

**COMMUNITY NEWSPAPERS OF AUSTRALIA
AWARDS FOR EXCELLENCE 2010**

CALL FOR ENTRIES

Community Newspapers of Australia is calling for entries for the Awards for Excellence 2010.

CONDITIONS OF ENTRY:

- ❖ The Awards are open to all members of Community Newspapers of Australia Pty Ltd. There are two divisions - Northern and Southern. You may only enter the division in which your publication publishes.
- ❖ Entries must have been published in member's publications between 1 January & 31 December 2009
- ❖ Entries must be mounted on coloured cardboard as indicated on the attached criteria and the name of the category listed on the entry. Some categories can also be entered electronically.
- ❖ Each entry must show the publication's masthead and date of issue
- ❖ Because entries for each section are submitted to different judges, every entry must be submitted separately from other entries
- ❖ Number of entries per category is listed in the category information.
- ❖ A completed entry form must be attached to the back of the coloured cardboard backing of each entry, or the information must be included in the email of an electronic entry. Electronic entries must be submitted using the CNA Uploader application available on the CNA website.
- ❖ Closing date for entries: Friday April 16, 2010 – Entries will not be accepted after this date
- ❖ Presentation of awards will be confirmed at a later date.
- ❖ For further information contact Kim Kohen on 0411 796 560 or email kim@cna.org.au

Attach a copy of this entry form to the back of the coloured cardboard backing of each entry.
All information **MUST** be included.

Division:	
Name of category entered:	
Name of entry:	
Masthead:	
Names of photographer and/or journalist/s or writer of entry	
Contact Name:	
Contact's email address:	
Contact's phone number:	

Community Newspapers of Australia 42nd Awards for Excellence 2010

Categories

Please read instructions carefully. In particular, please note which categories may be entered electronically.

Category 1	Best Advertisement - Electronic or hard copy
Category 2	Outstanding Design - Electronic or hard copy
Category 3	Best Advertising Feature - Electronic or hard copy
Category 4	Best Special Publication - Hard copy only
Category 5	Best Feature Photograph - Electronic or hard copy
Category 6	Best Sports Photograph - Electronic or hard copy
Category 7	Best Feature Story - Electronic or hard copy
Category 8	Best Sports Story - Electronic or hard copy
Category 9	Community Service Award - Hard copy only
Category 10	Best News Story - Electronic or hard copy
Category 11	Best News Photograph - Electronic or hard copy
Category 12	Best Community Newspaper More Than 40,000 Circulation - Hard Copies
Category 13	Best Community Newspaper Less Than 40,000 Circulation - Hard Copies
Category 14	Best Web Site - Electronic only
Category 15	Best Editorial - Electronic or hard copy

Where entries can be submitted electronically, we STRONGLY PREFER to receive electronic versions but they must be submitted via the CNA Web site.

Electronic entries should be print resolution PDF files with the exception of photographic entries. Photos should be submitted as jpg file approximately 20x25 cm @ 200 dpi. A page PDF showing context can be submitted as well. Further details are available with the information for each category.

CATEGORY 1 - BEST ADVERTISEMENT

Electronic or Hard Copy - ELECTRONIC PREFERRED - please do NOT send hard copy unless absolutely necessary

CONDITIONS OF ENTRY:

- ❖ One entry will be accepted from each masthead
- ❖ The entries must have been published between: 1 JANUARY 2009 and 31 DECEMBER 2009
- ❖ Entries must show the Paper's Masthead and date of publication
- ❖ Entries can be mono, spot colour or full colour
- ❖ Entries MUST be created in-house
- ❖ Hard copy entries must be mounted on WHITE cardboard A3 size
- ❖ A completed entry form (Page 1 of this document) must be attached to the back of the cardboard backing of each entry
- ❖ PDF entries should include only the individual ad - not the entire page - and must be sent via the CNA web site - www.cna.org.au/upload.php
- ❖ Closing dates for entries: Friday April 16, 2010 – entries will not be accepted after this date.
- ❖ Courier hard copy entries to:
Kim Kohen
CNA Awards for Excellence
47 Allingham St
Condell Park NSW 2200

CRITERIA FOR JUDGING

The judges will take into account creativity of advertisements, the quality of production and the perceived effectiveness of promoting the advertiser's message. *The use of high grade paper/printing (i.e. gloss/heatset) not to advantage or disadvantage entries.*

