

Dear Publishers and Editors:

Enclosed are all the materials you need to participate in SNA's 2010 Editorial Contest, including contest rules, category descriptions, entry form, entry card and entry labels. There are a total of 36 categories in which you may enter. These awards will recognize outstanding contributions to the editorial quality of suburban and community newspapers.

Please read the contest rules carefully before preparing your entries. **Entries must be postmarked by October 22, 2010. All entries must have been published in your newspaper(s) between September 1, 2009 – August 31, 2010.** Winners will be notified by e-mail and will be posted on our website, www.suburban-news.org.

SPECIAL AWARDS

Please consider nominating a qualified editorial staff member for the prestigious Journalist of the Year award and/or Editor of the Year award. Also, consider nominating your newspaper for the equally prestigious Community Service Award.

EDITOR OF THE YEAR

CATEGORY 101A– Editor of the Year-WEEKLY Newspaper

CATEGORY 101B– Editor of the Year-DAILY Newspaper

"This award will recognize an editor who has made outstanding contributions to his or her publishing company." Judges will consider all aspects of the job including strong management skills, readership initiatives, community involvement, innovation and a commitment to quality journalism. The entry should consist of a letter from the publisher (or person that the editor reports to), along with no more than 10 examples of supporting materials (if applicable).

JOURNALIST OF THE YEAR

CATEGORY 102A - Journalist of the Year-WEEKLY Newspaper

CATEGORY 102B – Journalist of the Year-DAILY Newspaper

"In recognition of a journalist whose work advances public understanding of life within the communities served by the newspapers."

Judging will be based on sustained presentation of information that readers require to understand and deal with issues, trends and events affecting lifestyles and the character of the communities in which they live. Special consideration will be given to skill in handling a variety of subjects, organizational clarity, reportorial enterprise, thoroughness and writing style. If possible, entries should be accompanied by supplementary evidence of reader impact and no more than 10 clearly marked tearsheets with relevant articles. All materials must be written by the same individual. The same person is not eligible for more than one nomination in this category. If pictures were an integral part of the presentation, a photographer-reporter team may be entered. This category will be divided into two classes: dailies and weeklies.

Note: *Nominations in this category may be made only by a publisher or editorial executive. Entry should include a letter summarizing the nominee's efforts, citing tangible results and comments as to what the samples demonstrate of the nominee's values as a reporter-writer. Also include a brief biographical sketch of the nominee, including length of tenure and positions held at the newspaper.*

If you have questions, please call SNA Headquarters at 888-486-2466.

SNA 2010 Editorial CONTEST – CATEGORY DESCRIPTIONS

CATEGORY 1A– Community Service Award-Editorial (All circulation classes combined)

"In recognition of outstanding contributions or service to the community or communities served by the newspaper and its staff."

Judging will be based on the newspaper's active role in promoting the welfare of the community or communities it serves through editorial efforts. Special attention will be given to documented and measurable contributions to the civic, social or economic vitality of that area. Entries should include no more than 10 tearsheets and any other materials in support of the effort, and should be accompanied by a letter from the publisher or an editorial executive describing how the campaign(s) was planned, implemented and evaluated in terms of its original expectations. This category will not be divided by circulation class

CATEGORY 1B– Community Service Award-Promotional (All circulation classes combined)

"In recognition of outstanding contributions or service to the community or communities served by the newspaper and its staff."

Judging will be based on the newspaper's efforts that are promotional in nature and often include the participation of other departments such as advertising and/or circulation. Examples include (but are not limited to): holiday food/money drives and disaster relief drives. Entries should include no more than 10 tearsheets and any other materials in support of the effort. This category will not be divided by circulation class

CATEGORY 2 – Best Special Section

"In recognition of editorial initiative, imagination and skill in producing a special section portraying a facet of life in the community served by the newspaper."

Judging will be based on local content and relevance, writing skills, photography and graphics. Presentation, community involvement and overall impact will be considered. All newspaper formats are eligible.

CATEGORY 3 – Best Entertainment/Lifestyle Section

"In recognition of a newspaper staff best presenting information concerning leisure time activities and/or information that assists readers in interpreting the implications for individual and family lifestyles of trends and events in their community."

Judging will be based on content, organization, writing style, photography and graphics. Section should contain a mixture of features, reviews and news accounts of community entertainment events such as plays, movies, nightlife, sporting events, and a variety of other activities. A single entry shall consist of **three consecutive sections** from any time during the contest period.

CATEGORY 4 – Best Editorial Writing

"In recognition of distinguished editorial writing by a journalist whose work reflects leadership by focusing on issues of special relevance to the newspaper's readers."

