

NEW YORK STATE ASSOCIATED PRESS ASSOCIATION

2008-2009 NEWS CONTEST

COMPETITION CRITERIA:

ELIGIBILITY: Writers, reporters and editors for AP member daily newspapers published in New York state. Entries must be based on material published between June 1, 2008, and May 31, 2009.

FEES: \$10 per entry for newspapers under 50,000 daily circulation; \$20 per entry for newspapers over 50,000 daily circulation. Make checks payable to Associated Press Associations.

DEADLINE: Postmark by Monday, June 15, 2009.

AWARDS: Winners will be notified by wire advisories. The awards will be presented at the annual banquet on Wednesday, Sept. 23, 2009, at the Genesee Grande Hotel in Syracuse, N.Y.

ENTRIES: **Three** entries permitted per newspaper in each category, except the "Continuing Coverage" and "Beat Reporting" categories, in which each paper is permitted **ONLY ONE** entry. (Categories described on the reverse.) Entries may be clips or legible photocopies. **Please note that fewer articles are required in some categories.**

Do not submit the same entry in more than one category. Exception: Stories or columns submitted as individual entries may also be submitted as parts of entries in the continuing coverage or depth reporting categories.

Submit entries in one of four classifications by daily newspaper circulation:

over 125,000

50,000 to 125,000

25,000 to 50,000

under 25,000

MARK YOUR ENTRIES FOR THE CORRECT CIRCULATION GROUP! Circulation is based on individual daily newspapers, not on combination or Sunday figures. Combined newspapers may submit entries from Sunday editions, but must enter them in the combined daily circulation category.

ENTRY REQUIREMENTS. Designate your entry on a tear sheet by using a red felt-tip pen to clearly bracket your entry at all corners. Bracket even full-page entries so that it is clear which side of the page is being entered. Place each entry in a **letter-size manila folder, not envelope.** (For a bulky series, clip/staple the pages, fold and place them in their own folder. **Mark clearly the stories being entered.**) Tape the enclosed entry form to each entry folder. Information on these forms **MUST BE LEGIBLE.** Use a separate folder for each entry. Do not use elaborate folders or bindings. **Entries in envelopes will be disqualified!**

Send material by mail or by overnight delivery service to:

The Associated Press
PO Box 11010
Albany, NY 12211

The Associated Press
Capital Newspapers Building
INSIDE DELIVERY, 2ND FLOOR
645 Albany Shaker Road
Albany, NY 12211

If you have questions, call Debi Foland at 800-424-4500 or 518-458-7821 or e-mail dfoland@ap.org.

CATEGORIES:

1. SPOT NEWS REPORTING

Breaking news coverage under pressure of deadline, or where prior planning and research was not possible. A letter or note from the editor, explaining the time restrictions and deadline framework may be attached to the entry. It may include multiple stories published within a 24-hour period of the breaking news event. The work can be by an individual reporter or be a collaborative staff effort. Complementary photography, graphics and online coverage can be included. Entry materials may contain print and/or online materials. Online materials should have publication date, which could include a screenshot, a dateline or other reference to the date.

2. FEATURES

A whimsical, descriptive or human interest story, serial or series of up to **three** stories on the same subject. Entry may include print and/or online materials.

3. SPORTS

A single news or feature story, or a series published on no more than **three** separate dates (consisting of not more than **three** stories on the same subject). Entry may include print and/or online materials.

4. SPORTS COLUMN

A single column published on no more than **three** separate dates. Entry may include print and/or online materials.

5. COLUMNS

Three bylined columns of commentary, analysis or interpretation. Entries will be judged as bodies of work by the submitting writers. Entry may include print and/or online materials.

6. BUSINESS/FINANCE

A single article or series published on no more than **three** separate dates (consisting of no more than **three** stories on the same subject relating to business, finance or the economy). Entry may include print and/or online materials.

7. EDITORIALS

One to **three** editorials from a single writer. Entries will be judged on how clearly and effectively they argue a point of view. Judges may take into consideration the subject's difficulty, evidence of original research and the effect of the editorial(s) on policy, people and events. Entry may include print and/or online materials.

8. DEPTH REPORTING

A story, series or special edition aimed at informing the public about a significant issue or problem. Complementary photography, graphics and online coverage can be included. The entry's effectiveness and the obstacles overcome in the reporting are considered in selecting the winner. Entry may include print and/or online materials.

9. CONTINUING COVERAGE

Recognizes ongoing coverage of a topic but is limited to stories or packages published on no more than eight different dates. Should be representative of the scope of coverage of a story that may have spread over weeks or months. Complementary photography, graphics and online coverage can be included. Entry may include print and/or online materials.

10. BEAT REPORTING

Recognizes up to **five** stories by an individual produced on a specific assigned beat. Entries may include breaking news, features or enterprise coverage. Only one entry can be made in this category. Entry may include print and/or online materials.

11. BRIGHTEST HEADLINE

Recognizes the best and brightest headline writing. Entries will be judged on overall quality, clarity and message. Entries can be serious or humorous in nature. Entries are limited to three per newspaper and stories **MUST** accompany headlines. Entry may include print and/or online materials.

