

October 6, 2021



Volume 38  
Issue 33

# Iowa Newspaper Association Bulletin

www.INAnews.com

## Iowa Newspaper Foundation hosts 2021 Leo Mores Leadership Institute

A visionary gift by the Mores family of Harlan allows the INF to host an annual leadership program designed to train future leaders. This year's institute was held September 15-17, 2021. Participants included Leeanna Ellis, Enterprise Media Group; Jeri Wilson, The Graphic-Advocate; Danielle Potkonak, The Graphic-Advocate; Wendy McCartt, DeWitt Observer; Ernest Appleyard, Wapello Republican; Kellyn Dump, Cedar County News and Sam Wagner, N'West Iowa REVIEW.



*The INF facilitates programs that fulfill its mission to champion and improve the quality and future of Iowa's newspaper enterprises and the communities they serve. We rely on your generous donations to help fund this programming. Visit [www.inanews.com](http://www.inanews.com) to learn more and donate today!*

### HIGH SCHOOL MEDIA CAMP

Each year the INF partners with Media Now to hold a summer media camp designed to inspire and encourage high school students to pursue careers in the journalism industry.

### INTERNSHIPS

The INF awards select newspapers with \$1,000 matching grants to fund paid journalism internships. Students gain work experience and newspapers gain access to the next generation of talented employees.

### ANNUAL WRITING WORKSHOP

INF Writing Workshop is an interactive mentorship program designed to build relationships with experienced professionals facing similar industry related challenges.

### SCHOLARSHIPS

Since the INF was established in 1984, we are proud to have offered hundreds of scholarships to college students pursuing an education in journalism, photography, graphic design and related fields.

*The Iowa Newspaper Association's mission is to advocate the continued importance of thriving newspaper enterprises in Iowa dedicated to the First Amendment and to provide guidance to members and direction to the association's two related boards.*

# 2022

## CONTEST CORNER

*The deadline to submit entries for the Better Newspaper Contests is Friday, October 15 at 4:30 p.m.!*

## Resources available for your last-minute questions!

**W**e're getting down to the wire. The deadline to submit entries for the Better Newspaper Contests is Friday, October 15. All entries must be submitted and uploaded to the [betternewspapercontest.com](https://betternewspapercontest.com) website by 4:30 p.m.; hard-copy examples must be postmarked on or before October 15. In past years, many entries were submitted in the 1-2 hours prior to the deadline, sometimes resulting in system slowness. To prevent any frustrations, which could be caused by internet speed, it is in your best interest to submit your entries as early as possible. If you would like to drop off your entries in person, please contact Jana Shepherd at [jshepherd@inanews.com](mailto:jshepherd@inanews.com) prior to Thursday, October 15.

To view an online tutorial that was created to assist INA members in preparing and selecting contest entries, go to [INANews.com](https://inanews.com). In the top right corner, hover over the "Convention" tab, select "Contest" and "Entry Information".

The contest entry guide contains detailed instructions on how to prepare and upload your entries. The call for entries contains all of the entry categories and specific details for each. Both of these can be found in the Contest section of [INANews.com](https://inanews.com).

If you have additional questions as you submit entries call the INA between the hours of 8 a.m.-5 p.m. at 515-244-2145 or email [ina@inanews.com](mailto:ina@inanews.com).



## IT'S CONTEST TIME!

*Entries can now be submitted online at*  
**<https://betternewspapercontest.com/iowa2022>**

## INA MEMBER BENEFIT!

**[www.onlinemediacampus.com](https://www.onlinemediacampus.com)** use code **IAwebinars** to register

Access to all Online Media Campus webinars, free of charge!

Nearly 150 archived webinars!