Judging will be based on relevance and significance of the issues to the readers and their community, with special consideration for knowledge exhibited on the issues, and evidence of impact or effectiveness of the editorials. Consideration will be given to writing style and logical organization of material, including consideration of opposing arguments. Entries should include samples of **three editorials** covering **separate topics** written by the nominee, on either an editorial or news page, clearly marked on tearsheets. Comment must be on a local issue, or on specific local application of a general issue. A letter outlining the circumstances and any evidence of impact should accompany entry, if applicable.

CATEGORY 5 – Best Column Writing

"In recognition of a journalist whose regular column emphasizes subjects and issues relevant to the readers and their community."

Entries are to be examples of a bylined column written on a regular basis. While the column is expected to reflect the writer's own opinion, special consideration will be given to indications of the writer's contact with, knowledge of, and involvement in the community. Judges also will evaluate style and originality. **Three samples** of the column, indicated on clearly marked tearsheets, must be submitted. *Syndicated columnists, feature service writers, and guest columnists are not eligible.*

CATEGORY 6 – Best Headline

"In recognition of the editorial skill and judgment necessary to write a headline that draws the attention of the reader to a particular article"

Judging will be based on the effectiveness of a headline or headline and sub-headline combination to engage the reader. Nominees are limited to a **single entry**, which must be submitted on a clearly marked tearsheet.

CATEGORY 7 – Best Editorial Page Cartoon

"In recognition of a journalist whose drawing captures an idea that conveys a clearly understood editorial comment relevant to the readers and their community."

Nominees should submit a single tearsheet with the entry clearly marked. The cartoon must be originated by a full or part-time staff member or local independent contractor (non-syndicated), must be in good taste, and must reflect concerns relevant to readers and their community.

CATEGORY 8 – Best Opinion Column

"In recognition of an editor whose attention to the community's issues is consistently demonstrated in their opinion column."

Judging will be based on the writer's ability to demonstrate knowledge of the community through well-argued, well-supported and well-written pieces that challenge the readership to think about a new or familiar topic of general interest. Entries must include **one page from three different editions** published within the contest year.

CATEGORY 9 – Best Editorial Page

"In recognition of intellectual and ethical leadership by a newspaper's management and staff in providing for, and stimulating, a robust marketplace within the newspaper for expression of ideas and constructive criticism."

Judging will be based on effective writing, engaging headlines, typography, use of art, and subject matter that reflects involvement and leadership by the newspaper on issues relevant to the community. Entries must include **three** tearsheets from within the contest period.

CATEGORY 10 – Best Graphic Artwork (supporting news content)

"In recognition of the editorial skills and judgment necessary to make graphics an integral part of the news content of the newspaper."

Judging will be based on the effectiveness of charts, original artwork and graphs in illustrating, explaining and elaborating upon editorial matter. Entries should help make the story or stories more readable and interesting. Subtle and effective use of graphic tools should draw readers into any page and judging will be conducted on that basis. Entries should include tearsheets of front or inside pages from **three separate issues** of the newspaper published during the contest period. If a story jumps and has art on multiple pages, tearsheets of the pages with a single story package count as one of the three issues.

CATEGORY 11 – Best Coverage of Local Business and Economic News

"In recognition of the editorial staff that best provides consistent information about local business activity."

Judging will be based on enterprise reporting and news coverage relating to local economy, both in the business page or section and in helping readers understand economic aspects of general news stories. Critical judging factors include knowledge of subject, thoroughness, quality of writing, use of graphics and photographs and content selection that reflects balanced business and consumer interests. Entries shall include the submission of **three consecutive issues** of the newspaper published during the contest period. Special "stand-alone" business publications are not eligible. Entries must be a regular component of the newspaper.

CATEGORY 12 – Best Sports Writing

"In recognition of an individual's outstanding contribution to sports writing that features community amateur athletics, participant sports, general recreation or professional sports (if covered by staff writer)."

Judging will be based on writing style, reader interest, originality and enterprise as related to personality profiles, interpretation, sports interviews, recreational activities or outdoor activities relevant to community environment or human interest game sidebars. Regular bylined columns are eligible. Entries should be a single sports story, feature, column(s) or related series.

CATEGORY 13 – Best Sports Photo

"In recognition of an individual whose photojournalistic skills demonstrate imaginative coverage of amateur athletics, participant sports, general recreation or professional sports."

