

EXCELLENCE IN KENTUCKY NEWSPAPERS

RECOGNIZING OUTSTANDING
WRITING, PHOTOGRAPHY AND DESIGN

Competition Period - All issues
published between October 1, 2011
and September 30, 2012

Entry Deadline:
Friday, October 19, 2012

Don't worry about pulling those tearsheets and mailing to KPA for the Excellence in Kentucky Newspapers. It's all digital now so just find all the pdfs of stories, photographs and design that you want to enter and get them ready to upload for the judging.

Though a few cosmetic changes made were minor, we did make one big change in the categories. We've added Best Sports SPECIAL Section and that gives us 28 categories for 2012. Most all newspapers do high school, even some college, special sections for local sports teams and you'll want to show off your efforts with this new category. You'll find it in the DESIGN section of the contest categories.

Other than that, categories are the same. We've only changed things like "staple the tearsheets together" because we've not found a way to staple a pdf. And no more marking entries in "red marks" because the online entry blank will give us the identification so judges will know which entry is to be judged.

First, read through the Rules and the Categories then think back to October 1, 2011, and all those great stories, columns, investigative series, photographs and page designs you've been involved with. Find them and get them entered.

And remember! Each entry is one pdf. If the category calls for three different issues, or three tearsheets, for an entry then that entry shall be only ONE pdf.

The entry deadline is Friday, October 19, so you have several weeks before your entries are due. And don't delay!! There's plenty of time to search the files, find the pdfs of the pages and get them uploaded to the KPA contest site.

We hope you win and we hope to see you Friday, January 25, 2013, at The Brown Hotel in Louisville when we will be announcing the winners!

Questions? Email me at dthompson@kypress.com or call me at 800-264-5721.

Thanx.



David T. Thompson
Executive Director

EXCELLENCE IN KENTUCKY NEWSPAPERS

RECOGNIZING OUTSTANDING
WRITING, PHOTOGRAPHY AND DESIGN

Competition Period - For all issues
published between October 1, 2011,
and September 30, 2012

Entry Deadline:
Friday, October 19, 2012

Get a jump start on preparing your entries in the Excellence in Kentucky Newspapers - 2012 competition. Remember...preparing your entries takes longer than you think! Before you start pulling pdfs, we recommend you spend a few minutes reading over the rules of the contest, as well as the general information that follows:

Eligibility: Open to all full member newspapers and Associate Member Newspapers of the Kentucky Press Association who have paid dues for 2012.

Entry Fee: There is an overall \$10 entry fee for the newspaper, then \$5 per individual entry in each category.

Awards: Plaques are presented to the newspaper for each first place. Certificates are awarded for second, third, honorable mention or Certificate of Merit as awarded by the judges. A Certificate of Merit is awarded in any contest category for which only one entry was received. Additionally, point totals are awarded for each first, second and third place for the newspaper and General Excellence awards are presented in each division for first, second, and third place, based on a total accumulation of points in the contest.

Point Basis: Five (5) points are given for each first place; three (3) points for each second place; one (1) point for each third place; and one (1) point for each Certificate of Merit.

Competition Period: The Excellence in Kentucky Newspapers - 2012 is open for all issues published between October 1, 2011, and September 30, 2012.

Deadline: The deadline for entering the Excellence in Kentucky Newspapers - 2012 - is Friday, October 19.

One entry = one pdf: An entry, even if it requires three different issues, must be in ONE pdf.

Entry information, entry forms and tearsheet labels are also available on line: www.kypress.com/excellence2012

Kentucky Press Association Excellence in Kentucky Newspapers Circulation Divisions

Weekly Division: Published One Day Per Week

Class 1: Certified circulation of 3000 or less

Class 2: Certified circulation of 3001 to 4400

Class 3: Certified circulation of 4401 or more

Multi-Weekly Division

Published 2 or 3 times per week, regardless of circulation

Daily Division: Published Four Days Per Week or More

Class 1: Certified circulation of 7500 or less

Class 2: Certified circulation of 7501 to 19,999

Class 3: Certified circulation of 20,000 or more

Associate Member Newspaper

For all publications, regardless of circulation and frequency, who have joined as and are designated an Associate Member Newspaper

KPA reserves the right to adjust Class circulations depending on number of newspapers entering a specific class.



