2017 QCNA Better Newspapers Competition

CALL FOR ENTRIES

Deadline: Midnight Wednesday, January 18, 2017

LINK TO AWARDS COMPETITION WEBSITE:
https://betternewspapercontest.com/

QCNA AJRQ

189 Hymus Blvd., Suite 207, Pointe Claire, Qc H9R 1E9
Tel. 514-697-6330 Fax 514-697-6331 Email: info@qcna.qc.ca Web: www.qcna.org

Rules of Entry

Entries submitted contrary to the rules as listed will not qualify for competition and will be disqualified.

****Digital submission process - Please read the rules carefully.****

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1. DEFINITION OF AN ENTRANT / SCOPE OF COMPETITION

An entrant is a member of the Quebec Community Newspapers Association in good standing as of December 31, 2016. All entries are based on editions published during the calendar year 2016.

2. ENTRY FEE

All entrants* competing in the awards competition must pay an entry fee calculated at $5 per award entry submitted, plus GST (5%) and PST (9.975% non-cumulative). A single cheque for the total entry fee plus taxes payable to QCNA must be submitted by Wednesday, January 18, 2017. Credit card payments (VISA, MASTERCARD) are also accepted. QCNA's entry fee payment form is available for download by clicking the link on the 'Manage Entries' page at the BNC website or on Page 6 of this Call For Entries. Simply complete and mail the form with your payment to: QCNA, 189 Hymus Blvd., Suite 207, Pointe Claire, QC H9R 1E9. If paying by credit card, you can fax your completed form to 514-697-6331 or scan and email to carolyn@qcna.qc.ca.

*N.B. *Non-Full member entrants competing in the awards competition will be billed an additional $100 registration fee by QCNA.*

3. LIMIT OF NUMBER OF ENTRIES

FOR Best Overall Newspaper Categories A1 – A9: Only one entry per newspaper will be accepted.

FOR Individual Awards Categories B1 – B26: Only one entry for each person per newspaper will be accepted.

4. BEST OVERALL NEWSPAPER AWARDS (CATEGORIES A1 - A9)

Category A1 (Best Overall Newspaper), A6 (Best Special Section) & A7 (Best Community Newspaper Promotion) must be registered online, however, you must send two hard copies for these three categories only to the QCNA office.

For Category A1 - Submit **two copies** of one **April** issue and **two copies** of one **November** issue to QCNA for judging. Newspapers that publish two or more editions per week are required to select one edition and enter the same edition for the two months selected by QCNA.

Category A2, A3, A4, A5, A8 & A9 – A PDF of your entry must be SUBMITTED ONLINE [include entire page(s)].

5. INDIVIDUAL WRITERS' AWARDS (CATEGORIES B1 – B19)

A PDF of your entry must be SUBMITTED ONLINE. Writers must submit a PDF of the entire page **& any continued pages**. Individual awards are open to members of editorial staffs as well as contributors whose work is published by member papers. Individuals are permitted to enter each Writers' Award category once. This also applies to individuals whose work may appear in more than one newspaper. Team entries are permitted, but only one team per category, and a team entry does not preclude entering as an individual. Stories may not be entered in more than one category.

QCNA's Editorial Services / Awards Committee, staff and judges reserve the right to disqualify any duplicate / questionable entries at any point that they are discovered during the competition.

6. PHOTOGRAPHY AWARDS, EDITORIAL CARTOON & GRAPHIC DESIGNER AWARD (CATEGORIES B20 – B26)

A PDF of your entry must be SUBMITTED ONLINE. Photographers, cartoonists and graphic designers **must submit a pdf of the entire page**. Photographers / contributors must also submit an electronic jpg of the photograph(s). Photos may not be entered in more than one category.

Only one entry for each photographer, each cartoonist & each graphic designer per newspaper in any category will be accepted.

7. HARD COPY ENTRIES / ENTRY DEADLINE – midnight Wednesday, January 18, 2017

Hard copy entries for Best Overall Newspaper award categories A1, A6 & A7 ONLY must be submitted to QCNA, 189 Hymus Blvd., Suite 207, Pointe Claire, Qc H9R 1E9 postmarked or delivered prior to midnight on Wednesday, January 18, 2017. All other A Category entries (A2, A3, A4, A5, A8 & A9), as well as all entries for the Individual awards categories (B1 – B26), Correspondent Awards, Lindsay Crysler Outstanding Achievement Award, Joan Durnin Outstanding Salesperson Award, and The Terrific Turkey Trophy Award must be submitted online at QCNA's BNC website by midnight Wednesday, January 18, 2017.

