



Virginia Press
Association

2022 Competition in News and Advertising

RULES & CONTEST CATEGORIES

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Rules & Information

Welcome & Resources

Welcome to the 2022 Virginia Press Association (VPA) competition for advertising, writing, photography, art, presentation, multimedia and public service. The awards in this competition are given for work done by VPA member publications. VPA's annual contest is one of the largest in the country. The contest is administered by the contest committee and VPA staff and is judged by journalists and advertising professionals from another state.

This document contains rules, descriptions, dates, and any other information you will need to know. A copy is posted at www.vpa.net.

Questions should be directed to Janet Madison (janetm@vpa.net).

Important Dates

- The contest year is January 1, 2022 – December 31, 2022.
- The BetterBNC contest site will open for entries on December 8, 2022.
- The deadline to submit a reclassification request or competition group change is December 14, 2022.
- The deadline to submit entries in the BetterBNC system for all contest categories is 11:59 p.m. on January 23, 2023. **All entries requiring hard copy submission must be shipped/mailed to ARRIVE at VPA no later than January 26, 2023.**
- The deadline to generate entry forms for the two Public Service Awards and Outstanding Journalist/Sales Professional Awards is the contest system closing date of January 23, 2023. **ENTRANTS WILL BE GIVEN AN ADDITIONAL TWO WEEKS TO COMPLETE THEIR PROJECTS/NOMINATIONS AND SUBMIT THEM BY EMAIL TO VPA (janetm@vpa.net) BY FEBRUARY 6, 2023.**
- The annual conference and awards banquet will take place May 5-6, 2023 at The Richmond Hilton Hotel & Spa/Short Pump. Awards will be presented the evening of May 6, 2023.

Important Reminders

- REMINDER - Entries for both news and advertising contest entries are entered on the same site. Log-in information will be sent to the publisher or other top official at each member publication. The recipient is requested to share log-in information with the other individuals at their paper who are responsible for submitting entries.
- REMINDER - ALL ENTRIES MUST BE PAID USING A CREDIT CARD AT THE TIME OF ENTRY. PLEASE BE PREPARED FOR THIS AS YOU UPLOAD YOUR ENTRIES TO THE CONTEST SYSTEM. VPA will not invoice publications for 2022 contest entries. IMPORTANT: **Receipts can be printed by entrants from the "Calculate Entry Fees" page before the system closes on January 23, 2023.**
- **IMPORTANT REMINDER - please provide a username and password in "notes to judges" if your entries are hidden behind a paywall.**
- REMINDER - Entry division/competition groups have been adjusted to reflect changes in overall circulation numbers published in the Virginia Press Association 2023 directory. It is very possible that your competition group has changed for this year. We make every effort to keep competition groups as equal as possible. Publications are welcome to move up a division if they choose. The deadline to request this change is December 14, 2022.



What's New for 2022

- PHOTOGRAPHY has been added as an OPEN category for 2022, bringing the total number of OPEN categories to five. Entries in each OPEN category will be judged together regardless of competition group (daily, non-daily, specialty, or online). A certificate will be awarded to one first, second, and third place winner in each OPEN category. Members are allowed one entry in each OPEN category.

Eligibility

The contest is open to all publications with Active, Associate, or Online memberships in the Virginia Press Association (VPA). Information about membership may be obtained by contacting the VPA office.

A publication is eligible to enter the work of its staff members for the entire contest year if the publication was a member in good standing for any portion of that year. VPA's bylaws say that "any member in arrears in the payment of dues, after due notice by the executive director, shall not be eligible to enter the contests." Members who are in arrears will not have access to the contest system.

Zoned or part-run editions are part of their parent publications. Work contained in such editions is entered under the nameplate of the parent publication. All entries must be submitted through the publication in which they appeared. Entries from individuals will not be accepted. VPA routinely receives inquiries from journalists who have moved to other jobs but want to enter their work in the contest. All such requests are directed to the publication involved.

Entries must be the work of persons who were staff members, freelancers or contractors for the entering publication during the contest year. **This rule applies to both news and advertising contest entries.**

The same entry cannot be entered by more than one member within a multiple property ownership.

The following guidelines apply to eligibility for having work entered in the contest:

Description	Daily pubs	Non-daily pubs	Specialty pubs
Paid through regular payroll system and receives a W2 form (includes paid interns)	Eligible		
Paid as a contractor, freelancer or stringer and receives a 1099 form	Eligible if three or more pieces of the journalist's work appeared in the publication during the contest year. The work submitted must have been originally produced for the publication in whose name it is entered.		
Unpaid interns	Eligible if receiving academic credit or fulfilling an educational requirement.		
Employees of public relations departments or agencies, governmental agencies, advertising agencies, etc.	Not eligible for any work produced as a part of his/her regular employment.		
News page design/layout created by paper or central/corporate office	Eligible		
Ads created by paper or central/corporate office or by a contractor hired by the paper	Eligible		
Ads/special sections that come to the paper "press ready"	Not eligible		



Description	Daily pubs	Non-daily pubs	Specialty pubs
Special sections that are created by corporate designers and intended for publication in multiple papers/markets	Not eligible		

Some staffers work for multiple publications under the same ownership. Their work may be entered in the names of all publications in which it is published. A piece of work appearing in more than one publication must be submitted in the name of the publication in which it first appeared. In the case of same-date publication under multiple nameplates, the work must be submitted in the name of the largest publication.

All questions about the eligibility of any individual should be directed to VPA.

Entry Divisions/Competition Groups

Competition groups are based on frequency of publication and highest one-day circulation, as submitted with a new member's application or as provided to VPA annually. These figures are published in VPA's annual membership directory.

The following circulation groups are in effect for the 2022 contest year.

Group		Circulation	Group		Circulation
Daily Group 1	D1	Up to 9,999	Non-Daily Group 1	N1	Up to 1,599
Daily Group 2	D2	10,000 to 19,999	Non-Daily Group 2	N2	1,600 to 3,999
Daily Group 3	D3	20,000 or more	Non-Daily Group 3	N3	4,000 to 8,999
			Non-Daily Group 4	N4	9,000 and up
Specialty	S1	Less often than weekly, or targeted/niche, any size			
Online	O1	Online-only			

For purposes of the contest, "daily" means four or more issues per week; "non-daily" means one, two or three issues per week; "specialty" publications are produced less often than once a week or are targeted or niche publications. Online members will use the same writing, art, photography, online and public service categories as the daily division.

Since the specialty group was introduced, there have been numerous inquiries about using frequency of publication as a determinant of group membership. Upon request, the news awards committee will review three consecutive issues of any publication seeking reclassification from specialty to non-daily. To warrant reclassification, the publication's submissions must demonstrate:

- Consistent assignment of staff resources and dedication of space to coverage of community governmental, educational, judicial and law enforcement affairs.
- Consistent assignment of staff resources and dedication of space to coverage of community and scholastic sports, recreation, religion and entertainment.
- Clear focus on the news and events of a specific community or locality.

Any daily or non-daily publication may elect to compete in a higher-circulation bracket within the same frequency of publication. Publications choosing to participate in a higher group must do so in all categories entered. For more information or to move up, contact VPA. The deadline to request a change in competition group is December 14, 2022.

Minimum number of entries

In order to award 1st, 2nd, and 3rd place plus an alternate, there must be 5 or more entries. If there are fewer than 5 entries but at least 2, we will award a 1st place plus alternate. If there are fewer than 2 entries in a circulation group, that group will be included in the closest circulation group within the same frequency of publication. (Non-daily entries will not be bumped into daily, nor will specialty entries be bumped into non-daily. If an entry cannot be placed into a category that can be judged, the entry fee will be refunded).

Number of entries	Number of awards
Five (5) or more entries	1-2-3 plus alternate
Fewer than five (5) but at least two (2) entries	1 plus alternate

Judging

Experienced professionals from another state press association will judge your entries. Judges' decisions will be final.

Acceptable file types

The BetterBNC site will accept any of the following file types:

- PDF, DOC/DOCX, TXT, JPG, GIF, and PNG
- The site will accept a 20MB file, however, they suggest keeping your files around 5MB, if possible, to accommodate judges who may have slower connections

How to enter

1. Contest rules are posted at www.vpa.net
2. Information on how to access the Better BNC contest system will be provided to the publisher or other top official at each member publication.
3. Entries that require hard copy submission should be shipped/mailed to our address below and must ARRIVE at VPA by Thursday, January 26, 2023.

Contest Manager
Virginia Press Association
4860 Cox Road, Suite 150
Glen Allen, VA 23060

The best-in-show awards

At the conclusion of judging, groups of judges are asked to review the first-place winners in advertising; digital; graphics, art and illustration, design and presentation; photography; and writing to select best-in-show winners.

The sweepstakes awards

News Sweepstakes – A plaque will be presented to the publication with the highest points total in each circulation group. Scores are based on three points for first, two points for second, and one point for third. No points are given for alternates unless they are elevated to one of the awarded places. ***To be eligible for the news sweepstakes, a publication must win at least one point in three of the four major divisions (writing, art/photo, digital, and presentation.)***



Advertising Sweepstakes – A plaque will be presented to the publication with the highest points total in each circulation group. Scores are based on three points for first, two points for second, and one point for third. No points are given for alternates unless they are elevated to one of the awarded places.

Grand Sweepstakes – A plaque will be presented to the publication in each circulation group with the highest combined total points in news and advertising. To be eligible, a member must win at least one point in news and at least one point in advertising.

The public service awards

Plaques will be presented to the winners of the D. Lathan Mims Award for Editorial Leadership in the Community and the Virginia Press Association Award for Journalistic Integrity and Community Service.

Outstanding journalist awards

Plaques will be presented to the winners of the Outstanding Young Journalist of the Year and Outstanding Journalist of the year. ***Nominees can be news writers or news photographers.***

Outstanding sales professional awards

Plaques will be presented to the winners of the Outstanding Young Sales Professional of the Year and Outstanding Sales Professional of the Year.

Announcement and presentation of awards

Best in show, sweepstakes, public service awards, outstanding journalist awards, and outstanding sales professional awards will be presented at an awards banquet on Saturday, May 6, 2023 at the Richmond Hilton Hotel & Spa/Short Pump.

Fees

There is a fee for each entry submitted for the contest. Fees are earmarked for paying expenses associated with judging, the contest software, and certificates and plaques for award winners.

For general categories, the fee is \$9. The entry fee for the public service categories and outstanding journalists and sales professional awards is \$20. ***Member publications must submit payments electronically with a credit card at the time of entry. Invoicing after the contest is not an option. Receipts can be printed by entrants from the "Calculate Entry Fees" page before the system closes on January 23, 2023.***

Certificates

VPA will provide **one** certificate to the publication for each first, second, and third place winning entry. Winners will be given an opportunity to order additional certificates for \$9 each if ordered by March 30, 2023. Certificates ordered after the deadline date will be \$12 each.

