



CANADIAN
COMMUNITY NEWSPAPER
AWARDS

2023 Entry Book

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News Media Canada | 2023 Canadian Community Newspaper Awards
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Quick Start Guide



ELIGIBILITY

Entrants must be non-daily community newspapers published in Canada in English or French and contain content of a general nature for a Canadian audience. To be eligible for member rates, the publication must be a general or associate member of News Media Canada in good standing.



APPLICABLE CIRCULATION FIGURES

Within each category, each community newspaper shall compete in the circulation class applicable to it. Circulation figures are the latest audited or sworn average total circulation per issue for the edition of record.



ENTRY DETAILS

Newspapers must submit entries from the 2022 calendar year.

A maximum of three (3) entries from 2022 per newspaper may be submitted into EACH of the following categories:

Premier Awards:

- 201 - Best News Story
- 202 - Best Feature Story
- 203 - Best Feature Series
- 204 - Outstanding Columnist
- 205 - Outstanding Reporter Initiative
- 208 - Best Historical Story
- 209 - Best Local Civic Journalism
- 210 - Best Local Cartoon
- 211 - Best Spot News Photo Coverage

- 212 - Best Feature News Photo
- 213 - Best Feature Photo
- 214 - Best Sports Photo
- 215 - Best Photo Essay

Special Competitions:

- 302 - Excellence In Rural Reporting
- 303 - Best Business Writing
- 305 - Best Agricultural Story



A maximum of one (1) entry from 2022 per newspaper may be submitted into EACH of the following categories:

Premier Awards:

- 206 - Best National Editorial
- 207 - Best Local Editorial
- 221 - Outstanding Community Service
- 223 - Best Coverage Of The Arts

- 224 - Best Sports Coverage
- 226 - Best Community Newspaper Website
- 227 - Best Multimedia Feature
- 228 - Best Multimedia Breaking News Coverage

Special Competitions:

- 301 - Best Special Section
- 304 - Best Agricultural Edition

General Excellence*:

- 101 - General Excellence

*Entrants competing in General Excellence must submit two issues (**one from March 2022 and one from September 2022**) randomly selected by News Media Canada and enter them in the appropriate circulation class.

ENTRY DEADLINE & FEES

The final entry deadline is Wednesday, June 28, 2023, at 11:59 PM.

All entries must be submitted and paid in full by the deadline in order to qualify.



News Media Canada Member

General Excellence: **\$75**
Premier Awards or Special Competitions:
\$20 per entry submitted

Non Member

General Excellence: **\$150**
Premier Awards or Special Competitions:
\$50 per entry submitted

All amounts include 13% HST. Payment must be made by VISA or MasterCard through the contest website. All payments must be received no later than the entry deadline.

All entrants must register and complete entry forms online at www.communitynewspaperawards.ca.

Quick Start Guide



ONLINE ENTRY SYSTEM

All entrants must register, complete entry forms, and submit digital entries online at www.communitynewspaperawards.ca.



File Formats Accepted: PDF, DOC/DOCX, TXT, JPG, GIF and PNG.

Full-page tearsheets must be submitted in PDF format.

For the Best Community Newspaper Website, Multimedia Feature and Multimedia Breaking News Coverage categories, a URL link may be provided for your website and online/multimedia components.

File names must not contain spaces or special characters.

The following format is acceptable: Scarborough-News-March-22-2022-pg1.pdf

Maximum file size: 5 MB

For larger files (5-50 MB), you may upload your file(s) to a 3rd party website such as www.issue.com and copy and paste the hosted item's web address into the website URL field.

RULES & REGULATIONS

Any work published in more than one newspaper may only be entered by the community newspaper with the highest circulation. The work must be entered in the applicable circulation class for that newspaper. The awards committee, staff, and judges reserve the right to disqualify any duplicate or incorrectly submitted entries at any point that they are discovered during the competition.

Any image created or manipulated beyond basic lighting or cropping changes using computer software may not be entered in the Best Spot News Photo, Best Feature Photo, Best Sports Photo or Best Photo Essay categories.



