2013 PAPME Contest Rules and Instructions

It's time to compile the best of the past year's work for the annual Pennsylvania Associated Press Managing Editors News Excellence Competition. Below are rules and directions for preparing and submitting entries. If you have questions, please contact Mark Mittelstadt at 412-697-2953 or mmittelstadt_contractor@ap.org or Nicole Baugh at 215-446-6602 or nbaugh@ap.org.

ELIGIBILITY: The contest is open to the editorial staff of Pennsylvania AP newspaper members. Entries eligible for the competition must have been published between Jan. 1, 2012 and Dec. 31, 2012. Contest rules will be posted on our website at www.papme.com.

DEADLINE: Entries must be received online by 11:59 p.m. on **Friday, February 1, 2013**.

ABOUT THE ENTRIES: Each column or editorial is considered a separate entry. There is no limit on the number of entries that may be submitted. Each photo is considered a separate entry, except in the photo story and Paul Vathis Memorial Portfolio competition.

ENRTY FEES: The fee for each entry is $8. **All payments must be sent to PAPME Awards, c/o The Associated Press, 1835 Market Street, Suite 1700, Philadelphia, Pa. 19103 by 5 p.m. on Friday, February 8, 2013.** Overpayments will be considered donations to the Ralph Flamminio Memorial Scholarship fund. The scholarship of $3,000 is awarded each year to a student at a two-year or four-year institution or actively enrolled in a graduate program and is selected as the most promising newspaper journalist in Pennsylvania.

WINNING ENTRIES: All winners will be notified by mid-April. First-place winners in each category will receive a cash prize based on a portion of the total collected in entry fees. Second-place winners will receive certificates. The judges will select one "Best of Show" winner among all entries for writing and one winner among all entries for photography, regardless of circulation class. Best of Show and the Paul Vathis Memorial Portfolio Award winners will each receive a cash prize. Winners of these three categories will not be announced until the banquet.

Awards will be presented at the annual awards banquet during the Pennsylvania Press Conference on May 17, 2013, at the Hilton Harrisburg. PAPME will supply the awards to all winners in attendance. Following the banquet, awards will be mailed to winners not in attendance with the option to purchase certificate reprints.

CIRCULATION DIVISIONS:

I. Newspapers – 15,000 and under daily circulation
II. Newspapers – 15,001 to 30,000 daily circulation
III. Newspapers – 30,001 to 75,000 daily circulation
IV. Newspapers – over 75,000 daily circulation

PREPARATION OF ENTRIES: All entries must be uploaded as electronic files or linked to a working and accessible URL. Printed tearsheets are not acceptable as an entry format.

1. Entries are accepted in these formats: PDF, DOC, TXT, JPG, GIF, and PNG.
2. When uploading files, any filename may be used. The BetterBNC website uses information entered (newspaper name, division, category, etc.) to assign a unique code to each file. These codes assign your entries to the proper categories and circulation groups for judging.

3. Newspapers must upload a PDF of the entire page on which the entry appears – not the column or article alone. For entries that contain more than one example, combine the pages for all examples into one PDF.
    a. To combine several PDF files into one file, open one of the files and select "Document>Insert Files" and follow the instructions. (In older versions of Acrobat, select "Document>Pages>Insert")
    b. To extract one or more pages from a PDF, open the PDF file and select "Document>Extract Pages" and follow the instructions. (In older versions of Acrobat, select "Document>Pages>Extract")
4. The maximum single uploaded file should not exceed 5 megabytes. It is strongly recommended to compress files to under 3 megabytes so judging can be done more efficiently.

Note: It is recommended that for extremely large files, you host your content online, either by uploading it to a free streaming content website (www.Issuu.com, www.YouTube.com, www.vimeo.com , etc.) or talk to your IT person about adding it to your organization's website. Make sure your content will be accessible online throughout the contest and awards process.

Important: Please ensure that items are not behind a Paywall or a password-protected area. If they are, you must provide username/password information in the Comments section of your entry. Judges may disqualify your entry if you work samples are inaccessible.

PRINT ENTRIES:

- The same story or series of stories may be entered in more than one category.
- Entries must have been published in the newspapers' print edition.
- Sidebars are permitted in all categories except Column and Editorials.

ONLINE ENTRIES:

- Newspapers must submit URLs (up to five allowed to show updates) for judging of Best Online Breaking News. The emphasis is on creative use of multimedia and original online content not duplicated in print. The entry must include a digital copy of the print version for comparison and also can include a supporting statement or up to 200 words.