Need help?

If you have any questions about the rules or how to upload your entries to the website, please contact Janet Madison by emailing janetm@vpa.net.



How to use this document

The OPEN Categories, Public Service Awards and Outstanding Journalist/Sales Professional Awards **are available to all competition groups**. The remainder of this document is divided into four competition groups: Daily, Non-Daily, Specialty, and Online. Please use only the section that applies to your competition group.

Open Categories

Entries in each Open category will be judged together regardless of competition group (daily, non-daily, specialty, or online.) There is a limit of one entry per category.

	Type	Description and requirements	Maximum number of entries per publication
OC1	Body of Work	Health, science and environmental writing: For news and feature stories about medicine, science, technology and the environment. Requirements: Each entry consists of three examples of the entrants' work. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included. Submit one file in acceptable format containing all portions of the entry.	1
OC2	Body of work	Government writing: For news and feature stories about all aspects of local, state and federal government, including the armed forces and government agencies. Coverage of courts, law enforcement and justice is not a part of this category; such entries should be placed in public safety writing. Requirements: Each entry consists of three examples of the entrants' work. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included. Submit one file in acceptable format containing all portions of the entry.	1
OC3	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. Submit one file in acceptable format containing all portions of the entry.	1
OC4	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. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included. Submit one file in acceptable format containing all portions of the entry.	1
OC5		Photography: Eligible photo categories include: breaking news, feature, general news, personality/portrait, pictorial, sports feature and sports news. Picture story or essay photos are not eligible for this category. Each entry consists of one example of the entrants' work Submit one file in acceptable format.	1

Public Service Awards

VPA Award for Journalistic Integrity and Community Service

IMPORTANT: The form to accompany your entry must be generated in the Better BNC system before the contest closing date of January 23, 2023. Deadline to submit your entry is February 6, 2023. (see below for more information)

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, 2022 through December 31, 2022. A project may have been started prior to the contest period but must have been completed within the specified 12-month period.

Requirements:

- No story, editorial or other exhibit may be included in more than one annual entry. For example, a story that was part of a 2021 entry may not be included in 2022.
- Each entry must include a one-page statement of objectives and results of its community service projects. Each entry is limited to **one campaign or public service project**. A total of 10 additional pages of supporting statements, letters, etc., can be submitted. Each publication may submit three entries in this category.
- Email a single PDF containing all parts of the entry to janetm@vpa.net. Please attach the entry form as a separate PDF. Please include "VPA JOURNALISTIC INTEGRITY ENTRY" in the subject line.
- Entries from all competition groups will be combined for judging and ONE award will be presented.

The fee in this category is \$20 per entry.

Category code: E01

D. Lathan Mims Award for Editorial Leadership

IMPORTANT: The form to accompany your entry must be generated in the Better BNC system before the contest closing date of January 23, 2023. Deadline to submit your entry is February 6, 2023. (see below for more information)

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 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 will be made to an individual writer of editorials, signed commentaries or editorial page columns, working for a daily, non-daily, specialty online member of any size. 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, 2022 through December 31, 2022

Requirements:

- 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 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.



- No story, editorial or other exhibit may be included in more than one annual entry. For example, a story that was part of a 2021 entry may not be entered in 2022.
- Email a single PDF containing all parts of the entry to janetm@vpa.net. Please attach the entry form as a separate PDF. Please include “VPA MIMS ENTRY” in the subject line.
- Entries from all competition groups will be combined for judging and ONE award will be presented.
- Entries must include a photograph and biography of the nominee.

The fee for this category is \$20 per entry.

Category Code: E02

Outstanding Journalist and Sales Professional Awards

Outstanding Journalist Awards

IMPORTANT: The form to accompany your entry must be generated in the Better BNC system before the contest closing date of January 23, 2023. Deadline to submit your entry is February 6, 2023. (see below for more information)

These awards recognize exceptional journalists for writing or photography in Virginia. Two awards are given:

- Outstanding Young Journalist, given to a person who is 30 years old or younger as of January 1, 2023.
Category Code: E03
- Outstanding Journalist, given to a person who is 31 years old or older as of January 1, 2023.
Category Code: E04

Winners of this award will have demonstrated excellence in the field of journalism and maintained high standards of quality and ethics. The award aims to reinforce the importance of a journalist's role by recognizing and nurturing talent to promote quality journalism.

Nominees must be an employee or regular contributor to a VPA member in good standing.

Nominations must be submitted and signed by an editor or publisher and should include the following items:

- A letter of nomination from the editor or publisher, noting the contributions and achievements of the nominee;
- The nominee's resume; and
- Five (5) samples of the nominee's work from 2022 contest year.
- Email a single PDF containing all parts of the entry to janetm@vpa.net. Please attach the entry form as a separate PDF. Please include “VPA OUTSTANDING YOUNG JOURNALIST ENTRY” or “VPA OUTSTANDING JOURNALIST ENTRY” in the subject line.

Entries will be judged on the quality and variety of work samples, and the impact of the nominee's work in the community.

Winners are not eligible to win the award more than once.

Outstanding Sales Professional Awards

IMPORTANT: The form to accompany your entry must be generated in the Better BNC system before the contest closing date of January 23, 2023. Deadline to submit your entry is February 6, 2023. (see below for more information)

These awards recognize exceptional sales professionals in Virginia. Two awards are given:



- Outstanding Young Sales Professional, given to a person who is 30 years old or younger as of January 1, 2023.
Category Code: E05
- Outstanding Sales Professional, given to a person who is 31 years old or older as of January 1, 2023.
Category Code: E06

Winners of this award will have demonstrated excellence in the field of advertising sales and maintained high standards of quality and ethics. The award aims to reinforce the importance of a staffer's role by recognizing and nurturing talent to promote quality journalism.

Nominees must be an employee or regular contributor to a VPA member in good standing.

Nominations must be submitted and signed by an editor or publisher and should include the following items:

- A letter of nomination from the advertising manager or publisher, noting the contributions and achievements of the nominee;
- The nominee's resume; and
- Five (5) samples of the nominee's work from 2022 contest year.
- Email a single PDF containing all parts of the entry to janetm@vpa.net. Please attach the entry form as a separate PDF.
- Please include "VPA OUTSTANDING YOUNG SALES PRO ENTRY" or "VPA OUTSTANDING SALES PRO ENTRY" in the subject line.

Entries will be judged on the quality and variety of work samples, and the impact of the nominee's work in the business community.

Winners are not eligible to win the award more than once.

DAILY MEMBERS

DAILY - Serving the community through ADVERTISING

Judges WILL consider:

- Effectiveness of the ad in conveying an advertiser's message to the readers of the printed page or the web site.
- Quality of design.
- Quality of execution.
- Quality of reproduction.

Judges WILL NOT consider:

- Page design or the ad's placement on the page.

How to enter:

- Enter using the online system in acceptable format. Please note that some categories also require hardcopy submission.
- In hardcopy categories, entry information must be submitted in the online system and must include an upload of at least one page or piece of the entry for use in the awards program. Print the entry form generated in the contest system to attach to your entry before sending to VPA.
- Campaign entries are accepted in categories A1-A8 and A11-A14. A campaign entry must show consistency in theme with a minimum of three and a maximum of 25 ads.

	Type	Description and requirements	Maximum Entries per Publication
A01	Paid ads only	Automotive: New and used vehicles; motorcycles and mopeds; rental vehicles; auto repair; tires; auto accessories; any other auto-related advertising. Submit one file online in acceptable format.	Unlimited
A02	Paid ads only	Digital Advertising: For digital display, high impact, video or email ads produced by a publication staff member and posted on the publication's web site or emails sent on behalf of a publication client. Digital ads include static, animated, rich media, video formats or email. Submit URLs for accessing the entry. If login to the site is required, the entrant will provide a login and password. Submit print portion of entry (if any) in acceptable format Submit online splash page in acceptable format for use in awards presentation. Submit up to five URLs (a single web page may point to additional URLs)	Unlimited
A03	Paid ads only	Education, Churches, and Organizations: Church ads, including church events; day care schools; technology schools; colleges; clubs; emergency services (police, fire and rescue); organizations and associations; classes and lessons (dance, horseback riding, art, music, driving school, flight school, etc.) Submit one file online in acceptable format.	Unlimited
A04	Paid ads only	Entertainment: Pet stores and services; birthday messages and greetings; electronics; concerts; theaters; plays and ballets; craft and hobby stores; fairs and festivals; collectibles and antiques; toy stores; bookstores; musical instruments; amusement parks. Submit one file online in acceptable format.	Unlimited
A05	Paid ads only	Fashion and Personal Care: Clothing; jewelry; shoes; bridal; boutiques; purses and handbags; personal-care salons (nail, hair, tanning, massage, etc.); cosmetic surgery and services; weight loss; tattoo shops. Note: Bridal ads for venues, bridal registry and other services not related to Fashion and Personal Care should be entered under Professional/Technology Services. Submit one file online in acceptable format.	Unlimited
A06	Paid ads only	Food and Drug: Food; tobacco; drug; restaurants, lounges and bars; coffee houses and shops; farmers' markets; breweries; wineries; distilleries, and cideries Submit one file online in acceptable format.	Unlimited

