



CANADIAN  
**COMMUNITY NEWSPAPER**  
AWARDS

# 2017 Rules of Entry



NEWSPAPERS CANADA  
JOURNAUX CANADIENS

**Newspapers Canada**

37 Front Street East, Suite 200, Toronto, Ontario, M5E 1B3

E-mail: [awards@newspaperscanada.ca](mailto:awards@newspaperscanada.ca)

Phone: 416-923-3567 ext. 3321 or 1-877-305-2262 Fax: 416-923-7206

[www.communitynewspaperawards.ca](http://www.communitynewspaperawards.ca)

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## Rules of Entry

### 1. DEFINITION OF AN ENTRANT:

Entrants must be Canadian Community Newspapers Association (CCNA) general or sustaining members in good standing as of December 31, 2016.

### 2. SCOPE OF THE COMPETITION:

All entries will be based on editions published during the 2016 calendar year.

### 3. APPLICABLE CIRCULATION FIGURES:

Community newspapers shall compete in the circulation class applicable to them. Circulation figures are the latest audited or sworn figures for the edition of record as of December 1, 2016. Circulation figures can also be found on Newspapers Canada's website at <http://newspaperscanada.ca/database>.

Community daily newspapers consisting of publications with five or more editions per week shall compete in the top circulation class for all categories.

### 4. LIMIT OF NUMBER OF ENTRIES: *NEW*

A. A maximum of **three entries** per member newspaper may be submitted into EACH of the following Premier Award and Special Competition 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
- 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
- 216 - Best Photo Illustration

#### Special Competitions:

- 301 - Best Environmental Writing
- 302 - Excellence in Rural Reporting
- 303 - Best Business Writing
- 305 - Best Agricultural Story



**B.** A maximum of **one entry** per member newspaper may be submitted into EACH of the following Premier and Special Competition categories:

**Premier Awards:**

- 206 - Best National Editorial
- 207 - Best Local Editorial
- 209 - Best Headline Writing
- 221 - Outstanding Community Service
- 222 - Best Holiday Edition
- 223 - Best Coverage of the Arts
- 224 - Best Sports Coverage
- 226 - Best Website
- 227 - Best Multimedia Feature
- 231 - Best Canadian Forces Base Newspaper

**Special Competitions:**

- 304 - Best Agricultural Edition

### 5. ENTRY DEADLINES:

The final entry deadline is **Tuesday, January 31, 2017, at 11:59 PM**. All entries must be submitted and paid in full by the deadline in order to qualify.

All entries must be received at the Newspapers Canada office—37 Front Street East, Suite 200, Toronto, Ontario, M5E 1B3—postmarked or shipped via prepaid courier prior to midnight on January 31, 2017. C.O.D. packages will not be accepted.

**Early bird deadline is Tuesday, January 24, 2017.**

Entries submitted on or before the early bird deadline will be eligible for a draw for a chance to win back their total entry fee. Contestants must have all entry fees paid in full in order to be eligible for the prize. The early bird draw is open to CCNA members only.

### 6. ONLINE ENTRY SYSTEM

All entrants must register and complete entry forms online. Digital copies of newspaper tear sheets are also to be uploaded online in accepted file formats for the applicable categories as listed in point 4.

Note: The following categories require a hard copy as well as PDF tear sheets for their entries.

- 101 - General Excellence
- 221 - Outstanding Community Service
- 222 - Best Holiday Edition
- 224 - Best Sports Coverage
- 231 - Best Canadian Forces Base Newspaper
- 304 - Best Agricultural Edition



**7. FILE FORMATS ACCEPTED:**

**PDF, JPEG, DOC, GIF, XLS, PPT, FLV, MPG, WMV, MPEG, PNG, MOV, MP4. A URL link to your website can be uploaded for website entries.**

To minimize server errors, please remove spaces from file names before uploading them into the entry system (e.g., **Newspapers Canada July Issue.pdf** should be **Newspapers\_Canada\_July\_Issue.pdf**).

