



2017 OCNA Better Newspapers Awards Category Descriptions

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General Excellence Class 1 through 7 – Active Members

The General Excellence Awards recognize outstanding overall achievement in the community press. OCNA designates each member newspaper to one of eight classes - College and University newspapers are in Class 8. First, second, and third place winners will be awarded. All members are encouraged to enter. The General Excellence competition helps newspapers determine their strengths and weaknesses, gives them a comparison with other newspapers, provides staff with a pat on the back, and shows them areas in which they can improve.

Newspapers are to submit hardcopies to the OCNA office - four (4) copies each of two editions – one from the month of **March 2017** and one from the month of **August 2017**.

Entries **must** be submitted to the OCNA office no later than October 31, 2017.

'General Excellence Awards' c/o OCNA, 37 Front Street East, Suite 200, Toronto, ON, M5E 1B3

PLEASE NOTE NEW ADDRESS

Please attach an entry tag to each edition submitted. Entry tags can be found on the OCNA website at www.ocna.org/better-newspaper-awards (Username: ocna Password: ocmb2016)

Circulation Categories Available:

Class 1: Circ. 1,999 and under	Class 5: Circ. 12,500-22,499
Class 2: Circ. 2,000-3,499	Class 6: Circ. 22,500-44,999
Class 3: Circ. 3,500-6,499	Class 7: Circ. 45,000 and over
Class 4: Circ. 6,500-12,499	

Your General Excellence entry **MUST** be registered online at the BNC website, including a pdf of the front page of each edition you are entering.

Judging will be based on the following - for a full description of the judging criteria, please go to www.ocna.org/better-newspaper-awards

Front Page	150
Community News	150
Ed. & Op. Ed Pages	100
Presentation	100
Photography	100
Advertising Content	100
Advertising Design	100
Classified Advertising	25
Local Features	50
Sports Section	50
Production Quality	50
Total	975

General Excellence Class 8 – College & University Members

College and University Newspapers who are members in good standing are invited to enter the General Excellence competition.

Judging criteria has been developed to reflect the specialized communities served as well as the readership represented. (Please note, College and University newspapers are also invited to enter College & University Premier Award categories.)

Newspapers are required to submit either a pdf copy or hardcopies of the entry. Submission of pdf copy should be made through the contest website, and should include a copy of each edition selected. Entry of pdfs is encouraged, however, if submitting hardcopies, send two (2) copies each of two editions – one from the month of **November 2016** and one from the month of **April 2017**, to the OCNA office no later than October 31, 2017.

'General Excellence Awards' c/o OCNA, 37 Front Street East, Suite 200, Toronto, ON, M5E 1B3
 PLEASE NOTE NEW ADDRESS

Please attach an entry tag to each edition submitted. Entry tags can be found on the OCNA website at www.ocna.org/better-newspaper-awards (Username: ocna; Password: ocmb2016)

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Judging will be based on the following - for a full description of the judging criteria, please go to www.ocna.org/better-newspaper-awards

Front Page	150
Community News	150
Editorial Page and Op-Ed	100
Presentation	100
Photography	100
Advertising Content & Design	25
Local Features	100
Sports	50
TOTAL	775

Premier Categories – Active Members

PC01. Arts & Entertainment ****Print or online entry permitted**

Submissions can be made in the form of a feature, photo essay, news article or editorial. It should increase interest in, appreciation of, or participation in activities related to the performing and creative arts.

Submit: PDF of a single story in print or URL link, screen capture or pdf of online article. Include entire page(s).

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Spurs interest/ Appreciation/ Participation in arts 16; Quality of Reporting 15; Photos/Graphics/Artwork 14; Layout & Design 14

PC02. Best Business & Finance Story ****Print or online entry permitted**

The award will be presented to the newspaper judged to have written and presented the best business and finance story dealing with a community-oriented business or industry, or with the financial aspects of a governing body or agency. Stories dealing with personal budgeting, investments, taxation, etc. are also eligible.

Submit: PDF of a single story in print or URL link, screen capture or pdf of online article. Include entire page(s).

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Quality of Writing 16; Relevance to Community/Reader 15; Research 15; Layout & Design 12

PC03. Best Editorial, circ. over 10,000 ****Print or online entry permitted**

Entries should take a fearless editorial stand. Subject material should be community oriented. Quality of writing and placement will be taken into consideration.