CATEGORY 2 - OUTSTANDING DESIGN

Electronic or Hard Copy - ELECTRONIC PREFERRED - please do NOT send hard copy unless absolutely necessary

CONDITIONS OF ENTRY:

- ❖ This award is to reward outstanding design which does not fit into any other category. Examples would be things like double page spreads/wraparounds, special front pages, feature lead-in pages, photo spreads, or anything else which represents quality design.
- ❖ One entry will be accepted from each masthead
- ❖ The entries must have been published between: 1 JANUARY 2009 and 31 DECEMBER 2009
- ❖ Entries must show the Paper's Masthead and date of publication
- ❖ Hard copy entries must be mounted on PINK cardboard A3 size
- ❖ Entries MUST be created in-house
- ❖ A completed entry form (Page 1) must be attached to the back of the coloured cardboard backing of each entry
- ❖ PDF entries should include only the individual ad - not the entire page - and must be sent via the CNA web site - www.cna.org.au/upload.php
- ❖ Closing dates for entries: Friday April 16, 2010 – entries will not be accepted after this date.
- ❖ Courier hard copy entries to:
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CNA Awards for Excellence
47 Allingham St
Condell Park NSW 2200

CRITERIA FOR JUDGING

The judges will take into account creativity of the entry - the use of colour, typeface and anything else which adds to the creativity of the entry.

Examples would be things like double page spreads/wraparounds, special front pages, lead-in pages to features, photo spreads, or anything else which represents quality design.

CATEGORY 3 - BEST ADVERTISING FEATURE

Electronic or Hard Copy - ELECTRONIC PREFERRED - please do NOT send hard copy unless absolutely necessary

CONDITIONS OF ENTRY:

- ❖ This award is for the best advertising feature. It may be single or multiple pages.
- ❖ One entry will be accepted from each masthead
- ❖ The entries must have been published between: 1 JANUARY 2009 and 31 DECEMBER 2009
- ❖ Entries must show the Paper's Masthead and date of publication
- ❖ Hard copy entries must be mounted on LIGHT GREEN cardboard A3 size
- ❖ Entries must be created in-house
- ❖ A completed entry form (Page 1) must be attached to the back of the coloured cardboard backing of each entry
- ❖ PDF entries should include the entire feature in a SINGLE PDF - and must be sent via the CNA web site - www.cna.org.au/upload.php
- ❖ Closing dates for entries: Friday April 16, 2010 – entries will not be accepted after this date.
- ❖ Courier hard copy entries to:
Kim Kohen
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Condell Park NSW 2200

JUDGING CRITERIA

The purpose of an advertising feature is to sell advertising. Because of this, editorial is not an essential component of entries in this category. Similarly, the actual size of the feature is irrelevant. Entries may range from a half page bridal feature to a 40-page homemaker supplement. However, the following criteria will be used to distinguish advertising features with or without editorial.

WITH EDITORIAL:

The advertising feature may be for a single client, a cooperative advertising venture or a number of clients. The judge will take into account the relevance and value of any editorial information in the advertising feature.

WITHOUT EDITORIAL:

Entries in this category without editorial must include more than five advertisements to constitute an advertising feature. A common theme must be used to distinguish the advertising feature from other advertising pages in the paper.

Entries will also be judged on:

- a) Quality of design, typography and illustration.
- b) Creativity in generating a theme capable of selling advertisements as part of an advertising feature.
- c) The advertising feature may be for a single newspaper or a syndicated advertising feature in a group of newspapers published by the one company.
- d) Conformity to the theme of the advertising feature must be maintained throughout the advertisements in the feature.
- e) Entries may also include promotional brochures, information or examples of use of electronic media eg. radio, television or internet, which was used to pre-sell the feature in the market place and comments/ evaluation of its success.