A07	Paid ads only	Home and Garden: Garden, yard or farm equipment; hardware; swimming pools, hot tubs; home spas; heating and air conditioning; appliances; furniture; flooring; paint; moving companies; self-storage; flower shops; home décor and accessories; landscaping; fencing; lighting; remodeling; home services (chimney sweeps, pest control, recycling, trash pickup, tree services, electrical services, etc.); anything related to the interior and exterior of the dwelling. Note: Technology services for the home should be entered in Professional/Technology services. Professional services offered for business/commercial use should be entered in Professional/Technology Services. Submit one file online in acceptable format.	Unlimited
A08	Paid ads only	Lifestyles: Recreation; travel; boating; camping; sporting goods; fitness; bicycles; sporting game tickets; exercise facilities; summer camps; ATVs; RVs. Submit one file online in acceptable format.	Unlimited
A09		Member self-promotion: Circulation; in-house marketing; in-paper promotions; non-paid ads promoting prepaid subscriptions; direct-mail pieces; postcards; t-shirts; NIE activities; non-paid media kits. Submit one file online in acceptable format. A letter explaining strategy must be included in the PDF. NIE projects may contain sponsorship acknowledgements.	Unlimited
A10	Paid ads only	Multiple Advertisers and Themed Pages (single sheet or double truck printed in paper): Shopping centers, special pages, greeting ads; any paid ads saluting a cause or event (Christmas, New Years, 4 th of July, Memorial Day, Easter, Kwanzaa, graduation, any other holiday; ads containing multiple advertisers in ad copy; signature ads; single sheet calendars. Note: Not open to online members. In Memoriam ads not eligible in this category. Single advertiser holiday sale ads/themed ads must be entered in appropriate category. Submit one file online in acceptable format.	Unlimited
A11	Paid ads only	Professional Services (excluding medical/healthcare) Political/campaign ads, advocacy ads, banks and financial services legal; insurance, adoption and foster care, transportation (bus, airline, train, taxi), dry cleaning services and laundry centers, bridal services not related to Fashion and Personal Care (venues, bridal registry, etc.), cell phone providers; Internet/technology services/providers, cable and satellite TV services/providers, satellite radio, security systems, photo and print shops, seamstresses and tailors, hobby and craft stores, taxidermy. Note: Professional services offered for the home, other than technology services, should be entered in Home and Garden. Salon and cosmetic-type services should be entered in Fashion and Personal Care. Submit one file online in acceptable format.	Unlimited
A12	Paid ads only	Professional Services (medical and healthcare related only) Doctors/medical practices, dentists/dental practices, hospitals, physical therapists, emergency rooms, urgent care centers, convalescent/rehabilitation services; funeral homes; optical centers, eyeglasses and contact lenses; hearing centers. Submit one file online in acceptable format.	Unlimited
A13	Paid ads only	Real Estate: Sales and rentals; apartments; building contractors for new homes; manufactured housing; retirement communities; assisted living; ads with multiple Realtors/agents; economic development. Note: Remodeling ads should be entered in Home and Garden. Convalescent facility ads should be entered in Professional/Technology Services. Submit one file online in any acceptable format.	Unlimited
A14	Paid ads only	Small space ads. For ads up to 15 column inches in area. Example sizes would be 1x15; 2x7.5; 3x5; 4x4.75; 5x3; or 6x2.5. Submit one file online in acceptable format.	Unlimited

A15	Paid ads only	<p>Slick publications (multipage standalone section with a slick cover): Sections with slick covers or any slick pages, regardless of content, will be judged together. Must be designed, created and sold by member's staff and inserted in member publications.</p> <p>HARD COPY SUBMISSION REQUIRED – Submit COVER PAGE ONLY* online in acceptable format by January 23. Print required entry form to attach to entry and ship to arrive at VPA by January 26.</p> <p>*used for awards gallery only</p>	Unlimited
A16	Paid ads only	<p>Special sections (multipage standalone sections with non-slick cover): all special sections, including gift guides, anniversary editions and progress editions/guides; travel guides; business and services directory; calendar (non-slick).</p> <p>HARD COPY SUBMISSION REQUIRED – Submit COVER PAGE ONLY* online in acceptable format by January 23. Print required entry form to attach to entry and ship to arrive at VPA by January 26.</p> <p>*used for awards gallery only</p>	Unlimited

DAILY - Utilizing new techniques through DIGITAL 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.

How to enter:

- Use the online system for all entries.
- Submit entries in acceptable format as indicated below.

Type	Description and requirements	Maximum number of entries
D01	<p>Data journalism: Gathering, writing and presenting data-based stories online. Criteria include the quality of the writing and presentation; use of interactive elements; ease of use for readers; and barriers overcome by the member in obtaining, analyzing and producing the data.</p> <p>If login to the site is required, the entrant will provide a login and password.</p> <p>Submit print portion of entry (if any) in acceptable format.</p> <p>Submit online splash page in acceptable format for use in awards presentation.</p> <p>Submit up to five URLs (a single web page may point to additional URLs).</p>	<p style="text-align: center;">3</p> <p>Work produced by partnering broadcasters is permitted</p>
D02	<p>Multimedia report: For all news-based multimedia projects (including features, sports, and podcasts) employing print, broadcast, webcasts, podcasts, web pages and/or other media.</p> <p>Requirements: Submit PDFs of the print portions and URLs for access to the broadcast or internet portions (if any). Each entry consists of at least two media formats. If login to the site is required, the entrant will provide a login and password.</p> <p>Submit print portion of entry (if any) in acceptable format.</p> <p>Submit online splash page in acceptable format for use in awards presentation.</p> <p>Submit up to five URLs (a single web page may point to additional URLs).</p>	<p style="text-align: center;">3</p> <p>Work produced by partnering broadcasters is permitted</p>
D03	<p>Slideshow or gallery: For slideshows utilizing still photographs and produced in Flash, Soundslides or other web tools. Photographs may duplicate those submitted in other categories of the contest. Submit URLs for accessing the entry. If login to the site is required, the entrant will provide a login and password.</p> <p>Submit print portion of entry (if any) in acceptable format.</p> <p>Submit online splash page in acceptable format for use in awards presentation.</p> <p>Submit up to five URLs (a single web page may point to additional URLs).</p>	<p style="text-align: center;">3</p> <p>Work produced by partnering broadcasters is permitted</p>
D04	<p>Video: For web video produced by a publication staff member and posted on the publication's web site or posted to social media. Videos may duplicate those submitted in other categories of the contest. Submit URLs for accessing the entry. If login to the site is required, the entrant will provide a login and password.</p> <p>Submit print portion of entry (if any) in acceptable format.</p> <p>Submit online splash page in acceptable format for use in awards presentation.</p> <p>Submit up to five URLs (a single web page may point to additional URLs).</p>	<p style="text-align: center;">3</p> <p>Work produced by partnering broadcasters is permitted</p>

DAILY - Analyzing and explaining the news through GRAPHICS, ILLUSTRATION AND ART

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.
- 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.
- Artwork published online but not in print is eligible.

Judges WILL NOT consider:

- Page design or the art’s placement on the page.
- Quality of presswork or other production issues beyond the artist’s control

How to enter:

- Use the online system for all entries.
- Submit entries in acceptable format as indicated below.

	Description and requirements	Maximum entries per publication
G01	Illustrations: For original artwork (other than photographs) used to enhance the appearance of a page and/or the readability of news or feature content. Feature section covers, thematic works, editorial cartoons 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. Include the accompanying story (if any) as part of the entry. Submit one file online in acceptable format.	3
G02	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. Include the accompanying story (if any) as part of the entry. Submit one file online in acceptable format.	3

DAILY - Connecting with the community through DESIGN and PRESENTATION

Judges WILL consider:

- 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:

- Quality of presswork and other production issues beyond the newsroom's control.
- Placement or content of advertising

How to enter:

- Enter using the online system.
- Entries requiring hard copy submission must mailed, or shipped, to the VPA office. Include the entry form with the entry.

	Description and requirements	Maximum entries per publication
M01	<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. All parts of the entry must have been staff-produced within the contest year. The writing, photography, artwork and presentation will have equal weight in the judging of this category.</p> <p>Requirements: 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>Submit one file online in acceptable format containing all portions of entry.</p>	3
M02	<p>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.</p> <p>One entry consists of three pages from dates of your choice within the contest year.</p> <p>Submit one file online in acceptable format containing all portions of entry.</p>	1
M03	<p>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.</p> <p>Requirements: Submit complete issues for the submitted dates. DO NOT include advertising inserts.</p> <p>One entry consists of papers from three dates of your choice from within the contest year.</p> <p>HARD COPY SUBMISSION REQUIRED – Submit COVER PAGE ONLY* online in acceptable format by January 23. Print required entry form to attach to entry and ship to arrive at VPA by January 26.</p> <p>*used for awards gallery only</p>	1
M04	<p>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. This category can include but are not limited to:</p> <ul style="list-style-type: none"> • Business, financial or agricultural pages (business and financial news, both national and local); • Editorial pages (including op-eds – the date must be included on the op-ed); • Lifestyle or entertainment pages (coverage of lifestyles, entertainment, food or family) • Sports pages 	3

	<ul style="list-style-type: none"> General news pages <p>Requirements: An entry consists of three (3) pages (or groups of pages on a single subject published on the same day) designed by an individual editor or page designer. Submit one file online in acceptable format containing all portions of the entry.</p>	
M05	<p>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, fashion, 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. Submit one file online in acceptable format containing all portions of entry.</p>	3
M06	<p>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.</p> <p>HARD COPY SUBMISSION REQUIRED – Submit COVER PAGE ONLY* online in acceptable format by January 23. Print required entry form to attach to entry and ship to arrive at VPA by January 26. *used for awards gallery only</p>	3
M07	<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. Requirements: An entry consists of three complete same-theme sections published during the contest year.</p> <p>HARD COPY SUBMISSION REQUIRED – Submit COVER PAGE ONLY* online in acceptable format by January 23. Print required entry form to attach to entry and ship to arrive at VPA by January 26. *used for awards gallery only</p>	3
M08	<p>Sports pages: Judges will consider makeup and general appearance, comprehensiveness of coverage, selection and use of stories and pictures, and local appeal. One entry consists of three pages from dates of your choice within the contest year. Submit one file online in acceptable format containing all portions of the entry.</p>	1

DAILY - Telling stories through PHOTOGRAPHY

- **Judges WILL consider:**
- 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.
- Photographs published online but not in print are eligible if they have been posted on the website of the submitting publication.

- **Judges WILL NOT consider:**
- 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:**
- Enter using the online system.
- Captions should appear in the "Note to judges" portion of the entry form.

Description and requirements		Maximum number of entries
P01	Breaking 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. Submit one file online in acceptable format.	3
P02	Feature photo: Photos which can stand alone as expressions of non-news feature subjects. This would include human-interest photos. Pictorials should be submitted in category P05. Submit one file online in acceptable format	3
P03	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. Submit one file online in acceptable format	3
P04	Personality or portrait photo: Photos which capture the essence of an individual personality or present a portrait study. Submit one file online in acceptable format	3
P05	Pictorial photo: Photos which attract reader interest exclusively because of their artistic quality and their ability to convey a feeling. Submit one file online in acceptable format	3
P06	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. Submit up to 25 images in acceptable format	3
P07	Sports feature photo: Sports photos other than event-related photography. Submit one file online in acceptable format	3
P08	Sports news photo: Photos of any sports event or sports action. Submit one file online in acceptable format	3

DAILY - 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: Enter using the online system.

Stories published online but not in print are eligible if they have been posted on the website of the submitting publication. On body-of-work entries, use the “notes to judges” portion of the entry form to establish context and explain the scope of the coverage provided.

Requirements: Each entry consists of three examples of the entrants’ work. Each example consists of one story. Entries with fewer examples will be disqualified.