**Please do not exceed a maximum file size of 3 MB.**

**8. ENTRY FEES:**

Entrants competing in the General Excellence category must pay the entry fee of \$60.00.

Entrants competing in the Premier Awards or Special Competitions categories must pay a base fee of \$35.00, plus an additional \$10.00 per entry submitted in these categories.

All amounts are subject to GST/HST.

Payment may be made by VISA or MasterCard through the online entry site, or by cheque or money order made payable to CCNA, which must be accompanied by a copy of your entry form. All payments must be received no later than the entry deadline, Tuesday, January 31, 2017.

**9. IDENTIFICATION OF HARD COPY ENTRIES:**

When submitting entries, the following categories must follow the instructions below:

- 101 - General Excellence
- 221 - Outstanding Community Service
- 222 - Best Holiday Edition
- 224 - Best Sports Coverage
- 231 - Best Canadian Forces Base Newspaper
- 304 - Best Agricultural Edition

Complete your entry form online, then print and attach the forms to your hard copies.

One hard copy is required for each entry. Original tear sheets are required. Photocopies and clippings will be disqualified. Incomplete entries will also be disqualified. Consult the description of each category you are entering for materials to be submitted.

Tape or staple entry materials to keep them together. Send all entries in one package, couriered to:

Attention: CCNAwards  
Newspapers Canada  
37 Front Street East, Suite 200  
Toronto, ON M5E 1B3

Use the shipping label provided in order to distinguish your entry package from other mail and parcels.



**10. GENERAL EXCELLENCE:**

Members competing in this category must submit one issue from each of two months (**April 2016** and **November 2016**) randomly selected by CCNA and enter them in the appropriate circulation class.

**11. WORKS PUBLISHED IN MULTIPLE PUBLICATIONS:**

Any work published in more than one newspaper may only be entered by the CCNA member newspaper with the highest circulation. The work must be entered in the applicable circulation class for that newspaper. The Canadian Community Newspaper Awards committee, staff and judges reserve the right to disqualify any duplicate entries at any point that they are discovered during the competition.

**12. PHOTOGRAPHIC ILLUSTRATIONS:**

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.

**13. The decision of the judges shall be final.**

**14. Submissions become the property of the Canadian Community Newspapers Association and may be reproduced by CCNA in any of its publications.**

**15. WINNERS ANNOUNCEMENT:**

Winners in all categories and classes will be announced on the Canadian Community Newspaper Awards website, [communitynewspaperawards.ca](http://communitynewspaperawards.ca), on Tuesday, April 18, 2017.

**QUESTIONS?**

Call the Newspapers Canada office toll-free at 1-877-305-2262 ext. 3321 or email [awards@newspaperscanada.ca](mailto:awards@newspaperscanada.ca).



# General Excellence

## 101 - General Excellence

Based on the total newspaper and recognizes outstanding overall excellence in the community press.

An entry shall consist of one copy of each of two issues—one from the month of April 2016, and one from the month of November 2016.

Awards will be given for Best All-Round Newspaper, Best Front Page and Best Editorial Page. Blue Ribbon awards will be awarded to any newspapers deemed deserving of honourable mention by the judging panel. Judges will provide comments about the winning newspapers, as well as a brief critique of each entry.

Entrants may only submit one entry into this category. Hardcopies and PDF tear sheets of your entry are required for this category.

- Hardcopies – One copy of each of the two issues mentioned above.
- PDF tear sheet(s) – PDF tear sheets of one front page and one editorial page from either of the issues mentioned above. Digital files will ONLY be used in the Winners Book.

