distinction between Ad Campaign and Ad Design categories, and the latter will have a circulation division between the Over 10K and Under 10K papers.

Please take care to submit in the correct category, and contact the BCYCNA office if you're not sure.

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**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 nominate someone for New Journalist of the Year?**

Similar to the Eric Dunning Award for Dedication and Service to the Community News Media Industry, the New Journalist of the Year Award recipients will be nominated by their newspaper. The BCYCNA wants to recognize those new journalists who have been in the industry for two years or less, with a cash prize of \$1000 for each of three recipients. See individual entry forms for more details.

**Q: How do I prepare my entries?**

All entries are only being accepted online at [www.betterbnc.com](http://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](http://www.betterbnc.com), submitted as full page PDFs with 2020 dateline visible. These must be **uploaded by 9pm on Tuesday, January 19, 2021.**

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 **FEBRUARY 2020** and any one week run in **SEPTEMBER 2020** 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 Monday, January 25, 2021** 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 News Media 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](mailto:kerry@bccommunitynews.com)  
website: [www.bccommunitynews.com](http://www.bccommunitynews.com)

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# BCYCNA Mə Murray Community News Media Awards

Our team is working hard to develop a top quality online awards ceremony. We sincerely hope that by the end of April 2021, things will be on their way back to something resembling the world we used to know, and that small gatherings will once again be possible. Our MCs will host together from a central studio, and sponsors, award finalists, and member newspapers will be invited to connect from wherever they are. Finalists can expect to receive a very special package ahead of the Awards Gala, and each mini gathering will also receive a special Celebration Box full of treats to make your celebration feel a little more connected and festive. All of this is made possible by all of our confirmed sponsors, as well as those we have yet to confirm.

The Awards Gala evening will take place Thursday, April 29, 2021.

## PRESENTING SPONSORS



## AWARD SPONSORS