Submissions become the property of News Media Canada and may be reproduced by News Media Canada in any of its publications.

Maintain a copy of your submissions for later announcements. Due to the high volume of entries, News Media Canada is unable to trace individual entries following submission to judges. Be sure to keep a copy of your entry form(s) for your files.

THE DECISION OF THE JUDGES SHALL BE FINAL.

WINNERS ANNOUNCEMENT

Winners in all categories and classes will be announced on the Canadian Community Newspaper Awards website, www.communitynewspaperawards.ca on Friday, September 15, 2023.



QUESTIONS?

Call the News Media Canada office toll-free at 1-877-305-2262 ext. 3221 or email awards@newsmediacanada.ca.

General Excellence

Category 101 - General Excellence

Based on the total newspaper and recognizes outstanding overall achievement in the community press. An entry will consist of one complete copy of an issue from **March 2022** and one complete copy of an issue from **September 2022**.

Limit of one entry per calendar year into this category. URLs of your e-editions or PDF tearsheet(s) of your entry are required for this category.

Awards will be given for Best All-Round Newspaper, Best Front Page, and Best Editorial Page.

Judges will select the top three newspapers based on the following scoring system:

Editorial:

Range of Coverage and Editorial Design 35 points
Quality of Writing 15 points
Photography 15 points

Typography:

Typography and Design 10 points
Print Quality 5 points

Advertising and Layout:

Ad Design and Copy Editing 15 points
Layout and Effective use of Colour 5 points

Front Page 10 points

Editorial Page 10 points

TOTAL: 120 points

Class 1011 - Circulation up to 1499

Class 1012 - Circulation 1500 to 6499

Class 1013 - Circulation 6500 to 17499

Class 1014 - Circulation 17500 and over

Premier Awards

Category 201 - Best News Story

An entry will consist of one story published in one issue dealing with a local event of some newsworthy importance. Entry must include one set of full-page PDF tearsheets containing the article, with the article clearly marked and visible for judging. An explanatory letter may accompany the entry to provide background information. Please include the writer's name with the entry. Syndicated material will not be accepted.

A newspaper may submit up to three different entries per calendar year in this category. A separate entry form must be completed for each entry. PDF tearsheet(s) of your entry are required for this category.

Judging will be based on:

- **Quality of writing:** Writing style, Grammar, Spelling (35 points)
- **Depth and detail:** Scope and excellence of content, Quality of reporting/initiative, Depth of research (35 points)
- **Newsworthiness:** Significance to community, Impact, Local content, Timeliness (30 points)

TOTAL: 100 points

Class 2011 - Circulation up to 9999

Class 2012 - Circulation 10000 and over

Category 202 - Best Feature Story

A feature takes an in-depth look at what's going on behind the news. It gets into the lives of people. It tries to explain why and how a trend developed. Unlike news, a feature does not have to be tied to a current event or a breaking story, but it can grow out of something that's reported in the news. An entry will consist of one story published in one issue about one specific subject of local interest. Entry must include full-page PDF tearsheets, with the article clearly marked and visible for judging. Please include the writer's name with the entry. Syndicated material will not be accepted, and covering letters will not be considered.

A newspaper may submit up to three different entries per calendar year in this category. A separate entry form must be completed for each entry. Full-page PDF tearsheet(s) of your entry are required for this category.

Judging will be based on:

- **Quality of writing:** Writing style, Structure and organization, Grammar, Spelling (25 points)
- **Depth and detail:** Scope and excellence of content, Quality of reporting/initiative, Depth of research (25 points)
- **Originality and creativity:** Uniqueness of approach, Original treatment of the topic (20 points)
- **Presentation:** Graphic layout, Picture content (15 points)
- **Impact:** Relevance to community, Reader interest (15 points)

TOTAL: 100 points

Class 2021 - Circulation up to 3999

Class 2022 - Circulation 4000 to 12499

Class 2023 - Circulation 12500 and over

Category 203 - Best Feature Series

An entry will consist of a series of two to four stories about one specific subject of local interest. Entry must include full-page PDF tearsheets with the articles clearly marked and visible for judging. Please include the writer's name with the entry. Syndicated material will not be accepted.

