

COLLEGE ONLINE ENTRY INSTRUCTIONS

All entries must be submitted via our online contest system. Below are the directions for submitting your entries. We strongly recommend that you start making your entries early. You do not have to submit all entries at one time. You are able to continue to add more entries up until the deadline date.

Deadline for all entries is February 14, 2022.

If you have any questions or problems, please contact Jill Van Dusen at: jill@nynewspapers.com or call **518-464-6483** ext. 25.

ONLINE ENTRY INSTRUCTIONS

1. Go to: <https://contest.nynewspapers.com>
2. Download the BNC Contest Rules and Entry Forms from the College Newspaper Box.
3. Click on "Enter College Newspaper".
4. Create User Account (you will receive an email with a link that you must click on in order to activate your account).
5. Log into your account.
6. Select your "Newspaper" from the drop-down list.
7. Select the "Category" that you are submitting from the drop-down list.
8. In the "Article/Photo Description" box, please enter the headline of the article or a description of the photo so that we know what the correct entry is. For online categories, please enter the URL of the page.
9. In the "Author" box, please enter the writer or photographer's name.
10. Click on the "Browse" button to upload your pdfs. If the category requires hard copies to be sent to the NYPA office, you can skip this step.
11. Select the file(s) that correspond with your entry. **Please submit only ONE entry at a time (you may select multiple files for that one entry).** Please keep the file size to 15MB or less to aid judges in accessing your entry.
12. Once uploaded, you can view what you just uploaded. If it is not correct, you can click on the "Delete" button to remove that entry.
13. Enter your name in the appropriate box.
14. Click on the "Submit" button. Please allow time for the file to upload. It can take a few minutes for a large file.
15. Your entry will appear in your "cart" at the bottom of the page. **If you do not see your entry below, it did not upload properly and will need to be added again.**
16. To submit your next entry, go back up to the "Category" drop-down list again.
17. After all entries have been submitted, please review the "cart".
18. Click on the "Enter Payment Information" button.
19. You will be redirected to a secured page to enter your credit card information.
20. Enter your credit card information.
21. Click on the "Return to Entry Screen" button if you want to continue to add/change your entries. Otherwise, click on the Logout button at the top right of your screen.
22. Those entries are now officially submitted. You may still add more entries at a later time as you will be able to view what has previously been entered into your shopping chart. If you need assistance, please contact Jill Van Dusen.

Completed Entry Forms can be faxed to 518-464-6489 to the attention of Jill Van Dusen, or email to: jill@nynewspapers.com

**New York Press Association
Attn: Jill Van Dusen / BNC
621 Columbia St. Extension
Cohoes, NY 12047**





2021 Better College Newspaper Contest

SPONSORED BY THE NEW YORK PRESS ASSOCIATION

1. The contest is open to any two or four year colleges in New York State.
2. The contest period extends from January 1, 2021 through December 31, 2021.
3. Deadline for submission of entries is February 14, 2022. Entries MUST be uploaded on or before that date. If they are not, they will be disqualified.

4. CATEGORIES:

67. General Excellence — Overall quality of newspaper, including writing, design, photography, and advertising. Submit one complete copy of any three issues from the contest year. Submit those three issues in pdf format, as they count as one entry. (Upload three separate files: Label them as follows; 68_1.pdf; 68_2.pdf; and 68_3.pdf)

68. Advertising Excellence — Submit complete edition from two separate months within the contest year. Judging will be on the following basis: Layout and format of ad pages; Originality and quality of ad design; Quality and technique of copywriting.

69. News Story — Submit tearsheet as pdf with story clearly marked. Consideration will be given to difficulty in obtaining story, dead line pressure, use of sources, completeness of coverage, quality of writing and impact of lede.

70. Feature Story — Submit tearsheet as pdf with feature of any subject, item, person or group clearly marked. Entries will be judged on originality, reader-interest, writing style and completeness.

71. Column — Any regularly published column relating to readership. Submit tearsheets of two columns published during the contest year, and name of writer. NOTE: A column is neither a feature story, nor an editorial. A column is a personal viewpoint, perspective or experience piece, written in the writer's voice. Each entry is from one writer. Submit those two columns as one pdf, as they count as one entry.