Submit: PDF of one editorial in print or URL link, screen capture or pdf of online article. Include entire page(s).

Members may enter either Category PC03 or PC04.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Quality of Writing 20; Subject Matter/Impact to Community 15;

PC04. Best Editorial, circ. under 9,999 ****Print or online entry permitted**

Entries should take a fearless editorial stand. Subject material should be community oriented. Quality of writing and placement will be taken into consideration.

Submit: PDF of one editorial in print or URL link, screen capture or pdf of online article. Include entire page(s).

Members may enter either Category PC03 or PC04.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Quality of Writing 20; Subject Matter/Impact to Community 15;

PC05. Education Writing ****Print or online entry permitted**

Entries shall consist of news or feature story on any aspect of education. The focus should be community-based. Quality of writing, imagination, research, initiative and graphic presentation will be considered.

Submit: PDF of a single story in print or URL link, screen capture or pdf of online article. Include entire page(s).

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Quality of Writing 15; Research 15; Initiative/ Imagination 13; Layout & Design 12

PC06. Environment Ontario **Print or online entry permitted

The Environment Ontario Award recognizes the news, feature, or editorial which best deals with environmental subjects having impact upon the communities served.

Submit: PDF of a single story in print or URL link, screen capture or pdf of online article. Include entire page(s).

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Research 15; Quality of Writing 15; Relevance to Community 14; Layout & Design 12

PC07. Feature Writing, circ. over 10,000 **Print or online entry permitted

Entries shall be restricted to local human interest features. Entries will be judged primarily on journalistic merit. The writer must be employed by an OCNA member paper.

Submit: PDF of a single story in print or URL link, screen capture or pdf of online article. Include entire page(s).

Members may enter either Category PC07 or PC08.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Quality of Writing/Research 16; Initiative/Originality 16; Layout & Design 13; Interest to Community 12

PC08. Feature Writing, circ. under 9,999 **Print or online entry permitted

Entries shall be restricted to local human interest features. Entries will be judged primarily on journalistic merit. The writer must be employed by an OCNA member paper.

Submit: PDF of a single story in print or URL link, screen capture or pdf of online article. Include entire page(s).

Members may enter either Category PC07 or PC08.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Quality of Writing/Research 16; Initiative/Originality 16; Layout & Design 13; Interest to Community 12

PC09. Health & Wellness **Print or online entry permitted

This award will recognize a feature story related to health matters (including such topics as current health trends, proactive health care, preventative medicine, hospital funding, OHIP matters, holistic medicine, medical research, etc.) Entries will be judged primarily on journalistic merit and research. The writer must be employed by the newspaper.

Submit: PDF of a single story in print or URL link, screen capture or pdf of online article. Include entire page(s).

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Quality of Writing/Research 16; Initiative/Originality 16; Layout & Design 15; Relevance to Community 13

PC10. Heritage **Print or online entry permitted

Submission can be made in the form of a feature, photo essay, news article, or editorial. Should help people become more aware of their heritage or stimulate participation in heritage conservation activities. Areas covered by heritage conservation include architectural, archeological and historical resources.

Submit: PDF of a single story in print or URL link, screen capture or pdf of online article. Include entire page(s).

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Creates awareness/stimulates participation in heritage issues 16; Quality of Reporting/Research 15; Layout & Design 14

PC11. Best Investigative News Story ****Print or online entry permitted**

Entries will be judged on quality of research, reporting, initiative, significance to community, clarity and pictorial treatment of an investigative news story. Judges will give greater weight to depth of research and quality of writing.

Submit: PDFs of one or a series of stories on the same subject (maximum of 3) in print or URL link, screen capture or pdf of online articles. Include entire page(s).

Entries in this category may not be submitted in Category PC12 or PC13.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Quality/Depth of Research 14; Quality of Reporting/Writing 14; Significance to Community 14; Reporter Initiative 14; Layout & Design 12

PC12. Best News Story, circ. over 10,000 ****Print or online entry permitted**

Entries will be judged on quality of reporting, significance, clarity and pictorial treatment of a breaking news story. Judges will give greater weight to initiative, research and reporting, taking into consideration time constraints for breaking news.

