Gina Ferazzi, Los Angeles Times
1st Place, News Photo, Dailies: 50,001 & over, 2019 California Journalism Awards—Print Contest

2020 California Journalism Awards
Print Contest

Presented by the California News Publishers Association

Rules & Information

About the California Journalism Awards

The California Journalism Awards provide the opportunity for publishers and editors to promote excellence in journalism and recognize their staffs' outstanding work to inform and enlighten their readers through reporting, design, photography and multimedia in print and online.

Contest Period

Entry publication dates must be between January 1 and December 31, 2020. A series published between those dates that starts before or ends after the contest period is eligible.

Entry Deadline

Monday, January 25, 2021 at 9 p.m.

Eligibility

The competition is open to all CNPA-member newspapers in good standing. **Membership dues must be current and contest entry fees paid before entries are accepted for judging. In addition, entrants MUST provide judges for the contest as follows:**

Dailies, 50,001 and over — 3 judges
Dailies, 15,001-50,000 — 2 judges
Dailies, 15,000 and under — 1 judge

Weeklies, 25,001 and over — 3 judges
Weeklies, 11,001-25,000 — 2 judges
Weeklies, 4,301-11,000 — 2 judges
Weeklies, 4,300 and under — 1 judge

Judges do not have to be employees of your publication as long as they are experienced journalists. Sign-up form for judges: https://cnpa.formstack.com/forms/judges

Judging

Judging will take place in February and March 2021. A select group of experienced out-of-state journalists will judge the following categories:

- General Excellence
- Enterprise News Story or Series
- Feature Story
- In-Depth Reporting
- Investigative Reporting
- Public Service Journalism

Judges will choose five finalists in each category. Winners will receive awards as follows:
1st Place and 2nd Place — Award plaque(s) with the publication name, category and placing.

1st through 5th Place — Personalized certificates with the names of the entrants, the publication, the category and the placing. For winning entries with multiple credits, each person will receive an individual certificate.

We will offer 1st Place and 2nd Place winners the option of ordering personalized plaques at a reasonable cost directly from the awards company.

Divisions with five or fewer entries in a category will be merged with an adjacent division to make the category competitive. Divisions that do not have entries from three or more publications in a category will also be combined with an adjacent division. CNPA reserves the right to declare a category not competitive and issue refunds of entry fees.

Announcements

Finalists will be announced in March.

Entry Rules

- Entries must be produced by entrants' staff or regular contributors.
- The same story, series or photograph may be entered in multiple categories but can only receive an award in one category. If an entry is chosen for an award in more than one category, the award will be given in the most prestigious category such as categories judged by out-of-state judges.
- An entry that has appeared in multiple papers should be submitted by the paper whose staff is primarily responsible for creating the entry. However, papers have the option to submit the entry under a higher-circulation title among the multiple papers that published the entry.

How to Enter

Go to: https://betternewspapercontest.com (See "Entry Instructions" in this document for details.)

Choosing a Division

Each CNPA-member newspaper is assigned a circulation division in the contest. Please check that your circulation division is accurate when you upload your entries.

NOTE: Due to the unusual COVID-19 circumstances this year, we have assigned all papers to the contest circulation categories they used in last year's contest. We acknowledge that many papers have reduced their circulation as a cost-cutting measure and may now be in a lower circulation bracket. However, allowing those papers to move to a lower circulation category will result in unequally sized categories and may be perceived as unfair by many. Therefore, we have determined that the best solution for this year is to freeze every paper in their prior-year category. This will result in them competing against the same set of papers they have previously, which is what the contest committee believes is in the best interest of CNPA members.

If your assigned division is incorrect, you may continue to upload your entries, but please contact the contest administrator immediately at 916-288-6023 or contests@cnpa.com with your correct circulation.

Daily Divisions		Weekly Divisions	
Dailies (4 or more issues per week) shall choose a circulation division below based on the net number of copies that represent an average weekday issue closest to July 1, 2020.		Publications producing one issue per week or less frequently shall choose a division based on the net number of copies of an issue circulated during the week of July 1-7, 2020. Weeklies producing 2-3 issues per week shall choose a division based on the highest-circulation issue during the week of July 1-7, 2020.	
Circulation Division	**Cost per Entry**	**Circulation Division**	**Cost per Entry**
A: 50,001 & over	$49	A: 25,001 & over	$37
B: 15,001 - 50,000	$43	B: 11,001 - 25,000	$33
C: 15,000 and under	$37	C: 4,301 - 11,000	$29
		D: 4,300 & under	$25

Questions?