A newspaper may submit up to three different entries per calendar year in this category. A separate entry form must be completed for each entry. Full-page PDF tearsheet(s) of your entry are required for this category.

Judging will be based on:

- **Quality of writing:** Writing style, Grammar, Spelling, Structure, organization (25 points)
- **Depth and detail:** Scope and excellence of content, Quality of reporting/initiative, Depth of research (25 points)
- **Originality and creativity:** Uniqueness of approach, Original treatment of the topic (20 points)
- **Presentation:** Graphic layout, Picture content (15 points)
- **Impact:** Relevance to community, Reader interest (15 points)

TOTAL: 100 points

Class 2031 - Circulation up to 9999

Class 2032 - Circulation 10000 and over

Category 204 - Outstanding Columnist

George Cadogan Memorial Outstanding Columnist Award

Entries will be from those who write a general interest column on a regular basis for a community newspaper of any circulation. Entries should be lively, original, tight and grammatical. They should show some courage regarding local issues. Covering more than one subject is good. Presentation counts. An entry will consist of full-page PDF tearsheets of columns from three consecutive weeks of your choosing during the calendar year.

A newspaper may submit up to three different entries per calendar year in this category. A separate entry form must be completed for each entry. Full-page PDF tearsheet(s) of your entry are required for this category.

Judging will be based on:

- **Quality of writing:** Lively, tight writing style, Organization of thoughts, Grammar, Spelling, Originality and freshness of approach (35 points)
- **Scope and excellence of content:** Choice of subject matter, Courage regarding local issues, Expression of opinion on local issues, Clarity of argument (35 points)
- **Impact:** Ability to stimulate thought, Appeal to readers (20 points)
- **Presentation:** Layout and design, Consistent placement in the newspaper (10 points)

TOTAL: 100 points

A cash prize will be awarded to the winning columnist as follows: First place \$500.

Class 2041 - Circulation open

Category 205 - Outstanding Reporter Initiative

An entry will consist of at least one story or a series of stories published during the calendar year. 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 should accompany the entry to elaborate on the circumstances under which the story was obtained. Please include the writer's name with the entry.

A newspaper may submit up to three different entries per calendar year in this category. A separate entry form must be completed for each entry. Full-page PDF tearsheet(s) of your entry are required for this category.

Judging based on:

- **Depth and detail:** Scope and excellence of content, Quality of reporting/initiative, Depth of research (40 points)
- **Quality of writing:** Writing style, Grammar, Spelling (30 points)
- **Newsworthiness:** Significance to community, Impact, Local content, Timeliness (30 points)

TOTAL: 100 points

Class 2051 - Circulation open

Category 206 - Best National Editorial

This award is intended to recognize editorial writing of national focus rather than local, which contributes to better understanding of human relationships in Canada between individuals, regions or races. The award seeks to stimulate more editorial writing in community papers on broad Canadian subjects. The purpose of any writing submitted should be to provide and stimulate the thinking of the readers. Emphasis in this competition is on individual effort regardless of the size of the newspaper. Signed or unsigned editorials stating the official position of the newspaper may be entered. Judges reserve the right to disqualify entries deemed to be columns. An entry will consist of one full-page tear sheet containing the editorial. Please include the writer's name with the entry.

Limit of one entry per calendar year into this category. Full-page PDF tearsheet(s) of your entry are required for this category.

Judging will be based on:

- **Quality of writing:** Writing style, Grammar, Spelling (35 points)
- **Clarity of argument:** Identification of a national issue that is or should be of concern to the community, Expression of opinion, Support a course of action, Persuasiveness and reasoning (35 points)
- **Impact:** Ability to stimulate thought, Relevance to community (30 points)

TOTAL: 100 points

Class 2061 - Circulation up to 9999

Class 2062 - Circulation 10000 and over

Category 207 - Best Local Editorial

The intent of this award is to recognize excellence in dealing editorially with issues that are of purely local or regional interest. Entries should be stimulating, well-researched, clearly stated expressions of opinion on topics of local importance. Background material may be submitted to broaden the judges' understanding of the issue. Signed or unsigned editorials stating the official position of the newspaper may be entered. Judges reserve the right to disqualify entries deemed to be columns. An entry will consist of one full-page PDF tearsheet containing the editorial. Please include the writer's name with the entry.

