

MA MURRAY
COMMUNITY
NEWS MEDIA
AWARDS

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

SUBMIT ENTRIES TO:
www.betterbnc.com



Arts & Culture Writing

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

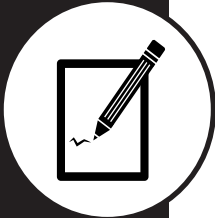
- please submit entries online only
- maximum of 3 entries per newspaper
- each entry must be from a different person or team leader
- each entry must come from a staff member or regular (ie minimum once per month) freelancer/contributor
- you may not submit the same entry in more than one category; 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 2020 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

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 2020 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).
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Columnist

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 the same columnist, each from a different issue.**

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
- 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 2020 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

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Editorial

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:

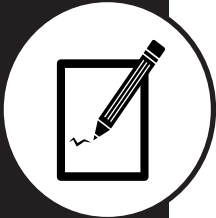
• Overall impact (ability to stimulate thought, relevance to community).....	30
• Quality and clarity of writing (style, organization of thoughts, grammar)	30
• Persuasion and reasoning (includes quality of questions raised & solutions offered).....	20
• Style & originality	20
Total.....	100

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- 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 2020 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)

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Environmental Initiative

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:

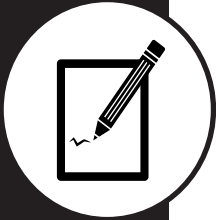
• Quality & clarity of writing (style, organization of thoughts, grammar)	30
• Quality of reporting (research, initiative, comprehensiveness)	35
• Impact on/benefit to readers (how well the article conveys the project and its environmental outcomes)	35
Total	100

- 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 2020 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).
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Environmental Writing

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:

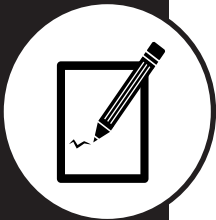
• Quality & clarity of writing (style, organization of thoughts, grammar)	30
• Quality of reporting (research, initiative, comprehensiveness)	30
• Original treatment of the topic & relevance to community	20
• Impact on readers/enhancement of public awareness of environmental issues	20
Total	100

- 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 2020 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).
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Feature Article

Under 10,000 Over 10,000 (check one)

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Awarded to the best single feature article. 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 a PDF of the complete entry, with 2020 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

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 2020 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

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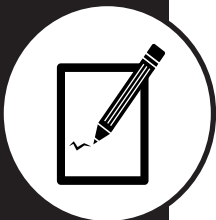
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Historical Writing

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 2020 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.)
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Investigative Journalism

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 2020 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.)
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Outdoor Recreation Writing

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 2020 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

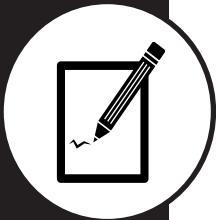
Sports Writing

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 2020 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.)
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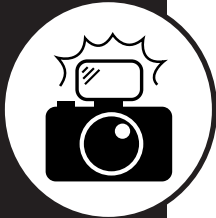
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Feature Photo

Under 10,000 Over 10,000 (check one)

*Please note: Your “under/over 10,000” 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.

Photos can be either colour or black and white, and 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 2020 dateline visible.
- we also strongly encourage you to submit a jpeg of the original photo.
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

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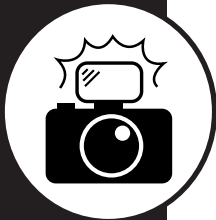


Photo Essay

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).

If a digital gallery/online layout exists, you may include it as an enhancement to your entry, but it may not be submitted on its own.