Submit: PDF of a single story in print or URL link, screen capture or pdf of online article. Include entire page(s). Members may enter either Category PC12 or PC13.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Quality of Reporting/Initiative 14; Quality of Writing 14; Significance to Community 14; Research 13; Layout & Design 12

PC13. Best News Story, circ. under 9,999 ****Print or online entry permitted**

Entries will be judged on quality of reporting, significance, clarity and pictorial treatment of a breaking news story. Judges will give greater weight to initiative, research and reporting, taking into consideration time constraints for breaking news.

Submit: PDF of a single story in print or URL link, screen capture or pdf of online article. Include entire page(s). Members may enter either Category PC12 or PC13.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Quality of Reporting/Initiative 14; Quality of Writing 14; Significance to Community 14; Research 13; Layout & Design 12

PC14. Best Rural Story ****This category now includes all circulations (0 – 999,999)**
****Print or online entry permitted**

Entries will be judged on quality of writing, effective use of photography, clarity, interest and display. Stories may deal with agriculture, rural and remote development (including relevant technology, services, and societal improvements)

Submit: PDF of a single story in print or URL link, screen capture or pdf of online article. Include entire page(s).

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Quality of Writing 15; Research 14; Relevance to Community 13; Layout & Design and Photography 12

PC15. Best Feature / News Series, circ. over 10,000 ****Print or online entry permitted**

Entries should consist of two to four feature or news stories relating to the same subject. Judging will be based on community relevance, quality of writing, clarity of presentation and uniqueness.

***If staff from more than one newspaper in a group produces/publishes the Series, it must be entered in the “circ. over 10,000” category and may only be entered once.**

Submit: PDF of a series of two to four stories about the same subject in print or URL link, screen capture or pdf of online article. Include entire page(s).

Members may enter either Category PC15 or PC16.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Relevance to Community 15; Reader Interest 14; Quality of Writing 14; Layout & Design 12

PC16. Best Feature / News Series, circ. under 9,999 **Print or Online Entry permitted

Entries should consist of two to four feature or news stories relating to the same subject. Judging will be based on community relevance, quality of writing, clarity of presentation and uniqueness.

***If staff from more than one newspaper in a group produces/publishes the Series, it must be entered in the “circ. over 10,000” category and may only be entered once.**

Submit: PDF of a series of two to four stories about the same subject in print or URL link, screen capture or pdf of online article. Include entire page(s).

Members may enter either Category PC15 or PC16.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Relevance to Community 15; Reader Interest 14; Quality of Writing 14; Layout & Design 12

PC17. Sport and Recreation Story **Print or online entry permitted

Story should help people become more aware of and more involved in sport, recreational and fitness opportunities in the community or address a community problem related to those activities.

Submit: PDF of a single story in print or URL link, screen capture or pdf of online article. Include entire page(s).

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Relevance to Community 15; Reader Interest 14; Quality of Writing 14; Layout & Design 12

PC18. Best Headline Writing **Print and/or online entry permitted

Entries should consist of THREE of your best headlines or THREE best headlines with their decks/subheads, including the full related story. It must be written by regular staff members. Judging will be based on impact, accuracy, clarity and the effectiveness of the headlines to engage the reader.

Submit: PDF of 3 headlines including related stories in print or URL link, screen capture or pdf of online article. Include entire page(s). Include entire pages as published.

Entries submitted must be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Impact 15; Creativity 15; Accuracy to convey article 15; Quality of Writing 10

PC19. Humour Columnist of the Year **Print and/or online entry permitted

This category recognizes quality of writing, imagination and adept use of humour. Column must be locally written, non-syndicated and appear regularly. Only one entry allowed per individual. Each individual may include work from any publication they are published in. Submission must include a list of all newspapers they work for. Entry must still be tagged to one individual newspaper.

Submit: PDF of column as it appears in any three (3) issues in print or URL link, screen capture or pdf of online article. Include entire page(s). Include entire pages.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Quality of Writing 16; Adept Use of Humour and Imagination 16; Reader Appeal 13

PC20. Columnist of the Year **Print and/or online entry permitted

This category recognizes quality of writing, subject matter, imagination and display. Column must be locally written, non-syndicated and appear regularly. Only one entry allowed per individual. Each individual may include work from any publication they are published in. Submission must include a list of all newspapers they work for. Entry must still be tagged to one individual newspaper.