8. ENTRY COUPON LABELS

Entry coupon labels are generated when you submit your entries online.

FOR CATEGORIES A1, A6, & A7 ONLY – register your entry online, print an entry coupon label, and attach it to each hard copy submission that must be sent to QCNA for each of these three award categories.

9. ANNOUNCEMENT OF FINALISTS

The top three finalists will be announced in alphabetical order at QCNA's website www.qcna.org by the end of March 2017. First, second, and third place winners will be selected in each category unless the judges determine none of the entries in a certain category deserve special recognition, in which case they may declare no winner in that category.

10. ANNOUNCEMENT OF WINNERS

Winners will be announced during the 37th annual awards banquet to be held on Friday, June 2, 2017, at the Mont-Gabriel Resort & Spa, Sainte-Adèle, Quebec. Prizes must be accepted as awarded and are not transferable. Decisions of the judges shall be final. QCNA shall not be held liable for any entry that is lost, stolen, misdirected or delayed for any cause or in any way.

For more information, please call QCNA at 514-697-6330.

BEST OVERALL NEWSPAPER AWARDS - Category A

Only one entry per newspaper in any A Category will be accepted.

*** Indicates hard copy of entries that must be sent to QCNA - all other entries must be submitted online.***

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AI* Best Overall Newspaper

Judged on community news content, front page, editorial page, photos, advertising, layout and overall impression. Hard copy entries must be sent to QCNA - **two copies** of one **April** issue and **two copies** of one **November** issue. Newspapers that publish two or more editions per week are required to select one edition and enter the same edition for the two months selected by QCNA.

A2 Best Front Page

Judged on community news content, photo(s), layout and overall impression.

A3 Best Editorial Page

Judged on content, writing, layout and overall impression.

A4 Best Feature Page

Judged on quality of writing and photography, originality, imaginative design, impact, feature value and editorial treatment of subject This entry puts everything together. It must combine a well-written, thoughtful feature story with one or more quality photographs on one page *(a double-truck spread may count as one layout).*

A5 Best Sports Page(s)

Judged on content, photos, layout and overall impression.

A6* Best Special Section

Judged on originality of idea, creativity, impact of the section, local editorial content relative to the idea, advertising design, layout and typography. Must be written and produced by staffers including both editorial and advertising content. Hard copy entries must be sent to QCNA.

A7* Best Community Newspaper Promotion

Through one of the following ways, this award recognizes the newspaper that: 1) sponsors or originates a community event; 2) promotes the newspaper through participation in an existing event; 3) develops a total newspaper promotion; 4) promotes with the most original idea some aspect of the newspaper in an effective way (circulation, advertising, news, etc). An entry will consist of full details of the program, newspaper coverage, media used, costs and a summary explanation that reports on the impact and effectiveness of the promotion. **A one- to two-page explanatory summary must accompany the entry.** Hard copy entries must be sent to QCNA.

A8 Best Ad

Judged on effective use of photography or artwork, originality, layout, copy writing, general appearance and balance. Award will go to the best ad, **produced in-house for a client. Include a PDF of the entire page, name of newspaper and date of publication.** *Random verification of all entries will take place.*

A9 Best Website

Judged on editorial and other content (quality of writing and photos, timeliness, advertising, archives, links, relevance to your community) as well as overall design (ease of navigation, visual appeal, graphic design). Entries will consist of the newspaper's website address (URL). Simply copy & paste your newspaper's website address from your web address field into the appropriate submission field. Judging will take place online on the same day as yet to be determined.
NB Unlike the rest of the awards, this award is for the current year and will bear this year's date.

DEADLINE FOR ENTRIES – midnight, WEDNESDAY, JANUARY 18, 2017

INDIVIDUAL AWARDS – Category B

Only one entry for each person per newspaper in each B Category will be accepted. Submit your entries online.

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WRITERS' AWARDS

B1 Best News Story

Judged on the quality of writing (spelling, grammar, style), research and reporting skills and reporter's enterprise. For a single news story (may include sidebars). Deadline pressure may also be a consideration where applicable.

B2 Best Feature Story

Judged on the quality of writing and reporting skills, impact and original treatment of subject. For a single news or human interest feature (may include sidebars).

B3 Best Feature Series

Judged on the quality of writing, relevance, impact and grammar. **For a series of reports or feature-length articles on the same issue** i.e. Sports, news, human interest. Submitting a brief description on how reporter landed the story or on its impact is helpful.