Questions? Contact [jshepherd@inanews.com](mailto:jshepherd@inanews.com)



## CONTACT US



**Phone** 515-244-2145

**Website** [www.INAnews.com](https://www.INAnews.com)

### INA/CNA/INF STAFF DEPARTMENT MANAGERS

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### U.S. MAIL

Iowa Newspaper Association  
319 East 5th St.  
Des Moines, IA 50309

### INA LEGAL HOTLINE

515-283-3100 (paid service)



## Why we participate in contest...

*Few of us get into journalism to win awards. Many more of us seek to learn every day, introduce and highlight interesting people and the work done in our towns or better the places we live through connecting people economically. So why participate in the INF Better Newspaper Contest? The awards program helps us do these things.*

*Participating in the INF Better Newspaper Contest helps us showcase the very best of Iowa journalism, share ideas and good reporting techniques, help us meet our up and coming journalists, and provide validation to our communities the work we do is high quality. This value far exceeds the entry fee.*

*But it doesn't stop there. It's a small nod of validation to the reporter questioning their career choice or the push our team needs to dig deeper when folks are at their limit and telling the story isn't easy.*

*The entry dues to the Better Newspaper Contest helps fund opportunities for programming and education that develop current and future journalists in our state. We all benefit from this.*

*The Gazette has been active participants in the annual awards because we want the Iowa journalism ecosystem to thrive. We want to grow in our craft and we want to strengthen our communities. We want to push ourselves harder and celebrate a job well done.*

*It's not about winning a single award (though we do covet best ad featuring miscellaneous)... but is about doing the work, doing it well and making us all better along the way. Join us.*

**- Zack Kucharski, Cedar Rapids Gazette**

**Zack Kucharski  
accepted the Bill  
Monroe Innovation  
award on behalf of the  
Cedar Rapids Gazette  
during the 2019 INA  
Convention and Trade  
Show Awards Banquet.**

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## Now accepting board and committee nominations!

If you or someone you know is interested in serving as a board member, please email the name of the publisher, newspaper and the nominator's name and newspaper to [spattersonplank@inanews.com](mailto:spattersonplank@inanews.com) with the subject title "board nomination" by December 3, 2021 for consideration by the INA Nominating Committee as a candidate to serve on the Iowa Newspaper Association Board of Directors.

If you or someone you know is interested in serving as a committee member, please email the name of the nominee, newspaper and committee (committee descriptions below) to [spattersonplank@inanews.com](mailto:spattersonplank@inanews.com) with the subject title "committee nomination" by December 3, 2021. People nominated will be recruited to serve and will be told their name was placed into nomination by a member.

- **Contest Committee (INF)** - makes recommendations regarding INF Better Newspaper Contests categories, rules, awards and judging procedures. Meets approximately one time per year.
- **Convention & Programming Committee (INF)** - plans all educational programming including the annual convention, with committee members serving as moderators. Meets approximately one time per year.
- **Finance Committee (INA)** - reviews the INA financial statements and annual budget. Meets approximately one time per year.
- **Government Relations Committee (INA)** - monitors legislation and makes recommendations to the board regarding the INA's legislative program. Also monitors non-legislative government activities and when appropriate, makes recommendations to the board regarding INA activity. Meets approximately two times per year.
- **Nominating Committee (INA & INF)** - develops a nominating report to the membership for the INA board elections. There is a committee for each board – the INA board and the INF board. Each committee meets approximately one time per year.
- **Scholarship Committee (INF)** – administers several scholarship funds that provide assistance to Iowa students preparing for newspaper careers. Meets approximately one time per year.



# Q&A from the Iowa Public Information Board

**Question:** Does a request for a record have to be made in person? Must it be in writing?

**Answer:** The custodian cannot require the physical presence of the person requesting the public record. Iowa Code section 22.3(1) requires record custodians to respond to requests made in writing, by telephone, or by electronic means. A verbal record request is sufficient, as long as you can identify the record sought. A written request is helpful in a complex or lengthy request.

Some government bodies have implemented programs to manage record requests, such as submitting requests through an online portal. While a record custodian may ask a requestor to use their program, they can not require that their preferred method be used.

Regardless of whatever method is preferred, a government body may not condition a record release on whether the requestor used the record custodian's

preferred method. Record requestors should provide a clear and accurate description of what they want.