CATEGORY 4 - BEST SPECIAL PUBLICATION

Hard Copy Only

CONDITIONS OF ENTRY:

- ❖ Entries can be a special publication inserted into the regular newspaper or a stand alone publication
- ❖ One entry will be accepted from each masthead
- ❖ The entries must have been published between: 1 JANUARY 2009 and 31 DECEMBER 2009
- ❖ Entries must show the Paper's Masthead and date of publication
- ❖ Entries must be produced entirely in-house
- ❖ Each entry must be mounted on PURPLE cardboard A3 size or larger if required
- ❖ A completed entry form (Page 1) must be attached to the back of the coloured cardboard backing of each entry
- ❖ PDF entries are NOT ALLOWED for this category
- ❖ Closing dates for entries: Friday April 16, 2010 – entries will not be accepted after this date.
- ❖ Courier hard copy entries to:
Kim Kohen
CNA Awards for Excellence
47 Allingham St
Condell Park NSW 2200

CRITERIA FOR JUDGING

This category is to highlight special papers which companies produce throughout the year as an adjunct to their normal publications. The paper can be a different size or paper to the normal publication, but must maintain a clear identification with the original product. It can be printed on gloss (heatset) or newsprint (coldset) stocks.

There is no stipulation of what designates a special publication – it can be a birthday feature, a product launch, an historical feature or anything else that might be considered 'special'.

The banner or name of the regular publication should be carried somewhere on the special publication.

CATEGORY 5 - BEST FEATURE PHOTOGRAPH

Electronic or Hard Copy - ELECTRONIC PREFERRED - please do NOT send hard copy unless absolutely necessary

CONDITIONS OF ENTRY:

- ❖ Entries may be single shot or sequence and should reflect a 'feature' style rather than a 'hard news' or pure sports photo.
- ❖ TWO entries will be accepted from each masthead
- ❖ The entries must have been published between: 1 JANUARY 2009 and 31 DECEMBER 2009
- ❖ Entries must show the Paper's Masthead and date of publication
- ❖ Photos must be taken by a staff photographer
- ❖ Hard copy entries must be mounted on BLACK cardboard A3 size
- ❖ A completed entry form (Page 1) must be attached to the back of the coloured cardboard backing of each entry
- ❖ Electronic entries are to be jpg format approximately 20x25cm @200dpi
- ❖ JPG entries should include only the photo - not the entire page - and must be sent via the CNA web site - www.cna.org.au/upload.php A PDF of the page may be sent to show picture usage and content. The page PDF is completely optional but if sent it MUST be sent as a SEPARATE upload. When on the CNA web site, upload the photo first (eg. my_photo.jpg), then immediately after send the PDF as my_photo.pdf. This will allow us to easily associate photos with pages. Please use more imaginative names:)
- ❖ Closing dates for entries: Friday April 16, 2010 – entries will not be accepted after this date.
- ❖ Courier hard copy entries to:
Kim Kohen
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47 Allingham St
Condell Park NSW 2200

JUDGING CRITERIA

Picture Content - the way the photographer has handled the assignment

1. How the photographer has composed the picture to illustrate the story.
2. Use of lenses to create atmosphere.
3. Use of lighting techniques to enhance the picture.
4. Use of filters to create atmosphere.
5. Use of background to enhance the subject matter.

Printing Technique

6. Cropping to enhance visual impact.
7. Use of printing/computer techniques to create atmosphere or change the mood of the picture.

CATEGORY 6 - BEST SPORTS PHOTOGRAPH

Electronic or Hard Copy - ELECTRONIC PREFERRED - please do NOT send hard copy unless absolutely necessary

CONDITIONS OF ENTRY:

- ❖ Entries may be an action, feature or atmosphere photograph but must be sport related.
- ❖ TWO entries will be accepted from each masthead
- ❖ The entries must have been published between: 1 JANUARY 2009 and 31 DECEMBER 2009
- ❖ Entries must show the Paper's Masthead and date of publication
- ❖ Each entry must be mounted on DARK GREEN cardboard A3 size
- ❖ Photos must be taken by a staff photographer
- ❖ A completed entry form (Page 1) must be attached to the back of the coloured cardboard backing of each entry
- ❖ Electronic entries are to be jpg format approximately 20x25cm @200dpi
- ❖ JPG entries should include only the photo - not the entire page - and must be sent via the CNA web site - www.cna.org.au/upload.php A PDF of the page may be sent to show picture usage and content. The page PDF is completely optional but if sent it MUST be sent as a SEPARATE upload. When on the CNA web site, upload the photo first (eg. my_photo.jpg), then immediately after send the PDF as my_photo.pdf. This will allow us to easily associate photos with pages. Please use more imaginative names:)
- ❖ Closing dates for entries: Friday April 16, 2010 – entries will not be accepted after this date.
- ❖ Courier hard copy entries to:
Kim Kohen
CNA Awards for Excellence
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Condell Park NSW 2200

JUDGING CRITERIA

Picture Content - the way the photographer has handled the assignment

1. How the photographer has composed the picture to illustrate the story.
2. Uniqueness of the concept
3. Use of lighting techniques to enhance the picture.
4. Action or emotion captured
5. Use of background to enhance the subject matter.