	Type	Description and requirements	Maximum number of entries per publication
W01	Single story or package	<p>Public Notice story: To qualify, an entry must feature one reported story (or a series of stories on the same public notice) based on a public notice that was published in a newspaper.</p> <p>Requirements: The story must reference the public notice. For purposes of this award, a public notice is an announcement or disclosure the law requires a private party or governmental entity to publish in a statutorily qualified newspaper. Stories must have been published in print in calendar year 2022. Editorials or opinion pieces about public notices DO NOT qualify.</p> <p>Submit one file in acceptable format containing all portions of the entry</p>	3
W02	Single story or package	<p>Breaking 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. The event must have occurred no more than 24 hours before the publication’s deadline. 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. An entry in this category may be included in a general news entry if the breaking news story launched multi-day, continuing coverage.</p> <p>Submit one file in acceptable format containing all portions of the entry</p>	3

W03	Body of work	<p>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.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry</p>	3
W04	Body of work	<p>Column writing: Writing which is published regularly, under a byline, by a single individual, other than editorials and sports columns. This can include personal service writing – which is one or more stories on the same related subjects, providing advice, information or instruction that helps readers improve the quality of their lives. For non-daily publications, "regularly" means at least six (6) times a year.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W05	Body of work	<p>Critical writing: For reviews or critical reporting on music, food, books, art or the performing arts; by a single writer. Entries must have been labeled as "Review" or similar wording at the time of publication.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W06	Body of work	<p>Editorial writing: The writing of an opinion which appears on a bona fide editorial page and reflects the opinion or stance of the publication. Editorials may be signed or unsigned.</p> <p>Requirements: Each entry consists of a group of three 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. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W07	Body of work	<p>Education writing: For news and feature stories about educational issues and trends from kindergarten through post-graduate and on to continuing education.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W08	Single story or package	<p>Feature series or continuing story: A series or group of stories on the same subject, utilizing the elements of feature writing.</p> <p>Requirements: Must begin or end within the contest year and the stories must not span more than 13 months. May not be entered in more than one annual competition.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W09	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> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W10	Single story or package	<p>Feature story writing (excluding news obituaries.) 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. NEWS OBITUARIES SHOULD BE ENTERED IN W11 (Feature profile writing.)</p> <p>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.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3

W11	Single story or package	<p>Feature profile writing (INCLUDING NEWS OBITUARIES). 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.</p> <p>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.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W12	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 13 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 breaking news writing. An entry in the breaking news category may be used as part of an entry in this category if the breaking news story is the first story in ongoing, multiple-day coverage.</p> <p>Maximum of 10 stories per entry, including sidebars.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W13	Body of work	<p>Government writing: For news and feature stories about all aspects of local, state and federal government, including the armed forces and government agencies. Coverage of courts, law enforcement and justice is not a part of this category; such entries should be placed in public safety writing.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W14	Body of work	<p>Headline writing: Considers content that conveys immediate information and draw readers into stories. Headlines, subheads, captions and abstracts are examples of the items judged in this category.</p> <p>Requirements: An entry consists of clippings of 3 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.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W15	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. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W16	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 13 months. An entry may not be submitted in more than one annual competition.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W17	Body of work	<p>Public safety writing: The coverage of law enforcement, criminal justice, non-spot emergency services and related issues. An entry in the breaking 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. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3

W18	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. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W19	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. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3

NON-DAILY MEMBERS

NON-DAILY - Serving the community through **ADVERTISING**

Judges WILL consider:

- Effectiveness of the ad in conveying an advertiser's message to the readers of the printed page or the web site.
- Quality of design.
- Quality of execution.
- Quality of reproduction.

Judges WILL NOT consider:

- Page design or the ad's placement on the page.

How to enter:

- Enter using the online system in acceptable format. Please note that some categories also require hardcopy submission.
- In hardcopy categories, entry information must be submitted in the online system and must include an upload of at least one page or piece of the entry for use in the awards program. Print the entry form generated in the contest system to attach to your entry before sending to VPA.
- Campaign entries are accepted in categories A1-A8 and A11-A14. A campaign entry must show consistency in theme with a minimum of three and a maximum of 25 ads.

	Type	Description and requirements	Maximum Entries per Publication
A01	Paid ads only	Automotive: New and used vehicles; motorcycles and mopeds; rental vehicles; auto repair; tires; auto accessories; any other auto-related advertising. Submit one file online in acceptable format.	Unlimited
A02	Paid ads only	Digital Advertising: For digital display, high impact, video or email ads produced by a publication staff member and posted on the publication's web site or emails sent on behalf of a publication client. Digital ads include static, animated, rich media, video formats or email. Submit URLs for accessing the entry. If login to the site is required, the entrant will provide a login and password. Submit print portion of entry (if any) online in acceptable format Submit online splash page in acceptable format for use in awards presentation. Submit up to five URLs (a single web page may point to additional URLs)	Unlimited
A03	Paid ads only	Education, Churches, and Organizations: Church ads, including church events; day care schools; technology schools; colleges; clubs; emergency services (police, fire and rescue); organizations and associations; classes and lessons (dance, horseback riding, art, music, driving school, flight school, etc.) Submit one file online in acceptable format.	Unlimited
A04	Paid ads only	Entertainment: Pet stores and services; birthday messages and greetings; electronics; concerts; theaters; plays and ballets; craft and hobby stores; fairs and festivals; collectibles and antiques; toy stores; bookstores; musical instruments; amusement parks. Submit one file online in acceptable format.	Unlimited
A05	Paid ads only	Fashion and Personal Care: Clothing; jewelry; shoes; bridal; boutiques; purses and handbags; personal-care salons (nail, hair, tanning, massage, etc.); cosmetic surgery and services; weight loss; tattoo shops. Note: Bridal ads for venues, bridal registry and other services not related to Fashion and Personal Care should be entered under Professional/Technology Services. Submit one file online in acceptable format.	Unlimited
A06	Paid ads only	Food and Drug: Food; tobacco; drug; restaurants, lounges and bars; coffee houses and shops; farmers' markets; breweries; wineries; distilleries, and cideries Submit one file online in acceptable format.	Unlimited

A07	Paid ads only	Home and Garden: Garden, yard or farm equipment; hardware; swimming pools, hot tubs; home spas; heating and air conditioning; appliances; furniture; flooring; paint; moving companies; self-storage; flower shops; home décor and accessories; landscaping; fencing; lighting; remodeling; home services (chimney sweeps, pest control, recycling, trash pickup, tree services, electrical services, etc.); anything related to the interior and exterior of the dwelling. Note: Technology services for the home should be entered in Professional/Technology services. Professional services offered for business/commercial use should be entered in Professional/Technology Services. Submit one file online in acceptable format.	Unlimited
A08	Paid ads only	Lifestyles: Recreation; travel; boating; camping; sporting goods; fitness; bicycles; sporting game tickets; exercise facilities; summer camps; ATVs; RVs. Submit one file online in acceptable format.	Unlimited
A09		Member self-promotion: Circulation; in-house marketing; in-paper promotions; non-paid ads promoting prepaid subscriptions; direct-mail pieces; postcards; t-shirts; NIE activities; non-paid media kits. Submit one file online in acceptable format. A letter explaining strategy must be included in the PDF. NIE projects may contain sponsorship acknowledgements. Not open to online members.	Unlimited
A10	Paid ads only	Multiple Advertisers and Themed Pages (single sheet or double truck printed in paper): Shopping centers, special pages, greeting ads; any paid ads saluting a cause or event (Christmas, New Years, 4 th of July, Memorial Day, Easter, Kwanzaa, graduation, any other holiday; ads containing multiple advertisers in ad copy; signature ads; single sheet calendars. Note: Not open to online members. In Memoriam ads not eligible in this category. Single advertiser holiday sale ads/themed ads must be entered in appropriate category. Submit one file online in acceptable format.	Unlimited
A11	Paid ads only	Professional Services (excluding medical/healthcare) Political/campaign ads, advocacy ads, banks and financial services legal; insurance, adoption and foster care, transportation (bus, airline, train, taxi), dry cleaning services and laundry centers, bridal services not related to Fashion and Personal Care (venues, bridal registry, etc.), cell phone providers; Internet/technology services/providers, cable and satellite TV services/providers, satellite radio, security systems, photo and print shops, seamstresses and tailors, hobby and craft stores, taxidermy. Note: Professional services offered for the home, other than technology services, should be entered in Home and Garden. Salon and cosmetic-type services should be entered in Fashion and Personal Care. Submit one file online in acceptable format.	Unlimited
A12	Paid ads only	Professional Services (medical and healthcare related only) Doctors/medical practices, dentists/dental practices, hospitals, physical therapists, emergency rooms, urgent care centers, convalescent/rehabilitation services; funeral homes; optical centers, eyeglasses and contact lenses; hearing centers Submit one file online in acceptable format.	Unlimited
A13	Paid ads only	Real Estate: Sales and rentals; apartments; building contractors for new homes; manufactured housing; retirement communities; assisted living; ads with multiple Realtors/agents; economic development. Submit one file online in acceptable format. Remodeling ads should be entered in Home and Garden. Convalescent facility ads should be entered in Professional/Technology Services.	Unlimited
A14	Paid ads only	Small space ads. For ads up to 15 column inches in area. Example sizes would be 1x15; 2x7.5; 3x5; 4x4.75; 5x3; or 6x2.5. Submit one file online in acceptable format.	Unlimited

A15	Paid ads only	<p>Slick publications (multipage standalone section with a slick cover): Sections with slick covers or any slick pages, regardless of content, will be judged together. Must be designed, created and sold by member's staff and inserted in member publications.</p> <p>HARD COPY SUBMISSION REQUIRED – Submit COVER PAGE ONLY* online in acceptable format by January 23. Print required entry form to attach to entry and ship to arrive at VPA by January 26.</p> <p>*used for awards gallery only</p>	Unlimited
A16	Paid ads only	<p>Special sections (multipage standalone sections with non-slick cover): all special sections, including gift guides, anniversary editions and progress editions/guides; travel guides; business and services directory; calendar (non-slick).</p> <p>HARD COPY SUBMISSION REQUIRED – Submit COVER PAGE ONLY* online in acceptable format by January 23. Print required entry form to attach to entry and ship to arrive at VPA by January 26.</p> <p>*used for awards gallery only</p>	Unlimited

NON-DAILY - Utilizing new techniques through DIGITAL 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.

How to enter:

- Use the online system for all entries.
- Submit entries in acceptable format as indicated below.