Limit of one entry per calendar year into this category. Full-page PDF tearsheet(s) of your entry are required for this category.

Judging will be based on:

- **Quality of writing:** Writing style, Grammar, Spelling (35 points)
- **Clarity of argument:** Identification of a local issue that is or should be of concern to the community, Expression of opinion, Support a course of action, Persuasiveness and reasoning (35 points)
- **Impact:** Ability to stimulate thought, Relevance to community (30 points)

TOTAL: 100 points

Class 2071 - Circulation up to 9999

Class 2072 - Circulation 10000 and over

Category 208 - Best Historical Story

An entry will consist of one story published in one issue, dealing with local history. This entry should record community-wide interest in an event, observance or personage(s) that could have some national heritage importance. If a newspaper published a historical section, it must identify which story is to be judged. Entry must include a full-page tear sheet with the article clearly marked and visible for judging. Syndicated material will not be accepted.

A newspaper may submit up to three different entries per calendar year in this category. A separate entry form must be completed for each entry. Full-page PDF tearsheet(s) of your entry are required for this category.

Judging based on:

- **Depth and detail:** Depth of research, Scope and excellence of content, Quality of reporting/initiative (30 points)
- **Quality of writing:** Writing style, Grammar, Spelling, Structure, organization (20 points)
- **Originality and creativity:** Uniqueness of approach, Original treatment of the topic (20 points)
- **Presentation:** Graphic layout, Picture content (15 points)
- **Impact:** Effectiveness in enhancing the public understanding of, or interest in, history in the community, Relevance to community (15 points)

TOTAL: 100 points

Class 2081 - Circulation up to 9999

Class 2082 - Circulation 10000 and over

Category 209 – Best Local Civic Journalism

This award recognizes public service journalism that sheds meaningful light on a civic issue affecting the local community.

The subject may be a municipal, regional, provincial or national issue directly impacting the local community. An entry will consist of one story or a series of up to three stories published during the calendar year.

A newspaper may submit up to three different entries per calendar year in this category. A separate entry form must be completed for each entry. Full-page PDF tearsheet(s) of your entry are required for this category.

Judging based on:

- **Depth and detail:** Scope and excellence of content, Quality of reporting/initiative, Balance, Local angle, Depth of research (40 points)
- **Quality of writing:** Writing style, Grammar, Spelling (30 points)
- **Newsworthiness:** Significance to community, Impact, Local content, Timeliness (30 points)

TOTAL: 100 points

Class 2091 - Circulation up to 9999

Class 2092 - Circulation 10000 and over

Category 210 – Best Local Cartoon

An entry will consist of a non-syndicated cartoon pertaining to a subject of local community interest for that paper. It should be accompanied by a typed, brief explanatory letter. A full-page tear sheet containing the cartoon must be submitted.

Please include the cartoonist's name with the entry.

A newspaper may submit up to three different entries per calendar year in this category. A separate entry form must be completed for each entry. A full-page PDF tearsheet of your entry is required for this category.

Judging will be based on:

- **Presentation:** Creative representation of subject matter, Originality and freshness of approach (35 points)
- **Newsworthiness:** Relevance to the community, Reader interest, Timeliness (35 points)
- **Impact:** Ability to stimulate thought (30 points)

TOTAL: 100 points

Class 2101 - Circulation up to 9999

Class 2102 - Circulation 10000 and over

Category 211 - Best Spot News Photo Coverage

A spot news photo is a published photo of an unscheduled event for which no advance planning was possible. It must contain emotion, expression of interest, action or illusion of movement, with good exposure, composition and reproduction. An entry will consist of one full-page tear sheet with the photo clearly marked and visible for judging. One picture or single subject sequence only will be accepted for judging. Actual prints are not necessary. Please include the photographer's name with the entry. Any image created or manipulated beyond basic lighting or cropping changes with computer software is not acceptable.

