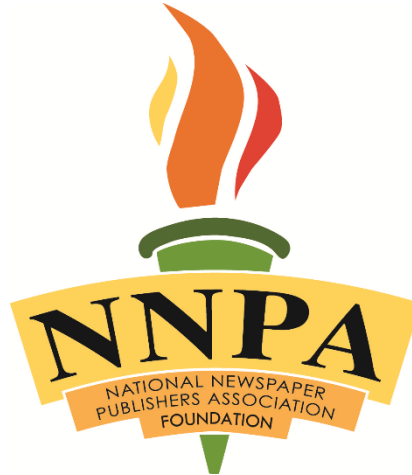


THE BLACK PRESS OF AMERICA



National Newspaper Publishers Association Foundation

2019 MERIT AWARDS COMPETITION GUIDELINES

Deadline: May 17, 2019*

**All entries must be postmarked by May 17, 2019*

FROM NNPA FOUNDATION CHAIRPERSON

April 8, 2019

Dear NNPA Members:

I am pleased to announce the 2019 Merit Awards competition. This packet includes contest rules and guidelines. This is the information you will need to send in your entries.

The presentation of the awards will be made at the NNPA Annual Convention, June 25-29, 2019 at the Westin Cincinnati Hotel, 21 E. 5th Street, Cincinnati, OH 45202. The actual date of the Merit Awards presentations is June 27, 7:00 P.M.

There will be a 1st, 2nd, and 3rd place cash award for winners in each category. The publication with the most overall points will be awarded the **JOHN B. RUSSWURM TROPHY**.

All 2019 Merit Awards submissions are for the calendar year 2018. No 2019 submissions are permissible. Your entries must be sent to the national office and **postmarked by May 17, 2019**. Also, remember that only members who have paid 2019 dues by May 17th and those in full NNPA membership compliance are eligible to enter.

Mandatory hard copy entries should be submitted and sent to:

**2019 MERIT AWARDS COMPETITION
NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION FOUNDATION
Thurgood Marshall Center
1816 12TH Street NW
Washington, DC 20009**

In addition, for filing purposes, send PDFs of your submissions to: meritawards@nnpa.org
NO LINKS TO WEBSITES, ONLY PDF or JPEG FILES! EMAIL THE ENTIRE PDF PAGE WHERE THE ARTICLE APPEARED.

We look forward to receiving many outstanding entries from you and your staff. Good luck in the submission of your entries and we look forward to seeing you at the 2019 NNPA Annual Convention.

Sincerely,
Amelia Ashley Ward
Chair, NNPA Foundation

CONTEST RULES

1. All entries must have been published within the calendar year 2018.
2. EVERY SELECTED ENTRY MUST BE SUBMITTED IN DUPLICATE (2 COPIES), EXCEPT WHERE MORE COPIES ARE REQUIRED AS NOTED IN CATEGORY INSTRUCTIONS.
3. Submit no attachments or explanations of entries.
4. Whole editions are to be submitted only in four (4) categories: General Excellence, Best Special Edition, Best Layout and Design, and Best Use of Photographs.
5. Only tear sheets are to be submitted in all other categories, with the exception of those listed in rule #4 above, which requires whole editions.

6. **THE FOLLOWING INFORMATION MUST BE WRITTEN, OR OTHERWISE INDICATED**, in the upper right-hand portion of each entry (tear sheet, full edition, or other format, as required by guidelines) including consecutive issues and copies:

NAME OF NEWSPAPER

NAME OF WRITER OR PHOTOGRAPHER (when applicable)

MERIT AWARDS CONTEST CLASS NUMBER

MERIT AWARDS CONTEST CLASS NAME

7. Each entry, with correct number of copies, must be sealed in a separate envelope. The envelope must be marked with the following:

NAME OF NEWSPAPER

NAME OF WRITER OR PHOTOGRAPHER (when applicable)

MERIT AWARDS CONTEST CLASS NUMBER

MERIT AWARDS CONTEST CLASS NAME

(Remember to send a pdf of each entry to: meritawards@nnpa.org.

NO LINKS TO WEBSITES, ONLY PDF or JPEG FILES! EMAIL THE PDF PAGE WHERE THE ARTICLE APPEARED.)

