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64th

**NATIONAL**  
**NEWSPAPER**  
**AWARDS**

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Call for Entries

2012

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

**PLEASE READ** these rules carefully. Twenty of the 22 categories must now be submitted online and more categories will be judged blind. In addition, provisions have been made to permit online publications to enter in the National Newspaper Awards. Failure to comply with the rules outlined below may result in disqualification.

The Awards are annual prizes open to persons whose entries are first published by a Canadian daily newspaper either in print or online in the calendar year 2012, according to the rules.

The entry deadline is Thursday, January 10, 2013. Online entries cannot begin until Dec. 15, 2012.

The entry fee is \$40 per entry for large market newspapers; \$25 for small market newspapers under 30,000 average daily circulation, plus taxes. Once again, the entry fee for all in the Local Reporting category will be waived.

The finalists in each category will be presented and honoured and the winner announced at the 64th gala awards presentation on Friday, May 3, 2013 in Ottawa at the Canadian War Museum.

*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. The awards program is owned and operated by the Canadian Daily Newspaper Awards Programme Administration Corporation under the direction of its board of directors (referred to as the Governors).*

## RULES OF ENTRY

### ELIGIBILITY

1-To be eligible, an entry must have been published first in 2012 by a Canadian daily newspaper - whether in print or online - in English or French.

**The following series of points apply only to the eligibility of online-only publications.**

1A. **NEW!** The Governors may, on application by the owner of an Internet site and in advance of the due date for filing entries as set by the Governors in each year of the awards program, deem the Internet site to be "a Canadian daily newspaper" under Section 1 if in their view it either -

- (i) is an electronic Internet version of a printed Canadian daily newspaper, or
- (ii) has all of the following characteristics -
  - (a) it is produced in Canada and is intended for the general reception of the public;
  - (b) its journalism is similar in nature to that published in daily newspapers as traditionally submitted to this awards program and is suited to being considered on the same footing as entries from daily newspapers in the same category under the existing rules and guidelines;
  - (c) it is not intended to be in itself a promotional or marketing effort of any company, political party, government, institution, cause or person;
  - (d) its journalism is not supported by outside funding, as outlined under Rule 3;
  - (e) it is a "daily" publication in that it produces news and original journalism on a regular and not on an occasional basis; and
  - (f) it or its contents are not submitted to any awards program in the community newspaper, magazine or broadcasting industry sectors.

1B. **NEW!** Entries from Internet sites will not be accepted for consideration in the Presentation category. Furthermore, entries will not be accepted for Local Reporting unless the Internet site is designed specifically to serve a specific geographical place or area within Canada.

1C. **NEW!** In calculating the unique visits of an Internet site for the purposes of qualifying for the Local Reporting category, the Internet site must submit a copy of its most recent unique visitors report including the number of times readers visit its content in the most recent measured month that has been filed by it with a reputable measurement agency as agreed upon by the Governors. The Governors shall handle such information on a strictly confidential basis.

1D. **NEW!** The decisions of the Governors in all

matters relating to the eligibility of an Internet site under this section 1 are final and binding on all parties and are in effect *only for the current year of the awards program.*

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 programs.

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 Canadian daily newspaper in which the entry first appeared.

4- 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 Project of the Year (formerly Special Project) or Multi-media Feature 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 Governors may, in their sole discretion, amend the entry to bring it into compliance.

### SUPPORTING INFORMATION

8- **NEW!** All submissions in 20 of the 22 categories must now be submitted online, using the specially designed forms on the website. "Uniform format" submissions on letter-size paper will no longer be accepted.

9- **NEW!** Entrants in the four photography categories, plus Editorial Cartooning, Explanatory Work, Multi-media Feature, Short Features, Columns, Editorials, Local Reporting, Business, Arts and Entertainment, Investigations, International, Sports Writing, Long Features, Politics, Breaking News and Beat Reporting must submit their works online. Each entry must contain satisfactory proof of publication.

10- **NEW!** Short Features, Columns, Editorials and Explanatory Work will be judged "blind" and must not include the name of the author or the news affiliation in the story or supporting letter/comments. That information will, however, be entered separately on the online entry form in the online fields provided.

11 - **UPDATED!** Entries in the Project of the Year and Presentation categories may be submitted in three sets of tearsheets or photocopies. Photocopied entries must be legible and full-size, or nearly so. These are the only two categories to be mailed or couriered to the National Newspaper Awards office by the deadline. Each of the three copies of the Project and Presentation entries must be accompanied by an entry ballot. Clip each entry ballot to the front of each copy of the entry.

12-**UPDATED!** PDFs as proof of publication are mandatory for all the photo entries but not for any other online submission.

13-**UPDATED!** Entrants submitting in the Multi-media Feature category online must simply enter a covering letter in the appropriate online field. The letter must include a working URL(s) 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.