**DID YOU KNOW** that the Iowa Public Information Board staff is available to assist you with questions or problems involving open meetings and public records in Iowa? During the month of September 2021, 62 contacts were made with the Iowa Public Information Board office.

**WHO CAN CONTACT THE IPIB AND HOW LONG DOES IT TAKE?** Any person can contact the IPIB for assistance by telephone (515-725-1781), by email, or on the IPIB website. So far in 2021, 556 identifiable people have contacted the IPIB. Of these, 293 were private citizens, 197 were government officials or employees, and 66 were members of the media. In 2021, 70% of the incoming contacts were resolved the first day, 12% were resolved in one to five days, and 18% were resolved in six or more days. Opinions, rulings, FAQs, reports, and training documents are available on the IPIB website – [www.ipib.iowa.gov](http://www.ipib.iowa.gov).

FORMAL COMPLAINTS	ADVISORY OPINIONS	DECLARATORY ORDERS	INFORMAL COMPLAINTS	INFORMAL REQUESTS	MISCELLANEOUS	SEPTEMBER TOTALS
12	0	0	5	37	8	62

## Auctioneer needed for 2022 Convention!



*The Iowa Newspaper Association and Foundation is looking for an auctioneer to help us at this year's INA Convention and Trade show.*

*If you or someone you know is interested in the opportunity, please email Jana Shepherd at [jshepherd@inanews.com](mailto:jshepherd@inanews.com).*

# FREE MEMBER EXCHANGE

## ▼ HELP WANTED

**GRAPHIC DESIGNER.** Harlan Newspapers is looking for a driven, creative designer to join our team. The designer position is integrated within the print & digital advertising department and will be primarily accountable for day-to-day creation of print and digital ads. But don't worry, you won't be bored! We have a healthy commercial print business and we handle everything from golf scorecards to newsletters to banners and signs. There probably isn't a print product in Harlan that we haven't touched at one time or another and we're always expanding our offerings. The successful candidate will be a creative, self motivated team player. Send all resumes and inquires to [tojosh@harlanonline.com](mailto:tojosh@harlanonline.com). 10.08

**MEDIA BUYER.** This position is responsible for working closely with the sales department and advertising staff in processing advertising orders, estimates and scheduling information. This position will have national industry contacts and an aggressive sales-like attitude to buy media for print, online and digital. Responsible for being self-motivated, working independently, and well under conflicting deadlines.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

The essential functions include, but are not limited to the following:

- Generating newspaper cost estimates and orders for print, online, networks and programmatic digital
- Coordinating with newspapers, other printed publications and media vendors throughout the United States and Canada in obtaining rate and general information for advertisers
- Serving as an information outlet to Outside and Inside Account Executives in securing publication information to match advertiser needs
- Coordinating, maintaining daily space, material and request deadlines
- Using analytical skills in researching and reviewing information provided by newspapers and media vendors to ensure accuracy of applicable pricing and details
- Serving as the liaison to in-house advertising accounts and vendors
- Deliver advertising ad copy weekly to member publications in Iowa, Michigan and Wisconsin.
- Tearsheet daily/weekly for network and display advertising
- Update content management site with advertising copy

### MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

- 1 to 2 years of college or equivalent experience in advertising/marketing required
- 2 to 3 years of customer service experience required
- Experience analyzing complex data, market research, and formulating actionable plans preferred
- Excellent organizational skills; ability to prioritize multiple tasks and conflicting deadlines; detail-oriented
- Must have ability to work well in a team-based environment
- Excellent oral/written communication skills, including well-developed presentation skills
- High comfort level for math and excel spreadsheets
- Proficient in Microsoft Office, specifically Excel, Word and PowerPoint

Interested candidates should send a cover letter and resume to CNA Sales and Marketing Director, Kris Maggard at [kmaggard@cnaads.com](mailto:kmaggard@cnaads.com).

