

Virginia
PRESS
Association

2007
Categories for
NON-DAILY
PUBLICATIONS

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Engaging readers through WRITING

Judges WILL consider:

- Effectiveness in establishing a “why-this-is-important-to-you” connection to the reader and community, such as a nut graf.
- Clarity of local context and adequacy of background information.
- Writer’s style and voice.
- Precision and clarity of vocabulary.
- Accuracy, attribution and sourcing.
- Attention to answering all relevant questions.
- Length appropriate to subject and importance.
- Grammar, spelling and consistency of style.
- Effectiveness of alternative storytelling techniques, if used.
- Special circumstances explained on the entry form.

Judges WILL NOT consider:

- Page design or the story’s placement on the page.
- Content of headlines or other typographical devices associated with the story.
- Photographs or other artwork associated with the story.

How to enter:

- Submit clippings glued or taped to letter-sized paper, OR printouts from an electronic archive system, OR photocopies of the original clippings, OR full-page tearsheets, OR page proofs no smaller than 11x17. Outline the portion to be judged with grease pencil markings.
- Do not remove or block out photos or other art.
- If a story continues on the back side of the same tearsheet, mark it “OVER.”
- Affix the entry form to the back of the entry with tape or glue.
- If multiple pages or tearsheets are used, staple them together with multiple staples.
- Pay close attention to the entry limits and to the number of examples required in each entry.

Maximum entries

	Type	Description and requirements	Per publication	Per non-daily staffer or team
W01	Body of work	Business and financial writing: Stories providing insight into the business and financial world, particularly stories which explain or clarify. Both news and feature stories may be entered. Requirements: Each entry consists of three examples of the entrants’ work. An example may be a single story or a package of stories published on the same day. Entries with fewer examples will be disqualified.	3	1
W02	Body of work	Column writing: Writing which is published regularly, under a byline, by a single individual, other than editorials and sports columns. For non-daily papers, “regularly” means at least 17 times a year; for specialty publications, “regularly” means at least one third of the year’s issues; for dailies, “regularly” means at least once a week. Requirements: Each entry consists of three examples of the entrants’ work. An example may be a single story or a package of stories published on the same day. Entries with fewer examples will be disqualified.	3	1
W03		<i>Critical writing IS NOT available in the non-daily competition group.</i>	0	0
W04	Body of work	Editorial writing: The writing of opinion which appears on a bona fide editorial page. Editorials may be signed or unsigned. Requirements: Each entry consists of a group of three-to-five editorials on the same subject OR three unrelated examples of the entrants’ work. An example may be a single editorial or a package of editorials published on the same day. Entries with fewer examples will be disqualified.	3	1
W05	Body of work	Education writing: For news and feature stories about educational issues and trends from kindergarten through post-graduate and on to continuing education. Requirements: Each entry consists of three examples of the entrants’ work. An example may be a single story or a package of stories published on the same day. Entries with fewer examples will be disqualified.	3	1
W06	Single story or package	Feature story writing: For stories in which the writer emphasizes such techniques as narrative and drama. The quality of writing and ability of the writer to hold reader interest will be considered. Requirements: Each entry consists of one example of the entrants’ work. An example may be a single story or a package of stories published on the same day.	3	3
W07	Single story or package	Feature series or continuing story: A series or group of stories on the same subject, utilizing the elements of feature writing. Requirements: Must begin or end within the contest year and the stories must not span more than 12 months. May not be entered in more than one annual competition.	3	3