Submit: PDF of column as it appears in any three (3) issues in print or URL link, screen capture or pdf of online article. Include entire page(s). Include entire pages.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Quality of Writing 16; Imagination 16; Reader Appeal 13;

PC21. Reporter of the Year - Stephen Shaw Award ****Print and/or online entry permitted**

Entries will consist of three stories showing true reporter initiative. Stories may cover a variety of topics including science, education, public health, business, etc. Judging will be based on local relevance, quality of writing and depth of research. A letter from the publisher or editor must accompany the entry to elaborate on the circumstances under which the story(ies) was obtained. The writer must be an employee of the paper. Only one entry allowed per individual. Each individual may include work from any publication they are published in. Submission must include a list of all newspapers they work for. Entry must still be tagged to one individual newspaper.

Submit: PDFs of stories in print or URL link, screen capture or pdf of online article, and accompanying letter. Include entire page(s).

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Local relevance 15; Quality of writing 15; Depth of Research 15

PC22. Best Feature Photo ****This category now includes all circulations (0 – 999,999)**
****Print or online entry permitted**

While the value of spectacular feature photos is recognized, human interest, originality, imagination, and quality of reproduction will also be considered. Photo must be taken by staff or regular freelancers. Technically altered images are permitted in this category. If the image has been technically altered, include original image with the submission.

Submit: PDF of a photo in print or URL link, screen capture or pdf of online article. Include entire page(s). Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: News, Feature or Sports Value 25; Impact 25; Originality/Forethought 20; Quality of Entry 15; Editorial Treatment 15

PC23. Best Photo Layout ****Print or online entry permitted**

Individual photos, impact within the photo spread, effective cutlines, reader interest, originality and imagination will all be considered.

Submit: PDF of a photo layout in print or URL link, screen capture or pdf of online article. Include entire page(s).

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Layout & Design 16; Quality of Photography 15; Impact/Reader Interest 14; Originality/Imagination 14

PC24. Best Sports Photo ****Print or online entry permitted**

Impact on readers, quality of the entry, and the sports value will be considered along with page design. Photo must be taken by staff or regular freelancer.

Submit: PDF of a photo in print or URL link, screen capture or pdf of online article. Include entire page(s). Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Impact 17; Quality of Entry 15; Sports Value 15; Layout & Design 15

PC25. Best Spot News Photo ****Print or online entry permitted**

The single picture must be of a news event for which no advance planning was possible. This might include events such as fires or accidents. While the value of spectacular news photos is recognized, impact on readers and quality of reproduction will also be considered. Photo must be taken by staff or regular freelancer.

Submit: PDF of a photo in print or URL link, screen capture or pdf of online article. Include entire page(s). Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: News Value 20; Impact 18; Quality of Entry 15; Layout & Design 15

PC26. Best News Photo **Print or online entry permitted

The single picture must be of a scheduled or unscheduled event where an opportunity exists for advanced planning and creative control. This might include news events such as press conferences or political photos, etc. While the value of spectacular news photos is recognized, impact on readers and quality of reproduction will also be considered. Photo must be taken by staff or regular freelancer.

Submit: PDF of a photo in print or URL link, screen capture or pdf of online article. Include entire page(s). Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: News Value 20; Impact 18; Quality of Entry 15; Layout & Design 15

PC27. Most Creative Grip and Grin Photo **Print or online entry permitted

We all have to take them and run them in our papers, but that doesn't mean they have to be boring. This category seeks to award the creativity and originality of a single photograph of a cheque presentation, ribbon cutting, etc. that goes beyond the ole line 'em up and shoot 'em.

Submit: PDF of a photo in print or URL link, screen capture or pdf of online article. Include entire page(s). Entries submitted must be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Impact 15; Creativity & Originality 20; Quality of Entry 10

PC28. Photographer of the Year **Print and/or online entry permitted

This award honours an individual photographer, reporter/ photographer, etc., employed by the newspaper, for outstanding skills in a variety of shooting styles, or ability to create photo illustrations, commitment to community journalism and positive response from the community. Only one entry allowed per individual. Each individual may include work from any publication they are published in. Submission must include a list of all newspapers they work for. Entry must still be tagged to one individual newspaper.