Judging will be based on visual impact, composition, action, originality and conveyance of reader insight to the human drama of physical activity. Entries should consist of a single sports photo. *Entries in this category may **NOT** be used in other categories.*

CATEGORY 14 – Best Sports Section

"In recognition of a staff's journalistic skills in using its resources to cover the range of its community's amateur athletics, participant sports, general recreation programs and professional sports."

Judging will be based on content that should reflect the diversity of amateur sports or general recreational activities in the community, and will consider integrated use of photos, art and other graphics, typography, headlines, writing style, and reader impact. Entries should include **three sections** from the newspaper published during the contest period. *Entries in this category may **NOT** be used in other categories.*

CATEGORY 15 – Best News Photo

"In recognition of an individual whose photojournalistic skills bring special reader insight into the drama unfolding in breaking news events."

Entries will consist of a single photo covering a news event. Judging will be based on quality, reader impact, and the "story" as revealed by the elements in the picture.

CATEGORY 16 – Best Feature Photo

"In recognition of an individual(s) whose photojournalistic skills bring insight into a segment of community life."

Judging will be based on quality and reader impact. Entry should consist of a single feature photo.

CATEGORY 17 – Best Photojournalism

"In recognition of a series of photos or a multiple photo picture story."

Judging will be based on visual impact and the effectiveness of the photos. Entries should include a series of photos or a multiple photo picture story published in the same issue.

CATEGORY 18 – Best Continuing Coverage

"In recognition of a journalist whose reporting and thorough understanding of a news topic is demonstrated through a series of articles".

Judging will be based on how well the series of articles follows a news event from start to finish while establishing the events in a larger context. Entry must be a related series of no more than 10 stories, and submitted on clearly marked tearsheets.

CATEGORY 19 – Best Breaking News Story

"In recognition of the best news story where the elements of timeliness are so compelling that postponing publication would not be in the public's best interest."

Judging will be based on significance to the reader, clarity of the writing, effective use of direct quotes, thoroughness of acquired relevant facts, and enterprise in obtaining information in the face of deadline constraints. Entries should be tearsheets on which the submitted article is clearly marked. An entry will constitute one day's coverage of a single event, including sidebars.

CATEGORY 20 – Best In-depth Reporting

"In recognition of an outstanding news analysis, series or investigation dealing with a subject specifically relevant to the readers in the community in which the newspaper circulates."

Judging will be based on the clarity with which the story conveys its significance to the reader. Special consideration will be given to effective use of direct quotes, clarity of writing, thoroughness in the orderly arrangement of relevant facts, enterprise in obtaining information, and the inclusion of information identifying courses of action, if any, available to the readers who may wish to do something about the issues brought to their attention in the story(ies). Entries should include clearly marked tearsheets and a supplementary letter of explanation, if necessary. No more than six stories, including sidebars, may be submitted as an entry.

CATEGORY 21 – Best Feature

"In recognition of a journalist who best reveals an accurate understanding of the community and its people through the enterprising development of a single story."

Judging will be based on content, organization and writing style. Nominees are limited to a **single entry** and submitted on clearly marked tearsheets.

CATEGORY 22 – Best Local Election Coverage

"In recognition of a newspaper's best presentation of a local election."

Judging will be based on the presentation of information on candidates and/or issues, including editorials, letters, and results. Entries from one election should include tearsheets from no more than 10 editions up to six weeks prior to the election and two weeks after the election.

CATEGORY 23 – Best Feature Series

"In recognition of a journalist who best reveals a universal understanding of the community through profiling people, agencies or activities in the development of a series of related stories."

Judging will be based on content, organization and writing style. Entry must be a related series of no more than six stories, submitted on clearly marked tearsheets.

CATEGORY 24 – Best Environmental Coverage

"In recognition of a newspaper staff which best provides unique editorial content and graphic explanation to help readers understand the environmental issues and the local activities involved."

Judging will be based on the unique aspects of the editorial package, which aids readers in understanding the complexities of environmental issues, especially the local efforts being made to address the problems or the failure of responsible agencies to address local problems. Entries may include a single article or a series of no more than six stories on an environmental issue.

CATEGORY 25 – Best Front Page

"In recognition of a newspaper's best front page, one which creates a positive first impression of the newspaper and entices readers to read the inside pages."

Judging will be based on news writing, layout, photos, design, graphics, flag and use of headlines. Entries must include **one front page from three different editions** published within the contest year.

CATEGORY 26 – Best Non-Page One Layout

"In recognition of a newspaper's best non-front page layout, one which reflects comprehensive attention to design and clarity."

Judging will be based on news writing, layout, photos, design, graphics and use of headlines. Front pages of inside sections may be submitted. Entries must include **one page from three different editions** published within the contest year.