Type	Description and requirements	Maximum number of entries
D01	<p>Data journalism: Gathering, writing and presenting data-based stories online. Criteria include the quality of the writing and presentation; use of interactive elements; ease of use for readers; and barriers overcome by the member in obtaining, analyzing and producing the data.</p> <p>Submit print portion of entry (if any) in acceptable format</p> <p>Submit online splash page in acceptable format for use in awards presentation.</p> <p>Submit up to five URLs (a single web page may point to additional URLs).</p>	<p style="text-align: center;">3</p> <p>Work produced by partnering broadcasters is permitted</p>
D02	<p>Multimedia report: For all news-based multimedia projects (including features, sports, and podcasts) employing print, broadcast, webcasts, podcasts, web pages and/or other media.</p> <p>Requirements: Submit PDFs of the print portions and URLs for access to the broadcast or internet portions (if any). Each entry consists of at least two media formats. If login to the site is required, the entrant will provide a login and password.</p> <p>Submit print portion of entry (if any) in acceptable format</p> <p>Submit online splash page in acceptable format for use in awards presentation.</p> <p>Submit up to five URLs (a single web page may point to additional URLs).</p>	<p style="text-align: center;">3</p> <p>Work produced by partnering broadcasters is permitted</p>
D03	<p>Slideshow or gallery: For slideshows utilizing still photographs and produced in Flash, Soundslides or other web tools. Photographs may duplicate those submitted in other categories of the contest. Submit URLs for accessing the entry. If login to the site is required, the entrant will provide a login and password using specifications provided by the awards committee.</p> <p>Submit print portion of entry (if any) in acceptable format</p> <p>Submit online splash page in acceptable format for use in awards presentation.</p> <p>Submit up to five URLs (a single web page may point to additional URLs).</p>	<p style="text-align: center;">3</p> <p>Work produced by partnering broadcasters is permitted</p>
D04	<p>Video: For web video produced by a publication staff member and posted on the publication's web site or posted to social media. Videos may duplicate those submitted in other categories of the contest. Submit URLs for accessing the entry. If login to the site is required, the entrant will provide a login and password.</p> <p>Submit print portion of entry (if any) in acceptable format</p> <p>Submit online splash page in acceptable format for use in awards presentation.</p> <p>Submit up to five URLs (a single web page may point to additional URLs).</p>	<p style="text-align: center;">3</p> <p>Work produced by partnering broadcasters is permitted</p>

NON-DAILY - Analyzing and explaining the news through **GRAPHICS, ILLUSTRATION AND ART**

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.
- 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.
- Artwork published online but not in print is eligible.

Judges WILL NOT consider:

- Page design or the art’s placement on the page.
- Quality of presswork or other production issues beyond the artist’s control

How to enter:

- Use the online system for all entries.
- Submit entries in acceptable format as indicated below.

	Description and requirements	Maximum entries per publication
G01	Illustrations: For original artwork (other than photographs) used to enhance the appearance of a page and/or the readability of news or feature content. Feature section covers, thematic works, editorial cartoons 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. Include the accompanying story (if any) as part of the entry. Submit one file online in acceptable format.	3
G02	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. Include the accompanying story (if any) as part of the entry. Submit one file online in acceptable format.	3

NON-DAILY - Connecting with the community through DESIGN and PRESENTATION

Judges WILL consider:

- 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:

- Quality of presswork and other production issues beyond the newsroom's control.
- Placement or content of advertising

How to enter:

- Enter using the online system.
- Entries requiring hardcopy submission must mailed, or shipped, to the VPA office. Include the entry form with the entry.

	Description and requirements	Maximum entries per publication
M01	<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. All parts of the entry must have been staff-produced within the contest year. The writing, photography, artwork and presentation will have equal weight in the judging of this category.</p> <p>Requirements: 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>Submit one file online in acceptable format containing all portions of entry.</p>	3
M02	<p>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.</p> <p>One entry consists of three pages from dates of your choice within the contest year.</p> <p>Submit one file online in acceptable format containing all portions of entry.</p>	1
M03	<p>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.</p> <p>Requirements: Submit complete issues for the submitted dates. DO NOT include advertising inserts. Submit three dates of your choice from within the contest year.</p> <p style="text-align: center;">HARD COPY SUBMISSION REQUIRED – Submit COVER PAGE ONLY* online in acceptable format by January 23. Print required entry form to attach to entry and ship to arrive at VPA by January 26.</p> <p style="text-align: center;">*used for awards gallery only</p>	1

M04	<p>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. This category can include but are not limited to:</p> <ul style="list-style-type: none"> • Business, financial or agricultural pages (business and financial news, both national and local); • Editorial pages (including op-eds – the date must be included on the op-ed); • Lifestyle or entertainment pages (coverage of lifestyles, entertainment, food or family) • Sports pages • General news pages <p>Requirements: An entry consists of three (3) pages (or groups of pages on a single subject published on the same day) designed by an individual editor or page designer.</p> <p>Submit one file online in acceptable format containing all portions of the entry.</p>	3
M05	<p>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, fashion, 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.</p> <p>Submit one file online in acceptable format.</p>	3
M06	<p>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.</p> <p>Requirements: An entry consists of ONE special section. Entries should be news-driven, NOT ad-promotion-driven.</p> <p>HARD COPY SUBMISSION REQUIRED – Submit COVER PAGE ONLY* online in acceptable format by January 23. Print required entry form to attach to entry and ship to arrive at VPA by January 26.</p> <p>*used for awards gallery only</p>	3
M07	<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.</p> <p>Requirements: An entry consists of three complete same-theme sections published during the contest year.</p> <p>HARD COPY SUBMISSION REQUIRED – Submit COVER PAGE ONLY* online in acceptable format by January 23. Print required entry form to attach to entry and ship to arrive at VPA by January 26.</p> <p>*used for awards gallery only</p>	3
M08	<p>Sports pages: Judges will consider makeup and general appearance, comprehensiveness of coverage, selection and use of stories and pictures, and local appeal. One entry consists of three pages from dates of your choice within the contest year.</p> <p>Submit one file online in acceptable format containing all portions of the entry.</p>	1

NON-DAILY - Telling stories through PHOTOGRAPHY

Judges WILL consider:

- 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.
- Photographs published online but not in print are eligible if they have been posted on the website of the submitting publication.

Judges WILL NOT consider:

- 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:

- Use the online system for all entries.
- Submit entries in acceptable format as indicated below.

Type	Description and requirements	Maximum entries per publication
P01	Breaking 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. Submit one file online in acceptable format.	3
P02	Feature photo: Photos which can stand alone as expressions of non-news feature subjects. This would include human-interest photos. Pictorials should be submitted in category P05. Submit one file online in acceptable format.	3
P03	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. Submit one file online in acceptable format.	3
P04	Personality or portrait photo: Photos which capture the essence of an individual personality or present a portrait study. Submit one file online in acceptable format.	3
P05	Pictorial photo: Photos which attract reader interest exclusively because of their artistic quality and their ability to convey a feeling. Submit one file online in acceptable format.	3
P06	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. Submit a up to 25 images in acceptable format.	3
P07	Sports feature photo: Sports photos other than event-related photography. Submit one file online in acceptable format.	3
P08	Sports news photo: Photos of any sports event or sports action. Submit one file online in acceptable format.	3

NON-DAILY - 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: Enter using the online system.

Stories published online but not in print are eligible if they have been posted on the website of the submitting publication. On body-of-work entries, use the “notes to judges” portion of the entry form to establish context and explain the scope of the coverage provided.

Requirements: Each entry consists of three examples of the entrants’ work. Each example consists of one story. Entries with fewer examples will be disqualified.

	Type	Description and requirements	Maximum number of entries per publication
W01	Single story or package	<p>Public Notice story: To qualify, an entry must feature one reported story (or a series of stories on the same public notice) based on a public notice that was published in a newspaper.</p> <p>Requirements: The story must reference the public notice. For purposes of this award, a public notice is an announcement or disclosure the law requires a private party or governmental entity to publish in a statutorily qualified newspaper. Stories must have been published in print in calendar year 2022. Editorials or opinion pieces about public notices DO NOT qualify.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W02	Single story or package	<p>Breaking 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. The event must have occurred no more than 24 hours before the publication’s deadline. 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. An entry in this category may be included in a general news entry if the breaking news story launched multi-day, continuing coverage.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3

W03	Body of work	<p>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.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W04	Body of work	<p>Column writing: Writing which is published regularly, under a byline, by a single individual, other than editorials and sports columns. This can include personal service writing – which is one or more stories on the same related subjects, providing advice, information or instruction that helps readers improve the quality of their lives. For non-daily publications, "regularly" means at least six (6) times a year.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W05	Body of work	<p>Critical writing: For reviews or critical reporting on music, food, books, art or the performing arts; by a single writer. Entries must have been labeled as "Review" or similar wording at the time of publication.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W06	Body of work	<p>Editorial writing: The writing of an opinion which appears on a bona fide editorial page and reflects the opinion or stance of the publication. Editorials may be signed or unsigned.</p> <p>Requirements: Each entry consists of a group of three 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. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W07	Body of work	<p>Education writing: For news and feature stories about educational issues and trends from kindergarten through post-graduate and on to continuing education.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W08	Single story or package	<p>Feature series or continuing story: A series or group of stories on the same subject, utilizing the elements of feature writing.</p> <p>Requirements: Must begin or end within the contest year and the stories must not span more than 13 months. May not be entered in more than one annual competition.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W09	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> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W10	Single story or package	<p>Feature story writing (excluding news obituaries.) 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. NEWS OBITUARIES SHOULD BE ENTERED IN W11 (Feature profile writing.)</p> <p>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.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3

W11	Single story or package	<p>Feature profile writing (INCLUDING NEWS OBITUARIES). 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.</p> <p>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.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W12		<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 13 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 breaking news writing. An entry in the breaking news category may be used as part of an entry in this category if the breaking news story is the first story in ongoing, multiple-day coverage.</p> <p>Maximum of 10 stories per entry, including sidebars.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W13	Body of work	<p>Government writing: For news and feature stories about all aspects of local, state and federal government, including the armed forces and government agencies. Coverage of courts, law enforcement and justice is not a part of this category; such entries should be placed in public safety writing.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W14	Body of work	<p>Headline writing: Considers content that conveys immediate information and draw readers into stories. Headlines, subheads, captions and abstracts are examples of the items judged in this category.</p> <p>Requirements: An entry consists of clippings of 3 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.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W15	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. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W16	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 13 months. An entry may not be submitted in more than one annual competition.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W17	Body of work	<p>Public safety writing: The coverage of law enforcement, criminal justice, non-spot emergency services and related issues. An entry in the breaking 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. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3

W18	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. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W19	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. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3

SPECIALTY MEMBERS

SPECIALTY - Serving the community through ADVERTISING

Judges WILL consider:

- Effectiveness of the ad in conveying an advertiser's message to the readers of the printed page or the web site.
- Quality of design.
- Quality of execution.
- Quality of reproduction.

Judges WILL NOT consider:

- Page design or the ad's placement on the page.

How to enter:

- Enter using the online system in acceptable format. Please note that some categories also require hardcopy submission.
- In hardcopy categories, entry information must be submitted in the online system and must include an upload of at least one page or piece of the entry for use in the awards program. Print the entry form generated in the contest system to attach to your entry before sending to VPA.
- Campaign entries are accepted in categories A1-A8 and A11-A14. A campaign entry must show consistency in theme with a minimum of three and a maximum of 25 ads.