Submit: PDF of tearsheets (full page as published) in print or URL link, screen capture or pdf of online article. Include entire page(s). Also include a jpeg of each photo. Include one photo (file named by photo type) from each of the following: Spot News Photo, Sports Photo, Community Event Photo, Feature Photo, News Photo and a letter from the publisher/editor outlining the photographer's commitment to community journalism.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Spot News Photo 15; Sports Photo 15; Community Event Photo 15; Feature Photo 15; News Photo 15; Community Commitment 15

PC29. Cartoonist of the Year **Print and/or online entry permitted

The three cartoons submitted must be non-syndicated and should pertain to subjects of local community interest for that paper. A brief, typed explanatory letter may accompany entries. Entries consist of three cartoons from the same cartoonist. Only one entry allowed per individual. Each individual may include work from any publication they are published in. Submission must include a list of all newspapers they work for. Entry must still be tagged to one individual newspaper.

Submit: PDF of three cartoons from cartoonist (full page) in print or URL link, screen capture or pdf of online cartoon. Include entire page(s). Supporting letter may accompany entries.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Artistic Ability 16; Subject Matter/ Relevance 17; Impact 14

PC30. Community Service **Print and/or online entry permitted

Entrants will submit a report on one or more projects which extend beyond the normal community service mission of the newspaper. The presentation should convey to judges through PDFs of tearsheets, letters, pictures, urls and other descriptive accounts, the newspaper's activity in this community service. Judges will consider the relative importance of the project, depth of research and reporting on the project, effective use of photos, editorial appeal, advertising and newspaper involvement.

Submit: Report and supporting materials.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Newspaper Involvement 16; Relative Importance of Project 15; Research/Reporting/Quality 13; Benefit to Community 13

PC31. Best Vertical Product **Print entry only permitted

Entries can be a single publication or regularly published stand-alone product that is separate from their community newspaper. The award recognizes the company's use of existing staff, current and new advertisers, expanded business opportunities, potential as revenue generator, quality editorial mix, and value to community. Letters from the publisher/editor explaining the product must be included. Entries must not be entered in Category PC35 or PC36 Special Sections.

Submit: Two copies of vertical product and explanatory letter.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

****This category will be handled in hard copy – Please forward entry to “BNC Premier Awards”, c/o OCNA, 37 Front Street East, Suite 200, Toronto, ON, M5E 1B3. Entry must also be registered on BNC website, including a pdf of the front page of the submission.**

Judging Criteria: Innovation/Creativity 16; Business fit/Profitability 15; Relevance to Community 12; Layout & Design 12

PC32. Best Front Page, circ. over 10,000 **Print entry only permitted

Entries will be judged on appearance, layout, headlines, content, writing style, quality and effectiveness of pictures, liveliness and interest. Entry can be tabloid or broadsheet layout.

Submit: PDF of entire front page (not entire paper) from any issue in specified time frame.

Members may enter either Category PC32 or PC33.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Content/Quality of Writing 16; Reader Appeal 15; Layout & Design 15; Photography 14

PC33. Best Front Page, circ. under 9,999 **Print entry only permitted

Entries will be judged on appearance, layout, headlines, content, writing style, quality and effectiveness of pictures, liveliness and interest. Entry can be tabloid or broadsheet layout.

Submit: PDF of entire front page (not entire paper) from any issue in specified time frame.

Members may enter either Category PC32 or PC33.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Content/Quality of Writing 16; Reader Appeal 15; Layout & Design 15; Photography 14

PC34. Best Sports Section - The Milt Dunnell Award **Print entry only permitted

Entries will be judged on quality of writing, page design and photography, variety of local content, news, features, and column material.

Submit: PDFs of Sport Section as they appear in any **two (2)** issues. Must be published in chronological order to qualify. (e.g. Page 7 & 8, as opposed to sports stories scattered throughout like Page 5 and 8) Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Local content/News/Features/ Columns 16; Photography 14; Quality of Writing 14; Layout & Design 12

PC35. Special Section, circ. over 10,000 **Print entry only permitted

Judging will be based on originality of idea produced and sold by an advertising department, quality editorial content, effective use of photographs and advertising presentation. Aimed at generating volume sales, the section might be for a grand opening anniversary sale, or special occasion, etc. Section must be distributed within the newspaper.