KENTUCKY PRESS ASSOCIATION

Instructions to Register, Enter, Name Files and Upload Files for Excellence in Kentucky Newspapers – 2011 Competition

Step 1 Register

Go to www.kpacontest.com and click on Register - fill out the resulting form and click "register for contest."

You will then receive an email from dspencer@kypress.com with the specifics of your account such as member ID, division ID, user name and password and ftp information.

DO NOT DO STEPS 2 THROUGH 6 UNTIL YOU RECEIVE AN EMAIL FROM DAVID SPENCER

Step 2 Prep files for upload

Find the pdfs that contain your entries.

If any entry spans more than one page (i.e., a front page and a jump, three front pages, entries that require three columns) combine all of the pages into ONE pdfs.

This can be done with the full version of Adobe Acrobat or a free service at www.pdfmerge.com.

Only the pages with entry items should be included in the file.

Do NOT send an entire issue if the category does not call for it!

Step 3 Naming files

Once you have all your pdfs you need to name them using the following naming convention:

Member ID dash division ID dash letter c then 2 digit category number dash 3 digit number unique from the rest of your entry files. (See For Example below.)

Please note there is a letter c before the category number.

Also note that after the "c" for category there are to be 2 characters, so please use a leading zero for categories 1 to 9 (01, 02, etc. through 09).

For Example:

wn108-w3-c03-005.pdf is the file name for the following paper

newspaper name is The Kentucky Press

member id is wn108

division is weekly class 1

category is 3 Best general news story

and it's the fifth pdf file

VERY IMPORTANT!! IF YOUR FILE IS MISNAMED, IT COULD BE LOST OR DISQUALIFIED.

The registration confirmation email will include your personal examples of how your files should be named.

Step 4 Uploading files

Once you have all your files prepped and named properly, you will need to upload them via ftp. This requires using an FTP program (such as cyberduck, transmit, wsftp, etc.. web page-based ones are also available for use)

The FTP address is ftp.kpacontest.com and the connection mode is passive.

Use your user name and password sent to you when you registered at www.kpacontest.com

Step 5 Submit information for each entry. Electronic version of the entry tag.

You will be using your browser (safari, internet explorer, firefox, chrome, etc.).

After all your files have been uploaded you will need to tell us the specific information for each file.

To do this you will go to www.kpacontest.com and click on "Contestants."

At that point you will see a list of all Kentucky newspapers.

Click on your newspaper.

You will be prompted to enter a username and password (given to you in your registration reply email).

Once logged in you can begin to submit entry information.

You will have a menu with the option "Submit Individual Entry Information" and click this.

The page will have a list of categories.

Click on a category to submit an entry.

The following page will have much of your information already filled out for you.

You will need to supply the 3 digits of the pdf's name (this connects your information to the pdf file you uploaded).

Type in the names of the reporter(s)/photographer(s)/designer(s). If it is a staff entry then only click on the check box by "staff" instead of filling out the names.

Fill out the date(s) the entry was published.

Now it's time to tell the judge what it is they are to judge - for example list the title of the article and what page(s) it's on or describe the picture and its location. Please be very descriptive so the judge can easily find and review your entry.

Next enter the name, title, and email address of the person actually typing out this information.

Then hit "submit entry to KPA."

You will get a page recognizing you submitted an entry and you will be given a couple options - to add another entry or review the entries you have submitted.

Step 6 Reviewing your entries and letting KPA know you are done submitting entries

You will go to kpacontest.com and choose "Contestants."

You will get a list of papers - choose yours to continue. (If you are asked for a user name and password, use the set already supplied).

This will bring you back to your customized menu.

You will have an option to review entries - this list will show you all the information you submitted to go along with your pdf files.

You will have the option to delete any if you wish - such as duplicates.

Or if any are incorrect - delete the entry and submit another one.

Once you are satisfied with the entries submitted choose "Submit all entries to KPA for judging"

This will notify KPA that your entries are ready to be judged.

If you have any questions during this process, email David Spencer (dspencer@kypress.com) or call David Spencer at 800-264-5721.

Thanks.

EXCELLENCE IN KENTUCKY NEWSPAPERS

RECOGNIZING OUTSTANDING
WRITING, PHOTOGRAPHY AND DESIGN

WRITING

Newspapers may submit an unlimited number of entries in Categories 1 through 13, but a staff member's name may not appear on more than **two** individual entries per category.

