
61st
Annual

NATIONAL
NEWSPAPER
AWARDS

Call for Entries

2009

WEBSITE: WWW.NNA-CCJ.CA

\$1,000 top prize; merit citations for runners-up

PLEASE READ these regulations carefully. Some changes have been made to the Rules of Entry and to the following categories: Editorial Cartooning (requires a body of work of five cartoons) and Multi-Media Feature (two submissions allowed this year) Failure to comply may result in disqualification.

The "Awards" are annual prizes open to members of the editorial staffs of daily newspapers and news wire agencies and to freelancers whose works appear in daily newspapers and in their online editions in the calendar year 2009.

The entry deadline is Monday, January 11, 2010.

The entry fee is \$40 per submission for large market newspapers; \$25 for small market newspapers under 30,000 average daily circulation.

The three finalists in each category will be presented and honoured and the winner announced at the 61st gala awards presentation on Friday, May 14, 2010 in Toronto.

The National Newspaper Awards were established by the Toronto Press Club in 1949 to encourage excellence and reward achievement in daily newspaper work in Canada.

RULES OF ENTRY

ELIGIBILITY

1-To be eligible, an entry must have been published first in 2009 by a Canadian daily newspaper - whether in print or online - in English or French.

2-Entries from magazines or magazine sections published by a newspaper are not eligible for the National Newspaper Awards if any entries from those magazines or magazine sections are submitted to any magazine awards.

3-To qualify, the entrant must not have received direct funding from anyone other than the employer of the creator of the entry or the newspaper in which the entry first appeared.

4- **(NEW)** A story may comprise a main story and closely-related sidebars published on the same day.

5-An entrant is any individual or group of up to five individuals who submit(s) an entry and who is/are identified on the entry ballot; a team is a group from a newsroom which submits an entry, whose members are not identified on the entry ballot.

6-The same entry will not be accepted in more than one category, with one exception: Only in the Presentation category may editorial text and photos be entered in other categories. Text, photos and presentation components of a Special Project are not eligible in any other category.

7-If an entry does not comply with the restrictions of the intended category, the National Newspaper Award Board of Governors ("Governors") may, in their sole discretion, amend the entry to bring it into compliance.

SUPPORTING INFORMATION

8- The "uniform format" applies to the following 14 categories: Local Reporting, Short Features, Long Features, Investigation, Editorials, International, Breaking News, Beats, Columns, Business, Sports, Arts & Entertainment, Politics, and Explanatory Work. Three copies of each entry should be provided from a newspaper's archival system in plain text on letter-sized paper showing the words and headline, but no photos or illustrations. Text should preferably be in 12-point Times Roman or equivalent with one-inch margins. This rule does NOT apply to Special Project, or to the six visual categories or Multi-media Feature.

9-In addition to the three "uniform format" copies of a submission, competitors must also submit one copy of the print entry in its original form, or in PDF, or a photocopy of the entry as it appeared in a newspaper. Entries in the Special Project and Presentation categories may be submitted as clippings or photocopies, showing headings if possible, or full tearsheets. Photocopy entries must be legible and full-size.

10-Entrants in the four photography categories and Editorial

Cartooning must submit their works online. Each entry must be accompanied by a PDF showing proof of publication.

11- Entrants submitting in the Multi-media Feature category must send a covering letter and an Entry Ballot. The letter must include a working URL to the Multi-Media Feature on the newspaper's website. If it's an archived or subscription site, the entry letter must provide a username and password for the judges.

12- Special Project entries that have a multi-media element should include a working URL in the entry letter. If it's an archived or subscription site, the entry letter must provide a user name and password for the judges.

13- Local Reporting, Breaking News and Explanatory Work categories allow video and audio submissions as part of the entry. Video and audio elements can be submitted on a CD/DVD or provided by a working URL that points judges to these specific elements.

