

2012

BNC  
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NEWS

ISS Public Affairs

Four ships and 3,000 Sailors and Marines of Expeditionary Force (EF) 3 recently completed their BNC deployment in the Gulf of Aden and the Red Sea.

EF 3 is the first of four ships and 3,000 Sailors and Marines of Expeditionary Force (EF) 3 recently completed their BNC deployment in the Gulf of Aden and the Red Sea.

This is our assignment as a whole group, said Capt. Chris Nolin, EF 3's commander. We get the complex and multifaceted mission that we've accepted.

JCN Christopher Kenna

ISS Navy Public Affairs

During USS Kitty Hawk's 10th anniversary, the ship's crew celebrated the ship's 10th anniversary. The ship's crew celebrated the ship's 10th anniversary.

World

JCN Christopher Kenna

ISS Navy Public Affairs

The USS Kitty Hawk's 10th anniversary, the ship's crew celebrated the ship's 10th anniversary. The ship's crew celebrated the ship's 10th anniversary.



# Contest Instructions

Below are directions for preparing and submitting entries. If you have questions, please contact Emilie Tucker at 304-353-1163, or [etucker@wvpress.org](mailto:etucker@wvpress.org).

**IMPORTANT:** Please make sure to use a recent version of Mozilla Firefox (3.0 or higher) or Internet Explorer, and that you have an updated Adobe Flash Player for the browser you will use to make entries.

**The deadline for all entries is April 1, 2012.**

1. Login:
  - a. Go to [www.betterbnc.com](http://www.betterbnc.com).
  - b. Under "Are you a contestant?", click Login Here.
  - c. Select the appropriate Contest.
  - d. Select the appropriate News Organization.
  - e. Enter your temporary password: bnc (lower case), and click Login. When you first login, the system will prompt you to create a secure password (one per news organization). If you set the new password for your organization, please make sure to share it with others who may be making entries.
2. Submit Entries:
  - a. On the Manage Entries page, click Submit Entry (left side).
  - b. Select the appropriate Division (a larger grouping of categories).
  - c. Select the appropriate Category.
  - d. (If applicable) Read the corresponding Category Note (directly below the Category selection box), describing what is expected for the category's entry content.
  - e. Complete the Headline/Title field.
  - f. Based on the type of entry, add content:
    - i. To upload digital file attachments (other than audio/video), click Browse, navigate to the desired file, select Open, and click Upload. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. If more than one attachment is desired for this entry, repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit, set by your contest administrator. Please try to keep file sizes to 5mb or less, to aid judges in accessing entry content. For larger files (between 5-50mb), you may upload your file(s) to [www.issuu.com](http://www.issuu.com), and copy and paste the URL into the Web URL field.
    - ii. To add web/audio/video content, copy and paste the content's web address into the provided Web URL field. To host your content online, either upload it to a free streaming content website (e.g. YouTube) or talk to your IT person about adding it to your station's website. Make sure the content will be accessible on-line throughout the contest and awards process. Here are some examples of free streaming content websites where you can upload audio and video content:  
Audio: [www.kiwi6.com](http://www.kiwi6.com), [www.tindeck.com](http://www.tindeck.com)  
Video: [www.youtube.com](http://www.youtube.com), [www.vimeo.com](http://www.vimeo.com)
- iii. To create an entry for a mail-in, hardcopy-only category (e.g. tearsheets), DO NOT UPLOAD A FILE OR ADD WEBSITE URL CONTENT. Simply complete all other content fields.
  - g. Click Next.
  - h. Add Credits for those responsible for the entry content.
  - i. Add Comments (if available), but keep them brief (e.g. 100 words).
  - j. Click Submit.
  - k. For hardcopy/mail-in entry categories, print and attach the entry label (which automatically appears after each entry is submitted) to each hardcopy item and follow contest shipping instructions (contact the contest administrator for more info).

# Rules

1. The WVPA Better Newspaper Contest is limited to West Virginia newspapers of general interest circulation and qualified Associate Member newspapers. Only WVPA members in good standing are eligible. No others will be judged. Failure to comply with contest rules will result in automatic disqualification of entries.

2. A newspaper may compete in as many categories as desired. The same individual entry may be made in only ONE category. For example, the same piece may not be entered in Best Feature Story and Best Written News Story. However, any story, feature article, editorial, etc. may be entered in the appropriate category, even if it is contained in entries for Best Single Issue or Best Special Section. Judges may declare no contest if there are insufficient entries in a category.

3. Awards will be made by first, second, and third place. Honorable mentions may be awarded at the judges' discretion.

4. Winners of the General Excellence Award will be determined by compiling points received for 1st, 2nd, 3rd place awards won in all other categories. (First place awards worth three points; Second place, two points; Third place, one point.) No points will be given for Honorable Mention, Photo of the Year and Best Web site.