A newspaper may submit up to three different entries per calendar year in this category. A separate entry form must be completed for each entry. A full-page PDF tearsheet of your entry is required for this category. *French newspapers: Please provide an English translation of your photograph's cutline.*

Judging will be based on:

- **News or feature value** (20 points)
- **Impact:** Emotion, Expression of interest, action or illusion of movement (15 points)
- Composition and Technical Skills (10 points)
- **Presentation:** Focus/clarity, Reproduction, Cropping, Cutline (5 points)

TOTAL: 50 points

Class 2111 - Circulation up to 9999

Class 2112 - Circulation 10000 and over

Category 212 - Best News Feature Photo

A news feature photo is a published photo of a scheduled or unscheduled event for which an opportunity exists for advanced planning and creative control. It must contain emotion, expression of interest, creativity, with good exposure, composition and reproduction. Preference will be given to story-telling images that demonstrate excellent news judgment. An entry will consist of one full-page tear sheet with the photo clearly marked and visible for judging. One picture only will be accepted for judging. Please include the photographer's name with the entry. Any image created or manipulated beyond basic lighting or cropping changes with computer software is not acceptable.

A newspaper may submit up to three different entries per calendar year in this category. A separate entry form must be completed for each entry. A full-page PDF tearsheet of your entry is required for this category. *French newspapers: Please provide an English translation of your photograph's cutline.*

Judging will be based on:

- **News or feature value** (15 points)
- **Impact:** Emotion, Expression of interest (15 points)
- Creativity, Composition and Technical Skills (15 points)
- **Presentation:** Focus, Clarity, Reproduction, Cropping/cutline (5 points)

TOTAL: 50 points

Class 2121 - Circulation up to 9999

Class 2122 - Circulation 10000 and over

Category 213 - Best Feature Photo

A feature photo must contain imagination, initiative and technical skill. An entry will consist of one full-page tear sheet with the photo clearly marked and visible for judging. One picture or single subject sequence only will be accepted for judging. Actual prints are not necessary. Please include the photographer's name with the entry. Any image created or manipulated beyond basic lighting or cropping changes with computer software is not acceptable.

A newspaper may submit up to three different entries per calendar year in this category. A separate entry form must be completed for each entry. A full-page PDF tearsheet of your entry is required for this category. *French newspapers: Please provide an English translation of your photograph's cutline.*

Judging will be based on:

- News or feature value (15 points)
- Impact (10 points)
- Originality and foresight (10 points)
- Technical skills (10 points)
- Presentation: Focus, Clarity, Reproduction, Cropping/cutline (10 points)

TOTAL: 55 points

Class 2131 - Circulation up to 9999

Class 2132 - Circulation 10000 and over

Category 214 - Best Sports Photo

A sports photo must convey emotional impact of the moment to sum up a sports event, displaying foresight and ingenuity on the part of the photographer. An entry will consist of one full-page tear sheet with the photo clearly marked and visible for judging. One picture or single subject sequence only will be accepted for judging. Actual prints are not necessary.

Please include the photographer's name with the entry. Any image created or manipulated beyond basic lighting or cropping changes with computer software is not acceptable.

A newspaper may submit up to three different entries per calendar year in this category. A separate entry form must be completed for each entry. A full-page PDF tearsheet of your entry is required for this category. *French newspapers: Please provide an English translation of your photograph's cutline.*

Judging will be based on:

- Impact (15 points)
- Originality and foresight (10 points)
- Technical skills (10 points)
- Presentation: Focus, Clarity, Reproduction, Cropping/cutline (5 points)

TOTAL: 40 points

Class 2141 - Circulation up to 9999

Class 2142 - Circulation 10000 and over

Category 215 - Best Photo Essay

A well-presented storytelling photographic essay is an important communicator. This award recognizes photographic excellence, attention to composition, communication, quality of pictures, presentation, graphic display and completeness of the message. An entry will consist of one set of full-page PDF tearsheets containing a series of two or more photos. Actual prints are not necessary.