72. Design — Overall design including page layout, color and organization. Submit one complete copy of any two issues published during the contest year. Submit those two issues in pdf format, as they count as one entry. (Upload two separate files: Label them as follows; 72_1.pdf; and 72_2.pdf)

73. Photography — Submit tearsheet as pdf of single photo for feature, sports or news coverage. Photos will be judged on composition, focus, and detail. Clearly acknowledge photographer's name.

74. Best Sports Coverage — Submit three full sets of sports pages from different issues of the newspaper in pdf format. Entries will be judged on thoroughness of coverage, writing, design and enterprise. (Upload three separate files: Label them as follows; 74_1.pdf; 74_2.pdf; and 74_3.pdf)

75. Editorial — Submit three editorials as one pdf from any time during the contest year. Editorials may be of any length but must be written by a regular staff member and should explicitly indicate the newspaper's stance or leadership role on local issues. Entries will be judged on subject matter, timeliness, writing ability and effectiveness. You may submit a letter of explanation.

76. Best Web Site — Judged on the complete Web site (including blogs, multi-media, citizen involvement, design, ease of navigation, quality of content, email alerts, as well as use of the Web Site to drive people to the print product, and vice versa. Provide newspaper Web address (url link) and any login and password if required.

77. Best Use of Social Media — Entries should demonstrate consistently effective use of social media platforms to highlight the news and expand and engage the audience. Judging will be based on quality, consistency, innovation, audience engagement and overall impact. Judges will pick a random day and time to review the entry as well as consider up to five screen shots of specific posts. Please submit links.

5. RULES:

Writers and photographers must have been full-time students at the time of publication. An entry is one sample from one writer or photographer. All entries must be submitted in pdf format, with entry portions marked clearly each tearsheet. Entries that are not properly identified will be disqualified. Use only one entry form.

6. Entries will be judged by the following point system:

1st place = 20 points,
2nd place = 10 points,
3rd place = 5 points

7. All entries become property of the New York Press Association.
8. First, second and third place awards will be made in each category.
9. Judges' decisions are final.
10. Contest entry forms must be accompanied by a fee of \$10.00 per entry. Entry fees are non-refundable. Make checks payable to NYPA or fill out credit card information.
11. The overall first place newspaper will win a plaque, and be announced during New York Press Association's spring conference held April 30, 2022.
12. First place winners in all categories will receive a plaque. Second and third place winners will receive certificates.

Check to make sure entries are submitted in the proper category — eg., a column is NOT a feature or an editorial, etc.

New York Press Association



621 Columbia St. Extension, Cohoes, NY 12047

PHONE: 518-464-6483 FAX: 518-464-6489

www.nynewspapers.com

Entry Form



Please type or print clearly:

Name of College _____

Name of Newspaper _____

Address of Newspaper Office _____

Phone Number at Office _____

Website Address for College Newspaper _____

Name of Newspaper Advisor _____

Email Address of Advisor _____

Name of Newspaper Editor _____

Campus Phone Number _____

Total Circulation of Newspaper _____

Contest Materials Prepared By (Print Name) _____

Do students working on the newspaper receive class credit? _____

Does your newspaper have a paid advisor? _____

Is the newspaper subsidized by student fees or self-supporting? _____

NUMBER OF ENTRIES:

- _____ **67. General Excellence**
- _____ **68. Advertising Excellence**
- _____ **69. News Story**
- _____ **70. Feature Story**
- _____ **71. Column**
- _____ **72. Design**
- _____ **73. Photography**
- _____ **74. Best Sports Coverage**
- _____ **75. Editorial**
- _____ **76. Best Web Site**
- _____ **77. Best Use of Social Media**
- _____ **TOTAL # OF ENTRIES**

Fee is \$10.00 per entry.

Entry fees are non-refundable.

You can pay by credit card (via online website) or by check.

New York Press Association



**If paying by check, please make payable to NYPA
and mail to:**

***New York Press Association
Attn: "Better Newspaper Contest"
621 Columbia St. Extension, Cohoes, NY 12047***