PHOTO ENTRIES:

- The same photo or series of photos may be entered in more than one category. Entries must have been published in the newspapers' print edition.
- Photos should be uploaded as digital images saved as JPG files sized to no larger than 8x10. Caption information explaining the photos' content is MANDATORY, and should be placed in the Photoshop information block or in the Comments section online. Photos should not be retouched.
- A PDF of the photo as it appeared in the newspaper mush accompany the entry.

LOGIN INSTRUCTIONS: The online contest system, BetterBNC, is optimized for Firefox for PC and Mac users. Please have a recent version downloaded and installed for the best contest experience.

LOGIN:

1. Go to www.betterbnc.com
2. Select "Contestant Login" (upper left) or the appropriate Contestant Login button on the right side of the page.
3. Select the appropriate contestant type:
    a. If you are a single point of contact for your organization, select Contestant Manager. Note: once you have submitted two entries, you will receive an email validating your Contestant Manager account, enabling you to create Authorized Entrant accounts to make entries on behalf of your organization. You must click the link provided in the email and follow the online instructions to activate your account, authorize other people to submit entries on your organizations' behalf, and/or to submit more entries.
    b. If you received an email authorizing you to submit entries for your organization, select Authorized Entrant. Click the link provided in the email and follow the online instructions to active your account which allows you to submit entries.
    NOTE: If you haven't entered this contest before, or if your newspaper is not currently listed on the drop down menu, please contact Mark Mittelstadt (mmittelstadt_contractor@ap.org) or Nicole Baugh (nbaugh@ap.org), so that your organization can be added to the menu. Please allow 48 hours for this process to be completed before you can submit entries.
4. Select the appropriate Contest – "2013 Pennsylvania Associated Press Managing Editor"
5. Select the appropriate News Organization
6. Authorized Entrants only – enter your email address.
7. Enter the temporary password "bnc" (case sensitive)
    This password is provided for your first login only; you will be required to create a new secure password and enter your contact information.
8. Click Login.

TO SUBMIT ENTRIES:

1. On the Manage Entries page, click Submit Entry. Please be sure your newspaper is shown in the correct circulation division. If you circulation division is listed incorrectly, contact Mark Mittelstadt (mmittelstadt_contractor@ap.org) or Nicole Baugh (nbaugh@ap.org).
2. Select "general" from the division drop down menu.
3. Select the appropriate Category from the drop down menu. Be sure to read the Category Note which describes the category's requirements.
4. Complete the Headline/Title field. Use an entry title that will clearly identify your entry for the judges. Don't make the judges guess what they are looking for! For example, use a story's headline or the first several words of the headline.
5. Based on the type of entry, add content by uploading your digital files. Click Browse to select a file from your file menu. Allowed file types are PDF, DOC, TXT, JPG, GIF and PNG. If more than one attachment is desired for this entry, click on "attach more" and repeat these steps. Be sure all attachments for a specific entry are submitted under one entry headline in the online system. This will ensure you are only billed once for each entry.
    SPECIAL NOTE: Please note the new Scrapbook option, which you may create for future use! MyScrapbooks allows you to save your entries all year long to avoid searching for those entries at the last minute. You can create and manage up to ten scrapbooks and store up to 500 megabytes of data. To begin using this free service – simply establish your own Open Call account with BetterBNC or click create account from the Scrapbook button.
6. Website/URL(s): If you were unable to create and attach a PDF for this entry and needed to create a website URL, or if the category asks for website presence, enter the URL in this section.
7. Optional: You may add any comments about your entry which may assist in the judging process. Be sure to include any required username/password information if you created a webpage for your entry and it is located behind a Paywall or is password protected.

8. Add Credits for those responsible for the entry content, up to four people. If there are more than four names, please enter Staff. Should the entry win a place, certificates will be printed only for the names listed in this section.
9. Click Submit.
10. After each successful entry, the Official Entry Form will be presented. This is confirmation of your entry.
11. Select Submit Another Entry to submit more entries, or Manage Entries which allows you to review the entries you've already submitted, or Logout.

TO MANAGE ENTRIES:

1. There are two tables on the Manage Entries page – "entries" (enabled and will be judged) and "disabled entries" (will not be judged). Be sure your attachments or URLs are showing in the "existing attachment" column.
2. Use the "Action" links for each individual entry which allow you to view your Official Entry Form/Label, edit an incomplete entry or make certain changes, and toggle any entry between enable/disable.