**NEWS EDITOR.** If you're ready to join an award-winning media news operation as it expands coverage across its digital and print platforms, we want to hear from you. The

Harlan Newspapers in western Iowa has an opening for its News Editor position. This position is the most flexible in the newsroom and includes general assignment reporting and regular coverage of HMU Board of Trustees, Myrtue Medical Hospital Board and regional city, county and schools coverage as assigned. It is best served by a creative writer who is also able to handle strict deadlines and write compelling stories in AP style. The position requires good observation, deduction and investigative skills while being able to handle daily tasks on deadline. This position is the also back-up for the editor. In the event the editor is unable to work, you lead the newsroom. The position contributes content to special sections when assigned. While the role accommodates some remote work, especially during a pandemic or natural disaster, the position will be based in Harlan, with day-to-day attendance in the office necessary. Editors with the Harlan Newspapers should be passionate about community journalism. They must be disciplined with meeting short- and long-term deadlines, proficient in AP style, and able to shoot their own photos and video. There will be night and weekend assignments. In addition to your regular newsroom duties, you will be asked to update our digital offerings. This begins with audio and video and will expand through our many current digital platforms.

### Job Skills & Qualifications

- Bachelor's Degree or equivalent newsroom experience
- Ability to work nights, weekends and holidays
- A focus on producing accurate and factual stories
- Experience as a newspaper reporter or newspaper intern
- Meet all deadlines
- Proficiency with computers and other office equipment
- Background knowledge of the local community

### About Harlan Publishing LLC

Harlan Newspapers prints a twice-weekly newspaper and has been family owned since its inception in 1870. The newspaper was purchased in September 2020 by J. Louis Mullen, an owner who is committed to local community news and believes in the power of print media. We offer health care, a 401(K) program with a match and paid time off. Send resumes to [josh@harlanonline.com](mailto:josh@harlanonline.com). 10.08

**NEWSP REPORTER.** The Mason City Globe Gazette is looking for a Local News Editor who will lead by example. We're an award-winning newsroom that likes to work collaboratively to inform and entertain our print and digital audiences. The Local News Editor will be the primary point of contact for the public, the person who sets the tone for the newsroom's work and its primary news coach. You'll need to be able to recognize a good story when you see it and help your staff do its best work. You'll be responsible for making the call on what goes in our print product each day as well as what gets priority online. We're looking for someone who is outgoing, comfortable with challenging status quo, and eager to innovate. Experience in coaching reporters and copy editing is helpful, but we're willing to train the right person looking to make the leap into management. Understanding analytics and multi-media as a tool to inform and supplement reporting is a must. What do you get? A close-knit, collegial newsroom ready and willing to push you to do your best work. Some of the lowest living costs in the Midwest, and a home less than a day's drive away from Minneapolis/St. Paul, Chicago, St. Louis, and Kansas City. Competitive wages, benefits, vacation time and a 401K are part of the package. Please submit a resume and a cover letter that explains how you would help your team do its best work to North Iowa Editor Jaci Smith at [Jaci.Smith@GlobeGazette.com](mailto:Jaci.Smith@GlobeGazette.com). No phone calls, please. The North Iowa Media Group is a division

MEMBER EXCHANGE - cont. on page 6



Iowa Newspaper Association

# Bulletin

www.INAnews.com

## IN THIS ISSUE...

- Tools for Trust: A Guide to Connecting with Your Audience
- Winning Digital Strategies in Key Verticals
- 2022 Call for Entries

### MEMBER EXCHANGE - cont. from page 5

of Lee Enterprises, a leading provider of high quality, trusted, local news and information, and a major platform for advertising, with daily newspapers, rapidly growing digital products and nearly 300 weekly and specialty publications serving 49 markets in 20 states. Lee's local media organizations generate more than 70 million monthly web visits and have a total circulation of 0.8 million daily and 1.1 million Sunday. Lee's markets include St. Louis, MO; Lincoln, NE; Madison, WI; Davenport, IA; Billings, MT; Bloomington, IL; and Tucson, AZ. Lee Common Stock is traded on the New York Stock Exchange under the symbol LEE. For more information about Lee, please visit <http://www.lee.net>. Drug free and Equal Opportunity Employer. 11.03