Printing Technique

6. Cropping to enhance visual impact.
7. Use of printing/computer techniques to create atmosphere or change the mood of the picture.

CATEGORY 7 - BEST FEATURE STORY

Electronic or Hard Copy - ELECTRONIC PREFERRED - please do NOT send hard copy unless absolutely necessary

CONDITIONS OF ENTRY:

- ❖ Entries should represent a feature story rather than hard news
- ❖ ONE entry only will be accepted from each masthead
- ❖ The entries must have been published between: 1 JANUARY 2009 and 31 DECEMBER 2009
- ❖ Entry must be written by a staff writer
- ❖ Entries must show the Paper's Masthead and date of publication
- ❖ Each entry must be mounted on BROWN cardboard A3 size
- ❖ A completed entry form (Page 1) must be attached to the back of the coloured cardboard backing of each entry
- ❖ PDF entries may include either the story only or the entire page and must be sent via the CNA web site - www.cna.org.au/upload.php Additional pages of supporting material may optionally be sent to support the entered story. They MUST be sent as a SEPARATE upload. When on the CNA web site, upload the entry first (eg. my_story.pdf), then immediately after send the additional material as my_story_1.pdf, my_story_2.pdf etc. Please use more imaginative names:)
- ❖ Closing dates for entries: Friday April 16, 2010 – entries will not be accepted after this date.
- ❖ Courier hard copy entries to:
Kim Kohen
CNA Awards for Excellence
47 Allingham St
Condell Park NSW 2200

CRITERIA FOR JUDGING

1. Entries must be feature stories, distinct from hard news stories.
2. A staff journalist must have written the story.
3. The story must relate to a local event, or be a feature story behind a local news event.

CATEGORY 8 - BEST SPORTS STORY

Electronic or Hard Copy - ELECTRONIC PREFERRED - please do NOT send hard copy unless absolutely necessary

CONDITIONS OF ENTRY:

- ❖ Entries must be sports related.
- ❖ ONE entry ONLY will be accepted from each masthead
- ❖ The entries must have been published between: 1 JANUARY 2009 and 31 DECEMBER 2009
- ❖ Entries must show the Paper's Masthead and date of publication
- ❖ Story must be written by a staff writer
- ❖ Each entry must be mounted on CREAM cardboard A3 size
- ❖ A completed entry form (Page 1) must be attached to the back of the coloured cardboard backing of each entry
- ❖ PDF entries may include either the story only or the entire page and must be sent via the CNA web site - www.cna.org.au/upload.php Additional pages of supporting material may optionally be sent to support the entered story. They MUST be sent as a SEPARATE upload. When on the CNA web site, upload the entry first (eg. my_story.pdf), then immediately after send the additional material as my_story_1.pdf, my_story_2.pdf etc. Please use more imaginative names:)
- ❖ Closing dates for entries: Friday April 16, 2010 – entries will not be accepted after this date.
- ❖ Courier hard copy entries to:
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Condell Park NSW 2200

CRITERIA FOR JUDGING

1. Entries must be sports stories- either reports of a sports event or feature stories about sports events, sports personalities, clubs or associations.
2. A staff journalist must have written the story.
3. The story must relate to local sports events, clubs, personalities, associations or issues.

CATEGORY 9 - COMMUNITY SERVICE AWARD

Hard Copy Only

CONDITIONS OF ENTRY:

- ❖ One entry will be accepted from each masthead
- ❖ The entries must have been published between: 1 JANUARY 2009 and 31 DECEMBER 2009
- ❖ Entries must show the Paper's Masthead and date of publication
- ❖ Submissions should give brief details of the paper's circulation and readership profile, with emphasis on any special community needs
- ❖ Brief typewritten submission setting out details of the paper's major community service activities during the year
- ❖ Supporting cuttings must be mounted on LIGHT BLUE cardboard A3 size or appropriate, dated and submitted in chronological order. Light blue presentation folders and binders may also be used
- ❖ PDF entries are NOT ALLOWED for this category
- ❖ A completed entry form must be attached to the back of the coloured cardboard backing of each entry (Page 1)
- ❖ Closing dates for entries: Friday April 16, 2010 – entries will not be accepted after this date.
- ❖ Courier hard copy entries to:
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OBJECTIVES OF THE AWARD

- a) To recognise the wide range of community services that Australia's suburban newspapers provide.
- b) To encourage further involvement in community service by suburban newspaper publishers.
- c) To create an awareness of the contributions being made to community services by individual suburban newspapers.

