



CANADIAN  
**COMMUNITY NEWSPAPER**  
AWARDS

# **2024 Entry Book**

# Table of Contents

<b>Quick Start Guide .....</b>	<b>3</b>
<b>General Excellence .....</b>	<b>5</b>
Category 101 - General Excellence .....	5
<b>Premier Awards.....</b>	<b>6</b>
Category 201 - Best News Story* .....	6
Category 202 - Best Feature Story.....	7
Category 203 - Best Feature Series .....	8
Category 204 - Outstanding Columnist .....	8
Category 205 - Outstanding Reporter Initiative* .....	9
Category 206 - Best National Editorial .....	9
Category 207 - Best Local Editorial.....	10
Category 208 - Best Historical Story.....	10
Category 209 - Best Local Civic Journalism .....	11
Category 210 - Best Local Cartoon* .....	11
Category 211 - Best Spot News Photo Coverage .....	12
Category 212 - Best News Feature Photo .....	12
Category 213 - Best Feature Photo .....	13
Category 214 - Best Sports Photo .....	13
Category 215 - Best Photo Essay .....	14
Category 221 - Outstanding Community Service* .....	14
Category 223 - Best Coverage of the Arts.....	15
Category 224 - Best Sports Coverage* .....	15
Category 226 - Best Community Newspaper Website .....	16
Category 227 - Best Multimedia Feature* .....	16
Category 228 - Best Multimedia Breaking News Coverage* .....	17
<b>Special Competitions .....</b>	<b>18</b>
Category 301 - Best Special Section.....	18
Category 302 - Excellence in Rural Reporting.....	19
Category 303 - Best Business Writing .....	20
Category 304 - Best Agricultural Edition.....	20
Category 305 - Best Agricultural Story* .....	21

---

News Media Canada | 2024 Canadian Community Newspaper Awards  
[awards@newsmediacanada.ca](mailto:awards@newsmediacanada.ca) | 1-877-305-2262 x3221 | [www.ccnawards.ca](http://www.ccnawards.ca)

*\*entry should include explanatory letter*

# 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 2023 calendar year.

**A maximum of three (3) entries from 2023 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 2023 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

\*Entries require explanatory letter.

\*\*Entrants competing in General Excellence must submit one issue from **April 2023** and one issue from **October 2023** (randomly selected by News Media Canada) and enter them in the appropriate circulation class.

## ENTRY DEADLINE & FEES

**The final entry deadline is Tuesday May 28, 2024, 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 Paypal 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](http://www.communitynewspaperawards.ca).

# Quick Start Guide



## ONLINE ENTRY SYSTEM

All entrants must register and complete entry forms online. Click **ENTRY DETAILS** at [www.ccnawards.ca](http://www.ccnawards.ca).



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

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-22-2017-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.issuu.com](http://www.issuu.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.ccnawards.ca](http://www.ccnawards.ca) on Monday, September 16, 2024.



## QUESTIONS?

Call the News Media Canada office toll-free at 1-877-305-2262 ext. 3221 or email [awards@newsmediacanada.ca](mailto: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 **April 2023** and one complete copy of an issue from **October 2023**.

There is a limit of **one entry** per calendar year in this category. The 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**.

Each entry must include one set of full-page PDF tearsheets containing the article, with the article 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. PDF tearsheet(s) of your entry are required for this category.

**\*An explanatory letter should accompany the entry to provide background information.**

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 cover 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 the community, Reader interest (15 points)

**TOTAL:** 100 points

Class 2021 - Circulation up to 3999

Class 2022 - Circulation 4000 to 9999

Class 2023 - Circulation 10000 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 the 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 courage regarding local issues. Covering more than one subject is good. Presentation counts.

An entry will consist of full-page PDF tearsheets of **three CONSECUTIVE columns** 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 \$500 cash prize will be awarded to the first-place winning columnist.**

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. Please include the writer's name (s) with the entry (can be a reporting team).

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.

**\*An explanatory letter from the editor or publisher should accompany the entry to provide background information.**

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 that 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 submits 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 the 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.

**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.

**\*An explanatory letter should accompany the entry to provide background information.**

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.

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 2023 calendar year.

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

**\*An explanatory letter MUST accompany the entry to provide background information.**

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 the 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 three, but no more than five, 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 three, but no more than five, 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.

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

**\*An explanatory letter from the editor or publisher should accompany the entry to provide background information.**

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 (25 points)
- **Presentation:** Layout and design, Graphic elements (15 points)
- **Impact:** Effectiveness in showcasing sports in the community, Creativity of approach (15 points)
- **Photo content:** An emphasis on original photos taken by newspaper staff—sports photos showing foresight and technical skill and feature photos showing originality and good composition (20 points)

**TOTAL:** 75 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) provided 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. 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.

**\*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.**

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. 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.

**\*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.**

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 in tabloid or broadsheet format. Providing results in an explanatory letter helps your entry stand out.

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. 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 the community, Reader interest, Effectiveness in enhancing the public understanding or interest in local business issues, Relevance to the 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. 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.

**\*An explanatory letter from the editor or publisher should accompany the entry to provide background information.**

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