	Type	Description and requirements	Maximum number of entries per publication
A01	Paid ads only	Automotive: New and used vehicles; motorcycles and mopeds; rental vehicles; auto repair; tires; auto accessories; any other auto-related advertising. Submit one file online in acceptable format.	Unlimited
A02	Paid ads only	Digital Advertising: For digital display, high impact, video or email ads produced by a publication staff member and posted on the publication's web site or emails sent on behalf of a publication client. Digital ads include static, animated, rich media, video formats or email. Submit URLs for accessing the entry. If login to the site is required, the entrant will provide a login and password. Submit print portion of entry (if any) in acceptable format. Submit online splash page in acceptable format for use in awards presentation. Submit up to five URLs (a single web page may point to additional URLs)	Unlimited
A03	Paid ads only	Education, Churches, and Organizations: Church ads, including church events; day care schools; technology schools; colleges; clubs; emergency services (police, fire and rescue); organizations and associations; classes and lessons (dance, horseback riding, art, music, driving school, flight school, etc.) Submit one file online in acceptable format.	Unlimited
A04	Paid ads only	Entertainment: Pet stores and services; birthday messages and greetings; electronics; concerts; theaters; plays and ballets; craft and hobby stores; fairs and festivals; collectibles and antiques; toy stores; bookstores; musical instruments; amusement parks. Submit one file online in acceptable format.	Unlimited
A05	Paid ads only	Fashion and Personal Care: Clothing; jewelry; shoes; bridal; boutiques; purses and handbags; personal-care salons (nail, hair, tanning, massage, etc.); cosmetic surgery and services; weight loss; tattoo shops. Note: Bridal ads for venues, bridal registry and other services not related to Fashion and Personal Care should be entered under Professional/Technology Services. Submit one file online in acceptable format.	Unlimited
A06	Paid ads only	Food and Drug: Food; tobacco; drug; restaurants, lounges and bars; coffee houses and shops; farmers' markets; breweries; wineries; distilleries, and cideries Submit one file online in acceptable format.	Unlimited

A07	Paid ads only	Home and Garden: Garden, yard or farm equipment; hardware; swimming pools, hot tubs; home spas; heating and air conditioning; appliances; furniture; flooring; paint; moving companies; self-storage; flower shops; home décor and accessories; landscaping; fencing; lighting; remodeling; home services (chimney sweeps, pest control, recycling, trash pickup, tree services, electrical services, etc.); anything related to the interior and exterior of the dwelling. Note: Technology services for the home should be entered in Professional/Technology services. Professional services offered for business/commercial use should be entered in Professional/Technology Services. Submit one file online in acceptable format.	Unlimited
A08	Paid ads only	Lifestyles: Recreation; travel; boating; camping; sporting goods; fitness; bicycles; sporting game tickets; exercise facilities; summer camps; ATVs; RVs. Submit a single entry online in acceptable format.	Unlimited
A09		Member self-promotion: Circulation; in-house marketing; in-paper promotions; non-paid ads promoting prepaid subscriptions; direct-mail pieces; postcards; t-shirts; NIE activities; non-paid media kits. Submit a single entry online in acceptable format. A letter explaining strategy must be included in the PDF. NIE projects may contain sponsorship acknowledgements. Not open to online members.	Unlimited
A10	Paid ads only	Multiple Advertisers and Themed Pages (single sheet or double truck printed in paper): Shopping centers, special pages, greeting ads; any paid ads saluting a cause or event (Christmas, New Years, 4 th of July, Memorial Day, Easter, Kwanzaa, graduation, any other holiday; ads containing multiple advertisers in ad copy; signature ads; single sheet calendars. Note: Not open to online members. In Memoriam ads not eligible in this category. Single advertiser holiday sale ads/themed ads must be entered in appropriate category. Submit one file online in acceptable format.	Unlimited
A!!	Paid ads only	Professional Services (excluding medical/healthcare) Political/campaign ads, advocacy ads, banks and financial services legal; insurance, adoption and foster care, transportation (bus, airline, train, taxi), dry cleaning services and laundry centers, bridal services not related to Fashion and Personal Care (venues, bridal registry, etc.), cell phone providers; Internet/technology services/providers, cable and satellite TV services/providers, satellite radio, security systems, photo and print shops, seamstresses and tailors, hobby and craft stores, taxidermy. Note: Professional services offered for the home, other than technology services, should be entered in Home and Garden. Salon and cosmetic-type services should be entered in Fashion and Personal Care. Submit one file online in acceptable format.	Unlimited
A12	Paid ads only	Professional Services (medical and healthcare related only) Doctors/medical practices, dentists/dental practices, hospitals, physical therapists, emergency rooms, urgent care centers, convalescent/rehabilitation services; funeral homes; optical centers, eyeglasses and contact lenses; hearing centers Submit one file online in acceptable format.	Unlimited
A13	Paid ads only	Real Estate: Sales and rentals; apartments; building contractors for new homes; manufactured housing; retirement communities; assisted living; ads with multiple Realtors/agents; economic development. Note: Remodeling ads should be entered in Home and Garden. Convalescent facility ads should be entered in Professional/Technology Services. Submit one file online in acceptable format.	Unlimited
A14	Paid ads only	Small space ads. For ads up to 15 column inches in area. Example sizes would be 1x15; 2x7.5; 3x5; 4x4.75; 5x3; or 6x2.5. Submit one file online in acceptable format.	Unlimited

A15	Paid ads only	<p>Slick publications (multipage standalone section with a slick cover): Sections with slick covers or any slick pages, regardless of content, will be judged together. Must be designed, created and sold by member's staff and inserted in member publications.</p> <p>HARD COPY SUBMISSION REQUIRED – Submit COVER PAGE ONLY* online in acceptable format by January 23. Print required entry form to attach to entry and ship to arrive at VPA by January 26.</p> <p>*used for awards gallery only</p>	Unlimited
A16	Paid ads only	<p>Special sections (multipage standalone sections with non-slick cover): all special sections, including gift guides, anniversary editions and progress editions/guides; travel guides; business and services directory; calendar (non-slick).</p> <p>HARD COPY SUBMISSION REQUIRED – Submit COVER PAGE ONLY* online in acceptable format by January 23. Print required entry form to attach to entry and ship to arrive at VPA by January 26.</p> <p>*used for awards gallery only</p>	Unlimited

SPECIALTY - Utilizing new techniques through DIGITAL 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.

How to enter:

- Use the online system for all entries.
- Submit entries in acceptable format as indicated below.

Type	Description and requirements	Maximum number of entries
D01	<p>Data journalism: Gathering, writing and presenting data-based stories online. Criteria include the quality of the writing and presentation; use of interactive elements; ease of use for readers; and barriers overcome by the member in obtaining, analyzing and producing the data.</p> <p>Submit print portion of entry (if any) in acceptable format.</p> <p>Submit online splash page in acceptable format for use in awards presentation.</p> <p>Submit up to five URLs (a single web page may point to additional URLs).</p>	<p style="text-align: center;">3</p> <p>Work produced by partnering broadcasters is permitted</p>
D02	<p>Multimedia report: For all news-based multimedia projects (including features, sports, and podcasts) employing print, broadcast, webcasts, podcasts, web pages and/or other media.</p> <p>Requirements: Submit PDFs of the print portions and URLs for access to the broadcast or internet portions (if any). Each entry consists of at least two media formats. If login to the site is required, the entrant will provide a login and password.</p> <p>Submit print portion of entry (if any) in acceptable format.</p> <p>Submit online splash page in acceptable format for use in awards presentation.</p> <p>Submit up to five URLs (a single web page may point to additional URLs).</p>	<p style="text-align: center;">3</p> <p>Work produced by partnering broadcasters is permitted</p>
D03	<p>Slideshow or gallery: For slideshows utilizing still photographs and produced in Flash, Soundslides or other web tools. Photographs may duplicate those submitted in other categories of the contest. Submit URLs for accessing the entry. If login to the site is required, the entrant will provide a login and password using specifications provided by the awards committee.</p> <p>Submit print portion of entry (if any) in acceptable format.</p> <p>Submit online splash page in acceptable format for use in awards presentation.</p> <p>Submit up to five URLs (a single web page may point to additional URLs).</p>	<p style="text-align: center;">3</p> <p>Work produced by partnering broadcasters is permitted</p>
D04	<p>Video: For web video produced by a publication staff member and posted on the publication’s web site or posted to social media. Videos may duplicate those submitted in other categories of the contest. Submit URLs for accessing the entry. If login to the site is required, the entrant will provide a login and password.</p> <p>Submit print portion of entry (if any) in acceptable format.</p> <p>Submit online splash page in acceptable format for use in awards presentation.</p> <p>Submit up to five URLs (a single web page may point to additional URLs).</p>	<p style="text-align: center;">3</p> <p>Work produced by partnering broadcasters is permitted</p>

SPECIALTY - Analyzing and explaining the news through GRAPHICS, ILLUSTRATION AND ART

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.
- 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.
- Artwork published online but not in print is eligible.

Judges WILL NOT consider:

- Page design or the art’s placement on the page.
- Quality of presswork or other production issues beyond the artist’s control

How to enter:

- Use the online system for all entries.
- Submit entries in acceptable format as indicated below.

	Description and requirements	Maximum entries per publication
G01	Illustrations: For original artwork (other than photographs) used to enhance the appearance of a page and/or the readability of news or feature content. Feature section covers, thematic works, editorial cartoons 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. Include the accompanying story (if any) as part of the entry. Submit one file online in acceptable format containing all parts of the entry.	3
G02	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. Include the accompanying story (if any) as part of the entry. Submit one file online in acceptable format containing all parts of the entry.	3

SPECIALTY - Connecting with the community through PRESENTATION and DESIGN

Judges WILL consider:

- 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:

- Quality of presswork and other production issues beyond the newsroom's control.
- Type of paper – slick or newsprint – used by the publication
- Placement or content of advertising

How to enter:

- Enter using the online system.
- Entries requiring hardcopy submission must mailed, or shipped, to the VPA office. Include the entry form with the entry.