14-Entrants may be sponsored and the entries may be forwarded by their managing editors or their equivalent and may be accompanied by memoranda (three copies) outlining the circumstances under which the story was obtained. It is not necessary to provide covering letters (with the exception of the Special Project and Beats categories, which require a supporting letter) unless they can be expected to add to the judges' understanding. Unsponsored entries will also be accepted.

15-Except for online entries, **each** of the three copies of the entry must be accompanied by an entry ballot or form. Clip each entry ballot to the front of each copy of the entry. Place any supporting material (letters, memoranda) behind each ballot.

16-The entry must contain satisfactory proof by the newspaper or wire agency of the fact of publication and the date.

17-In order to assist the judges under Rule 21 below, the entrant must specify all resources provided by non-newspaper sources.

18-Entrants in the Short Feature category must state the word count (1,200 words or less) on the entry ballot in the space provided.

ENTRY FEE

19-Entry fee is \$40 + GST per submission for large market newspapers and \$25 + GST per submission for small market newspapers under 30,000 average daily circulation. Each entry must be accompanied by a personal or company cheque

Continued on next page

ENTRIES CLOSE: MONDAY, JAN. 11, 2010

RULES OF ENTRY, CONT'D

of \$42.00 (large market) or \$26.25 (small market) payable to the National Newspaper Awards. (Atlantic Canada entrants must apply HST to the basic entry fee.) Newspapers and/or entrants may issue single cheques covering all entry fees if they are submitting more than one entry. We cannot accept credit card payment.

JUDGING

20-Each qualifying entry will be considered in competition with all others duly entered in the same category by a panel of three judges selected by the Governors.

21-In evaluating the merit of an entry, judges shall consider – (a) the criteria for the respective categories; (b) professional journalistic ethics and commonly-accepted standards; and (c) the staffing resources available to the entrant to permit, to the greatest extent possible, entries from small newspapers to compete on the same basis as those from larger newspapers.

22- Judges will identify to the Secretary three entries in their category, which they found more worthy than the others they viewed, using guidelines provided. They will also distinguish among the three in terms of their relative worthiness. The judges' recommendation will be accepted so long as the warranty of accuracy and originality has not been breached, nor the integrity of the awards program compromised. The Governors may at any time revoke an award if in their view the accuracy and integrity terms have been breached.

RIGHTS AND OBLIGATIONS

23-The person submitting the entry, and any sponsor, warrants that the representations in the entries submitted are accurate and that each entry is an original work and that in the case of an entry in a photograph category it has not been manipulated or adjusted so as to mislead the viewer or misrepresent the subject in any manner.

24 -Prizes must be accepted as awarded and are not transferable.

25 -Before an entrant is declared the winner of an award by the Governors, the entrant and any sponsor must sign a declaration of compliance with the rules, a release, and an indemnity and a licence to publish, record or present the entry. By submitting the entry, the entrant grants to the Governors the right to publish the entry in any manner and use the name and/or photographs of all award winners and sponsors without compensation in any advertising or publicity.

26 - The Governors accept no responsibility for any entry which is lost, stolen, destroyed, misdirected or delayed.

THE 22 CATEGORIES

1. Local reporting

For excellence in local reporting for a single story or a series of related-subject articles (not more than five) by a journalist or team working for a newspaper of 30,000 average daily circulation or less. Submissions must include text, which may include news stories, features, columns, and analyses. Audio, video and other multimedia elements may also be included. Up to two submissions per person or team. Uniform format required for text elements.

2. Short features

For excellence in feature writing for a single story of no more than 1,200 words by one writer. Open to any department of the newspaper. Preference will be given to crisp, literate and fresh work demonstrating original treatment and great writing. One submission per entrant. Entrant and endorser must state the word count (not including headlines and cutlines) in the space provided on the entry ballot. Entries may be entirely web-based, may be a combination of print and online, or print only. Uniform format required.