Please include the photographer's name with the entry. Any image created or manipulated beyond basic lighting or cropping changes with computer software is not acceptable.

A newspaper may submit up to three different entries per calendar year in this category. A separate entry form must be completed for each entry. Full-page PDF tearsheet(s) of your entry are required for this category.

Judging will be based on:

- Photographic narrative (15 points)
- News or feature value (15 points)
- Impact (15 points)
- Originality and foresight (15 points)
- Technical skills (10 points)
- Presentation: Focus, Clarity, Reproduction, Cropping/cutline (5 points)

TOTAL: 75 points

Class 2151 - Circulation up to 9999

Class 2152 - Circulation 10000 and over

Category 221 - Outstanding Community Service

An entry will consist of a report on a single project which extends beyond the normal community service mission of the newspaper, such as a community event sponsored or originated by the newspaper. A 1-2 page explanatory letter summarizing the community service project must accompany the entry. The presentation should convey to judges through tear sheets, letters, clippings, photos and other descriptive accounts the involvement of the newspaper in this community service. The report may cover several years but must have concluded in the 2022 calendar year.

Limit of one entry per calendar year into this category. Full-page PDF tearsheets of your entry are required for this category.

Judging will be based on:

- **Scope of the project:** Relative importance of project to the community, Appeal, Innovativeness of idea (25 points)
- **Coverage:** Depth of research, Quality of reporting, Effective use of photos, editorials and promotion (25 points)
- **Newspaper involvement:** Newspaper engagement with community (25 points)
- **Outcome:** Benefit to community (25 points)

TOTAL: 100 points

Class 2211 - Circulation open

Category 223 - Best Coverage of the Arts

This award recognizes newspapers for coverage of the arts in the community. Submit at least 3, but no more than 5, different works covering arts, such as a news story, feature, editorial or photograph. Do not submit full sections. An entry will consist of one set of full-page PDF tearsheets for each different example, with the stories clearly marked for judging.

Limit of one entry per calendar year into this category. Full-page PDF tearsheet(s) of your entry are required for this category.

Judging will be based on:

- **Quality of writing:** Writing style, Grammar, Spelling (25 points)
- **Scope and excellence of editorial content:** Variety of content, Quality of reporting/initiative, Depth of research, Comprehensiveness, Original treatment of the topic (25 points)
- **Presentation:** Layout and design, Graphic and photo content (25 points)
- **Impact:** Effectiveness in enhancing the public understanding of, or interest in, arts and culture in the community, Creativity of approach (25 points)

TOTAL: 100 points

Class 2231 - Circulation up to 9999

Class 2232 - Circulation 10000 and over

Category 224 - Best Sports Coverage

This award recognizes newspapers for coverage of sports in the community. Submit at least 3, but no more than 5, different works covering sports, such as a news story, feature, editorial or photograph. Do not submit full sections. An entry will consist of one set of full-page PDF tearsheets for each different example, with the stories clearly marked for judging. An explanatory letter may be attached to the entry to provide background information.

Limit of one entry per calendar year into this category. Full-page PDF tearsheet(s) of your entry are required for this category.

Judging will be based on:

- **Scope and excellence of editorial content:** Including regional/local/community/minor league sports coverage, Some consideration to the use of a statistics page (20 points)
- Overall impact (10 points)
- Graphic layout (10 points)
- Photo content (10 points)

TOTAL: 50 points

Class 2241 - Circulation up to 9999

Class 2242 - Circulation 10000 and over

Category 226 - Best Community Newspaper Website

A strong community newspaper website is easy to navigate, has an appealing design, and valuable local information. Entries will consist of the newspaper's URL (website address) printed on the entry form. It is not necessary to print out a page from your website because entries will be reviewed online by judges.

Any websites produced by sister newspapers using the same template may only be entered by the newspaper with the highest circulation. The work must be entered in the applicable circulation class for that newspaper. The awards committee, staff and judges reserve the right to disqualify any entries that do not comply with this requirement at any point that they are discovered during the competition.