**REPORTER.** The Globe Gazette in Mason City seeks a talented reporter who can apply their skills as an insatiably curious and colorful writer to our local government beat. We aim high - we're looking for someone who understands and believes in using analytics as a tool to help inform coverage, who can respond quickly and accurately to news as it develops and who can dig deep and ask tough questions as a watchdog. If you can only write institutional stories, this is not the job for you. Social media and mobile reporting skills (photography, video, Facebook Live) are also a must. So, what do you get? A close-knit, collegial newsroom with editors ready and willing to push you to do your best work. Some of the lowest living costs in the Midwest, and a home less than a day's drive away from Minneapolis/St. Paul, Chicago, St. Louis, Kansas City and five Major League ballparks. Competitive wages, benefits, vacation time and a 401K are part of the package. Please submit a resume, cover letter that explains what you'd do to develop local government sources in Mason City, and five of your best clips North Iowa Editor Jaci Smith at [Jaci.Smith@GlobeGazette.com](mailto:Jaci.Smith@GlobeGazette.com). The North Iowa Media Group is a division of Lee Enterprises, a leading provider of high quality, trusted, local news and information, and a major platform for advertising, with daily newspapers, rapidly growing digital products and nearly 300 weekly and specialty publications serving 49 markets in 20 states. Lee's local media organizations generate more than 70 million monthly web visits and have a total circulation of 0.8 million daily and 1.1 million Sunday. Lee's markets include St. Louis, MO; Lincoln, NE; Madison, WI; Davenport, IA; Billings, MT; Bloomington, IL; and Tucson, AZ. Lee Common Stock is traded on the New York Stock Exchange under the symbol LEE. For more information about Lee, please visit <http://www.lee.net>. Drug free and Equal Opportunity Employer? 11.03

**SPORTS/NEWS WRITER.** The Keokuk Daily Gate City in Southeast Iowa is hiring for a Sports/news writer. We cover several schools in three states as we are on the border with Missouri and Illinois. If you know sports and also like writing on other topics, this job is right for you. We are looking for a person with flexibility and who likes to seek out stories on their own as well as take assignments.

Contact Joe Benedict at [editordgc@dailygate.com](mailto:editordgc@dailygate.com) for more information. 10.08

### ▼ FOR SALE

**Considering a sale of your newspaper but not sure where to start?** Iowa's newest media broker, Scenic Trail Media Brokers, LLC, is here to help you. Scenic Trail Media Brokers will work with you in every step of the process to properly market your newspaper to help you attract the right buyer for your property. We'll work with you until the final closing to make sure you get top dollar. Call Ryan Harvey today at 515-689-1151 or reach him by email at [scenictrailmediabrokers@gmail.com](mailto:scenictrailmediabrokers@gmail.com) for more information.

**Poly bags!** Earlier this year, the Telegraph Herald, Dubuque, changed the physical size of the paper. With that, we now have lots and lots of cases of poly bags, used by carriers. that are better suited for a broadsheet size paper. The dimensions of the bags are 9" x 21".....if you need bags, LET'S MAKE A DEAL! Contact Mike Fortman at 563-588-5740, [mike.fortman@wcinet.com](mailto:mike.fortman@wcinet.com).

*View and submit ads on the Internet at [www.INAnews.com](http://www.INAnews.com). Students and professionals may also submit their resumés for online viewing.*

*There is no charge for most of these ads. They are a free service to INA active (newspaper) members only. The name of the newspaper in the ad must be the same as published in the current INA Directory.*

*If you are trying to help an employee relocate, please send us the ad information on your letterhead, rather than having the employee write us. We will not run ads for persons living in a member's town without first clearing the ad with the publisher.*

*Please have copy to the INA office no later than noon on Monday. The INA will make the determination of whether an ad qualifies for free or paid publication. If payment for an ad is not enclosed with the ad, the INA will require payment in advance before the ad will be published.*

