

2007 Web Contest

DEADLINE

Entries must be **postmarked no later than March 7, 2008.**

Send entries to:

The Associated Press

Attn: Quierston E. Shepherd

511 11th Ave. South, Suite 460

Minneapolis, MN 55415

DIVISIONS

Division I Below 20,000

Division II 20,000 and up

Division III Metro (Star Tribune and St. Paul Pioneer Press)

A newspaper may enter a higher circulation division, but all entries from that paper (newswriting, photos, sports, design and editing and Web) must be entered in the higher division.

AWARDS

Awards will be presented at the awards banquet Friday, June 6, 2008 at The Depot in Minneapolis, MN.

Address: The Depot 225 South Third Avenue, Minneapolis, MN 55401

- First-place winners receive a plaque
- Second- and third-place winners receive certificates

NUMBER OF ENTRIES

With the exception of the Breaking News category, each newspaper is permitted one entry. In Breaking News category, a newspaper may submit up to three entries per paper.

ENTRY FEES

\$3 entry fee per entry.

HOW TO ENTER

The URL for entries must be included. If the entry is no longer 'live' on the Web site, a DVD of the entry is acceptable. Explanatory, entry background letters from editors are optional, except for the Overall Excellence, Breaking News and Interactivity categories.

CATEGORIES

OVERALL EXCELLENCE: This category acknowledges the full range of attributes required of an Internet news site. Those include content, organization, design, video/audio/still photography, special projects, reader interactivity, creativity (use of slideshows, podcasts, blogs, etc.) and the ability to move traffic in both directions between web and print. Web site managers **MUST** submit a letter that can serve as a navigational tool for the judges to view the site. A weekday date will be picked, without the entrants' knowledge, to be used for judging purposes.

BREAKING NEWS: Best online coverage of a breaking news event. Judging criteria will include timeliness, completeness and use of multimedia such as audio, video and documents to convey the story. An editor's letter highlighting those qualities **MUST** accompany the entry. Up to three entries per paper.

CREATIVE USE OF MULTIMEDIA: Most creative use of multimedia on a Web site.

SPECIAL PROJECTS: Best use of the Web in presenting special projects.

INTERACTIVITY: Most effective use of the Web to increase reader participation, including but not limited to elements such as talkback forums, reader polls, solicitation of content from readers, etc. An editor's letter highlighting those qualities **MUST** accompany the entry.

2007 Web Contest Entry Form

Member: _____

Division (check one):

I _____ II _____ III _____

Number of entries

Breaking News _____

Letter(s) included

Other Entry Information

Overall Excellence

Letter included

URL: _____

or DVD attached

Creative use of Multimedia

URL: _____

or DVD attached

Special Project

URL: _____

or DVD attached

Interactivity

Letter included

URL: _____

or DVD attached

Total Entry Fee Amount Due \$ _____ \$3 ea.

Total Entry Fee Amount Enclosed \$ _____

Check here if payment will be sent separately

Contact Information

Please provide a name and email address of someone who can be contacted if questions arise.

Name

E-mail