***If staff from more than one newspaper in a group produces the Special Section, it must be entered in the “circ. over 10,000” Category and may only be entered once.**

Submit: Two copies of Special Section. Members may enter either Category PC35 or PC36

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

****This category will be handled in hard copy – Please forward entry to “BNC Premier Awards”, c/o OCNA, 37 Front Street East, Suite 200, Toronto, ON, M5E 1B3. Entry must also be registered on BNC website, including a pdf of the front page of the submission.**

Judging Criteria: Advertising Content/Quality/Support 15; Quality Editorial Content 14; Originality/Creativity 13; Layout & Design 12

PC36. Special Section, circ. under 9,999 **Print entry only permitted

Judging will be based on originality of idea produced and sold by an advertising department, quality editorial content, effective use of photographs and advertising presentation. Aimed at generating volume sales, the section might be for a grand opening anniversary sale, or special occasion, etc. Section must be distributed within the newspaper.

***If staff from more than one newspaper in a group produces the Special Section, it must be entered in the “circ. over 10,000” Category and may only be entered once.**

Submit: Two copies of Special Section. Members may enter either Category PC35 or PC36
Entries submitted to be dated between October 1, 2016 and September 30, 2017.

****This category will be handled in hard copy – Please forward entry to “BNC Premier Awards”, c/o OCNA, 37 Front Street East, Suite 200, Toronto, ON, M5E 1B3. Entry must also be registered on BNC website, including a pdf of the front page of the submission.**

Judging Criteria: Advertising Content/Quality/Support 15; Quality Editorial Content 14; Originality/Creativity 13; Layout & Design 12

PC37. Best Creative Ad **Print entry only permitted

This award will be presented to the newspaper making the best use of artwork, art/graphic service and/or photographs in the design of a single (or series of up to three advertisement(s) for a customer during the contest period). Entries must have been created by a full or part-time staff member and can include original and/or computer generated graphics.

Submit: PDFs of entry. (maximum of three of a series). Include entire page(s).

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Originality/Creativity 16; Visual impact 15; Ad Design 15; Page Layout 12

PC38. In-House Promotion **Print and/or online entry permitted

The promotion of a newspaper’s own business is, of course, very important. Much can be learned about a newspaper’s advertising and production department by looking at the material they produce promoting themselves and their newspaper. This award will recognize the best advertisement promoting your newspaper, in print and/or online. Entry must be produced by the newspaper.

Submit: PDF of entry. Include entire page as published in print and/or online. If same promotion is used in print and online, submit 2 PDFs.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Effective Newspaper Awareness 16; Originality/Creativity 13; Visual Impact 13; Ad Design 13

PC39. Local Retail Layout **Print entry only permitted

To be based on the submission of a layout created in-house by the newspaper, this award will recognize the advertisement produced for a business (i.e. grocery, automotive, clothing, etc.) by the advertising department of the newspaper. Company logos may be used in the ad.

Submit: PDF of entry. Include entire page.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Originality/Creativity 16; Ad Design 15; Page Layout 12; Visual Appeal 12

PC40. Original Ad Idea **Print entry only permitted

This award will recognize the best idea produced by a newspaper’s advertising staff during the current judging period for Demi/PonyTab or Tab/Broadsheet format.

Submit: PDF of entry. Include entire page.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Creative/Idea 25; Ad Design/Layout 15; Impact 10

PC41. Use of Process Colour **Print entry only permitted

This award will recognize the best use of process colour, in any single advertisement, produced in-house.

Submit: PDF of entry. Include entire page.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Visual appeal 16; Originality/Creativity 14; Ad Design 13; Page Layout 12

PC42. Best Community Newspaper Website/Webportal, circ. over 10,000 **Online entry

A Web site should be well designed, include valuable editorial content, innovative strategies and revenue generation through advertising, be easy to navigate and still demonstrate that it fulfills a community role.

This award recognizes the best online newspaper service that does just that. This Web site may contain the content from a single newspaper or a related group of newspapers.