3. Long features

For excellence in feature writing for a single story of more than 1,200 words by one writer or a team. Open to any department of the paper. Freedom from length constraints should not be at the expense of crispness, elegance or originality. Features published as part of a multi-part series are eligible, but limited to a maximum of three related stories. One submission per entrant. Entries may be entirely web-based, may be a combination of print and online, or print only. Uniform format required.

4. Investigation

For excellence in enterprise and investigative reporting for a single story or a series of up to three-related stories. Preference will be given to original, compelling and significant reporting demonstrating successful achievement against difficult circumstances. One submission per entrant. Entries may be entirely web-based, may be a combination of print

and online, or print only. Uniform format required.

5. Editorials

For excellence in editorial writing for a body of work of three editorials. Preference will be given to editorials that demonstrate consistent quality, persuasiveness, wit, style and clarity, as well as influence on public or political opinion. One submission per entrant. Entries may be entirely web-based, may be a combination of print and online, or print only. Uniform format required.

6. International

For excellence in reporting on international issues or events from a writer producing work from outside Canada. A submission may include a single story or a series of up to three related stories. Up to two submissions per entrant. Entries may be entirely web-based, may be a combination of print and online, or print only. Uniform format required.

7. Presentation

For excellence in newspaper page design and presentation. Entries may include up to three related or unrelated single-page layouts (a double-truck spread would count as one layout) from any issue of the paper, or a multi-page entry relating to a single subject or project from a single issue of the paper. Preference will be given to submissions which demonstrate imaginative, informative design and illustration. Other factors of judging will be use of colour, artistry, text positioning, fonts, typography, clarity, headline drama and impact. One submission per entrant. Tearsheets permitted.

8. Breaking news

For excellence in reporting under deadline pressure in covering a developing story in Canada or abroad. Submissions are limited to not more than five elements developing from a single news break. Elements must include text, but may also include audio and video. Up to two submissions per individual entrant. In addition, newspapers are limited to two team submissions in this category. Text must be in uniform format.

9. Beats

For excellence in a body of reporting work from a specific beat, usually full time. The beat should represent a year-in year-out responsibility, such as City Hall or the courts. Preference

Continued on next page

NATIONAL NEWSPAPER AWARDS

890 Yonge St., Suite 200

Toronto, ON M4W 3P4

Tel: (416) 923-3567, ext. 228

Fax: (416) 923-7206

email: nna@cna-acj.ca

GST #R124932708

CATEGORIES, CONT'D

will be given to work that demonstrates knowledgeable coverage, consistency and initiative. Entries are for sustained coverage of an assigned beat, rather than work done on a project. An entry may consist of a portfolio of up to five stories. Team submissions are ineligible. One submission per entrant. Entries may be entirely web-based, may be a combination of print and online, or print only. Uniform format required.

10. Columns

For excellence for a single column or body of work of up to three examples, composed by a columnist writing at least once a week. Preference will be given to entries that demonstrate diversity, a personal view and consistent quality. One submission per entrant. Entries may be entirely web-based, may be a combination of print and online, or print only. Uniform format required.

11. Business

For excellence in business coverage consisting of news, beat, feature or column work. The entry may be a single work or a body of work consisting of three pieces which may include features, columns, news or beat stories, or any three-element combination of these. One submission per entrant. Entries may be entirely web-based, may be a combination of print and online, or print only. Uniform format required.

12. Sports

For excellence in sports coverage consisting of news, beat, feature or column work. The entry may be a single work or a body of work consisting of three pieces which may include features, columns, news or beat stories, or any three-element combination of these. One submission per entrant. Entries may be entirely web-based, may be a combination of print and online, or print only. Uniform format required.

13. Arts & Entertainment

For excellence in arts and entertainment coverage consisting of news, beat, feature, criticism or column work. The entry may be a single work or a body of work consisting of three pieces which may include features, criticisms, columns, news or beat stories, or any three-element combination of these. One submission per entrant. Entries may be entirely web-based, may be a combination of print and online, or print only. Uniform format required.