Judging will be based on:

- Front Page (10 points)
- Editorial Page (10 points)

Advertising and Layout

- Ad Design and Copy Editing (15 points)
- Layout and Effective Use of Colour (5 points)

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)

Total Points: 120

- **Class 1011 - Circulation up to 1249**
- **Class 1012 - Circulation 1250 to 1999**
- **Class 1013 - Circulation 2000 to 2999**
- **Class 1014 - Circulation 3000 to 3999**
- **Class 1015 - Circulation 4000 to 6499**
- **Class 1016 - Circulation 6500 to 12499**
- **Class 1017 - Circulation 12500 to 24999**
- **Class 1018 - Circulation 25000 and over**





## Premier Awards

### 201 - Best News Story

*Stephen Shaw Memorial Award*

*Sponsored by Metroland Media Group Ltd.*

An entry shall 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 tear sheets 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 in this category. A separate entry form must be completed for each entry. PDF tear sheet(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 Points: 100

- **Class 2011 - Circulation up to 3999**
- **Class 2012 - Circulation 4000 to 12499**
- **Class 2013 - Circulation 12500 and over**

### 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 shall consist of one story published in one issue about one specific subject of local interest. Entry must include full-page tear sheets, 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 in this category. A separate entry form must be completed for each entry. PDF tear sheet(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 Points: 100

- **Class 2021 - Circulation up to 3999**
- **Class 2022 - Circulation 4000 to 12499**
- **Class 2023 - Circulation 12500 and over**



### 203 - Best Feature Series

An entry shall consist of a series of two to four stories about one specific subject of local interest. Submit full-page tear sheets 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 in this category. A separate entry form must be completed for each entry. PDF tear sheet(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 Points: 100

- **Class 2031 - Circulation up to 3999**
- **Class 2032 - Circulation 4000 to 12499**
- **Class 2033 - Circulation 12500 and over**

### 204 - Outstanding Columnist

*George Cadogan Memorial Outstanding Columnist Award*

*Sponsored by Cadogan Foundation Inc.*

Entries will be from those who write a general interest column on a regular basis for a CCNA member paper 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 shall consist of full-page tear sheets of columns from three consecutive weeks of your choosing during the 12-month period ending December 31, 2016.

A newspaper may submit up to three different entries in this category. A separate entry form must be completed for each entry. PDF tear sheet(s) of your entry are required for this category. A cash prize will be awarded to the winning columnist as follows: First place \$500.

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 Points: 100

- **Class 2041 - Circulation open**



### 205 - Outstanding Reporter Initiative

An entry shall consist of at least one story or a series of stories published in 2016. Stories may cover a variety of topics including science, education, public health, business, etc. 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 in this category. A separate entry form must be completed for each entry. PDF tear sheet(s) of your entry are required for this category.

Judging will be 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 Points: 100

- **Class 2051 - Circulation up to 9999**
- **Class 2052 - Circulation 10000 and over**

### 206 - Best National Editorial

*Charles Hawkins Memorial Trophy*

*Sponsored by the Manitoba Community Newspapers Association*

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 shall consist of one full-page tear sheet containing the editorial. Please include the writer's name with the entry.

Entrants may only submit one entry into this category. PDF tear sheet(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 Points: 100

- **Class 2061 - Circulation up to 9999**
- **Class 2062 - Circulation 10000 and over**



### 207 - Best Local Editorial

*Sponsored by Glacier Media Group*

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 shall consist of one full-page tear sheet containing the editorial. Please include the writer's name with the entry.

Entrants may only submit one entry into this category. PDF tear sheet(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 Points: 100

- **Class 2071 - Circulation up to 3999**
- **Class 2072 - Circulation 4000 to 12499**
- **Class 2073 - Circulation 12500 and over**

### 208 - Best Historical Story

An entry shall 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 in this category. A separate entry form must be completed for each entry. PDF tear sheet(s) of your entry are required for this category.

Judging will be 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 Points: 100

- **Class 2081 - Circulation up to 3999**
- **Class 2082 - Circulation 4000 to 12499**
- **Class 2083 - Circulation 12500 and over**



### 209 - Best Headline Writing

Submit full-page tear sheets of your three best headlines from any issues published in 2016. The headlines must have been written by regular staff members for locally produced staff stories. Headline entries can come from any section of a regular edition and each must be clearly identified on the page. Judges will consider all three headlines as one entry.