*Ads for products or services which could be marketed for a profit may be published for a fee of \$10 per insertion, paid in advance, with a 40-word maximum.*

*Recruitment (help wanted) ads for positions in states other than Iowa may be published for a fee of \$25 per insertion, with a 100-word maximum.*

*For more information, contact Cicely Gordon at [cgordon@inaneews.com](mailto:cgordon@inaneews.com).*





*An Iowa Newspaper Foundation Webinar...*

Iowa New Member  
Benefit: **FREE!**  
Use Discount Code:  
**IAwebinars**

# Tools for Trust: A Guide to Connecting with Your Audience

**Friday, October 8 · 1-2 p.m.**

**Registration fee: FREE · Deadline: October 5**

## IN THIS WEBINAR...

News distrust is a pressing problem – but there are steps your newsroom can take to better connect with readers and gain their confidence. The Center for Media Engagement has collaborated with newsrooms across the country to identify concrete actions news organizations can take to address trust issues.

This webinar will provide newsrooms with research-backed guidance on topics including:

- How to explain your reporting process in a way that builds trust
- Addressing common reader concerns in a story
- How supporting your comment moderators affects trust
- Bridging divides with disinvested audiences

## THE PRESENTER...

### **Natalie (Talía) Jomini Stroud**



Natalie (Talía) Jomini Stroud (PhD, University of Pennsylvania) is the founding and current director of the Center for Media Engagement and a professor of Communication Studies and Journalism at The University of Texas at Austin. Her book, *Niche News: The Politics of News Choice*, received the Outstanding Book Award from the International Communication Association and inspired the early development of the center. Her research examines the use and effects of political news content.



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*Online Media Campus is brought to you by America's Newspapers and state press associations.*



An Iowa Newspaper Foundation webinar...

# Winning Digital Strategies in Key Verticals

Iowa New Member  
Benefit: **FREE!**  
Use Discount Code:  
**IAwebinars**

Thursday, October 21 · 1-2 p.m.

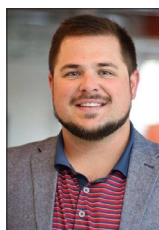
Registration fee: FREE · Deadline: October 18

## IN THIS WEBINAR...

In this webinar, AdCellerant presents on key verticals to go after to drive success with O&O and digital media. AdCellerant will be bringing tribal knowledge from their publisher-partners on how to set yourselves up for a successful Q4 and 2022, how to create and execute on the right product mix based on your clients' objectives, and how to bundle your O&O with digital to maximize effectiveness. This webinar will round out with steps on how to get started with digital and ways to implement these tactics with your teams today. As always, case studies and testimonials will be provided to highlight success for not only advertisers, but for publishers as well!

## THE PRESENTERS...

### Ben Bouslog & Elizabeth Bernberg



Ben Bouslog is the vice president of Business Development for AdCellerant, a tech-enabled marketing services company. AdCellerant partners with publishers to leverage their turn-key solutions to drive digital revenue streams. Ben's experience spans 8+ years in the digital space with a background in ad operations that gives him an intimate familiarity with how digital really works and the value it can bring to any advertiser or media organization. His favorite part about working with media companies is helping them to realize and actualize the opportunities to connect with the businesses in their communities more than ever before. With experience in

SEO, SEM, video, OTT, social media and a specialty in programmatic, he's been able to help hundreds of media companies grow their digital revenue streams and supported thousands of advertisers by connecting them with their target consumers.

Elizabeth Bernberg: With more than 15 years of digital marketing experience, Elizabeth's background and experience includes leadership roles within all major media categories including: Print (The Denver Post and Colorado Press Association), Television (CBS Television Network) and Radio (Entercom Communications). Fun fact, Elizabeth was also an AdCellerant partner. Elizabeth's passion, industry knowledge and creative leadership style has enabled her to directly impact the accelerated growth of digital revenue within media organizations while maintaining focus on developing goal driven digital marketing strategies for SMBs.