Contact contest administrator Jason Schaff (contests@cnpa.com, 916-288-6023).

Categories

1. General Excellence (Allows a single entry)

Submit two complete, consecutive issues that were published in February or September 2020.
Judging considerations: General news coverage, local news coverage; opinion pages; quality of writing; headlines; use of photography, graphics and other artwork; advertising design and layout, and copywriting; graphic design and typography.

2. Public Service Journalism (Allows a single entry)

- **Weekly:** Circulation divisions A & B; C & D

Submit a single package for a completed or ongoing project that performs a public service through compelling coverage of a vital community issue or event. Entries may contain news stories, photographs, editorials, columns, cartoons, graphics, and video or other online material.

Judging considerations: The effect of the coverage on the community will be a major factor in the judging. Evidence of the project's public service effect should be provided either in the entry description, an accompanying letter of explanation, or a URL pointing to a detailed online description of the project and its impact on the community.

3. In-Depth Reporting (Allows up to 3 entries)

Submit a single story or series of stories on the same subject, such as environmental, health, crime or social issues, which could combine elements of news and/or feature writing and which indicate a considerable degree of research and/or investigation. Entries should use multiple sources to explore the subject in significant depth. Series entries are not required to appear in consecutive issues.
Judging considerations: Excellence and depth of research, quality of presentation, and the overall impact of the topic of the story or series. You may submit a letter of explanation.

4. Writing (Allows up to 3 entries)

Submit a single story, column or editorial that is notable for the quality of writing. Please note that this category is for a **SINGLE** story, **NOT** a series. Series entered in this category will be disqualified. Multiple writers on a single story are acceptable.
Judging considerations: Effective use of language, clarity and organization of writing; impact of lead.

5. Investigative Reporting (Allows up to 3 entries)

- **Weekly:** Circulation divisions A & B; C & D

Submit a story that focuses on one in-depth investigative story/series. Entries should have required extensive research, and an above-average amount of interviewing, documentation and background research. Attach a cover letter summarizing any obstacles that staff overcame in digging out facts and sifting through complexities to render the coverage meaningful, complete and balanced. A statement is required as to whether any objections, requests for corrections or retractions or other controversies rose after publication. If so, include copies of such complaints and the response of the publication.
Judging considerations: Effective organization of facts; thorough support and attribution; thoroughness of investigation, initiative, enterprise and quality of writing.

6. Enterprise News Story or Series (Allows up to 3 entries)

Submit a proactive story or series that is not directly based on a news event and that covers a topic or issue in a new and creative way. Series are not required to appear in consecutive issues.
Judging considerations: Coverage should be comprehensive and enlightening, while demonstrating effort and difficulty; quality of writing; selection of material, balanced reporting; local appeal; photography, graphics and headlines.

7. Coverage of Local Government (Allows up to 3 entries)

Submit a story or a series on one subject about an issue being addressed by local government.
Judging considerations: Thoroughness of reporting, quality of writing, news depth; local appeal; photography, graphics, headlines.

8. Local Coverage of Election 2020 (Allows up to 3 entries)
Submit a story or stories covering local elections in 2020. Stories must be about local races or issues but can include discussion of national races or the national political climate.
Judging considerations: Clarity of writing concerning complex or controversial issues and how they affect the community; balanced reporting; depth of coverage.

9. Coverage of the COVID-19 Pandemic—Health Reporting (Allows up to 3 entries)
Submit a story or stories that report on health aspects of COVID-19 including such issues as medical responses, treatment, data on cases, county health directives.
Judging considerations: Clarity of writing; effective explanation of complex and technical issues.

10. Coverage of the COVID-19 Pandemic—Fallout (Allows up to 3 entries)
Submit a story or stories showing how the pandemic has affected the community in such areas as its economy, businesses, government, non-profits.
Judging considerations: Comprehensiveness of coverage; clarity; effective discussion of impact on community.

11. Coverage of the COVID-19 Pandemic—Profiles (Allows up to 3 entries)
Submit a story profiling a person or family impacted directly by the virus.
Judging considerations: Quality of writing; relevance; effective use of language.

12. Wildfire News Coverage (Allows up to 3 entries)
Submit a story or stories covering the 2020 wildfires that ravaged many parts of the state.
Judging considerations: Timeliness; quality of writing.

