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MA MURRAY
COMMUNITY
NEWS MEDIA
AWARDS

2022

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 Design
Reader Engagement Campaign **formerly called
Newspaper Promotion*
Online Advertising **NEW!**
Breaking News Video
Feature Video
Multimedia Breaking News Story
Multimedia Feature Story
Special Publications
Special Section
Community Service
Eric Dunning Award for Dedication and Service
to the Community News Media Industry
New Journalist of the Year
Newspaper Excellence
Magazine Excellence **NEW!**





**MA MURRAY
COMMUNITY
NEWS MEDIA
AWARDS**

ENTRY DEADLINE
Mon, Jan 24, 2022
@ 9 p.m.

SUBMIT ENTRIES TO:
www.betterbnc.com



Contest Rules & FAQs

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. NEW THIS YEAR, we have also added a Magazine Excellence category specifically for our new Associate Members!

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 in person at an Awards Gala evening on Saturday, May 14, 2022 at the River Rock Casino Resort in Richmond, BC. All are invited to attend the gala, and finalists can attend for free courtesy of the BCYCNA and our sponsors.

Q: Who can enter?

If your publication is a member in good standing of the BC & Yukon Community News Media Association, you are eligible to enter the competition. Full members are eligible to enter any and all categories. Associate members may enter certain categories only, as specified in the award descriptions. Please see www.bccommunitynews.com/membership/ for membership criteria and refer to the following list to see which categories that Associate Members may enter.

Q: Which categories are open to Associate Members?

Note that in categories that are divided in half by circulation, Associate Members will automatically be placed in the Over 10,000 group.

The following categories are open to Associate Members:

WRITING AWARDS:

Arts & Culture Writing

Business Writing

Columnist

Environmental Initiative

Environmental Writing

Feature Article

Historical Writing

Investigative Journalism

Outdoor Recreation Writing

Sports Writing



PHOTOGRAPHY AWARDS:

Feature Photo Award

Photo Essay Award

Portrait/Personality Photo Award

ADVERTISING AWARDS:

Ad Campaign Award

Ad Design Award

Reader Engagement Campaign Award

OTHER AWARDS:

Community Service Award

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

MAGAZINE EXCELLENCE AWARD

Q: What is the contest period?

All entries must have been published between January 1, 2021 and December 31, 2021.

Q: When will finalists be announced?

The top three finalists in each category will be announced in March 2022. Winners will be announced at the Awards Gala on Saturday, May 14, 2022.

Q: Are there maximum limits on entries?

Yes. Each publication 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 \$25 per entry, except for the Newspaper Excellence category, which is \$200, and the Magazine Excellence category, which is \$100. All entry fees are subject to GST. Payment may be made by cheque, money order or credit card. You can calculate your entry fees on the "Manage Entries" page of the contest site, and wait for us to send you an invoice during or after the week of February 21, 2022. Or, if you would prefer to send in your payment with your entry, complete and print the payment form from the contest site and email to kerry@bccommunitynews.com and/or include a hard copy with any entries (Newspaper Excellence, Magazine Excellence, or Special Publications) that you mail in.

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 24, 2022**. The corresponding hard copies for Newspaper Excellence, Magazine Excellence, and Special Publications must be received in the BCYCNA office no later than **5pm on Friday, January 28, 2022**. Entries received after this date will not be considered.



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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 submitted Series or Campaign 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, Magazine Excellence, and Special Sections/Publications are excluded from this rule. That is, an article/photo/ad that appears in the edition submitted for Newspaper/Magazine Excellence or as part of a Special Section/Publication can still be submitted on its own.

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

Like with last year's competition, our award groupings try to reflect the changes that are happening in the real world. Out of necessity, many publications now put out fewer issues, and so circulation numbers are lower and/or less frequent. This has had a dramatic impact on the awards. 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 based on circulation numbers, we have again shifted the dividing line to 10,000 rather than 25,000, so that the quantity of publications on each side is more balanced.

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 publication 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?

NEW THIS YEAR: Yes! In the past, you were not permitted to enter contents of a non-run-of-press publication/supplement. This is no longer the case. Contents of all supplemental publications may now be submitted in individual categories, as long as they are from the member publication's staff or regular freelancers.



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 publication 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 publication. Individuals are still permitted to attend the Awards Gala, but once they have left a member publication, 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 publication. 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 publication’s behalf.

Q: Our team produced some great work this year. Unfortunately our publication closed/merged with another publication 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 publications. However, the Ma Murray Awards are a member service, awarded to member publications and not to individuals, even if those individuals are still working at another title. Unfortunately, we cannot award the honours to defunct titles.

Q: Can I submit a photo/article that only appeared online but not in our printed product?

NEW THIS YEAR: Yes you can! Just make sure you provide full online access with dates visible so our judges can verify that it ran during the eligible period.

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 \$1,000 for each of three recipients. See individual entry forms for more details.



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Q: How do I prepare my entries?

- All entries are only being accepted online except for the Special Publications, Newspaper Excellence, and Magazine Excellence categories.
- All entries must be uploaded and submitted as full page tearsheets with dateline intact.
- For the Special Publications, Newspaper Excellence, and Magazine Excellence Award entries, upload the front cover of the issue to the contest site, print off the confirmation label, and attach it to the hard copy being sent into the BCYCNA office.
- For the hard copies being mailed in for Special Publications: Enclose ONE entire copy of the issue you want to enter.
- For the hard copies being mailed in for Magazine Excellence: Enclose ONE entire copy of each of TWO issues you want to enter.
- For the hard copies being mailed in for Newspaper Excellence: Enclose THREE copies of every issue published within any one week run (Sunday to Saturday) in **APRIL 2021** and any one week run (Sunday to Saturday) in **AUGUST 2021**.
- The BCYCNA office staff cannot pull archived copies of your publication.

To see what your paper's NX Circulation is, click on the link on the contest site (betternewspapercontest.com) or on the BCYCNA site (bcycna.com).

Send entries (Newspaper/Magazine 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

email: kerry@bccommunitynews.com

website: www.bccommunitynews.com

The Awards Gala will take place on Saturday, May 14, 2022.

While we had certainly hoped to have COVID long behind us by now, we still feel optimistic that we'll be celebrating the BCYCNA's 100th anniversary together in person at the River Rock during the 2022 Ma Murray Awards. Extra special this year is the fact that we get to welcome Kwantlen Polytechnic University as the title sponsor of the 2022 event! We are so excited to work with KPU, a long-time supporter of our event and our industry, and to find out what exciting things we can develop together to make the 2022 event extra special for you, our members.



Thank you to all of our confirmed sponsors, shown below, as well as those we have yet to confirm. We still have sponsorship opportunities available, so if you know of a potential fit, please invite them to contact the BCYCNA at kerry@bccommunitynews.com - or better yet, reach out to us and we'll help make it happen!

Let's make the 2022 KPU-BCYCNA Ma Murray Awards, and the BCYCNA's 100th anniversary an event to remember!



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