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:

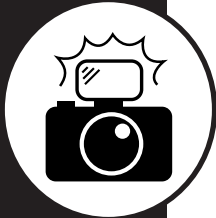
• Human interest & impact on reader	45
• Originality & forethought.....	20
• Technical ability (angle, focus, clarity, exposure, etc).....	20
• Composition/layout and design	15
Total.....	100

- 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 2020 dateline visible.
- we also strongly encourage you to submit jpegs of the original photos.
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

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Portrait/Personality Photo

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:

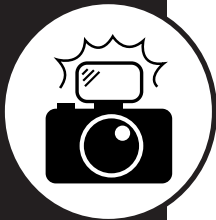
• Character illustration and impact on reader.....	40
• Originality and forethought.....	30
• Technical ability (angle, clarity, exposure, etc).....	30
Total.....	100

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- 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 2020 dateline visible.
- we also strongly encourage you to submit a jpeg of the original photo.
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Sports Photo

Under 10,000 Over 10,000 (check one)

*Please note: Your "under/over 10,000" 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 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:

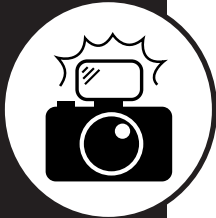
• Sports value (contributes to an appreciation or understanding of sports)	30
• Overall impact on readers	30
• Originality & ingenuity	20
• Technical ability (angle, focus, clarity, exposure, etc)	20
Total	100

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- 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 2020 dateline visible.
- we also strongly encourage you to submit a jpeg of the original photo.
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Spot News Photo

Under 10,000 Over 10,000 (check one)

*Please note: Your “under/over 10,000” 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

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- 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
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Ad Campaign

Note: Open to both original and collaborative ad campaigns.

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. Entries may either be produced entirely in-house, using original art, photography, and copy writing OR they may incorporate client-provided and/or stock photography and creative. Both formats will be accepted in this category.

Please be sure to submit PDFs of the full tearsheets showing the ads as they appear on the page, with 2020 dateline visible. Do NOT just submit the ads on their own.

Did you do anything to support this ad campaign in an online forum? If so, please provide details in the comments section and feel free to include any relevant URLs (no more than 3 please) on the contest website.

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
• 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 2020 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

MA MURRAY
COMMUNITY
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SUBMIT ENTRIES TO:
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Ad Design

Under 10,000 Over 10,000 (check one)

*Please note: Your "under/over 10,000" 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.

Note: Open to both original and collaborative ad designs.

Awarded to the best single ad developed and executed by the newspaper for an advertising client. The ad may either be produced entirely in-house, using original art, photography, and copy writing OR it may incorporate client-provided and/or stock photography and creative. Both formats will now be accepted in this category.

Please be sure to submit a PDF of the full tearsheet showing the ad as it appeared on the page, with 2020 dateline visible. Do NOT just submit the ad on its own.

Did this ad run online too? If so, please provide details in the comments section and feel free to include any relevant URLs (no more than 3 please) on the contest website.

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	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 2020 dateline visible**. If you wish, you may also include a separate file containing the individual ad.
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication

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Newspaper Promotion

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 BCYCNCA office; it will not be considered.)

Entries are judged on:

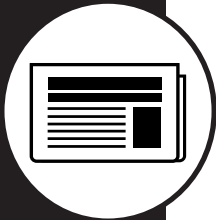
• Overall impact & success in promoting the paper to the community	30
• Design (includes typography, layout, headlines)	20
• Quality of copywriting (unique selling proposition, benefits statements, etc)...	20
• Images /graphics	20
• Creativity/originality	10
Total.....	100

- 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 2020 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

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Community Service

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). We recognize that for 2020, a significant number of entries will be COVID-focused. This category will include both COVID-themed and general community service, but 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). Please do not send anything to the BCYCNA office - entries should be submitted online only. This award recognizes the achievements of the newspaper as a whole, not individuals, but please indicate the team leader.

Entries are judged on:

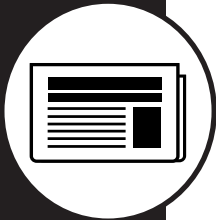
• Extent of newspaper involvement in community service	30
• Relative importance of project	30
• Benefit to community	30
• Innovation of idea	10
Total	100

- 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 2020 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

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COVID Coverage - Advertising

Under 10,000 Over 10,000 (check one)

*Please note: Your "under/over 10,000" 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.