JUDGING CRITERIA

The award for Best Community Service provides a difficult task for judges because entries fall into two categories:

1. Those entries supported by major sponsorship.
2. Community service programs designed, implemented and maintained by the newspaper or newspaper group alone.

The extent of community service involvement by a single newspaper or a group of newspapers also provides difficulties for judges. However, the Community Service award should be judged on the following criteria as outlined by the Rev. Gordon Moyes in 1986.

1. Whether the community service program showed any investigative ability by staff reporters or did it merely re-write or duplicate press releases from Government and other social welfare agencies. (example-CES, CYSS).
2. To what extent did the newspaper support existing community service organisations that depend on grass roots community support for continuing their task.
3. To what extent did the newspaper raise "conscience" issues which may not be pleasant, may stand on a few toes (maybe even some advertising dollars) but ultimately should have been brought to the attention of the readers.

CATEGORY 10 - BEST NEWS STORY

Electronic or Hard Copy - ELECTRONIC PREFERRED - please do NOT send hard copy unless absolutely necessary

CONDITIONS OF ENTRY:

- ❖ Entries must be news related.
- ❖ ONE entry ONLY will be accepted from each masthead. Additional entries will be ignored.
- ❖ The entries must have been published between: 1 JANUARY 2009 and 31 DECEMBER 2009
- ❖ Entries must show the Paper's Masthead and date of publication
- ❖ Story must be written by a staff writer
- ❖ Each entry must be mounted on YELLOW cardboard A3 size
- ❖ A completed entry form (Page 1) must be attached to the back of the coloured cardboard backing of each entry
- ❖ PDF entries may include either the story only or the entire page and must be sent via the CNA web site - www.cna.org.au/upload.php Additional pages of supporting material may optionally be sent to support the entered story. They MUST be sent as a SEPARATE upload. When on the CNA web site, upload the entry first (eg. my_story.pdf), then immediately after send the additional material as my_story_1.pdf, my_story_2.pdf etc. Please use more imaginative names:)
- ❖ Closing dates for entries: Friday April 16, 2010 – entries will not be accepted after this date.
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JUDGING CRITERIA

The criteria for Best News Story revolve around:

1. Clarity
2. Precision and accuracy
3. Economy
4. Creativity
5. Newsworthiness

Extending these criteria further, the Best News Story should contain information, which is so important it arouses public interest, debate, and ultimately action. The story should use a hard core of fact, some opinion, but also use quotes well and wisely. It should be professionally constructed and lead the reader on to the last word.

A further consideration might be whether the story is based on action or reaction. The former demonstrates reporters' initiative. If the story is a local Government story it should aim to take the reader beyond the routine reporting of a council debate and mundane reports/press releases distributed by council officers.

Ultimately, the Best News Story affects readers in three ways:

1. Lifestyle- environmental existence
2. Pocket- rates and taxes
3. Sense of community- welfare of local resident
4. Other factors that might affect the judging are editorial layout, use of headlines and subheads and the general editorial treatment of the story.

CATEGORY 11 - BEST NEWS PHOTOGRAPH

Electronic or Hard Copy - ELECTRONIC PREFERRED - please do NOT send hard copy unless absolutely necessary

CONDITIONS OF ENTRY:

- ❖ Entries must be news photographs
- ❖ TWO entries will be accepted from each masthead
- ❖ The entries must have been published between: 1 JANUARY 2009 and 31 DECEMBER 2009
- ❖ Entries must show the Paper's Masthead and date of publication
- ❖ Photo must be taken by a staff photographer
- ❖ Each entry must be mounted on DARK BLUE cardboard A3 size
- ❖ A completed entry form (Page 1) must be attached to the back of the coloured cardboard backing of each entry
- ❖ Electronic entries are to be jpg format approximately 20x25cm @200dpi
- ❖ JPG entries should include only the photo - not the entire page - and must be sent via the CNA web site - www.cna.org.au/upload.php A PDF of the page may be sent to show picture usage and content. The page PDF is completely optional but if sent it MUST be sent as a SEPARATE upload. When on the CNA web site, upload the photo first (eg. my_photo.jpg), then immediately after send the PDF as my_photo.pdf. This will allow us to easily associate photos with pages. Please use more imaginative names:)
- ❖ Closing dates for entries: Friday April 16, 2010 – entries will not be accepted after this date.
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JUDGING CRITERIA

Picture Content - the way the photographer has handled the assignment

1. How the photographer has composed the picture to illustrate the story.
2. Does the photo tell a story?
3. Does the photo evoke emotion or action?
4. Use of filters to create atmosphere.
5. Use of background to enhance the subject matter.