Description and requirements		Maximum number of entries
M01	<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. All parts of the entry must have been staff-produced within the contest year. The writing, photography, artwork and presentation will have equal weight in the judging of this category.</p> <p>Requirements: 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>Submit one file online in acceptable format containing all portions of the entry.</p>	3
M02	Front Page: This category is not available to Specialty publications	
M03	General Make-Up: This category is not available to Specialty publications	
M04	<p>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 page.</p> <p>Requirements: An entry consists of three (3) pages (or groups of pages on a single subject published in the same issue) designed by an individual editor or page designer.</p> <p>Submit one file online in acceptable format containing all portions of the entry.</p>	3
M05	Photo illustration: This category is not available to Specialty publications	

M06	<p>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.</p> <p>Requirements: An entry consists of ONE special section. Entries should be news-driven, NOT ad-promotion-driven.</p> <p>HARD COPY SUBMISSION REQUIRED – Submit COVER PAGE ONLY* online in acceptable format by January 23. Print required entry form to attach to entry and ship to arrive at VPA by January 26.</p> <p>*used for awards gallery only</p>	3
M07	<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.</p> <p>Requirements: An entry consists of three complete same-theme sections published during the contest year.</p> <p>HARD COPY SUBMISSION REQUIRED – Submit COVER PAGE ONLY* online in acceptable format by January 23. Print required entry form to attach to entry and ship to arrive at VPA by January 26.</p> <p>*used for awards gallery only</p>	3
M08	Sports Pages: This category is not available to Specialty publications	
M09	<p>Design and presentation: Judged on the basis of art direction, packaging, use of photography, display type and ease of use.</p> <p>Requirements: Submit any three issues as a single entry.</p> <p>HARD COPY SUBMISSION REQUIRED – Submit COVER PAGE ONLY* online in acceptable format by January 23. Print required entry form to attach to entry and ship to arrive at VPA by January 26.</p> <p>*used for awards gallery only</p>	1
M10	<p>Front page or front cover: Judged on the basis of overall of appearance, art direction, packaging and usefulness for readers.</p> <p>Requirements: Submit any three issues as a single entry.</p> <p>Submit one file online in acceptable format containing all portions of the entry.</p>	1

SPECIALTY - Telling stories through PHOTOGRAPHY

Judges WILL consider:

- 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.
- Photographs published online but not in print are eligible if they have been posted on the website of the submitting publication.

Judges WILL NOT consider:

- 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:

- Enter using the online system.
- Captions should appear in the "Note to judges" portion of the entry form.

Type	Description and requirements	Maximum number of entries per publication
P01	Breaking News Photo: <i>This category is not available for specialty publications</i>	
P02	Feature photo: Photos which can stand alone as expressions of non-news feature subjects. This would include human-interest photos. Pictorials should be submitted in category P05. Submit one file online in acceptable format.	3
P03	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. Submit one file online in acceptable format.	3
P04	Personality or portrait photo: Photos which capture the essence of an individual personality or present a portrait study. Submit one file online in acceptable format.	3
P05	Pictorial photo: Photos which attract reader interest exclusively because of their artistic quality and their ability to convey a feeling. Submit one file online in acceptable format.	3
P06	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. Submit up to 25 images in acceptable format.	3
P07	Sports feature photo: Sports photos other than event-related photography. Submit one file online in acceptable format.	3
P08	Sports news photo: Photos of any sports event or sports action. Submit one file online in acceptable format.	3

SPECIALTY - 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: Enter using the online system.

Stories published online but not in print are eligible if they have been posted on the website of the submitting publication. On body-of-work entries, use the “notes to judges” portion of the entry form to establish context and explain the scope of the coverage provided.

Requirements: Each entry consists of three examples of the entrants’ work. Each example consists of one story. Entries with fewer examples will be disqualified.

	Type	Description and requirements	Maximum number of entries per publication
W21	Single story or package	<p>Public Notice story: To qualify, an entry must feature one reported story (or a series of stories on the same public notice) based on a public notice that was published in a newspaper.</p> <p>Requirements: The story must reference the public notice. For purposes of this award, a public notice is an announcement or disclosure the law requires a private party or governmental entity to publish in a statutorily qualified newspaper. Stories must have been published in print in calendar year 2022. Editorials or opinion pieces about public notices DO NOT qualify.</p> <p>Submit one file online in acceptable format containing all portions of the entry.</p>	3
W22	Single story or package	<p>Arts writing: Single story or related same-issue package on any aspect of the arts community. Critical writing may not be submitted in this category.</p> <p>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 date.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W23	Single story or package	<p>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.</p> <p>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.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3

W24	Body of work	<p>Column or commentary writing: Writing which is published regularly, under a byline, by a single individual, other than editorials and sports columns. This can include:</p> <p>*critical writing (reviews or critical reporting on music, food, books, art or the performing arts);</p> <p>*editorial writing (The writing of an opinion which appears on a bona fide editorial page and reflects the opinion or stance of the publication. Editorials may be signed or unsigned. An example may be a single editorial or a package of editorials published on the same day. Sidebars or related stories published on the same day as one of the three main stories may be included);</p> <p>*personal service writing (One or more stories on the same or related subjects, providing advice, information or instruction that helps readers improve the quality of their lives. Sidebars or related stories published on the same day as one of the three main stories may be included)</p> <p>For specialty publications, "regularly" means at least three (3) times per year.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file online in acceptable format containing all portions of the entry.</p>	3
W25	Single story or package	<p>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.</p> <p>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.</p> <p>Submit one file online in acceptable format containing all portions of the entry.</p>	3
W26	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> <p>Submit one file online in acceptable format containing all portions of the entry.</p>	3
W27	Single story or package	<p>Food writing: Single story or related same-issue package on any aspect of the culinary community. Critical writing is not permitted in this category.</p> <p>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 date.</p> <p>Submit one file online in acceptable format containing all portions of the entry.</p>	3
W28	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 13 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 news portfolio writing.</p> <p>Maximum of 10 stories per entry, including sidebars.</p> <p>Submit one file online in acceptable format containing all portions of the entry.</p>	3
W29	Body of work	<p>Headline writing: Considers content that conveys immediate information and draw readers into stories. Headlines, subheads, captions and abstracts are examples of the items judged in this category.</p> <p>Requirements: An entry consists of clippings of 3 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.</p> <p>Submit one file online in acceptable format containing all portions of the entry.</p>	3

W30	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. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file online in acceptable format containing all portions of the entry.</p>	3
W31	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 13 months. An entry may not be submitted in more than one annual competition.</p> <p>Submit one file online in acceptable format containing all portions of the entry.</p>	3
W32	Single story or package	<p>Leisure, lifestyle or home writing: Single story or related same-issue package providing advice or instruction that helps readers enjoy their hobbies, leisure time or home environs more.</p> <p>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 date.</p> <p>Submit one file online in acceptable format containing all portions of the entry.</p>	3
W33	Body of work	<p>News writing portfolio: This category is for a body of NEWS 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> <p>Submit one file online in acceptable format containing all portions of the entry.</p>	3
W34	Single story or package	<p>Public affairs writing: Single story or same-issue package of related stories reporting on government institutions, their finances and spending and the impact they have on people's lives.</p> <p>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.</p> <p>Submit one file online in acceptable format containing all portions of the entry.</p>	3

ONLINE MEMBERS

ONLINE - Serving the community through ADVERTISING

Judges WILL consider:

- Effectiveness of the ad in conveying an advertiser's message to the readers of the printed page or the web site.
- Quality of design.
- Quality of execution.
- Quality of reproduction.

Judges WILL NOT consider:

- Page design or the ad's placement on the page.

How to enter:

- Enter using the online system in acceptable format. Please note that some categories also require hardcopy submission.
- In hard-copy categories, entry information must be submitted in the online system and must include an upload of at least one page or piece of the entry for use in the awards program. Print the entry form generated in the contest system to attach to your entry before sending to VPA.
- Campaign entries are accepted in categories A1-A8 and A11-A14. A campaign entry must show consistency in theme with a minimum of three and a maximum of 25 ads.

	Type	Description and requirements	Maximum number of entries per publication
A01	Paid ads only	Automotive: New and used vehicles; motorcycles and mopeds; rental vehicles; auto repair; tires; auto accessories; any other auto-related advertising. Submit one file online in acceptable format.	Unlimited
A02	Paid ads only	Digital Advertising: For digital display, high impact, video or email ads produced by a publication staff member and posted on the publication's web site or emails sent on behalf of a publication client. Digital ads include static, animated, rich media, video formats or email. Submit URLs for accessing the entry. If login to the site is required, the entrant will provide a login and password. Submit print portion of entry (if any) in acceptable format Submit online splash page in acceptable format for use in awards presentation. Submit up to five URLs (a single web page may point to additional URLs)	Unlimited
A03	Paid ads only	Education, Churches, and Organizations: Church ads, including church events; day care schools; technology schools; colleges; clubs; emergency services (police, fire and rescue); organizations and associations; classes and lessons (dance, horseback riding, art, music, driving school, flight school, etc.) Submit one online file in acceptable format.	Unlimited
A04	Paid ads only	Entertainment: Pet stores and services; birthday messages and greetings; electronics; concerts; theaters; plays and ballets; craft and hobby stores; fairs and festivals; collectibles and antiques; toy stores; bookstores; musical instruments; amusement parks. Submit one file online in acceptable format.	Unlimited
A05	Paid ads only	Fashion and Personal Care: Clothing; jewelry; shoes; bridal; boutiques; purses and handbags; personal-care salons (nail, hair, tanning, massage, etc.); cosmetic surgery and services; weight loss; tattoo shops. Note: Bridal ads for venues, bridal registry and other services not related to Fashion and Personal Care should be entered under Professional/Technology Services. Submit one file online in acceptable format.	Unlimited
A06	Paid ads only	Food and Drug: Food; tobacco; drug; restaurants, lounges and bars; coffee houses and shops; farmers' markets; breweries; wineries; distilleries, and cideries Submit one file online in acceptable format.	Unlimited