W08	Single story or package	<p>General news writing: The coverage of a single news event, which may or may not occur within a limited amount of time. The coverage of events which take place over an extended period of time is included in this category. Quality of writing and thoroughness of fact will be considered.</p> <p>Requirements: A single entry consists of one or more stories reporting the same event, so long as the event begins or ends during the contest year and the stories span no more than 12 months. An entry in this category may not be entered in more than one annual competition. Any stories offered in this category may not appear in any other category except spot news writing.</p> <p>An entry in the spot news category may be used as part of an entry in this category if the spot news story is the first story in ongoing, multiple-day coverage.</p> <p>Maximum of 12 stories per entry, including sidebars.</p>	3	3
W09	Body of work	<p>Government and public safety writing: For news and feature stories about all aspects of local, state and federal government, law enforcement, criminal justice, non-spot emergency services, armed forces and related issues. An entry in the spot news category may be used as part of an entry in this category.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. An example may be a single story or a package of stories published on the same day. Entries with fewer examples will be disqualified.</p>	3	1
W10	Body of work	<p>Health, science and environmental writing: For news and feature stories about medicine, science, technology and the environment.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. An example may be a single story or a package of stories published on the same day. Entries with fewer examples will be disqualified.</p>	3	1
W11	Single story or package	<p>In-depth or investigative reporting: One or more stories on the same subject that demonstrate initiative and thoroughness in research and/or investigation, and the ability to convey the results to the reader.</p> <p>Requirements: A series of articles must begin or end during the contest year and must span no more than 12 months. An entry may not be submitted in more than one annual competition.</p>	3	3
W12	Single story or package	<p>Series of news stories: A series of stories on the same subject, published across two or more days.</p> <p>Requirements: A series must begin or end within the contest year and must span no more than 12 months. A series may not be entered in more than one annual competition. A series must have been pre-planned and announced as such in the first story published.</p>	3	3
W13	Body of work	<p>Sports column writing: Any writing that regularly appears on the sports page under a regular heading and a byline. This may include opinions, observations, or elements of an interview.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. An example may be a single story or a package of stories published on the same day. Entries with fewer examples will be disqualified.</p>	3	1
W14	Body of work	<p>Sports writing portfolio: For news, competition or feature writing on sports subjects. Columns may not be part of a portfolio.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. An example may be a single story or a package of stories published on the same day. Entries with fewer examples will be disqualified.</p>	3	1
W15	Single story or package	<p>Spot news writing: A single story, or a group of stories published in the same issue, covering a single news event which is unplanned and unanticipated. Quality of writing and thoroughness of fact reporting will be considered.</p> <p>Requirements: This category is for coverage of events which happened with NO advance warning. If an event had been anticipated enough to allow a publication to have add matter or pages ready to go, it does not qualify for this category. All entries will be reviewed for compliance. If an entry consists of more than one story, all of the stories must have been published on the same date.</p> <p>Coverage of hurricanes or other predicted weather phenomena is NOT considered spot news.</p> <p>An entry in this category may be included in a general news entry if the spot-news story launched multi-day, continuing coverage.</p>	3	3
W16	Body of work	<p>Feature writing portfolio: This category is for a body of FEATURE work produced by a single writer during the contest year.</p> <p>Requirements: An entry consists of three (3) stories which may or may not be related. Double-bylined entries or staff entries are not permitted. Stories submitted as part of the portfolio competition may also be entered in the appropriate category in the writing division of the contest. However, all three pieces may not be entered together into another category.</p>	3	1

Telling stories through PHOTOGRAPHY

Judges WILL consider: <ul style="list-style-type: none"> • Effectiveness in capturing the defining moment and telling the story. • Effectiveness in cropping or framing to create context and/or draw the reader's eye to the most important part of the picture. • Artistic ability. • Technical ability. • Sensitivity. • Special circumstances explained on the entry form. 		Judges WILL NOT consider: <ul style="list-style-type: none"> • Size of the published photograph. • Quality of presswork or other production issues outside the photographer's control. • Content of headlines or other typographical devices associated with the entry.
How to enter: <ul style="list-style-type: none"> • Submit entries as clippings mounted on 11x14 poster board, except as noted in individual categories. • Photographic prints are not permitted. • Unless noted otherwise, each entry consists of a single image. • Cutlines must appear on the front of the entry with the photo. • Credit lines may be blacked out at the entrant's discretion. 		Maximum entries
G04	Feature photo: Photos which can stand alone as expressions of non-news feature subjects, including pictorial scenes.	Each photographer may submit a total of EIGHT entries per publication, spread among categories G04-G11 as desired
G05	General news photo: Photos of a planned news event. The ability of the photographer to capture the essentials of the event in a dramatic presentation will be considered.	
G06	Photo-Illustration: Photos, especially those taken in a studio, in which the photographer is able to control all factors and may even be creating the content of the picture. This would include photos of home decor, food, clothing, health, leisure, entertainment, jobs, consumer concerns, issues that affect the family or personal relationships, theme covers, etc. Pictures which have been electronically enhanced or modified by the photographer are included in this category.	
G07	Picture story or essay: A series of three or more pictures that tells the story of an incident or episode in any field of endeavor. The entry must include the captions and story, if applicable, although the text is not considered by the judges. Requirements: Entry fee is \$7 regardless of the number of photos in the exhibit. Submit TEARSHEETS ONLY. Do not mount tearsheets on any kind of board. Tape the tearsheets together, horizontally, in the order of presentation.	
G08	Personality or portrait photo: Photos which capture the essence of an individual personality or present a portrait study.	
G09	Sports news photo: Photos of any sports event or sports action.	
G10	Sports feature photo: Sports photos other than event-related photography.	
G11	Spot news photo: Photos of an unscheduled, unplanned news event. The ability of the photographer to capture the essentials of the news story in a single picture will be considered.	