Printing Technique

6. Cropping to enhance visual impact.
7. Use of printing/computer techniques to create atmosphere or change the mood of the picture.

CATEGORY 12 - BEST COMMUNITY NEWSPAPER MORE THAN 40,000 CIRCULATION

Newspapers are to be judged for news content, photographic content, layout, typography, printing production and advertising presentation.

Frequency of publication and the number of pages of a newspaper will not be taken into account. Use of high-grade paper/printing (i.e. Gloss, heat set) not to advantage or disadvantage entries.

CONDITIONS OF ENTRY

TWO editions of the single masthead to be submitted for judging, one from each of the following weeks:

- ❖ One edition chosen from the weeks starting on the following dates: 18 May 2009, 22 June 2009 or 23 November 2009 (choose any 1 from the 3 dates)
- ❖ One edition, published on any date of your choosing between 1/1/2009 and 31/12/2009
- ❖ The entries must be enclosed in a box or wrapper clearly marked with the entered Division and Best Community Newspaper more than 40,000 circulation
- ❖ PDF entries are NOT ALLOWED for this category.
- ❖ A completed entry form must be attached to the entry (Page 1)
- ❖ Closing dates for entries: Friday April 16, 2010 – entries will not be accepted after this date.
- ❖ Courier hard copy entries to:
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Condell Park NSW 2200

JUDGING CRITERIA

Entries for the Best Newspaper award should be judged on news and photographic content, layout, typography and design, advertising presentation and impact. Other factors should include the degree of encouragement given by the newspaper for readers to write to the editor and the overall balance between advertising and editorial. With that in mind, the following point allocation is proposed:

	<u>Points</u>
<u>Printing quality including photographic production.:</u> <i>*Note: The use of high grade paper/printing (i.e. gloss/heatset) not to advantage or disadvantage entries.</i>	10
<u>Layout and design:</u> Ease of reading and logical and consistent location of stories and articles as well as overall appearance is important.	15
<u>News Columns:</u> Content, quality of writing, quality of sub-editing news selection and emphasis.	30
<u>Magazine features and editorial:</u> Quality, variety, depth of coverage, depth of background and significance.	10
<u>Local advertising:</u>	
a. Classified- depth of coverage of the local market place, ease of reference.	10
b. Display- Effectiveness, placing, design and copy.	10
<u>Judges Discretionary points:</u> To be used for any factors not covered above, Any special merit and the overall impression of the newspaper.	15
	<u>100</u>

CATEGORY 13 - BEST COMMUNITY NEWSPAPER LESS THAN 40,000 CIRCULATION

Newspapers are to be judged for news content, photographic content, layout, typography, printing production and advertising presentation.

Frequency of publication and the number of pages of a newspaper will not be taken into account. Use of high-grade paper/printing (i.e. Gloss, heat set) not to advantage or disadvantage entries.

CONDITIONS OF ENTRY

Two editions of the single masthead to be submitted for judging, one from each of the following weeks:

- ❖ One edition chosen from the weeks starting on the following dates: 18 May 2009, 22 June 2009 or 23 November 2009 (choose any 1 from the 3 dates)
- ❖ One edition, published on any date of your choosing between 1/1/2009 and 31/12/2009
- ❖ The entries must be enclosed in a box or wrapper clearly marked with the entered Division and Best Community Newspaper less than 40,000 circulation
- ❖ PDF entries are NOT ALLOWED for this category.
- ❖ A completed entry form must be attached to the entry (Page 1)
- ❖ Closing dates for entries: Friday April 16, 2010 – entries will not be accepted after this date.
- ❖ Courier hard copy entries to:
Kim Kohen
CNA Awards for Excellence
47 Allingham St
Condell Park NSW 2200