Limit of one entry into this category. The URL of your website is required for this category.

Judging will be based on:

- **Creativity and visual appeal:** Layout/design, Graphics (15 points)
- **Usability:** Functionality and navigation (15 points)
- **Timeliness:** Immediacy (15 points)
- **Comprehensiveness:** Local content, Reflection of the community (25 points)
- **Interactive features:** Social networking, blogs, surveys, polls (15 points)
- **Effective use of rich media:** Video, podcasts (15 points)

TOTAL: 100 points

Class 2261 - Circulation up to 9999

Class 2262 - Circulation 10000 and over

Category 227 - Best Multimedia Feature

This award recognizes excellence in the combination or enhancement of print with online journalism featuring a single subject. This may include, but is not limited to, print, audio and visual elements in the form of photography, sound clips, video or animation. A letter fully outlining the origin and purpose of the combined print and online feature as well as the work involved in creating it, must accompany the submission. Emphasis is on innovative ways of storytelling.

Any feature produced by sister publications may only be entered by the newspaper with the highest circulation. The work must be entered in the applicable circulation class for that newspaper. The awards committee, staff and judges reserve the right to disqualify entries that do not comply with this requirement at any point that they are discovered during the competition.

Limit of one entry per calendar year into this category. Website URLs and full-page PDF tearsheet(s) of your entry are required for this category.

Judging will be based on:

- **Writing quality** (25 points)
- **Creative and visual appeal:** Layout design, Graphics in print and online (25 points)
- **Effective use of rich media** (25 points)
- **Comprehensiveness:** Content, Scope of coverage, Reflection of the community (25 points)

TOTAL: 100 points

Class 2271 - Circulation up to 9999

Class 2272 - Circulation 10000 and over

Category 228 - Best Multimedia Breaking News Coverage

This award recognizes excellence in the combination or enhancement of print with online journalism on a single breaking news event of local importance. This may include, but is not limited to, print, audio and visual elements in the form of photography, sound clips, video or animation. A letter fully outlining the origin and purpose of the combined print and online feature as well as the work involved in creating it, must accompany the submission. Emphasis is on innovative ways of storytelling.

Any entry produced by sister publications may only be entered by the newspaper with the highest circulation. The work must be entered in the applicable circulation class for that newspaper. The awards committee, staff and judges reserve the right to disqualify entries that do not comply with this requirement at any point that they are discovered during the competition.

Limit of one entry per calendar year into this category. Website URLs and full-page PDF tearsheet(s) of your entry are required for this category.

Judging will be based on:

- **Writing quality** (25 points)
- **Creative and visual appeal:** Layout design, Graphics in print and online (25 points)
- **Effective use of rich media** (25 points)
- **Comprehensiveness:** Content, Scope of coverage, Reflection of the community (25 points)

TOTAL: 100 points

Class 2281 - Circulation up to 9999

Class 2282 - Circulation 10000 and over

Special Competitions

Category 301 - Best Special Section

Special sections are separate or pull-out newspaper sections with four pages or more, containing both editorial and advertising content. They can be tabloid or broadsheet format. Limit of one entry per calendar year for this category. Full-page PDF tearsheets of your entry are required.

Judging will be based on:

- **Idea/Concept:** Uniqueness, Creativity (10 points)
- **Applicability:** Local relevance, Local editorial content (10 points)
- **Writing quality:** (15 points)
- **Implementation:** Strategy/approach, Execution of theme, Balance of editorial and advertising content (25 points)
- **Design:** Typography, Ad designs, Page layout, Use of graphic and photographic elements (20 points)
- **Results:** Financial results, Impact on readers (20 points)

TOTAL: 100 points

Class 3011 - Circulation up to 9999

Class 3012 - Circulation 10000 and over

Category 302 - Excellence in Rural Reporting

Entries must focus on rural development in Canada. This award recognizes a positive contribution in journalism on any of the following criteria:

- Development of a higher quality of life in rural and remote communities through societal improvements in attitudes, technology, science, infrastructure, services, etc.
- Commitment to improve a rural or remote community's quality of life (by an individual, group or organization)
- Innovative approaches to building a higher quality of life in rural and remote communities
- An individual's contribution to developing a solution(s) to challenges facing a rural or remote community.