**MEDIA CAMPUS**

Follow us:



Online Media Campus



OnlineMediaCamp

**REGISTER TODAY AT [WWW.ONLINEMEDIACAMPUS.COM](http://WWW.ONLINEMEDIACAMPUS.COM)**

*Online Media Campus is brought to you by America's Newspapers and state press associations.*





# 2022 IOWA BETTER NEWSPAPER CONTESTS

SPONSORED BY THE IOWA NEWSPAPER FOUNDATION

## CALL FOR ENTRIES

DEADLINE - OCTOBER 15, 2021

All contest entry materials must be:

Uploaded to the contest entry website by October 15, 2021 at 4:30 p.m. **OR**

Postmarked (for hard-copy entries) by October 15, 2021 **OR**

Hand delivered to the INF (for hard-copy entries) by October 15, 2021 at 4:30 p.m.

*All material must have been generated for publication between  
October 1, 2020 and September 30, 2021 for Editorial, Photography, Digital and Writing contests.*

### STATEMENT OF INTENT

It is the intent of the INA's Better Newspaper Contests to recognize and reward Iowa newspaper enterprises for content of a local nature, that content which is unique to the communities the newspapers serve. However, the INA Contest Committee and its boards of directors also recognize that the contests must reflect an evolving industry, one which is outsourcing and collaborating on content more than ever before. To better reflect how newspaper enterprises operate today, changes have been made in the eligibility guidelines to allow entries by those not on the staff of the newspaper company, if certain criteria are met (defined under eligibility). It is the INA's hope that each newspaper will critically evaluate those entries not produced by its own staff to ensure all the criteria are met and that the integrity of the Better Newspaper Contests is maintained.

### All entries should be submitted online unless otherwise noted.

See the Entry Guide for instructions on using the online entry tool. Payments can be made online using a credit card or by mailing a check to the Iowa Newspaper Foundation.

Categories that allow mailed hard-copy entries:

- Best Special Section (Editorial)
- Best Headline Writing
- Best Special Section (Advertising)
- Total Newspaper Design *Entries in the Total Newspaper Design category must be submitted by hard copy*

**For mailed entries, entry tags must be produced and printed through the BetterNewspaperContest.com online system.** Each entry should be placed in its own separate envelope, and then all entry envelopes should be gathered together in one box or package.

Send contest fee payments (if not paying online) and hard-copy entries to:  
Iowa Newspaper Foundation  
319 East 5th Street  
Des Moines, Iowa 50309

**Judging.** Judging for the 2022 Better Newspaper Contests will be provided by members of the *Oklahoma Press Association*.

**Awards.** First-place plaques will be awarded in each class. Certificates will be awarded for second and third place. There will be no honorable mention awards. Judges will be instructed to award a first, second and third place winner in all contest classes for which at least six entries were submitted; if a contest has five or fewer entries, it will be at the judge's discretion whether to select a third place. Awards will be presented during the Awards Banquet at the Annual Convention February 3, 2022.

**Entry Fees.** There will be an entry fee of \$6.25 for each contest entry.

The entry fee must be paid online when submitting entries or mailed to the INF with mailed contest entries.



# CONTEST ENTRY PROCEDURES

## Eligibility

Any INA Active (newspaper) member in good standing may enter the contests. Eligible publications must meet the definition of an active INA member as outlined in section 3.2 of INA by-laws, including but not limited to having a paid circulation of at least 50 percent of total circulation, publishing 50 times per year and having completed one year of publication with a Periodicals mailing permit.

Entries not produced by a member(s) of the newspaper staff must meet **all of** the following criteria to be eligible:

- The newspaper paid to have the content created;
- The content was created as the result of a contract directly between the newspaper and the freelancer (no third party was involved in the transaction);
- The newspaper had substantial editorial and content control (syndicated or wire service material is not eligible for submission).

## Entry Classes

There will be two daily entry classes and three weekly entry classes. Weekly classes will be determined by dividing weekly newspapers in thirds based on newspaper participation of the previous year. The 2020 Statements of Ownership will be used as the determinant of each paper's circulation. A newspaper that combines or changes class will be judged in the class in which it published the majority of the year. The newspaper will be responsible for submitting documentation to INA staff.