13. Wildfire Feature Coverage (Allows up to 3 entries)
Submit a feature story from the wildfires.
Judging considerations: Quality of writing, clarity, organization, effective use of language; shows human element to the disaster.

14. Wildfire Photo (Allows up to 3 entries)
Submit a single photo from coverage of a wildfire. Please upload JPEGs or PNGs of photos, not PDFs of pages.
Judging considerations: Visual impact and technical quality.

15. Coverage of Protests and Racial Justice—News or Feature Stories (Allows up to 3 entries)
Submit a story or stories covering the local ramifications of the 2020 death of George Floyd and the ensuing protests and discussion concerning racial equality and justice.
Judging considerations: Relevance to the community; balanced reporting; quality of writing; comprehensiveness of coverage.

16. Coverage of Protests and Racial Justice—Photo (Allows up to 3 entries)
Submit a photo from the news or feature coverage of this topic in 2020. Please upload JPEGs or PNGs of photos, not PDFs of pages.
Judging considerations: Visual impact, technical quality; relevance to community.

17. Breaking News (Allows up to 3 entries)

Submit coverage of a single breaking news event published in print.
Judging considerations: Quality of writing; timeliness; effective use of headlines, photos, graphics.

18. Land-Use Reporting (Allows up to 3 entries)

Submit a story or series of stories specifically focusing on subjects such as housing density, commercial or residential development, conversion or changing use of agricultural land.
Judging considerations: Thoroughness of reporting, quality of writing, news depth; local appeal; photography, graphics, headlines.

19. Coverage of Youth and Education (Allows up to 3 entries)

Submit a story or a series from one subject that focuses on youth and/or local education.
Judging considerations: Comprehensiveness of coverage, quality of writing; local appeal; selection of material; balanced reporting.

20. Coverage of Business News (Allows up to 3 entries)

Submit a story or a series from one subject that focuses on business, financial or economic issues or news.
Judging considerations: Comprehensiveness and selection of material; local appeal; quality of writing (stories and headlines); graphic design, headlines (charts, tables, etc.).

21. Agricultural Reporting (Allows up to 3 entries)

- **Weekly:** Circulation divisions A & B; C & D

Submit a story or a series from one subject about any agricultural or aquacultural issue, development or practice.
Judging considerations: Comprehensiveness of coverage, quality of writing; selection of material, balanced reporting; local appeal; photography, graphics and headlines.

22. Profile Story (Allows up to 3 entries)

Submit a human interest profile of an individual or group. May include a sports profile feature.
Judging considerations: Quality of writing, clarity, organization, effective use of language; originality, relevance, news value; graphic presentation, headlines, photos.

23. Feature Story (Allows up to 3 entries)

Submit a compelling story, other than a profile, on an interesting subject in your community. Profile articles and sports features may not be entered in this category.
Judging considerations: Quality of writing, clarity, organization, effective use of language; originality, relevance, news value; graphic presentation, headlines, photos.

24. Editorial Comment (Allows up to 3 entries)

Submit a single editorial.
Judging considerations: Persuasiveness, originality; constructiveness, individual thinking; significance of content and quality of writing.

25. Columns (Allows up to 3 entries)

A single entry consists of TWO opinion columns, other than editorials, written by a single author or writing team. May include humor and sports columns.
Judging considerations: Originality and quality of writing; creativity; reader appeal.

26. Arts & Entertainment Coverage (Allows a single entry)

- **Daily:** All circulation divisions
- **Weekly:** All circulation divisions

Submit two consecutive Arts & Entertainment sections. Magazines or guides appearing in the same A&E issues may accompany your regularly published sections. Listings and coverage of virtual events due to the COVID-19 pandemic are eligible.
Judging considerations: Graphic design; comprehensiveness of coverage and event listings; quality of writing (stories & headlines); local appeal and ease of use; creativity of coverage of virtual events due to COVID-19 pandemic.

27. Sports Feature Story (Allows up to 3 entries)

Submit a single sports story that is not focused on the results or news from a specific game or event.
Judging considerations: Quality of writing, clarity, organization, effective use of language; originality, relevance, news value; graphic presentation; headlines, photos.