Although bylines/credit lines are not mandatory, the name of the staff member(s) must be included for the entry since the staff member's name, as well as the name of the newspaper, will appear on plaques and certificates.

Category 1: Best Editorial

One entry must consist of three editorials, each from a different issue of the newspaper.. Editorials must be locally written.

Category 2: Best Spot News Coverage

The stories submitted for this category should be of unscheduled events, for which no advance planning was possible, such as accidents, fires, natural disasters or other breaking news events. Submit as your entry a full-page pdf.

Category 3: Best General News Story

The entries in this category should be for articles on scheduled or organized events for which advance planning was possible, such as trials, public meetings, dedications, political appearances, etc. Submit as your entry a full-page pdf.

Category 4: Best Feature Story

Submit as your entry a full-page pdf. Factors to be considered in judging this category will be quality of writing, subject matter and reader interest. Articles should be of local interest, preferably about local people, places or things.

Category 5: Best Column

One entry must consist of three columns, each from a different issue of the newspaper. The three columns should be submitted as one pdf. Columns must be written by a staff member or regular local columnist for your paper. The writer has considerable latitude in this category.

Category 6: Best Sports Column

One entry must consist of three full-page pdfs from different dates.. Columns must run as a regular feature in your newspaper and must be written by a staff member or local columnist. Judges will also consider originality and style.

Category 7: Best Sports Story

Submit a full-page pdf with your best sports story. Stories in this category are to be more "news" oriented than Sports Feature stories that would be entered in Category 8. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

Category 8: Best Sports Feature

Submit a full-page pdf with your best sports feature. Community interest, thoroughness, story structure and impact of lead will be considered. Entries must be by local staff members.

Category 9: Best Enterprise or Analytical Story

Defined as reporting on an original topic, often an issue or trend. This can be a single story or a story with sidebars. (This category does not include breaking news, which is in Category 2; and coverage of events such as trials or government meetings goes into Category 3. This category could include stories that examine issues stemming from such meetings or from other news events.) The coverage should demonstrate the reporter's/reporters' initiative in story selection, research or analysis. Enter the story/stories as one pdf.

Category 10: Best Investigative Story or Series

This category is defined as a single story or series of stories initiated by the newspaper on the same subject which demonstrates the reporter's/reporters' initiative in research or investigation. If a series, its publication must end within the contest period.

Category 11: Best On-Going/Extended Coverage Stories

This category is intended to recognize efforts by newspapers and reporters to continue coverage of a news story. An example would be follow-up stories on developing news when the entry doesn't qualify as a story series or investigative reporting. Submit the original (first) news story and all subsequent follow-up stories.

Category 12: Best Business or Agribusiness Story

Submit a full-page pdf with your best business or agribusiness story. Entries must be by local staff members.

Category 13: Best Headline

This category is designed to recognize the best headlines on stories. A headline writer will submit three headlines she/he has written in the contest period with the limit of **two entries** (up to three headlines each) per staff member. There is no limit on the number of staff members entering this category. An entry must consist of full page pdfs with the headlines written by the staff member. All three pdfs for any one individual entry must be submitted together.



EXCELLENCE IN KENTUCKY NEWSPAPERS

RECOGNIZING OUTSTANDING
WRITING, PHOTOGRAPHY AND DESIGN

PHOTOGRAPHY

Categories 14 through 19:• Newspapers may submit an unlimited number of entries in Categories 14 through 19, but a staff member's name may not appear on more than **two** individual entries per category. Although credit lines are not mandatory, the name of the photographer(s) must be included since the photographer's name, as well as the name of the newspaper, will appear on plaques and certificates. Entries shall be submitted only as full-page pdfs. Photos must have been taken by a full- or part-time staff member or a regularly contributing photographer. Wire service photographs are not eligible for consideration.

Category 14: Best Spot News Picture

The photographs for this category should be of unscheduled events for which no advance planning was possible, such as accidents, fires, natural disasters or other breaking news events. Submit a full-page pdf. Judging will be made on the basis of newsworthiness, local interest, and overall quality of work.