NEW CATEGORY!

This award goes to the entry that produces the most creative ad or marketing campaign for or with local business(es). This category is less about actual ad design and more about general creativity and innovative ideas. Entries can take the form of a single ad, an advertising feature (ie multiple pages where businesses advertise to thank frontline workers, etc), or other special, pandemic-focused advertising campaigns. Judges are looking for innovative and original creative concepts that help local businesses as they pivot and/or reinvent themselves through the COVID pandemic.

Entries are judged on:

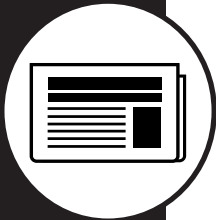
- Overall impact & success in communicating message 25
- Creativity & originality 25
- Overall effectiveness and impact on community and relevant business(es)... 25
- Design (includes typography, layout, headlines, choice of images/graphics) .. 25
- Total**..... **100**

- 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
- you may not submit an entry that comes from a Special (ie non-run-of-press) Publication
- please submit **PDFs of full tearsheets with 2020 dateline visible**. If you wish, you may also include a separate file containing the individual ad(s).
- If you wish, you may also submit additional collateral material to support your entry (but only online)

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COVID Coverage - Editorial

Under 10,000 Over 10,000 (check one)

*Please note: Your "under/over 10,000" 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.**

NEW CATEGORY!

This award recognizes overall excellence in editorial coverage of the COVID crisis. Awarded to the best article, feature, or series, in print or online, that focuses on any aspect of the pandemic, but it must have a local perspective and show community impact. **This award recognizes the whole piece: writing, photography, design and layout.**

Topics might include: BUSINESS & ECONOMY (recession, effects on workers, remote work, unemployment, etc); EDUCATION (homeschooling, online classes, etc); HEALTHCARE (the broad spectrum of COVID's impact on medical personnel, infection spread and testing, hospital overload, etc); MENTAL HEALTH (explorations of resilience, grief, isolation, stress, anxiety, etc); PERSONAL ESSAYS (first-person accounts of any aspect of the pandemic); POLITICS & GOVERNMENT (responses by government, effect on campaigns and elections, stimulus efforts, etc); SCIENCE (research, efforts towards vaccines and treatments, virus origin and evolution, etc); SOCIAL ADAPTATION (parenting, innovative ways of dealing with isolation, incorporating social distancing into everything we do, etc); TECHNOLOGY (the rise of Zoom, vaccine/treatment technologies, etc); or other.

The winning entry will exhibit an approach and extra effort that sets it apart from usual news coverage.

Entries are judged on:

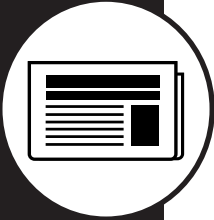
• Quality of reporting (research, initiative, comprehensiveness).....	30
• Quality & clarity of writing (style, organization of thoughts, grammar)	10
• Quality of photography (human interest & impact on readers/news value & action)	30
• Design & overall appearance of piece	10
• Overall impact on readers and significance to 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; 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 **PDFs of full tearsheets with 2020 dateline visible**. If you wish, you may also include separate files containing relevant individual photo(s).
- If you wish, you may also submit additional collateral material to support your entry (but only online)

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Eric Dunning Award for Dedication and Service to the Community News Media Industry

This award recognizes the achievements of an individual who works, or has worked, in any area of the community news media 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 news media 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:

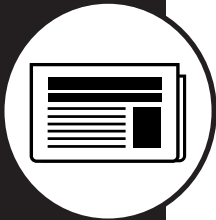
• Contributions to the industry	40
• Contributions to community	30
• Personal attributes, such as leadership skills and commitment	30
Total	100

- 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.