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

15- **NEW!** All categories now permit "all journalistic tools"; ie., text, video, audio, and social media. Use the fields provided in the online entry form to input the elements.

16-**UPDATED!** Entrants may be sponsored and the entries may be forwarded by their managing editors or their equivalent and may be accompanied by covering letters outlining the circumstances under which the story was obtained. It is not necessary to provide covering letters (with the exception of the Special Project, Multi-media Feature and Beat Reporting categories, which require a supporting letter) but they are encouraged in cases where they contribute to a judge's understanding of extraordinary results achieved under challenging circumstances. See "tips for entering" for guidelines on such supporting letters. In the case of letters accompanying online entries, the covering letter may contain links to any video or

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# ENTRIES CLOSE: THURSDAY, JAN. 10, 2013

## RULES OF ENTRY, CONT'D

audio or graphic component. Un-sponsored entries will also be accepted.

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 online form.

### ENTRY FEE

19-Entry fee is \$40 + GST/HST per entry for large market newspapers and \$25 + GST/HST per entry for small market newspapers under 30,000 average daily circulation. There is no entry fee in the Local Reporting category. Each entry must be accompanied by a personal or company cheque payable to the National Newspaper Awards. (Atlantic Canada, BC and Ontario 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. Credit card payment must be made by telephoning the NNA office at 416-923-3567, ext. 228, or online after uploading an online entry.

### 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 resources (staffing, financial or otherwise) 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 or four entries in their category, which they found more worthy than the others they viewed, using guidelines provided. They will also distinguish among the finalists 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 photography 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

The following 2 categories will be submitted in the conventional manner. Attach entry ballot.

## 1. PROJECT OF THE YEAR (formerly Special Project)

**New description:** For the most exceptional journalistic endeavour of the year using any journalistic format.

**Fine print:** A deep, compelling and groundbreaking treatment of a single subject of vital importance to the publication's community. This project enlightens and informs the public interest, potentially making a difference. A letter explaining purpose of the

project, and its impact, is compulsory. One submission per outlet.

## 2. PRESENTATION

**New description:** For exceptional newspaper design, imaginatively conceived and creatively executed for maximum impact.

**Fine print:** Portfolio entries of up to three pieces, which can include illustration, graphics, design or a combination of all three. A double-page truck counts as one piece. One submission per entrant.

## TO BE ENTERED ONLINE

## 3. LOCAL REPORTING (30,000 AND UNDER)

**New description:** For exceptional reporting of significant local issues, working with any journalistic format(s).

**Fine print:** Open to newspapers with 30,000 average daily circulation or less. Ideally represented by a single stories or series of related stories of up to five elements, including multimedia. Maximum of two submissions per entrant or team.

## 4. SHORT FEATURES

**New description:** For an exceptional example of feature writing at shorter length.

**Fine print:** A single entry of up to 1,000 words. One submission per entrant.

## 5. LONG FEATURES

**New description:** For exceptional feature writing, with an emphasis on original, compelling stories, gracefully told.

**Fine print:** One piece longer than 1000 words, or a series of up to three parts. One submission per entrant.

## 6. EDITORIALS

**New description:** For exceptional editorial expression, working with any journalistic format(s).

**Fine print:** A limit of three editorials. One submission per entrant. Editorials can be explanatory, descriptive or prescriptive.

## 7. COLUMNS

**New description:** For exceptional reporting and writing in columns.

**Fine print:** A limit of three columns. One

submission per entrant.

## 8. EXPLANATORY

**New description:** For exceptional reporting and writing demonstrating complex or arcane facts or processes behind a story in the news.

**Fine print:** Does this work of text, illustration, graphics or video answer a single question: Why or How? This category must show mastery of the subject working with any journalistic format(s). Two submissions per entrant.

## 9. MULTI-MEDIA FEATURE

**New description:** For an exceptional example of online journalism on a single subject.

**Fine print:** Ideally represented by a strong combination of audio, and visual elements in the form of photography, sound clips, video, animation, Flash, databases and text. Emphasis is on innovative storytelling and on journalistic impact not the technology. Two submissions per newspaper.

## 10. EDITORIAL CARTOONING

**New description:** For exceptional cartooning illustration.

**Fine print:** A portfolio of five. One submission per entrant.

## 11. INVESTIGATIONS

**New description:** For exceptional work in investigations, where powerful reportage reveals information of importance to the public.

**Fine print:** Entries may include up to 10 elements, including multimedia. Be wary of taxing the judges with incremental stories. Two submissions per entrant.

### NATIONAL NEWSPAPER AWARDS

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## 12. INTERNATIONAL

**New description:** For exceptional, compelling reporting and writing on important world events and issues, working with any journalistic format(s).

**Fine print:** Ideally represented by compelling reporting, writing and enterprise in a difficult situation and on an important subject. Work must be produced outside Canada. A single story or up to three related stories. Two submissions per entrant.