Entrants may only submit one entry into this category. PDF tear sheet(s) of your entry are required for this category.

Judging will be based on:

- Accuracy - Accurate conveyance of the content of the story (35 points)
- Impact - First impression, Appropriateness for the story (35 points)
- Choice of words - Wordplay and cleverness, Creativity and originality, Verb usage – active voice, present tense (30 points)

Total Points: 100

- **Class 2091 - Circulation open**

### 210 - Best Local Cartoon

An entry shall consist of a non-syndicated cartoon pertaining to a subject of local community interest for that paper. It should be accompanied with 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 in this category. A separate entry form must be completed for each entry. PDF tear sheet(s) of your entry are 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 Points: 100

- **Class 2101 - Circulation up to 9999**
- **Class 2102 - Circulation 10000 and over**



### 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 shall 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 in this category. A separate entry form must be completed for each entry. PDF tear sheet(s) of your entry are required for this category.

French-language 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 Points: 50

- **Class 2111 - Circulation up to 3999**
- **Class 2112 - Circulation 4000 to 12499**
- **Class 2113 - Circulation 12500 and over**

### 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 shall consist of one full-page tear sheet with the photo clearly marked and visible for judging. One picture 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 in this category. A separate entry form must be completed for each entry. PDF tear sheet(s) of your entry are required for this category.

French-language 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 Points: 50

- **Class 2121 - Circulation up to 3999**
- **Class 2122 - Circulation 4000 to 12499**
- **Class 2123 - Circulation 12500 and over**



### 213 - Best Feature Photo

A feature photo must contain imagination, initiative and technical skill.

An entry shall 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 in this category. A separate entry form must be completed for each entry. PDF tear sheet(s) of your entry are required for this category.

French-language newspapers: Please provide an English translation of your photograph's outline.

Judging will be based on:

- News or feature value (15 points)
- Impact - Emotion, Expression of interest (10 points)
- Originality and foresight (10 points)
- Creativity, Composition and Technical Skills (10 points)
- Presentation - Focus, Clarity, Reproduction, Cropping/cutline (10 points)

Total Points: 55

- **Class 2131 - Circulation up to 3999**
- **Class 2132 - Circulation 4000 to 12499**
- **Class 2133 - Circulation 12500 and over**

### 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 shall 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 in this category. A separate entry form must be completed for each entry. PDF tear sheet(s) of your entry are required for this category.

French-language newspapers: Please provide an English translation of your photograph's outline.

Judging will be based on:

- Impact - Emotion, Expression of interest, action or illusion of movement (15 points)
- Originality and foresight (10 points)
- Composition and Technical Skills (10 points)
- Presentation - Focus, Clarity, Reproduction, Cropping/cutline (5 points)

Total Points: 40

- **Class 2141 - Circulation up to 3999**
- **Class 2142 - Circulation 4000 to 12499**
- **Class 2143 - Circulation 12500 and over**



### 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 shall consist of one set of full-page tear sheets 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 beyond basic lighting or cropping changes.

A newspaper may submit up to three different entries in this category. A separate entry form must be completed for each entry. PDF tear sheet(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 - Emotion, Expression of interest (15 points)
- Originality and foresight (15 points)
- Creativity, Composition and Technical Skills (10 points)
- Presentation - Focus, Clarity, Reproduction, Cropping/cutlines (5 points)

Total Points: 75

- **Class 2151 - Circulation up to 3999**
- **Class 2152 - Circulation 4000 to 12499**
- **Class 2153 - Circulation 12500 and over**





### 216 - Best Photo Illustration

*George Holmes Memorial Trophy*

*Sponsored by the Holmes Family, Alberta*

This award recognizes the skill and craft of creative manipulation of photographic images beyond the traditional scope of simple photographic reproduction to better illustrate community newspapers and communicate with readers. It is open to all newspapers regardless of circulation size.