12. ONLINE CONTENT

Recognizes online initiatives, or news or feature content on the newspaper's Web site that adds depth to print content or is offered exclusively online. This may include stories, forums, photographs, video, infographics or flash presentations. This should relate to one topic. An entire newspaper Web site cannot be entered. Include URLs of entered work, or any relevant disks, videos, printouts or other related material. Entry materials may include print versions as supplemental or background information only. The work will be judged on the online content.

13. ARTS/ENTERTAINMENT WRITING:

A single profile, interview, trend story or feature on any arts and entertainment topic, including movies, theater, music, opera, dance, art, architecture, television and literature. Emphasis is on quality of writing. Sidebars can be included. Series are not eligible. Entry may include print and/or online materials.

14. ARTS/ENTERTAINMENT CRITICISM

One entry in this category consists of three examples of a reviewer's work, published on three separate dates, including reviews, essays, columns and/or commentaries on movies, theater, music, opera, dance, art, architecture, television and literature. Entry may include print and/or online materials.

15. NEWSPAPER OF DISTINCTION

The judges will examine the appearance and presentation of news, photos and graphics for the entire edition of each entering newspaper, from the front page through the sports agate, on three days. Enter **one** of the newspaper's editions from **November 5, 2008** and **February 18, 2009**. In addition, enter a third edition of the newspaper's choice between June 1, 2008 and May 31, 2009. Criteria will include, but not be limited to, news judgment in story placement; quality of reporting and writing; quality of headlines and captions; quality of photographs and editorial artwork. To assist our judges in understanding how well your newspaper covers your community, editors may submit a short cover letter describing the newspaper's market, mission, staffing and any other factors that judges ought to take into consideration. It may help the judges if demographic, economic and historic information about the community is included. Print versions of these dates are required, but entry materials may also include online versions.

16. MICHAEL HENDRICKS YOUNG JOURNALIST AWARD

This award recognizes the work and potential of a young New York journalist. This award honors former News Editor Michael Hendricks, who was dedicated to helping young journalists get a start in this business. The award carries a \$500 prize. To enter, the nominee must work at a New York daily newspaper and have no more than three years' experience as of June 1, 2008. The nominee must submit a resume and a letter of nomination from a managing editor or news editor. The nominee must submit five examples of work. Each example may be a single story or a series. Entries will be judged on the quality and variety of the work samples, the impact of the stories in the community, and the conditions under which the reporter worked. Within the nomination letter, the editor should note the contributions the reporter has made to the newsroom. Entry may include print and/or online materials.

17. BLOGGING

This entry is for print journalists who blog on their newspaper's Web site. Entries will be judged on writing quality, creativity, unusual elements, breaking news on the blog, etc. Materials should include live Web links, archived Web pages and/or screen captures showing the online publication dates. Blog comments may be included as supplemental content.

18. MULTIMEDIA PACKAGES

This entry includes best overall multimedia package on the Web that combine such elements as stories, videos, interactive graphics, photo categories, etc. Entries will be judged on overall quality, great writing and/or online storytelling, presentation and interactivity. Entries should either include live online links, archived Web pages, screen captures, etc.

NON-DAILY PUBLICATIONS AND SPECIALTY WEB SITE DIVISION

The awards will recognize the overall quality of the publication or Web site. A first-, second- and third-place will be awarded in each category. Each category will be divided into parent newspapers with circulation under 50,000 and parent newspapers with circulation of 50,000 and above. This is an exception to other contest entries that fall into four circulation categories. Publications — and Web sites — produced by any department (news, marketing, etc.) of a New York AP member newspaper will be accepted for review. Any method of distribution (carrier, mail, etc.) is acceptable.

General Excellence and Innovation

1. SPECIALTY PUBLICATIONS

These include any niche publications/magazines by the member newspaper company showcasing locally focused content. At a minimum, a publication should be published quarterly. Entrants should include a written summary that states the publication's overall mission, targeted audience and/or targeted geography, frequency of publication and distribution method (carrier, mail, single copy, etc.). Judging will be based on journalistic quality, including story idea and execution, photography and design and how well the publication fulfills its mission. (Send up to three issues to be reviewed.)

2. GENERAL INTEREST WEEKLY

This category includes any general interest weekly publications published by a NY AP member newspaper company and showcasing local content. Entrants should include a written summary that states the publication's overall mission, targeted audience and/or targeted geography, and distribution method (carrier, mail, single copy sales, free rack-and-stack, etc.). Judging will be based on journalistic quality, including story idea and execution, photography, design and how well the publication fulfills its mission. (Send up to three issues to be reviewed.)

3. NICHE WEB SITE

This category includes any Web site that offers locally focused content aimed at a targeted audience such as women, sports fans, people interested in the environment, etc. Entrants should include a written summary that states the Web site's overall mission, targeted audience and/or targeted geography, and highlights of the type of content offered on the site. Judging will be based on journalistic quality, including story idea and execution, photography, multimedia (video, Flash presentations, audio, slideshows), interactivity (forums, blogs), design and how well the Web site fulfills its mission. Judges will view the site live on the day of the judging to make their assessment. This is an exception to other entries, which must have been published between June 1, 2008 and May 31, 2009.