5. The complete competition shall be under the supervision of the WVPA office. Decisions of the judges selected by WVPA must be regarded as final. All rights and privileges in the conducting of the competition, including cancellation for cause, shall be retained by the West Virginia Press Association Board of Directors.

6. Announcement of winners will be made at the annual WVPA convention, August 11, 2012 Stonewall Resort in Roanoke, WV. It is the hope of the contest committee that there will be increased participation on the part of member newspapers. To encourage this, the committee urges that entries for writing and photography awards be on an INDIVIDUAL rather than a newspaper basis. The winners of writing and photography awards will be listed on plaques and certificates as persons along with the name of the newspaper employing them. When there is more than one winner for first place, one plaque will be awarded to the paper listing all the names. Certificates will be issued to each person sharing in a first place award.

**CONTEST PERIOD:** All entries submitted must be from issues published in the January 1, 2011 through December 31, 2011 period.

**DEADLINE:** Entries must be post to the online site no later than April 1, 2012. There will be no extension of this deadline.

**ENTRY FEE:** There is a \$6.00 entry fee for each entry in each category entered. For example, a newspaper could submit 4 entries in the Best Feature Story category, 4 entries in the Best Column category and 4 entries in the Best Single Editorial category for a total entry fee of \$72. You may submit as many as four (4) entries per category .

Because the WV Press Association operates the BNC based on circulation categories to ensure newspapers are competing against other newspapers of relatively equal resources and because the development of shared editorial, advertising and production staffs at some publications have brought that resource distinction into question, the WVPA Board of Directors voted to add the following regulations: Individuals may only compete in one circulation division; Stories, photos advertisements and other related BNC submissions may only be entered in one division; publishers and editors in such shared-resource situations make an effort to ensure that the submissions are made by the publication/ staff most responsible for the work. Do not enter the same entry in more than one category. All entries must be the work of an employee of the paper, or paid correspondent.

# Categories

## **NEW Circulation Divisions**

Division I- Dailies -15,000 and over

Division II- Dailies- 15,000 and under

Division III- Weeklies 4,000 and over

Division IV- Weeklies 4,000 and under

Dailies must compete with dailies and weeklies must compete with weeklies unless otherwise specified.

In the case of a newspaper having higher circulation for one or more issues than for other issues during a week (i.e. those with Sunday newspapers), that newspaper may compete in any circulation division for which it is qualified. However, all entries by any newspaper must be in the same circulation division.

## JUDGING CRITERIA:

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**1. BEST WRITTEN NEWS STORY:** (Deadline or spot news): Judges will consider the quality of writing and editing in the coverage of fast - breaking events. No feature stories or columns. Exclude coverage of governmental affairs.

**2. IN-DEPTH OR INVESTIGATIVE REPORTING:** Judges will consider stories from the standpoint of the clarity of presentation of the material, breadth of material, quality of writing and the degree of professionalism in conducting the necessary research. No feature stories or columns. Please limit each entry to three (3) stories.

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**3. REPORTING OF GOVERNMENTAL AFFAIRS:** Judges will consider not only the quality of writing and overall professionalism, but also the ability of the reporters to put government affairs into meaningful perspective. No feature stories or columns. Please limit each entry to three (3) stories.

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**4. BEST HEADLINE NEWS:** Criteria includes accuracy, clarity, imagination (cleverness) and appropriateness to story. An entry shall consist of three headlines by an individual.

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**5. BEST COVERAGE OF LEGAL ISSUES/THE COURTS:** judges will consider the quality of writing and editing of all stories. Submit entries about any civil or criminal court action or crime. Please limit each entry to three (3) stories.

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**6. BEST BUSINESS/LABOR COVERAGE:** Best news feature, in-depth story or commentary that puts into perspective a business or labor issue. Please limit each entry to three (3) stories.

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**7. BEST SINGLE EDITORIAL:** The editorial must be written by a member of the staff (full or part time, on a regular paid basis) of the newspaper submitting the entry. Feature service writers, syndicated writers, guest columnists, etc. are not eligible. It must be a regular editorial, not a feature story or column. The tearsheet must have the entry marked and the writer's name attached.

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**8. BEST EDITORIAL PAGE:** One entry consists of editorial pages from three consecutive issues. Judging criteria will include local content, design, clarity of writing and service to the community. Please send no more than one entry.

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**9. BEST LIFESTYLES FEATURE WRITING:** Entries shall consist of an article that has appeared in a single issue of the newspaper in the feature section or another section of the newspaper. Columns are not eligible. Entries may include sidebar material appearing the same day of publication.