An entry shall consist of one work in black-and-white or colour, with one of the following two identifiers in a manner easily readable: "Photo Illustration" or "Composite photo". The photographic elements of the work must be either original works owned by the newspaper or photos used with the permission of the photographer and/or owner. It may contain one or more images, including type or art elements in any combination. Type or art elements must be original works owned by the newspaper, properly licensed artwork, or used with the permission of the creator. An affidavit signed by the publisher attesting to these requirements must be attached to the entry. Electronic files or hard copies of the original photo(s) used in creating the photo illustration may be submitted with the entry as background material. Please include the name of the artist with the entry.

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

Cash prizes will be awarded to the winning artists as follows: First place \$300; second place \$200; third place \$100. Cash prizes will be awarded to the winning artists as follows: First place \$300, second place \$200, third place \$100.

Judging will be based on:

- Creativity (10 points)
- Technical skill (10 points)
- Overall impact (10 points)
- Effectiveness in the communication of ideas to the reader (10 points)

Total Points: 40

- **Class 2161 - Circulation open**

### 221 - Outstanding Community Service

An entry shall 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 2016.

Entrants may only submit one entry into this category. Hardcopies and PDF tear sheets of your entry are required for this category.

- Hardcopies – All materials that you wish to include in your entry
- PDF tear sheet – One PDF tear sheet that best showcases your entry for use in the Winners Book.

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 Points: 100

- **Class 2211 - Circulation up to 9999**
- **Class 2212 - Circulation 10000 and over**



## **222 - Best Holiday Edition**

*Black Press Trophy*

*Sponsored by Black Press*

An entry shall consist of one complete copy of any special issue published to commemorate a religious or cultural festivity (e.g., Chanukah, Christmas, Chinese New Year, Easter, etc., but excluding Remembrance Day). In cases where a separate holiday section was published, both the main section and the holiday section must be submitted.

Entrants may only submit one entry into this category. Hardcopies and PDF tear sheets of your entry are required for this category.

- Hardcopies – All materials that you wish to include in your entry
- PDF tear sheet – One PDF tear sheet that best showcases your entry for use in the Winners Book.

Judging will be based on:

- Editorial Content (15 points)
- Editorial theme, consistency and originality (15 points)
- Local editorial content (10 points)
- Regular news coverage (10 points)
- Graphics (5 points)
- Advertising Quality (5 points)

Total Points: 60

- **Class 2221 - Circulation up to 3999**
- **Class 2222 - Circulation 4000 to 12499**
- **Class 2223 - Circulation 12500 and over**

## **223 - Best Coverage of the Arts**

This award recognizes newspapers that best cover local arts in the community.

An entry shall consist of at least 3, but no more than 5, different examples of coverage, including news stories, features, editorials and/or photographs. Submit one set of full-page tear sheets for each different example, with the stories clearly marked for judging.

Entrants may only submit one entry into this category. PDF tear sheet(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 Points: 100

- **Class 2231 - Circulation up to 9999**
- **Class 2232 - Circulation 10000 and over**



### 224 - Best Sports Coverage

This award recognizes newspapers that best cover sports in the community.

An entry will consist of 3 separate full issues of your choosing from the 2016 calendar year, with the sports pages in each issue clearly marked for judging. An explanatory letter may be attached to the entry to provide background information. Judges will assess all sports coverage in each issue, as well as the amount of coverage as a proportion of the full issue.

Entrants may only submit one entry into this category. PDF tear sheet(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 Points: 50

- **Class 2241 - Circulation up to 3999**
- **Class 2242 - Circulation 4000 to 12499**
- **Class 2243 - Circulation 12500 and over**

### 226 - Best Website

A strong website is easy to navigate, has an appealing design, and valuable information.

An entry shall 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 CCNA-member newspaper with the highest circulation. The work must be entered in the applicable circulation class for that newspaper. The Canadian Community Newspaper 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.

Entrants may only submit one entry into this category.

- URL - Your website address, plus a temporary username and password, if needed, in order to give the judge access to all website content.
- PDF - One PDF of your website's homepage that best showcases it for use in the Winners Book.