Connecting with the community through PRESENTATION and DESIGN

Judges WILL consider: <ul style="list-style-type: none"> Effectiveness in establishing a connection to the reader and community through appropriate selection and placement of stories, photographs, graphics, artwork, and alternative storytelling devices. Typography and the publication's design style. Organization and visual flow of pages and sections. Effectiveness of headlines and other typographical devices. Effectiveness in controlling story lengths and jumps. Effective use of news hole. Special circumstances explained on the entry form. 		Judges WILL NOT consider: <ul style="list-style-type: none"> Quality of presswork and other production issues beyond the newsroom's control. Placement or content of advertising.
How to enter: <ul style="list-style-type: none"> Submit fullpage tearsheets, complete copies of the publication or other materials as directed. When multiple tearsheets are required, staple them together with multiple staples and attach the entry form to the back of the last tearsheet with tape or glue. When multiple full copies of the publication are required, bundle them with string or rubber bands and attach the entry form to the back of the last copy with tape or glue. Submit pages from the dates shown. If your publication did not have an edition on that date or did not have that type of page on that date, submit the nearest issue from within the same week. 		Maximum entries
M01	Business, financial and agricultural pages is not available in the non-daily competition group.	None
M02	Editorial pages: Judges will consider overall appearance, including typography, layout, pertinent pictures, artwork and features. This competition includes op-ed pages. If an op-ed page was published on a contest date, it must be included in the entry. Requirements: Submit tearsheets of all pages of this type published on the specified dates. DATES: Wednesday, July 4; Thursday, Sept. 6; and two issues of the member's choice.	One entry per publication in each of these categories
M03	Front page: Judges will consider overall appearance, use of headlines and their relationship to the importance of each story, use of headlines and their relationship to other headlines on the page, selection and use of pictures and artwork, and the variety and importance of news on the page. Requirements: Submit tearsheets of the front page for the specified dates. DATES: Sunday, Feb. 4; Friday, Oct. 5; and two issues of the member's choice.	
M04	General makeup: Judges will consider the general appearance and makeup of the entire newspaper. Key elements are departmentalization, special pages, use of headlines in relationship to the importance of the story and to page makeup, selection and use of pictures and artwork, packaging of related stories and general typography. Requirements: Submit complete issues for the specified dates. DO NOT include advertising inserts. DATES: Thursday, Jan. 11; Thursday, April 12; and two issues of the member's choice.	
M05	Headline writing: Considers the display type that conveys immediate information and draw readers into stories. Headlines, subheads, captions and abstracts are examples of the items judged in this contest. Requirements: An entry consists of clippings of five stories and the "big words" accompanying them. Entries may be submitted in the names of one or two persons. No "Staff" or "Team" entries allowed.	
M06	Lifestyle or entertainment pages: Judges will consider overall appearance, including typography, layout, selection and use of pictures and artwork, and comprehensive coverage of lifestyles, entertainment, food or family news and features. Requirements: Submit tearsheets of all pages of this type published on the specified dates. DATES: Wednesday, Feb. 14; Tuesday, Oct. 16; and two issues of the member's choice.	One entry per publication in this category
M07	Page design: Judges will consider creativity, use of graphic elements, use of color and the relationships of all elements in creating an effective page design. This category is for individual designers of pages. Requirements: An entry consists of five (5) pages (or groups of pages on a single subject published on the same day) designed by an individual editor or page designer.	Three entries per publication; one entry per designer or editor
M08	Special sections or special editions: Entries will be judged on the basis of writing quality, depth of coverage, selection and use of pictures or artwork and continuity of design. Requirements: An entry consists of ONE special section. Entries should be news-driven, NOT ad-promotion-driven.	Three entries per publication in this category