Submit: URL address. Please include a username & password if required to allow the judge full access to the website. Members may enter either Category PC42 or PC43

Judging Criteria: Content 20; Structure & Navigation 10; Visual Design 20; Functionality 10; Interactivity 10; Overall Experience 20

PC43. Best Community Newspaper Website/Webportal, circ. under 9,999 **Online entry

A Web site should be well designed, include valuable editorial content, innovative strategies and revenue generation through advertising, be easy to navigate and still demonstrate that it fulfills a community role.

This award recognizes the best online newspaper service that does just that. This Web site may contain the content from a single newspaper or a related group of newspapers.

Submit: URL address. Please include a username & password if required to allow the judge full access to the website. Members may enter either Category PC42 or PC43.

Judging Criteria: Content 20; Structure & Navigation 10; Visual Design 20; Functionality 10; Interactivity 10; Overall Experience 20

PC44. ONLINE Special Project / Event / Breaking News Coverage **Online entry

This award recognizes excellence in online coverage of a special project, event or news coverage based on a single subject. This may include, but is not limited to, associated print materials, audio and visual elements in the form of photography, sound clips, video, animation, blogs or social media. A letter from the publisher/editor fully outlining the origin and purpose of the feature as well as the work involved must accompany the submission.

Submit: Links to URLs and/or PDFs of screenshots for judging. Please include a username & password if required to allow the judge full access to the entry.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Scope of Project 20; Execution 20; Concept & Writing 20

PC45. Multimedia Online/Best Online Experience for a Story **Online entry

This award honours innovative efforts used to develop the story and increase reader engagement through alternate storytelling means: photos, graphics, illustrations, video, virtual reality, quizzes, slideshows, social media embeds, reader interaction or other emerging media. These tools will be used to augment the story-telling process in a way that informs, entertains and engages the reader.

Submit: Links to URLs and/or PDFs of screenshots for judging. Please include a username & password if required to allow the judge full access to the entry.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging Criteria: Quality of Reporting/Writing 20; Functionality 20; Value added to story 20

Premier Categories - College/University Members

CU01. Student Feature Writing ****Print or online entry permitted**

Entries must have appeared in the entrant's college/university newspaper or on the entrant's college/university website. Entries must be community or college/university feature articles. Judges will examine such areas as: use of language, quality of writing, indication of research/ sources (particularly high tech sources), good use of data. Each member newspaper may enter up to three (3) different writer's work.

Submit: PDF of entry in print or URL link, screen capture or pdf of online article. Include entire page(s). Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging criteria: Quality of Writing 16; Subject Matter (community related) 14; Research/Sources 12; Layout and Design 12

CU02. Student News Writing ****Print or online entry permitted**

Entries must have appeared in the entrant's college/university newspaper. Entries must be community or college/university news articles. Judges will examine such areas as: use of language, quality of writing, indication of research/ sources (particularly high tech sources), good use of data. Each member newspaper may enter up to three (3) different writer's work.

Submit: PDF of entry in print or URL link, screen capture or pdf of online article. Include entire page(s). Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging criteria: Quality of Writing 16; Subject Matter (community related) 14; Research/Sources 12; Layout and Design 12

CU03. Student Photography ****Print or online entry permitted**

This award will be presented to the college/ university student who takes the best news/feature/ sports photo (single image, not photo spread) in their school newspaper or on their school newspaper website. While the value of spectacular news photos is recognized, human interest, originality, imagination, and quality of reproduction will also be considered. Each member newspaper may enter up to three (3) different photographer's work.

Submit: PDF of entry in print or URL link, screen capture or pdf of online entry. (only one photo will be judged. If submitting spread, please include in description which photo to judge). Include entire page as published.

Entries submitted to be dated between October 1, 2016 and September 30, 2017.

Judging criteria: News, Feature or Sports Value 25; Impact 25; Originality/Forethought 20; Quality of Entry 15; Editorial Treatment 15

CU04. Best College/University Newspaper Website ****Online entry**

This award recognizes the best online college/university newspaper service that successfully compliments its print edition(s). A website should be well designed, include valuable editorial content, innovative strategies and revenue generation through advertising, be easy to navigate and still demonstrate that it fulfills a community role. The top three will be awarded. Only one entry per member newspaper

Submit: URL address. Please include a username & password if required to allow the judge full access to the entry.

Judging Criteria: Design 20; Editorial Content 20; Advertising Content 20; Community Involvement 20; Use of Technology 20