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 - 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 Points: 100

- **Class 2261 - Circulation up to 3999**
- **Class 2262 - Circulation 4000 to 12499**
- **Class 2263 - Circulation 12500 and over**



### 227 - Best Multimedia Feature

This award recognizes excellence in the combination or enhancement of print with online journalism on 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 story telling.

Any feature produced by sister publications may only be entered by the CCNA-member 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.

Entrants may only submit one entry into this category. PDF tear sheet(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 - Videos, podcasts (25 points)
- Comprehensiveness - Content, Scope of coverage, Reflection of the community (25 points)

Total Points: 100

- **Class 2271 - Circulation up to 9999**
- **Class 2272 - Circulation 10000 and over**

### 231 - Best Canadian Forces Base Newspaper

Based on the total newspaper and recognizes outstanding overall excellence in community journalism serving a Canadian Forces Base community.

An entry shall consist of one copy of each of two issues—one from the month of April 2016, and one from the month of November 2016. Include a covering letter detailing circulation, name of person responsible for the paper, and age of paper. Include an entry form and a Canadian Forces Base Newspaper entry tag. Judging will be done by experienced newspaper people familiar with the conditions under which CFB newspapers are produced.

Entrants may only submit one entry into this category. Hardcopies and PDF tear sheet of your entry are required for this category.

- Hardcopies – One full copy of each of the two issues mentioned above.
- PDF tear sheet – PDF tear sheet of the front page from either of the issues mentioned above. Digital files will ONLY be used in the Winners Book.

Judging will be based on:

- Quality of news content (20 points)
- Photography (10 points)
- Features and columns (10 points)
- Make-up and typography (5 points)
- Advertising and general impression (5 points)

Total Points: 50

- **Class 2311 - Circulation open**



## Special Competitions

### 301 - Best Environmental Writing

The Environmental Writing award recognizes the news, features, and editorials which best deal with environmental subjects having impact upon the communities served.

An entry shall consist of full-page tear sheet(s) with the article or series of articles clearly marked and visible for judging. An explanatory letter must accompany the entry to provide background information.

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

Judging will be based on:

- Depth and detail - Scope and excellence of content, Quality of reporting / initiative, Depth of research, Comprehensiveness, Original treatment of the topic, Enhancement of public awareness of environmental issues (35 points)
- Quality of writing - Writing style, Structure and organization, Grammar, Spelling (30 points)
- Impact - Relevance to community, Reader interest (20 points)
- Presentation - Graphic layout, Picture content (15 points)

Total Points: 100

- **Class 3011 - Circulation up to 9999**
- **Class 3012 - Circulation 10000 and over**

### 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 shall consist of one article or a series of no more than three related articles that have been published in a CCNA-member community newspaper, written by a journalist employed by the newspaper or freelancer.

A newspaper may submit up to three different entries in this category. A separate entry form must be completed for each entry. PDF tear sheet(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 Points: 100

- **Class 3021 - Circulation open**



### 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 shall 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. Full-page tear sheets are required. Syndicated material will not be accepted.

A newspaper may submit up to three different entries in this category. A separate entry form must be completed for each entry. PDF tear sheet(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, 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 Points: 100

- **Class 3031 - Circulation up to 9999**
- **Class 3032 - Circulation 10000 and over**

### 304 - Best Agricultural Edition

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

Entrants may only submit one entry into this category. Hard copy and PDF tear sheet of your entry are required for this category.

- Hard copy – One full copy of the issue.
- PDF tear sheet – PDF tear sheet of the front page from the issue. Digital file will ONLY be used in the Winners Book.

Judging will be based on:

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

Total Points: 50

- **Class 3041 - Circulation up to 9999**
- **Class 3042 - Circulation 10000 and over**



### 305 - Best Agricultural Story

This award recognizes excellence in writing by an individual journalist, dealing with a community-oriented agricultural issue.

An entry shall 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 tear sheets 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 in this category. A separate entry form must be completed for each entry. PDF tear sheet(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 Points: 100

▪ **Class 3051 - Circulation open**