An entry will consist of one article or a series of no more than three related articles that have been published in a community newspaper, written by a journalist employed by the newspaper or freelancer.

A newspaper may submit up to three different entries per calendar year in this category. A separate entry form must be completed for each entry. Full-page PDF tearsheet(s) of your entry are required for this category.

Judging will be based on:

- **Quality of writing:** Writing style, Structure and organization, Grammar, Spelling (25 points)
- **Depth and detail:** Scope and excellence of content, Quality of reporting/initiative, Depth of research, Comprehensiveness (25 points)
- **Originality and creativity:** Uniqueness of approach, Original treatment of the topic (20 points)
- **Impact:** Relevance to community, Reader interest, Enhancement of public awareness of rural issues (20 points)
- **Presentation:** Graphic layout, Picture content (10 points)

TOTAL: 100 points

Class 3021 - Circulation open

Category 303 - Best Business Writing

This award recognizes the newspaper judged to have written and presented the best business writing dealing with a community-oriented business or industry issue. An entry will consist of a single story written by a journalist employed by the newspaper or freelancer. Entries may be in the form of feature or news stories, editorials or special sections. Syndicated material will not be accepted.

A newspaper may submit up to three different entries per calendar year in this category. A separate entry form must be completed for each entry. Full-page PDF tearsheet(s) of your entry are required for this category. Please include the writer's name with the entry.

Judging will be based on:

- **Quality of writing:** Writing style, Structure and organization, Grammar, Spelling (25 points)
- **Depth and detail:** Scope and excellence of content, Quality of reporting/initiative, Depth of research, Comprehensiveness (25 points)
- **Originality and creativity:** Uniqueness of approach, Original treatment of the topic (20 points)
- **Impact:** Relevance to community, Reader interest, Effectiveness in enhancing the public understanding or interest in local business issues, Relevance to local economy, and/or demonstrates that a national issue has an impact on the local economy (20 points)
- **Presentation:** Graphic layout, Picture content (10 points)

TOTAL: 100 points

Class 3031 - Circulation up to 9999

Class 3032 - Circulation 10000 and over

Category 304 - Best Agricultural Edition

An entry will consist of a special agricultural edition dealing with agriculture in general or a specialized aspect of agriculture appropriate to the newspaper's coverage area.

Limit of one entry per calendar year into this category. Full-page PDF tearsheets of your entry are required for this category.

Judging will be based on:

- Editorial Content (15 points)
- Presentation/Appearance (10 points)
- Photo Coverage (10 points)
- Advertising (10 points)
- Localization (5 points)

TOTAL: 50 points

Class 3041 - Circulation open

Category 305 - Best Agricultural Story

This award recognizes excellence in writing by an individual journalist, dealing with a community-oriented agricultural issue. An entry will consist of a single news or feature story that focuses on issues facing agriculture in general, or an agricultural story specific to the newspaper's coverage area. Full-page PDF tearsheets are required with the story clearly marked and visible for judging. Syndicated material will not be accepted. An explanatory letter from the editor or publisher may accompany the entry to provide background information. Please include the writer's name with the entry.

A newspaper may submit up to three different entries per calendar year in this category. A separate entry form must be completed for each entry. Full-page PDF tearsheet(s) of your entry are required for this category.

Judging will be based on:

- **Quality of writing:** Writing style, Structure and organization, Grammar, Spelling (25 points)
- **Depth and detail:** Scope and excellence of content, Quality of reporting/initiative, Depth of research, Comprehensiveness (25 points)
- **Originality and creativity:** Uniqueness of approach, Original treatment of the topic (20 points)
- **Impact:** Relevance to community, Reader interest, Enhancement of public awareness of agricultural issues (20 points)
- **Presentation:** Graphic layout, Picture content (10 points)

TOTAL: 100 points

Class 3051 - Circulation open