JUDGING CRITERIA

Entries for the Best Newspaper award should be judged on news and photographic content, layout, typography and design, advertising presentation and impact. Other factors should include the degree of encouragement given by the newspaper for readers to write to the editor and the overall balance between advertising and editorial. With that in mind, the following point allocation is proposed:

	<u>Points</u>
<u>Printing quality including photographic production:</u> <i>*Note: The use of high grade paper/printing (i.e. gloss/heatset) not to advantage or disadvantage entries.</i>	10
<u>Layout and design:</u> Ease of reading and logical and consistent location of stories and articles as well as overall appearance is important.	15
<u>News Columns:</u> Content, quality of writing, quality of sub-editing news selection and emphasis.	30
<u>Magazine features and editorial:</u> Quality, variety, depth of coverage, depth of background and significance.	10
<u>Local advertising:</u>	
a. Classified- depth of coverage of the local market place, ease of reference.	10
b. Display- Effectiveness, placing, design and copy.	10
<u>Judges Discretionary points:</u> To be used for any factors not covered above, Any special merit and the overall impression of the newspaper.	15
	<hr/> 100 <hr/>

CATEGORY 14 - BEST WEB SITE
ELECTRONIC SUBMISSIONS ONLY

CONDITIONS OF ENTRY:

- ❖ Entries must be related to the community newspaper or parent company
- ❖ One entry will be accepted from each masthead - alternatively a group entry (eg. Cumberland, FCN) may be submitted.
- ❖ PDF ENTRY ONLY - Entries should include a screen shot of the website home page which clearly shows the URL and must be sent via the CNA web site - www.cna.org.au/upload.php Additional pages of supporting material may optionally be sent to support the entered web site. They MUST be sent as a SEPARATE upload. When on the CNA web site, upload the entry first (eg. my_www_entry.jpg), then immediately send the additional material as my_www_entry_1.pdf, my_www_entry_2.pdf etc.
- ❖ Closing dates for entries: Friday April 16, 2010 – entries will not be accepted after this date.

JUDGING CRITERIA

1. How attractive is the site?
2. Is it easy to navigate?
3. Does it have information the reader desires?
4. Does it complement the printed paper?

CATEGORY 15 - BEST EDITORIAL

Electronic or Hard Copy - ELECTRONIC PREFERRED - please do NOT send hard copy unless absolutely necessary

CONDITIONS OF ENTRY:

- ❖ One entry will be accepted from each masthead
- ❖ The editorial must have been published between: 1 JANUARY 2009 and 31 DECEMBER 2009
- ❖ Entries must show the Paper's Masthead and date of publication
- ❖ Entries may be accompanied by background information or ancillary editorial to give the judge an insight into the reasons for publishing the editorial
- ❖ The name of the writer must accompany the entry
- ❖ Each entry must be mounted on RED cardboard A3 size or appropriate
- ❖ A completed entry form must be attached to the back of the coloured cardboard backing of each entry (Page 1)
- ❖ PDF entries may include either the editorial only or the entire page and must be sent via the CNA web site - www.cna.org.au/upload.php Additional pages of supporting material may optionally be sent to support the entered editorial. They MUST be sent as a SEPARATE upload. When on the CNA web site, upload the entry first (eg. my_ editorial.pdf), then immediately after send the additional material as my_ editorial_1.pdf, my_ editorial_2.pdf etc. Please use more imaginative names:)
- ❖ Closing dates for entries: Friday April 16, 2010 – entries will not be accepted after this date.
- ❖ Courier hard copy entries to:
Kim Kohen
CNA Awards for Excellence
47 Allingham St
Condell Park NSW 2200

JUDGING CRITERIA

The criteria for the Best Editorial should be based on literary skills, appropriateness of comment and proposed action.

Further, editorial opinion should be clearly labelled as such to distinguish it from factual reporting. At the same time, every editorial should use facts to give their arguments punch. Basically an editorial aims to influence decision makers or implement change and should be judged as such.

Entries in this category should:

1. Concentrate on local issues, the localisation of national issues or the nationalisation of local issues.
2. Attempt to provide leadership in the local community.
3. Display general writing talent.

Each entry may be accompanied by some pertinent background information to give the judges an insight into the reasons for publishing editorial.

(An editorial must be a specific example of writing containing comment on a definite topic. It should be headed "editorial" or have a heading appropriate to the subject, and should not be a 'normal' piece of news reporting).