B4 Best Business Story

Judged on the quality of writing (spelling, grammar, style), reporting skills and reporter's enterprise. For a single news story on a business topic.

B5 Best Investigative Reporting

Judged on the quality of writing, reporter's enterprise and investigative and reporting skills. For one or a series of stories dealing with a single subject. Reporters and / or editors are encouraged to submit a brief note to explain how the story affected change or provided new knowledge, understanding or insight about an issue in the community. This category should demonstrate that a significant amount of time and energy were put into research. A good investigative story organizes a significant amount of information that is interesting, informative and balanced. Ultimately the goal of investigative reporting is to provide vital new information and/or uncover wrongdoing, corruption or facts that have been hidden from the public. The ultimate success of investigative reporting is a news story or series of news reports that leads to positive change.
Be sure to upload PDFs in the correct chronological order. PDF files can be merged.

B6 Best Sports Story

Judged on the quality of writing, reporting and analysis. For a single sports story (may include sidebars).

B7 Best Arts and Entertainment Story

Judged on quality of writing and reporting or critical analysis. For a single arts feature or review.

B8 Best Column Writing

Judged on writing, creativity and style. **Columnist <u>must</u> submit three columns** written during the 12-month period ending December 31, 2016. Written in 1st person, columnist writes factual material with his/her personal opinion, which is not necessarily the opinion of the newspaper.

B9 Best Business Column or Feature

Judged on the quality of writing and research, and in the case of a column, creativity and style. For a single column or feature on a business topic.

B10 Best Editorial (local affairs)

Judged on the quality of the writing, clarity and sound reasoning. For a single editorial on issues directly facing the community covered by the paper. An editorial is written in the 3rd person and is the official opinion expressed by the newspaper.

B11 Bob Phillips Award for the Best Editorial (general)

Judged on the quality of the writing, clarity and sound reasoning. For a single editorial dealing with topics outside the community but having local interest or relevance. An editorial is written in the 3rd person and is the official opinion expressed by the newspaper.

B12 Best Headline Writing *(three to five best headlines required)*

Judged on accuracy, cleverness, creativity, impact and originality. **Judges will consider all three to five headlines as one entry.** The headlines must have been written by regular staff members for locally produced staff stories. Headline entries can come from any section of a regular edition and each must be clearly identified on the page. Submit full-page PDFs of your **three to five** best headlines from any issues published in 2016. Clearly identify the author(s) of the headlines.

B13 Best French-language News Story

Judged on the quality of writing (spelling, grammar, style), reporting skills and reporter's enterprise. Deadline pressure may also be a consideration where applicable. For a single news story (may include sidebars).

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WRITERS' AWARDS – *continued*

B14 Best French-language Editorial / Column
Judged on the quality of writing, clarity and sound reasoning or creativity. For a single editorial or column on issues either directly facing the community or outside the community but having local interest or relevance.

B15 Best Education Story
Judged on the quality of writing (spelling, grammar, style), reporting skills and reporter's enterprise. For a single news or feature article dealing with educational and school board issues.

B16 Best Agricultural Story
Judged on the quality of writing, (spelling, grammar, style) reporting skills and reporter's enterprise. For a single news or feature article (may include sidebars) on an agricultural subject or issue.

B17 Best Environmental Story
Judged on the quality of writing, (spelling, grammar, style) reporting skills and reporter's enterprise. For a single news or feature article (may include sidebars) on an environmental subject or issue.

B18 Best Municipal / Civic Affairs Story
Judged on the quality of writing (spelling, grammar, style), reporting skills and reporter's enterprise. For a single news or feature article covering town / city hall or other municipal issues in your community.

B19 Best Community Health Story
Judged on the quality of writing (spelling, grammar, style), reporting skills and reporter's enterprise. For a single news or feature article dealing with health or medical issues that affect your community.

PHOTOGRAPHY AWARDS

B20 Best News Photo
Judged on news value, quality, composition originality and impact. Deadline pressure and difficulty of assignment may be a consideration in judging. Images may not be digitally altered beyond the traditional lightening, darkening and color balancing.

B21 Best Feature Photo
Judged on feature value, quality, composition, originality and impact. Images may not be digitally altered beyond the traditional lightening, darkening and color balancing.

B22 Best Sports Photo
Judged on quality, composition, originality and impact. Images may not be digitally altered beyond the traditional lightening, darkening and color balancing.