CATEGORY 27 – Best Young People's Coverage

"In recognition of a newspaper's commitment to providing news of interest to young readers."

Judging will be based on use of artwork and photographs, general appeal to young readers, quality of writing, news and informational value. Entries must include **three different editions** of the newspaper, or a special section, which reflect the newspaper's commitment to coverage of news and information of interest to young readers.

CATEGORY 28 – Best Coverage of Aging Issues/Senior Citizen Lifestyles

"In recognition of the editorial staff that best provides consistent information about issues related to aging and senior citizen lifestyles."

Judging will be based on enterprise reporting and news coverage that assist readers in understanding issues related to aging and senior citizen lifestyles. Critical judging factors include knowledge of subject, thoroughness, quality of writing, use of graphics and photographs and content selection that reflects balanced coverage. Entries must include the submission of **three consecutive issues** of the newspaper published during the contest period. *Special sections are **NOT** eligible.* Entries must be a regular component of the newspaper.

CATEGORY 29 – Best Coverage of Local Education/School District Issues

"In recognition of the editorial staff that best provides consistent information about issues related to local education and/or the local school district."

Judging will be based on enterprise reporting and news coverage that assist readers in understanding issues related to local education and/or the local school district. Critical judging factors include knowledge of subject, thoroughness, quality of writing, use of graphics and photographs and content selection that reflects balanced coverage. Entries must include the submission of **three issues of the newspaper** published during the contest period. *Special sections are **NOT** eligible.* Entries must be a regular component of the newspaper.

CATEGORY 30 – Best Arts & Entertainment Writing-Feature

"In recognition for an arts and entertainment related profile or feature story."

Judging will be based on content, organization and writing style. Nominees are limited to a single entry, submitted on clearly marked tearsheets.

CATEGORY 31 – Best Arts & Entertainment Criticism/Commentary

"In recognition for reviews of plays, operas, films, concerts, music or art exhibitions."

Judging will be based on knowledge of subject, thoroughness and quality of writing. Nominees are limited to a single entry, submitted on clearly marked tearsheets.

CATEGORY 32 – Best Investigative Reporting

"In recognition of the editorial staff that best brings to light an issue of public interest."

Judging will be based on how well the news staff informs the public about a matter that would not have become public knowledge without the effort of the newspaper. Critical judging factors include fairness, knowledge of subject, thoroughness, quality of writing, importance of the issue examined and difficulty in gathering the information. Entries shall include the submission of no more than six stories and related sidebars, submitted on clearly marked tearsheets. Entry may include a letter explaining difficulty in gathering the information and impact of the reporting.

NICHE PUBLICATIONS

The following categories apply to niche products published by your newspaper that are distributed through rack distribution, direct mail, etc.

Note: Special sections are not eligible.

CATEGORY 33 – Best Wildcard Product (Niche Product) – Please specify circulation class A, B, C, D, E, F

This entry should be a niche product developed and targeted to a specific group in your community and not from one of the above niche product categories. It should be a stand-alone publication separate from the newspaper(s). It should be published at least four times per year. Please include a brief letter explaining whom the product is distributed to, how it is distributed and why it is successful in your community.

CATEGORY 34 – Best Parenting Publication (Niche Product) (All circulation classes combined)

This entry should be a parenting publication that is published at least four times a year. Entries will be judged on layout, creativity and editorial content. An entry constitutes a single edition.

CATEGORY 35 – Best Kids' Publication (Niche Product) (All circulation classes combined)

This entry should consist of a publication that is mainly directed **towards children or youth** –not parents. Entries will be judged on creativity, layout, design and editorial content. An entry constitutes a single edition.

CATEGORY 36 – Best Business Publication (Niche Product) (All circulation classes combined)

This entry should be a business publication that is published at least six times a year. Entries will be judged on editorial quality, layout and design, creativity and solid business news reporting. An entry constitutes a single edition.

SNA 2010 EDITORIAL CONTEST RULES & CIRCULATION CLASSES

ELIGIBILITY:

This contest is open to SNA members and non-members. All entries must have been published in your newspaper(s) between **September 1, 2009 – August 31, 2010**. Entries must be published by suburban and community newspaper publishing companies.

Each company or newspaper may submit an unlimited number of entries within each category, as long as the entries are submitted in the proper circulation class in which they qualify. In other words, if you have separate editorial efforts for each of your company's individual newspapers, you may submit separate entries for each newspaper, but **the circulation class you enter is to be based on the total circulation.**

Except where noted, **all entry materials must be originals**. You need only submit one original (or photocopy where noted) of each individual entry or of each element comprising one entry. Tearsheets are accepted but must show date of publication. **Where requested, please submit a brief letter explaining results** (see Editorial Contest Category Descriptions for complete requirements).

