

Recognizing excellence in  
news reporting, photojournalism & news design.

2011<sup>ed.</sup>

# The MDDC Press Editorial Contest for NEWSPAPERS

The deadline for electronic  
entries is 11:59 p.m. on  
January 25, 2012.

Designated mail-in entries must  
be post-marked by Jan. 25.

## FIND INSIDE:

- General info
- Contest rules
- Category descriptions
- Entry form for mail in categories
- Declaration of Originality
- BNC instructions
- Entry prep instructions & FAQs

**All New! All Digital!**  
**Enter at [BetterBNC.com](http://BetterBNC.com).**



# General Information

## 2011 MDDC Editorial Contest

### General Information:

The MDDC Editorial Contest recognizes editorial excellence in the newspapers of Maryland, Delaware and the District of Columbia. The contest features 47 categories in each of six circulation divisions, plus a special special Freedom of Information award. Each publisher or editor must certify the originality of all work submitted.

### Deadline for Entries:

All entries must be uploaded to via the BetterNewspaperContest.com online contest entry platform by 11:59 p.m. on **Wednesday, January 25, 2012** with the exception of designated mail-in entries. Designated mail-in entries must be post-marked by January 25, 2012 and addressed to the MDDC Headquarters located at the Capital-Gazette Buidling, 2000 Annapolis Drive, Annapolis, MD 21401.

### Eligibility:

The contest is open to all staff members and freelancers of full/active member newspapers. Members joining in 2011 may only submit entries published following the newspaper's membership date. Affiliate members may enter categories E32-E38 only.

### Judging:

The entries will be judged by newspaper professionals from the Montana Press Association.

### BNC Temporary Password:

The initial password for all newspapers is **bnc**. You will be prompted to change it on your initial login. This password will not work if someone at your newspaper has already accessed the site and changed it. Contact Jen Thornberry at 855-721-6332 x2 or [jthornberry@mddcpress.com](mailto:jthornberry@mddcpress.com) if you need to gain access.

### Awards:

The 2011 Editorial Contest awards will be presented at the MDDC Annual Awards Luncheon, scheduled for April 19-20, 2012. Certificates will be presented to first and second place winners. In addition, one **Best of Show** award is presented in each category, regardless of circulation size. There is also an overall **Newspaper of the Year** award presented to the newspaper in each circulation division that accumulates the most points in the contest. First place earns three points and second place earns two points. In a tie, the number of first place wins will be the determining factor. Prior to the Luncheon, the names of winning staff members will be disclosed to newspapers and posted on the MDDC website at [www.mddcpress.com](http://www.mddcpress.com). Complete details of contest wins, including first and second place winners, will only be revealed at the Awards Luncheon.

### Fees:

The fee is \$15 per entry. **There are no per-newspaper participation fees.**

### Circulation Divisions:

Circulation divisions for the contest are based on each newspaper's circulation, as reported to MDDC for dues in 2011. (Note that these are called **categories** within the BetterNewspaperContest.com platform.) For the purpose of the Editorial Contest, the circulation divisions are as follows:

Division A: Dailies over 75,000 circulation  
 Division B: Dailies from 30,000 to 75,000  
 Division C: Dailies under 30,000

Division D: Non-dailies over 20,000  
 Division F: Non-dailies under 10,000  
 Division E: Non-dailies from 10,000 to 20,000

# Contest Rules

## 2011 MDDC Editorial Contest

1. A signed Declaration of Originality, a printout of the “**Manage Entries**” page from the BNC platform, and payment for all entries must be mailed to the MDDC office. The mailing address is MDDC Press Association, Capital-Gazette Building, 2000 Capital Drive, Annapolis, MD 21401.
2. Entries must be original, must not have appeared previously in other publications, and must have been published between January 1 and December 31, 2011. Entries must include publication date.
3. Mailed entries must be submitted as full-page tear sheets, photocopies (no smaller than  $8\frac{1}{2} \times 11$ , including continuations), or printouts from PDFs (100% size, no glossy paper). No clipped items will be accepted. Entry forms should be stapled to the upper left corner on the front of each mailed entry. Tear sheets should be marked clearly and neatly for ease of identification. **Printed versions of stories will not be accepted.**
4. Mailed entries will not be returned. Please keep a record and/or copies of entries in case they are lost in transit.
5. Affiliate member publications of MDDC are eligible to participate in online categories E32-E38.
6. Entries to the online categories (E32-E38) may be submitted in up to two (2) categories.
7. All entries to the online categories (E32-E38) are to be judged “live” online and must be made available to the judges as such, even if they are no longer available to the public. Judging will take place between February 1 and March 7, 2012. Entries need to be accessible during that time.
8. Entry forms may list a maximum of **three (3)** individual names. Entries involving more than three staffers must be listed as a group or department. For example: “News Staff,” “Art Department,” or “Sports Staff.”
9. Participating newspapers must have paid their Association membership dues for the contest year (2011) and be paid up for 2012 by the time of the Editorial Contest Awards Luncheon. A newspaper must be a full/active member of the MDDC Press Association to participate in the Editorial Contest, with the exception of online categories E32-E38 which are also open to affiliate members.
10. Entries submitted in the incorrect division, if detected prior to judging, will be moved to the correct division. Otherwise, they are subject to disqualification. For contest purposes, non-daily divisions include papers published less than five times a week. Divisions are based on the circulation figures filed by the publisher with the MDDC Press Association.
11. The decisions of the judges are final. Judges may declare “no contest” if the category has insufficient entries. Fees will not be returned for categories deemed no contest.
12. **Individuals may submit only one entry per category in each division, even if entries appeared in different newspapers.** Team entries by one newspaper are limited to three in any one category. Team reporters are eligible to enter an additional single entry in the same category.
13. Series that overlap two years in publication dates must be entered in the year the series concluded.
14. Additional copies of certificates may be purchased after the Luncheon for \$5.00 each.