M09	<p>Sports pages: Judges will consider makeup and general appearance, comprehensiveness of coverage, selection and use of stories and pictures, and local appeal. Specialty publications may enter pages or sections of this type in category M10.</p> <p>Requirements: Submit tearsheets of all pages of this type published on the specified dates.</p> <p>DATES: Friday, May 25; Tuesday, Aug. 7; and two issues of the member's choice.</p>	<p>One entry per publication in this category</p>
M10	<p>Specialty pages or sections: For recurring themed pages sections published at least once a quarter but no more often than twice a week. Examples would be food sections, home and garden sections, etc. Non-dailies and specialty publications enter business, financial and agricultural pages in this category. Specialty publications enter sports pages in this category</p> <p>Requirements: An entry consists of three complete same-theme sections published during the contest year.</p>	<p>Three entries per publication in this category; each must be on a different theme</p>
M11	<p>Combination-picture-and-story: A combination of text (in addition to cutlines) and at least three pieces of art (photos, illustrations or both) that tell a story. This may be the work of a reporter, an artist and/or a photographer. The writing, photography, artwork and presentation will have equal weight in the judging of this category.</p> <p>Requirements: Submit folded tearsheets only. Board-mounted entries and/or prints will not be accepted (Non-daily and daily circulation divisions). Entries must be submitted in the names of all those who contributed to the package. Work entered in this category may also be submitted in the appropriate categories of the writing, photography, artwork and presentation divisions of the contest.</p>	<p>Three entries per publication in this category</p>
M12	Design and presentation (newsprint magazine) is not available in the non-daily competition group	None
M13	Design and presentation (slick magazine) is not available in the non-daily competition group	None
M14	Front page or front cover (newsprint magazine) is not available in the non-daily competition group	None
M15	Front page or front cover (slick magazine) is not available in the non-daily competition group	None
M16	Page design (newsprint magazine) is not available in the non-daily competition group	None
M17	Page design (slick magazine) is not available in the non-daily competition group	None

Analyzing and explaining the news through ART

<p>Judges WILL consider:</p> <ul style="list-style-type: none"> Effectiveness in establishing a "why-this-is-important-to-you" connection to the reader and community. Clarity of local context and adequacy of information. Artist's style and voice. Accuracy, detail, precision and clarity. Accuracy, attribution and sourcing. Grammar, spelling and consistency of style. Special circumstances explained on the entry form. 		<p>Judges WILL NOT consider:</p> <ul style="list-style-type: none"> Page design or the art's placement on the page. Quality of presswork or other production issues beyond the artist's control
<p>How to enter:</p> <ul style="list-style-type: none"> Submit entries as tearsheets or clippings. If entries are smaller than a sheet of letter-size paper, they should be taped to a page of that size. These categories are for original artwork, not collages created from work done by others. 		<p>Maximum entries per artist per publication</p>
G01	<p>Editorial cartoons: For original artwork used to express an opinion, give insight or provide commentary on issues of local, state, national or world importance.</p> <p>Requirements: This is a portfolio category. An entry consists of three (3) cartoons published during the contest year. Entries containing any other number of cartoons will be disqualified. Attach all three cartoons to a single entry form. One competition group for daily publications, one for non-daily publications and one for specialty publications.</p>	1
G02	<p>Illustrations: For original artwork (other than photographs or editorial cartoons) used to enhance the appearance of a page and/or the readability of news or feature content. Feature section covers, thematic works or mood-setting art are examples. The enhancement or decoration of a photograph with PhotoShop, Illustrator or other software does not meet the requirements for this category.</p> <p>Requirements: Each entry consists of a tearsheet, including the accompanying story, if any. Attach each illustration to a separate entry form.</p>	3
G03	<p>Informational graphics: For original artwork (other than photographs or editorial cartoons) which is used to tell, explain or clarify a story through the use of maps, charts, diagrams or other graphic devices.</p> <p>Requirements: Each entry consists of a tearsheet, including the accompanying story. Attach each graphic to a separate entry form.</p>	3

Utilizing new techniques through MULTIMEDIA projects

Judges WILL consider:

- Effectiveness in establishing a “why-this-is-important-to-you” connection to the reader and community.
- Clarity of local context and adequacy of information.
- Accuracy, detail, precision and clarity.
- Accuracy, attribution and sourcing.
- Effectiveness and quality of the various media utilized.
- Special circumstances explained on the entry form.

Judges WILL NOT consider:

How to enter:

- Submit the materials listed with each category.