DEADLINE:

All entries must be postmarked by **October 22, 2010** and received at SNA Headquarters by no later than **October 29, 2009**. Entries received after this date may not be accepted. If mailing on or near this date, please send via express mail. Postage must be pre-paid and the appropriate entry fee must accompany your entry materials.

PREPARATION OF ENTRIES:

(see next page for more important / detailed information)

All elements comprising a single entry are to be submitted in its own large envelope (10"x13" minimum is recommended) with an entry label stapled to the actual entry. **Please make sure each entry is placed in its own large envelope, properly identified by taping the entry card and a stapling a copy of your entry label to the large envelope** (10"x13" minimum is recommended). Multiple entries from one company may be united into one larger parcel. On the entry label where you are asked to state the "Entry Name," please give your entry a specific title.

(IF YOU ARE NOT SURE HOW TO PROPERLY PACKAGE YOUR ENTRY, PLEASE CALL SNA HEADQUARTERS AT 888-486-2466.)

FEES:

Individual entry fees are **\$28 for SNA members** and **\$56 for non-members**. If submitting more than one entry, please pay with one check, money order, or credit card payment covering all fees. **The appropriate entry fee must accompany your entry materials.**

Canadian entrants: Please submit fee in equivalent U.S. dollars.

For an additional fee, additional plaques are available upon request.

CIRCULATION CLASSES:*

PLEASE NOTE: entries must be entered in the circulation class based on the circulation of the individual newspaper in which the entry appeared. **However, if an entry was published in multiple newspapers, it must be submitted in a circulation class matching the combined circulation of all those newspapers.**

NON-DAILY CIRCULATION:

Class A – Up to 8,000 (*non-daily*)
Class B – 8,001-16,000 (*non-daily*)
Class C – 16,001-36,000 (*non-daily*)
Class D – Over 36,000 (*non-daily*)

DAILY CIRCULATION:

Class E – Under 25,000 (*daily*)
Class F – Over 25,000 (*daily*)

**Entries must be submitted in the correct circulation class or risk disqualification.*

DISPOSITION OF ENTRIES:

All entries become the property of SNA and will not be returned, even if received after the contest deadline. You will not be notified that SNA has received your entries. Refunds will not be given for entries that have been disqualified for failure to follow contest rules.

SNA reserves the right to publish the names of the winners and display and publish samples of any entry received for promotional and/or educational purposes.

JUDGING:

All attempts will be made to present awards for first, second, and third-place winners in each circulation class within each category. However, should any circulation class or category receive an insufficient number of entries to permit meaningful comparisons, SNA and the judges of this contest reserve the right to eliminate or combine circulation classes or categories as necessary without providing refunds to the entrants. Judges' decisions are final.

NOTIFICATION:

Every attempt will be made to notify winners that they will be receiving an award(s). Winners are encouraged to accept their award(s) in person at the SNA Spring Publishers' Conference February 21-23, 2011 Renaissance Vinoy, St. Petersburg, FL.

PLEASE BE PREPARED TO PROVIDE HIGH RESOLUTION IMAGES OF YOUR WINNING ENTRY.

Entry with attached card, labels, registration form, and payment by credit card or check/money order (payable to "SNA") must be mailed together to: Suburban Newspapers of America, Editorial Contest, 2400 Northern Visions Drive, Traverse City, MI 49684

► IMPORTANT INFORMATION ◀

DEADLINE FOR ENTRIES: October 22, 2010

(All entries must have been published in your newspaper(s) between September 1, 2009 - August 31, 2010)

PLEASE BE SURE YOU HAVE COMPLETED THE FOLLOWING:

✓ When Completed

Step 1

Staple (1) completed entry label (**FORM A**) to your actual entry - *judges will use this form.*

Step 2

Tape (1) completed entry card (**FORM B**) to the upper left front of the large envelope containing your individual entry. (10"x13" minimum envelope size recommended)

Step 3

Staple (1) copy of completed entry label (**FORM A**) to the 10"x13" envelope containing your individual entry (on top the entry card)

Step 4

Submit (1) entry form (**FORM C**) – this is the form that summarizes all of your entries and total payment.

Step 5

Double-check that you have selected the correct circulation class, you have provided an entry name and that you have enclosed correct payment information.

Place all 10"x13" envelopes along with your completed entry form and payment in one package and mail to:

SNA, Editorial Contest, 2400 Northern Visions Drive, Traverse City, MI 49684