# Contest Categories

## 2011 MDDC Editorial Contest

### E01 EDITORIAL

Limit one entry per writer per division.



### E02 LOCAL COLUMN: CRITICAL THINKING

Limit one entry per writer per division. Includes commentary, news-related or political columns.



### E03 LOCAL COLUMN: FEATURE OR HUMOR

Limit one entry per writer per division. Includes advice, humor or feature-type columns.



### E04 SPOT NEWS

Coverage of a single news event that is unplanned and unexpected. Submit one story or a group of stories that were published in the same issue, written under deadline pressure.



### E05 GENERAL NEWS STORY

Coverage of a planned news event or any stories that do not fit into one of the specialty categories (such as education, business, etc.). Submit one story or a group of stories in the same issue.



### E06 CONTINUING COVERAGE

Multiple stories on a single issue or news event published in more than one issue. Not planned or labeled as a series.



### E07 INVESTIGATIVE REPORTING

A distinguished example of investigative reporting; emphasizing the originality of the subject, depth of reporting and clarity of writing. May be one or more stories. Supporting documents or a cover letter may be submitted.



### E08 FEATURE STORY: PROFILE

A single story.



### E09 FEATURE STORY: NON-PROFILE

A single story.



### E10 LOCAL GOVERNMENT

May be a single story or designated series that explains the impact of local government.



### E11 STATE GOVERNMENT

May be a single story or designated series that explains the impact of state government.



### E12 PUBLIC SERVICE

May be a single story or a series intended to spur action from the community. Supporting documents may be uploaded.



### E13 WEATHER OR NATURAL DISASTERS

May be a single story or ongoing coverage of the impact of severe weather or other natural disaster on communities.



### E14 GENERAL NEWS PHOTO

A photo or group of photos in the same issue of a planned event, or any assigned photo or group of photos other than sports.



#### ICON LEGEND



Electronic Entry Upload Required



Submit Site or Page URL



Designated Mail-In Entry



May be a Single Story or Series of Stories (as indicated)



May be a Single Photo or Group of Photos



Include Supporting Documents (Optional)

# Contest Categories (continued)

Mail-in entries require either a written entry form or the printed entry label from BNC.



## E15 SPOT NEWS PHOTO

A photo or group of photos published in the same issue, covering a single news event that is unplanned and unexpected, under deadline pressure.



## E16 FEATURE PHOTO

A single photo.



## E17 PHOTO SERIES

A group of photos published in the same issue on a single subject.



## E18 SPORTS PHOTO

A single photo.



## E19 SPORTS STORY

Spot news event coverage. May be a single story or group of stories.



## E20 SPORTS FEATURE STORY

A single story.



## E21 DAILY SPORTS COLUMN

Limit one entry per daily circulation sports writer.



## E22 BUSINESS REPORTING

May be a single story or a designated series.



## E23 MEDICAL/SCIENCE REPORTING

May be a single story or a designated series.



## E24 EDUCATION REPORTING

May be a single story or designated series.



## E25 ENVIRONMENTAL REPORTING

May be a single story or a designated series.



## E26 ARTS/ENTERTAINMENT REPORTING

May be a single story or a designated series.



## E27 RELIGION REPORTING

May be a single story or a designated series.



## E28 SPECIAL SECTION

A section of predominantly local copy on a single topic or theme, published no more than once year (not advertorial) that is distributed with the newspaper. One entry per newspaper. Judged for writing, editing, photography, graphics and design.



## E29 HEADLINE

One per writer. Submit story with the headline.



## E30 PAGE 1 DESIGN

Submit the front page of the newspaper. No section fronts.









## E31 FEATURE PAGE DESIGN

Includes any lifestyles, entertainment, or feature-style pages.