PAYMENT CALULATION:

1. On the Manage Entries page, confirm your newspaper name, circulation division and number of entries submitted.
2. Click Calculate Entry Fee.
3. A list of all your enabled entries will be displayed, with the entry fee of $8 per entry. Review the list of entries for accuracy. The Total Entry Fee Due is calculated at the bottom of the list.
4. Print this report to submit with your payment.

Send payment with above Payment Report for receipt by Friday, Feb. 8, 2013 to:

PAPME Awards
C/o The Associated Press
1835 Market Street, Suite 1700
Philadelphia, Pa. 19103

HELPFUL TIP: For a fast an efficient contest entry submission experience, enter the contest early (prior to the few days before the deadline of Friday, Feb. 1, 2013) and avoid the slowing down of the online contest system!

QUESTIONS: If you have questions about the contest rules, visit the PAPME website, www.papme.org, or contact Mark Mittelstadt (mmittelstadt_contractor@ap.org) or Nicole Baugh (nbaugh@ap.org).

2012 PAPME COMPETITION CATEGORIES

Best Sports Deadline Reporting: Shows enterprise, writing ability and imagination in spot news coverage of a sports subject.
Best Sports/Outdoors Column: Shows grasp of subject and engaging writing ability in a single column.
Best Sports Feature Reporting: Shows imagination, entertaining storytelling and the ability to hold the interest of a reader on a sports feature subject.
Best Editorial: Shows grasp of subject, quality of argument, strong stand and writing ability in a single editorial.
Best Investigative Reporting: Article or series of articles shows investigative effort and skill about subject of significant public concern.
Best Spot News Reporting: Shows solid news gathering and writing skills on deadline when no planning is possible. An entry may be the work of more than one reporter. It may include multiple stories published on a single day. A letter or note from the editor, explaining the time restrictions and deadline framework, may be attached to the entry.
Best General News Reporting: Continuing coverage of a developing news event, demonstrating commitment to ongoing coverage stretched over many days. Include as many stories as you wish.
Best Enterprise Reporting: A non-deadline, issue-oriented, pre-planned story or series of stories. May be published on one or more days. Sidebars may be included. Analysis or sports reporting may be entered in this category.
Best Business Writing: Continuing coverage, spot news or a pre-planned package or series on a business development or topic of interest to consumers.
Best Feature Writing: Shows imagination and ability to entertain or hold interest of the reader on a feature subject. Does not include analysis, which should be entered in the Enterprise Category.
Best Column: Shows grasp of subject and engaging writing ability in a single non-sports column.
Best Example of Public Service by a Newspaper: Awarded to a newspaper that has exposed a wrong and has instigated corrective action, or to the newspaper that has, through printed articles, achieved a goal for the common good of the people it serves.
Best Online Coverage of Breaking News: Continuing coverage of a breaking news story on a newspaper Web site during the first 24 hours with an emphasis on multimedia presentations. Judges will evaluate the entry for the amount of original online content that is not duplicated from print and for creative use of the medium, including text updates and the addition of audio and visual elements to draw readers to the Web site.
Best Blogging: Honors ongoing topical blogging or commentary by an individual or team. Topical blogs should display mastery of a beat and creative use of the medium. Commentary blogs should display a strong voice, insight and creative use of the medium. In each case, entries should display strong use of social tools and connection to audience. Judges will also evaluate multimedia tools used to enhance the blog, including chats, video and multimedia presentations.
Best Spot News Photo: Shows the photographer's skill in capturing the essence of a breaking-news event where no planning was possible.
Best Feature Photo: Shows the photographer's skill and imagination in an interesting, beautiful or unusual image, as enterprise or in covering a planned assignment.
Best Sports Photo: Shows skill and imagination capturing a moment at a game or sporting event.
Best Personality Portrait: Shows intuitive skill in capturing an individual's personality or human characteristics.
Best Photo Story: Shows skill and imagination in multiple photos that develop a story line with unique and complementary images.
The Paul Vathis Memorial Photography Portfolio Award: This is a special award in honor of the late Pulitzer-Prize winning AP photographer from Pennsylvania. The cash award recognizes one photographer, across all circulation divisions, whose portfolio entry of published spot news, feature and sports photography shows the strong journalistic instinct, all-purpose skills and dedication that were the hallmarks of Paul Vathis's 56-year-career with the AP. Entries are to consist of five photographs with at least one spot news photo, one feature photo and one sports photo. The individual photos each may be entered in other categories as well, but a collection of five images must be submitted together as one portfolio entry to be considered for the Vathis Award.