## 13. BREAKING NEWS

**New description:** For quick, accurate, authoritative, creative and exceptional coverage of breaking news online and in social media combined with original, comprehensive coverage for packages within a 36 hour period, working with any journalistic format(s).

**Fine print:** This honours the best, most complete reporting using every available journalistic tool. Any work produced within the 36 hour period can be entered with the understanding that it should demonstrate the quality not the quantity of the entry. Up to two submissions per entrant and two teams per newspaper.

## 14. BEATS

**New description:** For exceptional authoritative, knowledgeable coverage of any beat or specialty, working with any journalistic format(s).

**Fine print:** This requires evidence of original thinking, initiative and consistency of news coverage. Up to five articles. One submission per entrant. This requires a letter stating the entrant is a regular beat or specialty reporter.

## 15. BUSINESS

**New description:** For exceptional reporting in the area of business, working with any journalistic format(s).

**Fine print:** Ideally represented by a single major or series of significant news breaks, or by a single enterprise or investigative piece or series thoroughly compelling in its originality, scope or unique treatment. A single piece or related series or up to three unrelated pieces. One submission per entrant.

## 16. SPORTS

**New description:** For exceptional reporting in the area of sports, working with any journalistic format(s).

**Fine print:** Ideally represented by a single major or series of significant news breaks, or by a single enterprise or investigative piece or series thoroughly compelling in its originality, scope or unique treatment. A single piece or related series or up to three unrelated pieces. One submission per entrant.

## 17. ARTS & ENTERTAINMENT

**New description:** For clever, entertaining and exceptional news, features, criticism or column coverage on arts and entertainment, working with any journalistic format(s).

**Fine print:** Ideally representing by well in-

formed, compelling and entertaining writing in any arts field. A single story or body of work of three related or unrelated articles or pieces. One submission per entrant.

## 18. POLITICS

**New description:** For exceptional reporting in the area of politics, working with any journalistic format(s).

**Fine print:** Ideally represented by a single major or series of significant news breaks, or by a single enterprise or investigative piece or series thoroughly compelling in its originality, scope or unique treatment. A single piece or related series or up to three unrelated pieces. One submission per entrant.

## 19. SPOT NEWS PHOTO

**New description:** For an exceptional example of a breaking news photograph.

**Fine print:** A single image of a news event. Up to two submissions per entrant. Images must not have been digitally altered beyond normal, cropping, toning and balancing.

## 20. NEWS FEATURE PHOTO

**New description:** For an exceptional example of news feature photography.

**Fine print:** Includes coverage of events for which advance planning was possible. Up to two submissions per entrant.

## 21. FEATURE PHOTO

**New description:** For an exceptional example of feature photography.

**Fine print:** Photographs may include photographer intervention. A single photograph; two submissions per entrant. Be wary of taxing the judges with contrived submissions.

## 22. SPORTS PHOTOGRAPHY

**New description:** For an exceptional example of sports photography.

**Fine print:** Ideally represented by a single image that either tells an eloquent story or captures a single moment, thoroughly riveting for its drama, poignancy, pathos or humor. A single photograph; two submissions per entrant.

## TIPS ON ENTERING

**X** Take some time to assemble entries before entering them online. You must register in advance (See "How to register" on [www.nna-ccj.ca](http://www.nna-ccj.ca).) Those who have registered in the past will be able to submit entries using the same UserID and Password this year.

**X** For photography and editorial cartoon entries, collect the pieces for each entry: a JPEG of the image or cartoon; proof of publication in a daily newspaper as a PDF or JPG file for all photo entries and optionally, a letter from an editor supporting the nomination. Editorial Cartoon entries do not have to submit proof of publication for each cartoon but must include the publication date for each of the five cartoons. Enter the dates in the Publication Date fields provided on the submission form.

**X** Online text category entries must be submitted in text/simple text (.txt) format. When using Microsoft Word select – Text Only (\*.txt) – as the file format for stories and letters. All URLs referenced in the letter must be placed in the fields supplied on the submission form as well. Illustrations must be submitted in PDF or JPG format and the supporting letter files in DOC, DOCX or TXT format. Audio files can be provided in WAV or MP3 format (keep the file size as small as possible) and video files, because of the variety of types and large file sizes, must be submitted as URL links in the fields provided on the submission form.

**X** If you can, in your Project of the Year and Presentation entries, staple or clip 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.

**X** Do not send background pieces or testimonials. The judges are instructed to judge only those works that are being submitted for the competition.

**X** 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. These fact-based covering letters may include such information as the origin of the work, difficulties the reporter(s) faced, and impact of the story.

**X** 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.

**X** 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. Entrants in Local Reporting may enter the same submission in one other category.

**X** Short Feature, Columns, Explanatory and Editorial Writing entries must not include name of author or newspaper affiliation in text or comments to facilitate "blind" judging. A separate input box for these will be provided on the online form.