B23 Best Photo Essay– *for a series of photos related to the same subject.*
Judged on the quality of photos and editorial treatment. Images may not be digitally altered beyond the traditional lightening, darkening and color balancing. To be awarded to the photographer(s) and others who took the photos and put the essay or page(s) or double-truck together. Entry should include the name of the photographer(s) as well as the individual(s) who laid out the photo essay.

BEST EDITORIAL CARTOON

B24 Best Editorial Cartoon
Judged on originality, creativity, style, design, punch line, presentation and, of course, humor! For a non-syndicated cartoon.

GRAPHIC DESIGN EXCELLENCE

B25 Best Advertising Creation Large Format (1/2 page or larger)
Judged on presentation, layout, originality, copywriting, balance, clarity and overall effectiveness of a single ad produced in-house for a client or the newspaper. This award differs from the best overall ad award (A8) because it is awarded to the individual graphic designer. **Include a PDF of the entire page, name of newspaper and date of publication.**
Random verification of all entries will take place.

NEW!

B26 Best Advertising Creation Small Format (smaller than 1/2 page)
Judged on presentation, layout, originality, copywriting, balance, clarity and overall effectiveness of a single ad produced in-house for a client or the newspaper. This award differs from the best overall ad award (A8) because it is awarded to the individual graphic designer. **Include a PDF of the entire page, name of newspaper and date of publication.**
Random verification of all entries will take place.

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CORRESPONDENT AWARDS – Category C

Editors and publishers are invited to submit the names of correspondents who have made an exceptional contribution to the newspaper. All nominations will receive a certificate of recognition.

Submit your nominee(s) online - Word doc, text file or PDF formats -
Under 'Submit Entry' choose division 'Special Awards.' Under "category' choose C Correspondent Awards.

LINK TO AWARDS COMPETITION WEBSITE: **https://betternewspapercontest.com/**

LINDSAY CRYSLER OUTSTANDING ACHIEVEMENT AWARD

For this category, members are encouraged to nominate individuals who have made significant contributions to community newspapers and their success in the past year or over the long term.

Winner will be selected by a panel of past winners.

Submit your nominee online - Word doc, text file or PDF formats. Under 'Submit Entry' choose division 'Special Awards.' Under "category' choose LCA Lindsay Crysler Award.

JOAN DURNIN OUTSTANDING SALESPERSON AWARD

Members are encouraged to nominate a member of the sales staff who has made a significant contribution to the newspaper through sales performance, dedication, client development and community outreach work that raises the profile of the paper.

Winner will be selected by a panel of past winners.

Submit your nominee online - Word doc, text file or PDF formats. Under 'Submit Entry' choose division 'Special Awards.' Under "category' choose OSA Joan Durnin Outstanding Salesperson Award.

PAUL DUMONT-FRENETTE OUTSTANDING JOURNALISM AWARD

The QCNA's top individual writing award. This prize will be awarded to the individual who has shown the best overall performance in the year as determined by judges in reviewing all entries.

***Winner** is determined by the number of winning entries in the writing categories*

OUTSTANDING PHOTOJOURNALISM AWARD

The QCNA's top individual photojournalism award. This prize will be awarded to the individual who has shown the best overall performance in the year as determined by judges in reviewing all entries.

***Winner** is determined by the number of winning entries in the photography categories.*

OUTSIDE THE COMPETITION – JUST FOR FUN !!

submit your PDF page(s) online -

Under 'Submit Entry' choose division 'Special Awards.' Under "category' choose TA Turkey Award.

The Terrific Turkey Trophy Award

This category aims to add a little levity to the ceremonies while at the same time giving us a chance to sit back and laugh at ourselves. The Turkey Trophy and other dishonorable mentions will be given to the funniest bloopers and silliest headlines. Enter your own, enter those from other QCNA papers, the QCNA staff is also promising to set some of the most comical mistakes, egregious errors, and hilarious headlines aside. The names of the culprits may be omitted to protect the guilty.

QCNA ENTRY FEE PAYMENT FORM – submit by midnight, Wednesday, January 18, 2017

Newspaper Name: _____

Total number of entries _____ **X $5** _____
(100304955RT) GST 5% _____
(1001211346) PST 9.975% _____ *(Non-cumulative)*
Total _____

Payment enclosed:
☐ VISA ☐ MASTERCARD ☐ Cheque payable to QCNA

Card Number _____ Expiry Date _____

Name on Card _____ Signature _____

Mail your entry fee payment to:
QCNA, 189 Hymus Blvd., Suite 207, Pointe Claire, Qc H9R 1E9