8. All entry envelopes, properly marked as above, must be enclosed in a single package and forwarded to the contest coordinator at the address below. **FAILURE TO COMPLY WITH THIS RULE WILL RESULT IN DISQUALIFICATION.**

9. EACH NEWSPAPER IS ALLOWED ONLY ONE ENTRY PER CONTEST CATEGORY. Submission of more than one entry in any contest category will result in the disqualification of all entries in that category for your specific paper.

10. CONTEST IS OPEN ONLY TO 2019 PAID NNPA MEMBERS. A fee of \$25.00 for each entry (Class) not to exceed a maximum of \$250 must be submitted by business check along with the entries. Entries in excess of the \$250 maximum may be submitted without a fee.

11. FAILURE TO COMPLY WITH ALL SUBMISSION REQUIREMENTS AS OUTLINED IN THE RULES AND GUIDELINES ABOVE WILL CAUSE REJECTION OF ENTRIES IN THE CATEGORY.

ONLY MEMBERS WHO HAVE PAID THEIR 2019 DUES AND ARE IN FULL NNPA MEMBERSHIP COMPLIANCE ARE ELIGIBLE TO ENTER. ALL ENTRIES MUST BE SENT TO THE NNPA NATIONAL OFFICE AT THE ADDRESS BELOW AND POSTMARKED NO LATER THAN FRIDAY, MAY 17, 2019.

All submissions will be evaluated by distinguished professional journalists.

ALL ENTRIES MUST BE MAILED IN ONE PACKAGE TO:

**2019 MERIT AWARDS COMPETITION
NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION FOUNDATION
Thurgood Marshall Center
1816 12th Street NW
Washington, DC 20009**

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2019 COMPETITION GUIDELINES

■ CLASS I – JOHN H. SENGSTACKE

GENERAL EXCELLENCE

Send two (2) copies of each of three (3) consecutive issues from the third quarter of 2018 (July, August, September). Judging will be based on overall appearance, general and departmental news coverage, journalistic excellence, promotion of general interest, editorial page and advertising content. **NOTE: A total of 6 complete editions are required for this class.**

■ CLASS II — ROBERT S. ABBOTT

BEST EDITORIAL AWARD

Send two (2) copies of full tear sheets with your best locally written editorial marked. Make sure tear sheets carry name of paper and date. Judging will be based on clarity of thought, community interest, style and relevance.

■ CLASS III — EMORY O. JACKSON

BEST COLUMN WRITING

Send two (2) copies of full tear sheets carrying your best column written by ONE of YOUR staffers. Judges will consider timeliness of topic, significance of subject to community, treatment of the topic, appearance and originality.

■ CLASS IV — CARL MURPHY

COMMUNITY SERVICE AWARD

Send as many properly marked tear sheets and duplicate copies as necessary to represent any community service effort of the newspaper relating to one specific subject or project. Entrants are urged to present entries showing their efforts above and beyond the routine coverage.

■ CLASS V — IDA B. WELLS

BEST NEWS STORY

Send two (2) copies of full tear sheets on which is marked your best news story by ONE of your staffers. Judging will be on overall importance and significance of interest in the story, impact of headlines and lead; thoroughness of reporting, sentence and paragraph structure. Include the staffer's name in the category information in upper right-hand corner of tear sheets.

■ **CLASS VI — FRANK L. STANLEY, SR.**

BEST FEATURE STORY

Send two (2) copies of full tear sheets on which your best feature by ONE of your staffers appears. May be a single installment feature or series of stories. Judging will be based on originality, thoroughness, investigation and importance of subject treated. Include the staffer's name in the category information in upper right-hand corner of tear sheets.

■ **CLASS VII**

BEST NEWS PICTURES

Send two (2) copies of full tear sheets on which is marked your best news picture by a staff photographer. You may send a series of pictures on the same theme or a single photo. Please include the name of the photographer.

■ **CLASS VIII — WILBERT L. HOLLOWAY**

BEST EDITORIAL CARTOON

Send two (2) copies of full tear sheets on which is marked your best editorial cartoon. Also send original drawings if possible. State the name of the staff artist.

■ **CLASS IX — ROBERT L. VANN**

BEST LAYOUT AND DESIGN

Send duplicates of two (2) consecutive issues during September 2018. Judging will be based on headline type, style selection, body type style, layout and design and overall print quality. Judging will be separate for **TABLOID** and **BROADSHEET** newspapers.