S01	<p>Multimedia news report: For news-based multimedia projects employing print, broadcast, webcasts, podcasts, web pages and/or other media.</p> <p>Requirements: Submit tearsheets of the print portions; VHS cassettes, CDs or DVDs of TV segments (if any), not entire newscasts; CDs or cassettes of radio broadcasts (if any); and CDs or URLs for access to the internet portion (if any). Each entry consists of at least a print portion and one other medium. If URLs can be provided for all of the non-print portions, that is preferred. If login to the site is required, the entrant will set up a login and password using specifications provided by the awards committee.</p>	<p>Three entries per publication in these categories; work produced by partnering broadcasters is permitted</p>
S02	<p>Multimedia feature report: For feature-based multimedia projects employing print, broadcast, webcasts, podcasts, web pages and/or other media.</p> <p>Requirements: Submit tearsheets of the print portions; VHS cassettes, CDs or DVDs of TV segments (if any), not entire newscasts; CDs or cassettes of radio broadcasts (if any); and CDs or URLs for access to the internet portion (if any). Each entry consists of at least a print portion and one other medium. If URLs can be provided for all of the non-print portions, that is preferred. If login to the site is required, the entrant will set up a login and password using specifications provided by the awards committee.</p>	

Public service: **VPA award for journalistic integrity and community service**

The Virginia Press Association Award for Journalistic Integrity and Community Service was established in 1949. The award stresses editorial leadership as well as community service above and beyond a member's circulation area. Entries will be judged on evidence of a significant effort beyond the member's routine scope; the initiative of the member; use of editorials in connection with the project or projects; and results--what was accomplished?

The period covered by the contest is January 1, 2007 through December 31, 2007. A project may have been started prior to the contest period but must have been completed within the specified 12-month period.

No story, editorial or other exhibit may be included in more than one annual entry. For example, a story that was part of a 2006 entry may not be included in 2007.

Each entry must include a one-page statement of objectives and results of its community service projects. The entry is limited to no more than **three (3) different campaigns or public service projects**. A total of ten additional pages of supporting statements, letters, etc., can be submitted. The entry package should be broad enough to show the member's commitment to community service. Tearsheets should be grouped by project in chronological order.

All clips and tearsheets must be mounted on 8.5-by-11-inch sheets of copy paper or card stock and placed in a standard three-ring binder. Oversize entries will not be accepted. Clippings or tearsheets larger than the mounting sheet must be attached so that they may be unfolded for reading and judging.

There will be two awards according to circulation:

GROUP A: Circulation up to 29,999 **Category Code P01**

GROUP B: Circulation over 30,000 **Category Code P02**

At least three entries must be received in a group to warrant an award. Selection by the judges will be final.

Entries must include a \$25 fee and the public service entry form.

NOTE TO ENTRANTS: Some publications enter multiple projects in this competition; others enter a single project which they believe to have been especially significant. The judges seldom have selected a single-project entry as the winner of this award. If you submit a single-project entry, include enough supporting information to help the judges understand the impact on your community. There is a three-project limit on entries in this category.

Public service: **D. Lathan Mims award for editorial leadership**

The D. Lathan Mims Award is named for the late D. Lathan Mims, former editor and general manager of the Harrisonburg Daily News-Record and an active participant in the Virginia Press Association. He was president of VPA in 1974. Mims believed that newspapers and their editors should be active, caring parts of the community they served. He believed that a newspaper should support those things which would make the community a better place in which to live and oppose those which detract from the quality of life.

This award is intended to promote Mims' vision of the role of the editor. It would be made to an individual writer of editorials, signed commentaries or editorial page columns, working for a non-daily member of any size or a daily member with circulation of 40,000 or less. Criteria for judging include skill in writing; clarity of position; fairness in handling of issues; appropriate use of pertinent facts; and vision of the community's needs, both present and future.

The period covered by the contest is January 1, 2007, through December 31, 2007.

Entries must consist of at least five but no more than 20 pieces of opinion writing on subjects of significance to the member's local community. These items do not have to be part of a single project. In fact, an entry showing the writer's stance on or response to a variety of issues is encouraged.

The entries must include a typed, two-page, double-spaced statement of the member's goals for community service through editorial leadership and how the writer's efforts aid in meeting those goals. This statement must be signed by the publisher. The statement should include results achieved through the editorial leadership of the writer and his/her member during the contest year. Entries would be enhanced by the inclusion of news articles and/or published letters to the editor illustrating the effects of the writer's editorial leadership.

All clips and tearsheets must be mounted on 8.5-by-11-inch sheets of copy paper or card stock and placed in a standard three-ring binder. Oversize entries will not be accepted. Clippings or tearsheets larger than the mounting sheet must be attached so that they may be unfolded for reading and judging.

No story, editorial or other exhibit may be included in more than one annual entry. For example, a story that was part of a 2006 entry may not be entered in 2007.

At least three entries must be received to warrant an award. Selection by the judges will be final.

Entries must include a photograph, biography of the nominee, the \$25 fee and the entry form.

Category Code P03