A07	Paid ads only	Home and Garden: Garden, yard or farm equipment; hardware; swimming pools, hot tubs; home spas; heating and air conditioning; appliances; furniture; flooring; paint; moving companies; self-storage; flower shops; home décor and accessories; landscaping; fencing; lighting; remodeling; home services (chimney sweeps, pest control, recycling, trash pickup, tree services, electrical services, etc.); anything related to the interior and exterior of the dwelling. Note: Technology services for the home should be entered in Professional/Technology services. Professional services offered for business/commercial use should be entered in Professional/Technology Services. Submit one file online in acceptable format.	Unlimited
A08	Paid ads only	Lifestyles: Recreation; travel; boating; camping; sporting goods; fitness; bicycles; sporting game tickets; exercise facilities; summer camps; ATVs; RVs. Submit one file online in acceptable format.	Unlimited
A09	Paid ads only	Member self-promotion: Circulation; in-house marketing; in-paper promotions; non-paid ads promoting prepaid subscriptions; direct-mail pieces; postcards; t-shirts; NIE activities; non-paid media kits. Submit one file in acceptable format. A letter explaining strategy must be included in the PDF. NIE projects may contain sponsorship acknowledgements. Not open to online members.	Unlimited
A10	Paid ads only	Multiple Advertisers and Themed Pages (single sheet or double truck printed in paper): Shopping centers, special pages, greeting ads; any paid ads saluting a cause or event (Christmas, New Years, 4 th of July, Memorial Day, Easter, Kwanzaa, graduation, any other holiday; ads containing multiple advertisers in ad copy; signature ads; single sheet calendars. Note: Not open to online members. In Memoriam ads not eligible in this category. Single advertiser holiday sale ads/themed ads must be entered in appropriate category. Submit one file online in acceptable format.	Unlimited
A11	Paid ads only	Professional Services (excluding medical/healthcare) Political/campaign ads, advocacy ads, banks and financial services legal; insurance, adoption and foster care, transportation (bus, airline, train, taxi), dry cleaning services and laundry centers, bridal services not related to Fashion and Personal Care (venues, bridal registry, etc.), cell phone providers; Internet/technology services/providers, cable and satellite TV services/providers, satellite radio, security systems, photo and print shops, seamstresses and tailors, hobby and craft stores, taxidermy. Note: Professional services offered for the home, other than technology services, should be entered in Home and Garden. Salon and cosmetic-type services should be entered in Fashion and Personal Care. Submit one file in acceptable format.	Unlimited
A12	Paid ads only	Professional Services (medical and healthcare related only) Doctors/medical practices, dentists/dental practices, hospitals, physical therapists, emergency rooms, urgent care centers, convalescent/rehabilitation services; funeral homes; optical centers, eyeglasses and contact lenses; hearing centers Submit one file online in acceptable format.	Unlimited
A13	Paid ads only	Real Estate: Sales and rentals; apartments; building contractors for new homes; manufactured housing; retirement communities; assisted living; ads with multiple Realtors/agents; economic development. Note: Remodeling ads should be entered in Home and Garden. Convalescent facility ads should be entered in Professional/Technology Services. Submit one file online in acceptable format.	Unlimited
A14	Paid ads only	Small space ads. For ads up to 15 column inches in area. Example sizes would be 1x15; 2x7.5; 3x5; 4x4.75; 5x3; or 6x2.5. Submit one file online in acceptable format.	Unlimited
A15		Slick publications (Category not available to online publications)	Unlimited
A16		Special sections (Category not available to online publications)	Unlimited

ONLINE - Utilizing new techniques through DIGITAL 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.
-

How to enter:

- Use the online system for all entries.
- Submit entries in acceptable format as indicated below.

Type	Description and requirements	Maximum number of entries
D01	<p>Data journalism: Gathering, writing and presenting data-based stories online. Criteria include the quality of the writing and presentation; use of interactive elements; ease of use for readers; and barriers overcome by the member in obtaining, analyzing and producing the data.</p> <p>Submit print portion of entry (if any) in acceptable format</p> <p>Submit online splash page in acceptable format for use in awards presentation.</p> <p>Submit up to five URL's (a single web page may point to additional URLs)</p>	<p style="text-align: center;">3</p> <p>Work produced by partnering broadcasters is permitted</p>
D02	<p>Multimedia report: For all news-based multimedia projects (including features, sports, and podcasts) employing print, broadcast, webcasts, podcasts, web pages and/or other media.</p> <p>Requirements: Submit PDFs of the print portions and URLs for access to the broadcast or internet portions (if any). Each entry consists of at least two media formats. If login to the site is required, the entrant will provide a login and password.</p> <p>Submit print portion of entry (if any) in acceptable format</p> <p>Submit online splash page in acceptable format for use in awards presentation.</p> <p>Submit up to five URL's (a single web page may point to additional URLs)</p>	<p style="text-align: center;">3</p> <p>Work produced by partnering broadcasters is permitted</p>
D03	<p>Slideshow or gallery: For slideshows utilizing still photographs and produced in Flash, Soundslides or other web tools. Photographs may duplicate those submitted in other categories of the contest. Submit URLs for accessing the entry. If login to the site is required, the entrant will provide a login and password using specifications provided by the awards committee.</p> <p>Submit print portion of entry (if any) in acceptable format</p> <p>Submit online splash page in acceptable format for use in awards presentation.</p> <p>Submit up to five URL's (a single web page may point to additional URLs)</p>	<p style="text-align: center;">3</p> <p>Work produced by partnering broadcasters is permitted</p>
D04	<p>Video: For web video produced by a publication staff member and posted on the publication's web site or posted to social media. Videos may duplicate those submitted in other categories of the contest. Submit URLs for accessing the entry. If login to the site is required, the entrant will provide a login and password.</p> <p>Submit print portion of entry (if any) in acceptable format</p> <p>Submit online splash page in acceptable format for use in awards presentation.</p> <p>Submit up to five URL's (a single web page may point to additional URLs)</p>	<p style="text-align: center;">3</p> <p>Work produced by partnering broadcasters is permitted.</p>

ONLINE - Analyzing and explaining the news through GRAPHICS, ILLUSTRATION AND ART

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.
- 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.
- Artwork published online but not in print is eligible.

Judges WILL NOT consider:

- Page design or the art’s placement on the page.
- Quality of presswork or other production issues beyond the artist’s control

How to enter:

- Use the online system for all entries.
- Submit entries in acceptable format as indicated below.

	Description and requirements	Maximum entries per publication
G01	<p>Illustrations: For original artwork (other than photographs) used to enhance the appearance of a page and/or the readability of news or feature content. Feature section covers, thematic works, editorial cartoons 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. Include the accompanying story (if any) as part of the entry.</p> <p>Submit one file online in acceptable format containing all parts of the entry.</p>	3
G02	<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. Include the accompanying story (if any) as part of the entry.</p> <p>Submit one file online in acceptable format containing all parts of the entry.</p>	3

ONLINE - Telling stories through PHOTOGRAPHY

Judges WILL consider:

- 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.
- Photographs published online but not in print are eligible if they have been posted on the website of the submitting publication.

Judges WILL NOT consider:

- 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:

- Enter using the online system.
- Captions must appear in the "Note to judges" portion of the entry form.
- All photos must be submitted as RGB JPG files.

Maximum image size is 20 megabytes.

Type	Description and requirements	Maximum number of entries per publication
P01	Breaking 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. Submit one file online in acceptable format.	3
P02	Feature photo: Photos which can stand alone as expressions of non-news feature subjects. This would include human-interest photos. Pictorials should be submitted in category G09. Submit one file online in acceptable format.	3
P03	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. Submit one file online in acceptable format.	3
P04	Personality or portrait photo: Photos which capture the essence of an individual personality or present a portrait study. Submit one file online in acceptable format.	3
P05	Pictorial photo: Photos which attract reader interest exclusively because of their artistic quality and their ability to convey a feeling. Submit one file online in acceptable format.	3
P06	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. Submit up to 25 images in acceptable format.	3
P07	Sports feature photo: Sports photos other than event-related photography. Submit one file online in acceptable format.	3
P08	Sports news photo: Photos of any sports event or sports action. Submit one file online in acceptable format.	3

ONLINE - 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: Enter using the online system.

Stories published online but not in print are eligible if they have been posted on the website of the submitting publication. On body-of-work entries, use the “notes to judges” portion of the entry form to establish context and explain the scope of the coverage provided.

Requirements: Each entry consists of three examples of the entrants’ work. Each example consists of one story. Entries with fewer examples will be disqualified.

Type		Description and requirements	Maximum number of entries per publication
W01	Single story or package	<p>Public Notice story: To qualify, an entry must feature one reported story (or a series of stories on the same public notice) based on a public notice that was published in a newspaper.</p> <p>Requirements: The story must reference the public notice. For purposes of this award, a public notice is an announcement or disclosure the law requires a private party or governmental entity to publish in a statutorily qualified newspaper. Stories must have been published in print in calendar year 2022. Editorials or opinion pieces about public notices DO NOT qualify.</p> <p>Submit one file online in acceptable format containing all portions of the entry.</p>	3

W02	Single story or package	<p>Breaking 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. The event must have occurred no more than 24 hours before the publication's deadline. 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. An entry in this category may be included in a general news entry if the breaking news story launched multi-day, continuing coverage.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W03	Body of work	<p>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.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W04	Body of work	<p>Column writing: Writing which is published regularly, under a byline, by a single individual, other than editorials and sports columns. This can include personal service writing – which is one or more stories on the same related subjects, providing advice, information or instruction that helps readers improve the quality of their lives. For dailies, "regularly" means at least 12 times a year.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W05	Body of work	<p>Critical writing: For reviews or critical reporting on music, food, books, art or the performing arts, by a single writer. Entries must have been labeled as "Review" or similar wording at the time of publication.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W06	Body of work	<p>Editorial writing: The writing of an opinion which appears on a bona fide editorial page and reflects the opinion or stance of the publication. Editorials may be signed or unsigned.</p> <p>Requirements: Each entry consists of a group of three editorials on the same subject OR three unrelated examples of the entrants' work. Entries with fewer examples will be disqualified. Sidebars or related opinions published on the same day as one of the three main pieces may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W07	Body of work	<p>Education writing: For news and feature stories about educational issues and trends from kindergarten through post-graduate and on to continuing education.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W08	Single story or package	<p>Feature series or continuing story: A series or group of stories on the same subject, utilizing the elements of feature writing.</p> <p>Requirements: Must begin or end within the contest year and the stories must not span more than 13 months. May not be entered in more than one annual competition.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W09	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> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3

W10	Single story or package	<p>Feature story writing (excluding news obituaries.) 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. NEWS OBITUARIES SHOULD BE ENTERED IN W11 (Feature profile writing.)</p> <p>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.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W11	Body of work	<p>Feature profile writing (INCLUDING NEWS OBITUARIES). 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.</p> <p>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.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W12	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 13 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 breaking news writing. An entry in the breaking news category may be used as part of an entry in this category if the breaking news story is the first story in ongoing, multiple-day coverage.</p> <p>Maximum of 10 stories per entry, including sidebars.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W13	Body of work	<p>Government writing: For news and feature stories about all aspects of local, state and federal government, including the armed forces and government agencies. Coverage of courts, law enforcement and justice is not a part of this category; such entries should be placed in public safety writing.</p> <p>Requirements: Each entry consists of three examples of the entrants' work. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W14	Body of work	<p>Headline writing: Considers content that conveys immediate information and draw readers into stories. Headlines, subheads, captions and abstracts are examples of the items judged in this category.</p> <p>Requirements: An entry consists of clippings of 3 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.</p> <p>Submit one file in acceptable format image online.</p>	3
W15	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. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	
W16	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 13 months. An entry may not be submitted in more than one annual competition.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3

W17	Body of work	<p>Public safety writing: The coverage of law enforcement, criminal justice, non-spot emergency services and related issues. An entry in the breaking 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. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W18	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. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3
W19	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. Each example consists of one story. Entries with fewer examples will be disqualified. Sidebars or related stories published on the same day as one of the three main stories may be included.</p> <p>Submit one file in acceptable format containing all portions of the entry.</p>	3