Category 15: Best General News Picture

Judging for Category 15 will be made on the basis of newsworthiness, local interest, balance and overall quality of work. Submit a full-page pdf. The pictures in this category should be of scheduled or organized events for which advance planning was possible, such as public meetings, dedications, political appearances, etc.

Category 16: Best Feature Picture

Submit a full-page pdf. Judges will be looking for local interest and appeal, imagination and originality in selection of subject matter, posing, lighting and overall quality of work.

Category 17: Best Picture Essay (Spot, General or Feature)

An entry must consist of two or more pictures used together to tell a story. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in the judging.

Category 18: Best Sports Picture

This category is to encourage more and better sports coverage. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in judging.

Category 19: Best Sports Picture Essay

An entry must consist of two or more pictures used together to tell a story. Overall impact, appeal, balance, lighting, technique and quality of work will be considered in judging.

Entry Fee: There is an overall \$10 entry fee for the newspaper, then \$5 per individual entry in each of the categories. Compute carefully. There will be no refunds.

Awards: Plaques are presented to the newspaper for each first place. Certificates are awarded for second, third, honorable mention or Certificate of Merit as awarded by the judges. A Certificate of Merit is awarded in any contest category for which only one entry was received. Additionally, point totals are awarded for each first, second and third place for the newspaper and General Excellence awards are presented in each division for first, second, and third place, based on a total accumulation of points in the contest.

Point Basis: Five (5) points are given for each first place;three (3) points for each second place; one (1) point for each third place; and one (1) point for each Certificate of Merit.

Competition Period: The Excellence in Kentucky Newspapers - 2012 is open for all issues published between October 1, 2011, and September 30, 2012.

Deadline: Excellence in Kentucky Newspapers - 2012 entries must be received by Friday, October 19.



EXCELLENCE IN KENTUCKY NEWSPAPERS

RECOGNIZING OUTSTANDING
WRITING, PHOTOGRAPHY AND DESIGN

DESIGN

Categories 20 through 28:• Newspapers may submit an unlimited number of entries in Categories 20 through 27, but a staff member's name may not appear on more than **two** individual entries per category. Although credit lines are not mandatory, the name of the designer/copy editor must be included for the entry since that individual's name will appear on plaques and certificates. Entries must be submitted only as full-page pdfs. Much of the emphasis in categories **20 - 27** is on the layout and design of the entry as well as other judging criteria noted in the category description. In **Category 28**, only one entry per newspaper is allowed unless the websites are separate URLs..

Category 20 - Best Special Section

Submit as your entry a full copy of one special edition or section produced by your newspaper. This entry must have been an individual newspaper's own effort, not a canned section. This special section or special edition will be judged as a whole with emphasis placed on editorial content, makeup and photographic excellence. A reasonable blend of advertising will be accepted. You may enter three special sections or editions, but separate entry fees are required for each one. Enter each Special Section as one pdf.

Category 21 - Best Graphic

Submit as your entry a full-page pdf showing the best graphic to emphasize a point or to give readers a better understanding of a story. Graphics or charts may be computer generated but must be locally produced. Each graphic is considered a separate entry.

Category 22 - Best Sports Page/Section

Submit as your entry a pdf or section from three separate issues. Advertising is not a detriment to the judging of the content, but such advertising should be not more than one-quarter page and should be appropriate to the sports page. Sports pages will be judged on layout, writing style, pictures and other illustrations.

Category 23 - Best Sports SPECIAL Section

Submit as your entry the pdf of any Sports SPECIAL Section. Each Sports Special Section constitutes a separate entry in the contest and a newspaper may submit as many Sports Special Sections as it wants. The section will be judged on appearance, news content, photographic excellence, other artwork and layout/design. Enter each Sports SPECIAL Section as one pdf.

Category 24 - Business/Agribusiness Page

Submit as your entry pdfs of your page or section from any three separate issues, stapled together. Advertising is not a detriment to the judging of the content, but such advertising should not be more than one-quarter of a page or half of the section and should be appropriate to the business page. Business pages will be judged on layout, writing style, pictures and other illustrations.

Category 25 - Best Lifestyle Page

Submit as your entry full-page pdfs of the Lifestyle or Family Section of three separate issues. This page is to be judged on appeal to the family and its general appearance. While advertising is permitted, it should not be more than one-quarter of the page and it should be appropriate to the page. Points to be considered are layout, writing style, photographs, variety of news, features and brief personal items.