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**10. BEST NEWS FEATURE:** Entries submitted will be judged on originality and quality of writing. Articles are to be tied to news.

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**11. BEST COLUMNIST:** Columns must be regular features of the newspaper and must be original. No sports columns will be accepted. Only one entry per writer. Please attach writer's name if the columns are not by-lined.

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**12. BEST SPORTS SECTION:** May be special section, regularly published magazine insert, series of sections or two or more pages in a regular issue devoted to special coverage or special topic. Judges will consider quality of design, writing and photography.

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**13. BEST SPORTS NEWS WRITING:** Entries will be straight news coverage of sporting events or issues. If not by-lined, attach writer's name.

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**14. BEST SPORTS FEATURE WRITING:** Entries will be sports feature articles. If not by-lined attach writer's name.

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**15. BEST SPORTS COLUMNIST:** Columns must be regular features of the newspaper and must be original. Column must appear on sports page. Only one entry per writer. Please attach writer's name if the columns are not by-lined

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**16. BEST SPORTS PAGE OR PAGES:** Judges will consider make-up and general appearance, comprehensiveness of coverage, selection of material, local appeal and use of photographs and illustrations.

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**17. EXCELLENCE IN PHOTOGRAPHY:** Entries include:

A. News- an actual spot news, or general news event.

B. Sports

C. Feature- a subject in a novel or interesting perspective.

D. Photo Essay. Grouping of three or more photos on same subject in one issue. One or more photographers may be represented.

• All entries must have been published. All entries must be submitted in tearsheet form only. Four entries for each photography category may be submitted.

• "WVPA Photo of the Year." There is no need to send entries for this award; the winner will be selected from the first place winners in all photography categories, in all circulation divisions.

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**18. BEST FRONT PAGE:** Judges will consider make-up and general appearance, comprehensiveness of the coverage, selection of material, local appeal and use of photographs and illustrations on the main page one. Please do not send the whole issue, just the front page.

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**19. BEST SINGLE ISSUES:** Submit only two complete issues. Entries will be judged on appearance, quality of writing and editing of all pages. The judges will consider, among other things, the use of section front headlines and pictures, news and feature balance, coverage of sports, local news, lifestyle pages, editorial page and overall reader appeal.

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**20. BEST SPECIAL SECTION:** May be special section, regularly published magazine insert, series of sections or two or more pages in a regular issue devoted to special coverage or special topic. Judges will consider quality of design, writing and photography. No sports sections please.

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**21. BEST LIFESTYLE PAGES:** Judging will be on content and appearance of page or section.

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**22. BEST LIFESTYLE COLUMNIST:** Columns must be regular features of the newspaper and must be original. Only one entry per writer. Specify writer's name if the columns are not by-lined.

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**23. BEST CARTOON DRAWING/GRAPHIC:** May be editorial cartoons, drawings or graphics which accompany stories, which must be original work of the newspaper. All entries will be judged together, no consideration given for circulation. There will be two circulation divisions, one for dailies and one for weeklies.

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**24. BEST NEWSPAPER DESIGN:** judging will be on overall appearance, the effective use of graphics which are used to illustrate a story, effective use of general make-up, boxed stories, headlines and body type, use of photos, charts, tasteful use of color and advertising display. One entry consists of three issues. Only one entry per newspaper.

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**25. SERVICE TO THE COMMUNITY:** In this category consideration will be given to the newspaper's contribution to the betterment of the community. The material can include any published materials that were a part of this effort. Entries should show special efforts outside the newspaper's daily routine coverage and efforts should show results. Submit one tearsheet for each article or one tearsheet for each article in the series. Consideration also will be given to the overall impact of the material. A letter of not more than 500 words giving background, results, role of newspaper, etc. MUST accompany the entry. (Last year some of the entries were discarded because letters were omitted.)

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**NEWSPAPER OF YEAR-**No entries necessary. This award is based on total points earned in the advertising and editorial contests. Any newspaper that entered the 2012 WVPA Better Newspaper Contest and the WVPA Advertising Contest is eligible for the award.

# Judging Criteria

The overall appearance, typography, design, copy writing quality, use and appropriateness of illustrations (including photos, graphics, artwork) shall be considered in all categories. Creativeness and originality will be given particular consideration. All entries will be judged in comparison only with other entries in the same category and the same circulation division. In the categories of Best Special Section and Best Theme Page Classified, the number of separate ads and the total volume of advertising shall be additional criteria.

Failure to comply with the rules of the contest shall result in automatic disqualification of entries, without entry fee refund.

Dates & Deadlines  
**Deadline to  
Submit Entries:**

**April 1, 2012**

**2012 Annual  
Convention:**

**August 9-11, 2012**



**Stonewall Resort • Roanoke, WV**