14. Politics

For excellence in coverage of local, provincial or federal politics. An entry may be a single work or consist of up to three elements drawn from news stories, features or columns. One submission per entrant. Entries may be entirely web-based, may be a combination of print and online, or print only. Uniform format required.

15. Explanatory work

For excellence in explanatory reporting for a single example (no series) about a current event, which explains clearly the complex or arcane, such as terms, equipment, processes, or theories. Preference will be given to submissions that demonstrate mastery of the subject, lucid writing and clear presentation. Entry may include an illustration and multimedia elements. Up to two submissions per entrant. Uniform format required for text element.

16. Special project

For a major investment in journalistic effort on a single subject that portrays a matter of vital interest to the newspaper and its readers. The special project can draw together feature writing, investigation, editorial writing, graphics, photography, explanatory writing and multimedia elements. A letter fully outlining origin and purpose of the project and its impact must accompany the submission. One submission per newspaper.

TIPS ON ENTERING

Based on experience and tips from judges who must plough through some 1,300 entries each year, here are some tips about entering.

- ✓ Take some time to assemble entries neatly.
- ✓ If you can, staple the components of an entry in this order, top to bottom: entry ballot, covering letter (if any, from either a senior editor or yourself), and then the entry.
- ✓ **Do not send background pieces or testimonials.** The judges are instructed to judge only those works that are being submitted for the competition. However, a covering letter from the competitor or senior editor to provide some background and explain the circumstances behind the story is usually useful for the judges.
- ✓ Covering letters that contain nothing more than information serving to introduce the competitor as a "fine person and outstanding journalist" are not necessary.
- ✓ Be specific in indicating to the judges what stories they are to judge. Your covering letter could explain why certain stories are being submitted over others. Entries that do not comply with the required number of parts or stories will be disqualified. Please see Rules of Entry #4 for a change.
- ✓ A competitor in the writing categories can enter more often than the requirements in each category, **as long as** the competitor is part of a joint entry. Each joint entry constitutes a single entity.

17. Multi-media feature

For excellence in online journalism on a single subject. This may include, but is not limited to, audio and visual elements in the form of photography, sound clips, video, animation, Flash, databases and text. Emphasis is on innovative ways of storytelling. A letter, fully outlining origin and purpose of the online feature, as well as the work involved in creating it, must accompany the submission. Two submissions per newspaper.

18. Editorial cartooning

For excellence in editorial cartooning for a body of work of five cartoons. Preference will be given to cartoons that demonstrate humour, originality and satire related to news events, with quality embracing line, style and likenesses of personalities where relevant. One submission per entrant. Entries to be submitted online.

19. Spot news photo

For excellence in spot news photography for a single picture of a news event for which no advance planning was possible. Preference will be given to images that demonstrate excellent news judgment, impact, timing, composition and performance under difficult conditions. Images may not be digitally altered beyond normal toning and colour balancing. Up to two entries per entrant. Submissions to be made online.

20. News feature photo

For excellence in photography for a single picture of a scheduled or unscheduled event where an opportunity exists for advanced planning and creative control. Pictures may be of a news event or of a subject of news value that touches on daily life. Preference will be given to story telling images that demonstrate excellent news judgment, composition and creativity. Images may not be digitally altered beyond normal toning and colour balancing. Up to two entries per entrant. Submissions to be made online.

21. Feature photo

For excellence in creative photography for a single picture. Pictures may be from a controlled situation that illustrates a story or news topic using strong aesthetic qualities or provides readers with a fresh or entertaining view of daily life. Pictures may include photographer intervention. Images may not be digitally altered beyond normal toning and colour balancing. Up to two entries per entrant. Submissions to be made online.

22. Sports photo

For excellence in sports photography for a single picture. Preference will be given for entries that demonstrate drama, humour, poignancy, as well as reflex and technical accomplishment. Images may not be digitally altered beyond the traditional lightening, darkening and colour balancing. Up to two submissions per entrant. Submissions to be made online.