28. Front Page Layout & Design (Allows a single entry)

- **Weekly:** Combined divisions A & B; C & D

Submit any three complete front pages from the regularly published print edition. Pages do not need to be from consecutive issues. Open to broadsheet and tabloid publications. DO NOT submit special section front pages.
Judging considerations: Layout and design; effective use of headlines, photography, graphic design, color and typography; creativity.

29. Inside Page Layout & Design (Allows up to 3 entries)

- **Weekly:** Combined divisions: A & B; C & D

Submit one or multiple pages that present one or more related stories and accompanying graphics.
Judging considerations: Effective use of headlines, photography, graphic design, color and typography; creativity.

30. Photojournalism (Allows a single entry)

- **Daily:** All circulation divisions
- **Weekly:** All circulation divisions

Submit no more than 20 published photos taken throughout the year that exemplify the publication's best photojournalism. **Please submit PDFs or links to e-editions.**
Judging considerations: Visual impact; storytelling; technical quality.

31. News Photo (Allows up to 5 entries)

Submit a single general or breaking news photo. **Please upload JPEGs or PNGs of photos, not PDFs of pages.**
Judging considerations: Visual impact and technical quality.

32. Feature Photo (Allows up to 5 entries)

A feature photo differs from a news photo in that the photographer may have had some control of the setting and/or circumstances under which the photo was taken; may either illustrate a story or be used as a stand-alone. The photo may not be set up, unless it's a portrait. The photo should be timeless in nature, have universal appeal and human interest, and capture the moment. **Please upload JPEGs or PNGs of photos, not PDFs of pages.**
Judging considerations: Visual impact; storytelling; technical quality.

33. Artistic Photo (Allows up to 5 entries)

Submit a single artistic photo. Photo can be of individuals, building structures, scenery or landscape and should have an inspirational value. **Please upload JPEGs or PNGs of photos, not PDFs of pages.**
Judging considerations: Visual impact; storytelling; technical quality; inspirational factor.

34. Photo Story/Essay (Allows up to 5 entries)

- **Weekly:** Circulation divisions A & B; C & D

A grouping of three or more photos that visually tell a story and/or make a point.
Judging considerations: Quality of photos and effectiveness of theme; storytelling or technical quality.

35. Sports Action Photo (Allows up to 5 entries)

Submit photo taken of activity on the field of play. The photo should have good technical quality and compelling content. Creative technique may also be considered. The entries may not include photos of post-game or sideline action. Set-up photos may not be entered. **Please upload JPEGs or PNGs of photos, not PDFs of pages.**
Judging considerations: Visual impact; storytelling; technical quality.

36. Sports Feature Photo (Allows up to 5 entries)

A sports photo that provides information supplementing a sports story, usually by adding the human element behind a sports event or giving background through interpretation or explanation. The photographer may have some control of the setting in which the photo is taken, but the photo may not be

set up, unless it's a portrait. A sports photo of post-game or sideline action may be included in this category. <mark>Please upload JPEGs or PNGs of photos, not PDFs of pages.</mark>
Judging considerations: Visual impact; storytelling; technical quality.

37. Special Section (Allows a single entry)

- **Daily:** All circulation divisions
- **Weekly:** All circulation divisions

Special sections that are not a regular part of the newspaper and special editions are all eligible. Section must have been distributed with the newspaper. Sports sections and stand-alone publications not distributed as part of the newspaper are not eligible.
Judging considerations: Worthiness of purpose; quality of writing, usefulness of information; graphic design, layout, use of photos; originality of concept.

38. Special Section Cover (Allows up to 3 entries)

- **Daily:** All circulation divisions
- **Weekly:** All circulation divisions

Submit three front pages from special sections. Special sections that are not a regular part of the newspaper and special editions are all eligible. Section must have been distributed with the newspaper. Sports sections and stand-alone publications not distributed as part of the newspaper are not eligible.
Judging considerations: Use of photography and/or graphic design; effective use of color and typefaces; visual impact; originality.

39. Special Publication (Allows up to 3 entries)

- **Daily:** All circulation divisions
- **Weekly:** All circulation divisions

Submit stand-alone publications that are delivered separate from the newspaper.
Judging considerations: Worthiness of purpose; quality of writing, usefulness of information; cover impact, graphic design, layout, use of photos; originality of concept.

40. Editorial Cartoon (Allows up to 5 entries)

- **Weekly:** Circulation divisions A & B; C & D

Submit a single editorial cartoon. Include an explanatory statement if necessary. <mark>JPEGs or PNGs are preferred, but a PDF of the page containing the cartoon is acceptable.</mark>
Judging considerations: Quality of artwork; effectiveness in handling the subject matter; clarity of message; humor.