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New Journalist of the Year

Three New Journalist Awards will be handed out at the 2021 Ma Murray Awards Gala, and each will include a **cash prize of \$1,000**. These awards are open to journalists at a BCYCNA member paper, with less than two years' experience as a journalist. The ending date for the two-year rule is December 31, 2020. All previous paid journalism work (excluding internships) must be counted in the two-year rule, including that which was completed or worked on during or before attending school.

Nominees should have excellent skills in terms of video, web work and social media engagement; they should be reporting on multiple platforms, and should have the ability to find, research and write a great story. Judges will look for journalistic qualities such as creativity, innovation, persistence, initiative, and commitment to community.

Entries should include samples of **three to five published pieces, at least two of which must include digital content**. Include evidence of consistent engagement with the digital audience through videos, Twitter, Facebook posts, Facebook Live, and robust web stories that include links, graphics, maps, etc.

Entries must also be accompanied by a **letter of endorsement** from the individual's direct supervisor and ideally from the publisher as well, and should also include a short explanation of the new journalist, his or her industry timeline, and a summary of the stories submitted.

Nominations are judged on:

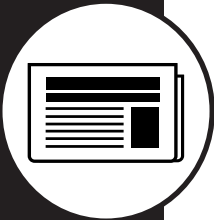
• Quality of reporting	30
• Digital engagement	30
• Letter(s) of endorsement	20
• Commitment to community and community journalism	20
Total	100

- maximum of 3 nominations per newspaper
- please include all of the following:
 - three to five published pieces, at least two of which should include digital content
 - letter of endorsement from direct supervisor, and ideally from publisher as well
 - a short bio/timeline of the nominee
 - summary of each of the submitted stories

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Special Section

Under 10,000 Over 10,000 (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:

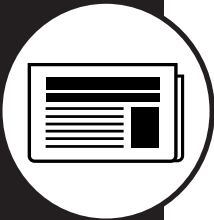
• Quality of editorial content (including photos) & its ability to attract advertising to the section.....	20
• Advertising content/quality (should be well-balanced with editorial).....	20
• Originality of idea	20
• Layout and design (includes typography)	20
• Effective use of artwork	20
Total.....	100

- 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 one PDF) with 2020 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

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Special Publications

Under 10,000 Over 10,000 (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 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 **produced and managed by the newspaper, and content must be predominantly produced by staff members and regular (ie minimum once per month) freelancers/contributors.** If some aspect of the publication was **not** done by staff, please provide details in the comments section.

The publication must include the newspaper's logo somewhere on the front cover or on the first few inside pages. Note that if the publication was created for the 2021 year, a 2020 copyright must be visible somewhere.

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.

Did you do anything to support this publication in an online forum? If so, please provide details in the comments section and feel free to include any relevant URLs (no more than 3 please) on the contest website.

Entries are judged on:

• Quality of editorial content (writing & photos); its ability to attract advertising to the section and generate interest in the subject matter	30
• Advertising content/quality (should be balanced with editorial)	30
• 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. 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 2020 dateline visible (original only; no photocopies accepted) to the BCYCNA office. See contest site for more info.**
- you may not submit the contents of this special publication into any of the other award categories.

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Feature Video

Awarded to the best single video presentation on a feature topic. One video constitutes an entry; videos must not be longer than 10 minutes. Entries should include URL, and may include a supporting letter or one supporting print article for context (article will not be judged; for context only).

Judges will look for creativity, original content, innovative use of storytelling, technical and journalistic quality, impact, and value to the viewer. Criteria shall also include quality of the video and audio, content and editing.

Content must be accessible from the submitted URL.

Entries are judged on:

• Quality of video and audio / editing.....	40
• Creative and innovative storytelling	30
• Journalistic quality	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; 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 2020 date visible.
- If you wish, you may also submit additional collateral material to support your entry (but only online)

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Breaking News Video

Awarded to the best single video presentation on a breaking news topic. One video constitutes an entry; videos must not be longer than 5 minutes. Entries should include URL, and may include a supporting letter or one supporting print article for context (article will not be judged; for context only).