### ICON LEGEND

|   |  |   |   |
|---|--|---|---|
|  | Electronic Entry Upload Required         |  | Submit Site or Page URL                                   |
|  | Designated Mail-In Entry                 |  | May be a Single Story or Series of Stories (as indicated) |
|  | May be a Single Photo or Group of Photos |  | Include Supporting Documents (Optional)                   |

# Contest Categories (continued)

Affiliate members may enter the Online Categories, which are Categories E32-E38.



## E32 MULTIMEDIA STORYTELLING (NEWS)

Presentation that supports the telling of and enhances the impact of a single news story. May include but is not limited to audio, video, animation, slide shows and sound bites.



## E33 MULTIMEDIA STORYTELLING (FEATURE)

Presentation that supports the telling of and enhances the impact of a single feature story. May include but is not limited to audio, video, animation, slide shows and sound bites.



## E34 MULTIMEDIA STORYTELLING (SPORTS)

Presentation that supports the telling of and enhances the impact a single sports story. May include but is not limited to audio, video, animation, slide shows and sound bites.



## E35 BEST USE OF INTERACTIVE MEDIA

Presentation of a special project, series or continuing coverage or a topic that uses digital media and cutting edge technology in innovative ways to reach and engage the audience. May include video, interactive maps, podcasting, photo and slide shows, article archives, polls, transcripts, PDFs, blogs and community feedback.



## E36 ONLINE COMMENTARY OR BLOG

May be staff or citizen created.



## E37 COMMUNITY SERVICE AND CITIZEN INVOLVEMENT

Presentation that uses digital media and the web site to bring an important community issue into focus, allowing citizens to comment and/or be moved into action.



## E38 GENERAL WEB SITE EXCELLENCE

Judges will visit the site and evaluate it according to the following criteria: Content—quality of news and editorial matter; Navigation—ease of finding and retrieving information from the web site; Visual/Design—layout and use of graphics, photographs, animation, color and other visuals; Advertising—innovative strategies and/or evidence of revenue generation; Community—demonstration that the web site fulfills a "community gatekeeper" role.



Categories 39-46 will be judged per circulation type—daily or nondaily—and not per circulation volume.

## E39 NON-DAILY SPORTS COLUMN

Limit one entry per non-daily sports writer.



## E40 SERIES

Must be planned and designated as part one, part two, etc., and must have run in a planned sequence.



## E41 GROWTH & LAND USE REPORTING

May be a single story or designated series.



## E42 EDITORIAL CARTOON

A single cartoon.



### ICON LEGEND



Electronic Entry Upload Required



Submit Site or Page URL



Designated Mail-In Entry



May be a Single Story or Series of Stories (as indicated)



May be a Single Photo or Group of Photos



Include Supporting Documents (Optional)

# Contest Categories (continued)

Don't forget the Declaration of Originality. Each newspaper must submit one.



## E43 NEWS PAGE DESIGN

Includes lifestyles, entertainment or feature-style pages. Double-truck layouts are accepted.



## E44 SPORTS PAGE DESIGN

Double-truck layouts are accepted.



## E45 INFORMATIONAL GRAPHICS

General or sports-related informational graphics such as graphs, charts, maps, diagrams, etc.



## E46 ART OR ILLUSTRATION



## E47 JAMES S. KEAT FREEDOM OF INFORMATION AWARD

News stories, columns, editorials, or documents that show a newspaper's efforts to 1) gain access to public records; 2) pursue open meetings; or 3) address other FOI issues. Resources available to each entrant shall be considered by the judges. One award will be given across all divisions.



|                        |  |   |   |
|------------------------|--|---|---|
| <b>ICON<br/>LEGEND</b> | Designated Mail-In Entry                 | Submit Site or Page URL                                   | Include Supporting Documents (Optional) |
|                        | May be a Single Photo or Group of Photos | May be a Single Story or Series of Stories (as indicated) | Electronic Entry Upload Required        |

## Ready to Get Started? Here's a quick run-down:

### 1. Confirm your newspaper's membership is current.

All contest participants must be current with their 2011 membership dues for entries to be judged and must pay for 2012 membership by the Annual Awards Conference in April.

### 2. Log into BetterBNC.com and submit your electronic entries.

If you have your electronic entries already prepared and in one folder on your computer, this step will go much faster. Login instructions begin on page 10.

### 3. Prepare the mail-in entries.

Mail-in entries are only accepted for categories E28 and E47. Use the enclosed hard-copy entry form on page 8 or print out the label from from the BNC platform.

### 4. Complete the Declaration of Originality.

One is needed for each newspaper and must be mailed to MDDC Headquarters with your payment. It's found on page 9. Mail it to 2000 Capital Drive, Annapolis, MD 21401.

### 5. Complete all of your entries before January 25, 2012.

Entries must be uploaded by 11:59 p.m., and mail-in entries must be postmarked by 1/25/12.