



# Call for entries

## 2017 Better Newspaper Contest

### CONTEST DATES

All entry material must have been originally published between **April 1 last year and March 31 this year**. Entries are limited to associate and regular NPA members in good standing. For full details on categories, go to [nevadapress.com](http://nevadapress.com)

### DEADLINE

Entries must be uploaded by Monday, **June 1** or delivered to the NPA office by that date.

### WHAT'S NEW?

We made changes to several categories. Go to [nevadapress.com](http://nevadapress.com), look under the Members tab for the contest.

### QUESTIONS?

Ask Barry Smith, 775-885-0866 or [nevadapress@att.net](mailto:nevadapress@att.net)

### FEES

The fee is \$8 per entry. Payment and a tally sheet must be received in order for your entries to be judged. Please make checks payable to **Nevada Press Foundation**.

### AWARDS BANQUET

Carson City, Sept. 30

### HOW TO UPLOAD ONLINE ENTRIES

The Nevada Press Better Newspaper Contest uses an online entry system for categories (other than six requiring mail-in of complete editions.)

If you used the system last year, your login should be the same, but passwords have been reset to the default. If you need help, contact us at [nevadapress@att.net](mailto:nevadapress@att.net).



### How to enter:

- Using the current version of Firefox or Chrome, go to [betterbnc.com](http://betterbnc.com)
- Click on "Contestant Login"
- Choose the 2017 Nevada Press Better Newspaper Contest.
- Choose your publication.
- **NOTE:** When logging onto the site for the first time, designate a Contest Manager to coordinate entries for the **whole publication**. Use the password "bnc". Then change the password. Enter an email address, which can be used to remind you of your password. The Contest Manager can set up Authorized Entrants who are then able to submit entries as well.
- On the Manage Entries page, click "Submit Entry."
- Select the Division and the Category. Complete the Headline/Title field.

- Upload the content by clicking "Choose File" and navigating to the desired file. Select Open and then Upload. Files should be no larger than 2 to 3 MB.
- Click "Next" to add Credits and Comments.
- Click Submit. Continue to the next entry. **Be sure to click 'submit'**
- When finished with all entries, please send a note to [nevadapress@att.net](mailto:nevadapress@att.net) so we may begin confirming them.
- A completed tally sheet and payment must be received for each newspaper's entries to be judged. **Please coordinate entries among departments so that one tally sheet and check are sent.**

### Mail-in categories

- #1 General Excellence
  - #26 Overall design
  - #40 Special Section (editorial)
  - #45 Special Section (advertising)
  - #47 Niche Magazine
  - #48 Advertising General Excellence
- For these categories, print the entry label and attach it. Mail to Nevada Press Foundation, 102 N. Curry St., Carson City, NV 89703**

### CLASSIFICATIONS

- Class 1: Urban dailies**  
Dailies 15,000 or more
  - Class 2: Intermediate**  
More than one edition a week, circulation less than 15,000
  - Class 3: Community**  
Weekly, less than 10,000
  - Class 4: Urban weeklies**  
Weekly, 10,000 or more circulation
- Magazines** (see separate rules)

No. of entries	Category #	Category description
	1	General Excellence (limit: 1 entry per paper. Mail-in only)
	2	Outstanding Journalist (limit: 2 entries per paper)
	3	Journalist of Merit (limit: 2 entries per paper)
	4	Community Service (limit: 2 entries per paper)
	5	Story of The Year
	6	Best Breaking News Reporting
	7	Best Feature Writing
	8	Best Nonstaff Story
	9	Best Business Spot News Story
	10	Best Business Feature
	11	Best Explanatory Journalism
	12	Best News Feature
	13	Best Investigative Story
	14	Best Local Column (limit: 1 entry per columnist)
	15	Best Local Non-Staff Column (limit: 1 entry per non-staff columnist)
	16	Best Sports Spot News Story
	17	Best Sports Feature
	18	Best Local Sports Column (limit: 1 entry per writer)
	19	Best Entertainment Writing (limit: 1 entry per writer)
	20	Best Critical Writing (limit: 1 entry per writer)
	21	Freedom of the Press
	22	Editorial of The Year
	23	Best Editorial Writing (limit: 1 entry per writer)
	24	Best Editorial Page (limit: 1 entry per paper)
	25	Outstanding Visual Journalist (limit: 2 per paper)
	26	Best Overall Design (limit: 1 entry per paper. Mail-in only.)
	27	Best Page One Design (limit: 1 entry per paper)
	28	Best Graphic Designer (1 entry per designer)
	31	Best Headline Writing (limit: 5 entries per paper)
	32	Photo of The Year
	33	Best News Photo Coverage
	34	Best Feature Photo (limit: 4 entries per photographer)
	35	Best Photo Essay or Gallery (limit: 4 entries per photographer)
	36	Best Portrait (limit: 4 entries per photographer)
	37	Best Illustrated Photo (limit: 4 entries per photographer)
	38	Best Sports Photo (limit: 4 entries per photographer)
	39	Best Editorial Cartoon (limit: 4 entries per cartoonist)
	40	Best Special Section — Editorial (limit: 2 entries per paper. Mail-in only.)
	41	Best Print Ad
	42	Best Black & White Ad (limit: 4 entries per artist)
	43	Best Advertising Innovation (limit: 4 entries per publication)
	44	Best Ad Series
	45	Best Special Section – Advertising (limit: 4 entries per paper. Mail-in only.)
	46	Best In-House Advertising Promotion (limit; 4 entries per paper)
	47	Best Niche Magazine (limit: 2 entries per paper, Mail-in only.)
	48	Advertising General Excellence (limit: 1 entry per paper. Mail-in only.)
	49	Silver Star Award (limit: 2 per paper)
	W1	Best Web Site
	W2	Best Digital Storytelling
	W3	Best Platform Writing
	W4	Best Digital Innovation
	W5	Best Online Ad

\_\_\_\_\_ total number of entries x \$8 = total amount owed \$ \_\_\_\_\_

Publication name: \_\_\_\_\_ Contact: \_\_\_\_\_