Judges will look for effective and innovative use of live platforms, immediacy and relevancy of video, original content, technical and journalistic quality, impact, and value to the viewer. Criteria shall also include quality of the video and audio, content and editing.

Content must be accessible from the submitted URL.

Entries are judged on:

• Quality of video and audio / editing.....	30
• Creative and innovative storytelling	25
• Journalistic quality	25
• Impact and immediacy	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; 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 2020 date visible.
- If you wish, you may also submit additional collateral material to support your entry (but only online)

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Multimedia Feature Story

Awarded to the best single multimedia story (not part of a series) on a feature or non-deadline subject.

Each entry should be a multi-platform piece demonstrating multiple forms of media, including, but not necessarily, the main print product. Judges will look for web-based interactive graphics and displays, videos, stories, blogs, photo galleries, audio slideshows, social media, or any combination of these elements. Creativity, ease-of-use for the website visitor, impact on the community and overall technical execution will be among factors considered by the judges.

Video should help users better understand the story, and other individual elements should add to the total package without being merely duplicative.

A short statement of less than 200 words, detailing specific circumstances surrounding your entry, may be included for additional context. All supplemental content should be collected in one PDF document and uploaded to the contest website.

Entries are judged on:

• Effective use of multimedia elements in a variety of formats.....	30
• Journalistic storytelling	20
• Overall creativity	20
• Technical execution	15
• Ease of use and navigation.....	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 2020 date visible.
- If you wish, you may also submit additional collateral material to support your entry (but only online)

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Multimedia Breaking News Story

Awarded to the best single multimedia story (not part of a series) on a breaking subject, posted within the first 24 hours after the story breaks.

Each entry should be a multi-platform piece demonstrating multiple forms of media, including, but not necessarily, the main print product. Judges will look for web-based interactive graphics and displays, videos, stories, blogs, photo galleries, audio slideshows, social media, or any combination of these elements.

Judges will also consider speed at which the story went live, along with creativity, ease-of-use for the website visitor, impact on the community and overall technical execution.

Video should help users better understand the story, and other individual elements should add to the total package without being merely duplicative.

A short statement of less than 200 words, detailing specific circumstances surrounding your entry, may be included for additional context. All supplemental content should be collected in one PDF document and uploaded to the contest website.

Entries are judged on:

• Effective use of multimedia elements in a variety of formats.....	30
• Journalistic storytelling	20
• Overall creativity	20
• Technical execution and immediacy of story	20
• Ease of use and navigation.....	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 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 2020 date visible.
- If you wish, you may also submit additional collateral material to support your entry (but only online)

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Multimedia Series

Awarded to the best multimedia series (submit no more than 3 separate stories from a series) on a breaking news OR feature subject.

Each entry should be a multi-platform and multi-story piece demonstrating multiple forms of media, including, but not necessarily, the main print product. Judges will look for web-based interactive graphics and displays, videos, stories, blogs, photo galleries, audio slideshows, social media, or any combination of these elements.

Creativity, ease-of-use for the website visitor, impact on the community and overall technical execution will be among factors considered by the judges.

Video should help users better understand the story, and other individual elements should add to the total package without being merely duplicative. Each part of the entry will be reviewed both individually and in terms of how it adds something to the series as a whole. Judges will look at the combined capacity to tell a story.

A short statement of less than 200 words, detailing specific circumstances surrounding your entry, may be included for additional context. All supplemental content should be collected in one PDF document and uploaded to the contest website.

Entries are judged on:

• Effective combined use of multimedia elements in a variety of formats.....	30
• Journalistic storytelling	20
• Overall creativity	20
• Technical execution	15
• Ease of use and navigation.....	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 2020 date visible.
- If you wish, you may also submit additional collateral material to support your entry (but only online)