41. Illustration (Allows up to 5 entries)

- **Daily: All circulation divisions**
- **Weekly: All circulation divisions**

Submit a single illustration. Artwork used in lieu of photographs, with intent to enhance any news, feature, sports or opinion article. May not include an informational graphic, photo illustration or editorial cartoon. ==JPEGs or PNGs are preferred, but a PDF of the page containing the illustration is acceptable.== **Judging considerations:** Quality of artwork; effectiveness in informing the reader; organization and clarity of message; effective use of color.

42. Informational Graphic (Allows up to 3 entries)

- **Daily: All circulation divisions**
- **Weekly: All circulation divisions**

Charted information, graphs, diagrams or maps. May be a stand-alone informational graphic. ==JPEGs or PNGs are preferred, but a PDF of the page containing the informational graphic is acceptable.== **Judging considerations:** Quality of artwork; effectiveness in informing the reader; organization and clarity of message; effective use of color.

Open Division

An Open Division will enable all print and digital news organizations to compete against each other **regardless of size** in the following categories:

- Columns
- Enterprise News Story or Series
- Feature Photo
- Feature Story
- In-Depth Reporting
- Investigative Reporting
- News Photo
- Public Service Journalism

Entries in the Open Division categories will be the first-place winners in those categories from the regular division competition. ==(Separate entry not permitted.)==

Open Division winners will be presented as the best of all California journalism for the year, along with the General Excellence winners in each circulation/size category.

Entry Instructions

All entries to the California Journalism Awards are submitted online using the BetterBNC Media Awards Platform.

BetterBNC recommends using the Chrome or Firefox browser for Windows and MacOS to upload your entries. Please have a recent version installed for the best contest experience.

==The deadline for all entries is Monday, January 25, 2021, at 9 p.m.==

Here are the steps to follow:

1. Login.
   ● Go to: **https://betternewspapercontest.com**
   ● Click "Contestant Login" in the menu at the top of the page.
   ● Make sure the "Contestant Manager" tab is selected (it should be selected by default).
   ● Select "**2020 California Journalism Awards - Print Contest**" from the list of contests.

2. Select your Media Organization.

Contest Managers

1. You can log in with the same email and password you used for last year's contest. If you forgot your password, please click the "Forgot Password?" link on the login page or contact the contest administrator.

2. If your publication participated in last year's contest but you are replacing the previous contest manager, contact the contest administrator for access to your account.

3. If your publication is new to the contest, please continue to follow the instructions below for creating and accessing your account for the first time.

3. Enter your password.

Temporary Password

If it is your first time logging into your account, use this temporary password:

bnc

After you log in using that temporary password, the system will require you to update your password. Going forward (including future years) you will log in with the password you set.

4. Click "Login."

5. Submit entries.
   ● Click "Submit Entry" from the Manage Entries page
   ● Choose "Print" as the Division
   ● Select a category
   ● Enter the entry headline or title
   ● Add entry content (may vary by category)
   ● Add comments
   ● Enter credits

6. To upload digital file attachments (other than audio/video), click "Browse," navigate to the desired file, and then click "Open." Allowed file types are PDF, DOC/DOCX, TXT, JPG, GIF, and PNG. To upload additional attachments to a single entry, click the "Browse and Attach More Files" button. BetterBNC will allow up to about a 20MB file. However, we suggest keeping your files around 5MB in case the judges have a slow connection. For files larger than 20MB, you can use the links to Scribd, Issuu or Yudu on the entry page to create a free account, upload your files, and then copy and paste the URL into the URL field on the Submit Entry page. If you prefer not to use one of those services, please contact contest administrator Jason Schaff (contests@cnpa.com) to arrange uploads to CNPA's Dropbox account.

7. To add web/audio/video content, copy and paste the content's URL into the provided website URL field. To host your content online, either upload it to a free streaming content website (for example, YouTube or Vimeo) or talk to your IT person about adding it to your publication's website. Make sure the content will be accessible online throughout the duration of the contest and awards process.

IMPORTANT: If your entries are behind a paywall or a password-protected area, you must provide username/password info in the "Comments" section of your entry. Judges may disqualify your entry if work samples are inaccessible.

8. Click "Submit Entry"