SCORE CARD

Points to be considered will be overall appearance, 25%; advertising typography, selection and effective use of illustrations, borders, etc., 25%; headlines, selection and effective use of pictures, 20%; readability, 15%; overall print quality, 15%.

■ **CLASS X — LEON H. WASHINGTON**

BEST SPECIAL EDITION

Send (2) copies of complete edition for proper judging of excellence, depth of supporting editorial material, use of pertinent photos, and skill in handling of tie-in advertising.

■ **CLASS XI — W. A. SCOTT, II**

BEST CIRCULATION PROMOTION

Send duplicate, as many items as necessary for proper judging of effort and results of campaign to increase your circulation in 2018. Send leaflets, posters, radio spots, etc. Judging will be separate for **TABLOID** and **BROADSHEET** newspapers.

■ **CLASS XII — ADA S. FRANKLIN**
BEST WOMEN/LIFESTYLE SECTION

Send two (2) copies of full tear sheet(s) or Women's Section of each of any two (2) consecutive June 2018 editions of your paper. Judging will be based on layout, pictures, extensiveness and variety of local coverage, and comprehensiveness of stories and columns.

■ **CLASS XIII — BEST YOUTH SECTION**

Send two (2) copies of full tear sheets of Youth Writers of each of any two (2) consecutive issues during May or June 2018. Youth writers will be judged on layout, articles and pictures of special interest to youth, as well as writing style.

■ **CLASS XIV — E. WASHINGTON RHODES**
BEST ORIGINAL ADVERTISING

Submit duplicate copies of the newspaper or tear sheet(s) showing a novel or unusual advertising idea, which may be a single advertisement, a series, a campaign, a special page or issue, or any other unified idea. (Separate ideas will, of course, constitute separate entries.) Preferential consideration will be given to specially prepared campaigns or series of advertisements with any original theme. Entrant may present a statement of 250 words or less on the effectiveness of the idea.

SCORE CARD

Points to be considered will be: Selling idea or promotion, 35%; headline and copy, 10%; layout and design, 10%; illustration, 10%. Points can also be gained for forceful, extremely persuasive copy, excellence in print quality and superior effect accomplished through the use of photographs.

■ **CLASS XV**
BEST USE OF PHOTOGRAPHS

Submit duplicate copies of any two (2) consecutive 2018 issues of your newspaper. Awards will be made to the newspapers showing the best use of local pictures. Judging will be separate for TABLOID and BROADSHEET newspapers.

■ **CLASS XVI**
BEST CHURCH SECTION

Send two (2) copies of the full tear sheets of the church section of each of any two (2) consecutive October 2018 issues of your paper. Judging will be based on news content, feature treatment, interest of pictures, and layout.

■ **CLASS XVII — DON KING**
BEST SPORTS SECTION

Send two (2) copies of full tear sheet(s) of the Sports Section of each of any two (2) consecutive November 2018 issues of your paper. Judging will be based on layout, interest of pictures and news content.

■ **CLASS XVIII – BEST BUSINESS SECTION**

Send two (2) copies of full tear sheets of the Business Section of each of any two (2) consecutive June 2018 issues of your paper. Judging will be based on relevance of news and feature content, interest of pictures, and layout.

■ **CLASS XIX — ARMSTRONG-ELLINGTON
BEST ENTERTAINMENT SECTION**

Send two (2) copies of full tear sheets of the Entertainment Section of each of any two (2) consecutive June 2018 issues of your newspaper. Judging will be based on layout, news and feature content, and interest of pictures.

■ **CLASS XX — MILLER COORS A. PHILLIP RANDOLPH MESSENGER AWARD
DIGITAL EXCELLENCE**

- Overall Digital Design and Functionality of the Website
- Effective and reach in building community by Website

RUSSWURM TROPHY

The John B. Russwurm Trophy will be awarded to the newspaper scoring the highest number of points in the 20 Merit Award categories. Some points must be scored in the General Excellence category.

SCORING

First place in any category, 10 points; second place 7 points; and third place 4 points.

AWARDS

Cash Awards based on available funds will be given to each winner in the 20 categories. Ten percent of each cash award is deducted for the Black Press Archives.

Certificates will go to all winning newspapers and individuals placing first, second, or third in any category.

**(E-mail your website address to meritawards@nnpa.org with subject being Class XX
Miller Coors A. Phillip Randolph Messenger Award)**