Category 26 - Best Editorial Page

Submit as your entry full-page pdfs of any three issues. The editorial page will also be judged as a whole. Quality of writing and importance of subjects locally will count. Localized editorials are most desired. Local work, writing, columns, cartoons are more desired than syndicated materials or other outside material. Layout and style of pages are also factors. Advertising will not detract from the judging, providing it occupies less than one quarter of a page.

Category 27- Best Front Page

Submit as your entry full-page pdfs of any three issues. Judging will be on the factors of appearance and content of the front page. Newsworthiness and good writing are of prime importance. Pictures will be judged on quality and newsworthiness, not on size alone. Factors to be considered include general appearance and reader appeal, including typography, pictures and other illustrations, headlines, use of white space, layout and proofreading.

Category 28 - Best Newspaper Website

See enclosed notice on this category and fill out that sheet and include with your entry package. The judges will access each website entered a minimum of three times over a minimum seven-day period to look for consistency and will judge content (quality and quantity); ease of navigation; visual/design; use of news links; and, timeliness (is it current) each time they access the site. Points will be assigned to each of the judging criteria and cumulative totals over the three visits to the site will determine where a newspaper finishes in that category.

Excellence in Kentucky Newspapers - 2012

Postmark Deadline: **October 19, 2012** Division _____ Class _____ Circulation _____

Newspaper Name _____

Publisher/Editor Signature _____

By signing, the publisher or editor verifies that all entries submitted electronically are authentic to the actual printed edition of the newspaper and no changes have been made in content in any way.

Category Number/Name	No. of Entries	Cost/Entry	Entry Fee
Category 1 - Best Editorial	_____	x \$5	\$ _____
Category 2 - Best Spot News Coverage	_____	x \$5	\$ _____
Category 3 - Best General News Story	_____	x \$5	\$ _____
Category 4 - Best Feature Story	_____	x \$5	\$ _____
Category 5 - Best Column	_____	x \$5	\$ _____
Category 6 - Best Sports Column	_____	x \$5	\$ _____
Category 7 - Best Sports Story	_____	x \$5	\$ _____
Category 8 - Best Sports Feature Story	_____	x \$5	\$ _____
Category 9 - Best Enterprise or Analytical Story	_____	x \$5	\$ _____
Category 10 - Best Investigative Story or Series	_____	x \$5	\$ _____
Category 11 - Best On-Going/Extended Coverage Story	_____	x \$5	\$ _____
Category 12 - Best Business/Agribusiness Story	_____	x \$5	\$ _____
Category 13 - Best Headline	_____	x \$5	\$ _____
Category 14 - Best Spot News Picture	_____	x \$5	\$ _____
Category 15 - Best General News Picture	_____	x \$5	\$ _____
Category 16 - Best Feature Picture	_____	x \$5	\$ _____
Category 17 - Best Picture Essay (Spot, General or Feature)	_____	x \$5	\$ _____
Category 18 - Best Sports Picture	_____	x \$5	\$ _____
Category 19 - Best Sports Picture Essay	_____	x \$5	\$ _____
Category 20 - Best Special Section	_____	x \$5	\$ _____
Category 21 - Best Graphic	_____	x \$5	\$ _____
Category 22 - Best Sports Page/Section	_____	x \$5	\$ _____
Category 23 - Best Sports SPECIAL Section	_____	x \$5	\$ _____
Category 24 - Best Business/Agribusiness Page	_____	x \$5	\$ _____
Category 25 - Best Lifestyle Page	_____	x \$5	\$ _____
Category 26 - Best Editorial Page	_____	x \$5	\$ _____
Category 27 - Best Front Page	_____	x \$5	\$ _____
Category 28 - Best Newspaper Website	_____	x \$5	\$ _____
		Entry Fee	\$10.00
		Total Contest Fee	\$ _____

ALL ENTRIES MUST BE RECEIVED BY FRIDAY, October 19, 2012

Return this form and the website sheet if you enter that with a check for the appropriate amount.

Newspaper's publisher or editor must sign the form, verifying that all entries are exact reproductions of the printed edition of the newspaper and are submitted according to the contest guidelines.