Dailies and weeklies must compete in their respective divisions and class sizes.

**Twin weeklies, semi-weeklies and tri-weeklies should be considered one newspaper** for contest purposes. For these newspapers, the issue with the largest circulation published in the 2020 Statements of Ownership will determine the newspaper's circulation entry class.


*See the box below for a breakdown of classes by circulation.*

ENTRY CLASSES	
<b>DAILY division</b>	<b>WEEKLY division</b>
CLASS I - Under 5,050	CLASS I - 840 and under
CLASS II - 5,051 and greater	CLASS II - 841 to 1,550
	CLASS III - 1,551 and above


**Collaborative entries appearing in more than one paid or unpaid editorial publication must be entered in what would be the contest class of the larger (or largest) publication.**

However, a **non-collaborative** photo or story produced by a staff member(s) of one newspaper may be entered in that newspaper's class, even if it is also published in another newspaper. Advertising-only publications are not to be included in the determination of contest class. Entries from auxiliary publications of an active member — shopper, total market coverage product, special sections labeled as part of the newspaper, niche publications — will be accepted if the auxiliary publication is distributed with the member newspaper on a full run or zoned basis.



## Entry Submission

**All entries should be submitted online at [BetterNewspaperContest.com](https://www.betternewspapercontest.com) unless noted with  symbol.** For entries that can be submitted by mail, entry labels must be created through the online entry site. It is important that you use the required entry tags as they contain specific codes that judges will use to enter their results online.

For mailed entries, each entry must be placed in a separate envelope, with entry tags attached to each entry AND to each envelope.

**Entries may be submitted as full-page (PDF) tearsheets or whole issues.** Where noted with  symbol, **digital content may be entered as a URL or screenshot.** See page 6 for additional details.

## Digital Entry Submission

Content published on digital platforms is eligible for entry in select categories. The complete list of eligible categories is below and is indicated by a  symbol throughout the Call for Entries. For these categories, your entry submissions may have been published in printed form, digital form or a combination of the two. Categories without a  symbol must have been published in printed form. All print entries must be full page tearsheets.

When submitting entries that have been published on digital platforms, provide a URL or a screenshot of the content as it originally appeared.

# OVERALL RECOGNITION AWARDS

## Newspaper of the Year

*All newspapers entered in any contest will automatically be considered for this award.*

The award will be presented to the newspaper which has accumulated the highest point totals from placing first, second or third in the following contests. ***There is no entry fee for this contest.***

The points will be awarded as follows:

### FIRST PLACE: 6 POINTS • SECOND PLACE: 4 POINTS • THIRD PLACE: 2 POINTS

Best Editorial Page(s)  
Best Front Page  
Best Sports Section  
Best Feature Page(s)  
Coverage of Govt. and Politics  
Coverage of Education  
Coverage of Agriculture

Coverage of Business  
Coverage of Courts and Crime  
Best Special Section (Editorial Content)  
Total Newspaper Design  
Community Leadership  
Best Newspaper Website  
Best of Class Advertising

### FIRST PLACE: 3 POINTS • SECOND PLACE: 2 POINTS • THIRD PLACE: 1 POINTS

Best Headline Writing  
Best Use of Graphics  
Best News Photo  
Best Breaking News Photo  
Best Sports Photo  
Best Sports Feature Photo  
Best News Feature Photo  
Best Photo Story  
Best Photographer  
Best News Story  
Best Breaking News Story  
Best News Feature Story  
Best Personality Feature Story

Best Sports Story  
Best Sports Feature Story  
Best Series  
Excellence in Editorial Writing  
Master Columnist  
Best Sports Columnist  
Best Continuing Coverage  
Best COVID-19 Coverage  
Best Newspaper Marketing  
Best Video  
Best Slideshow  
Best Special Digital Project

Best Podcast  
Best Use of Social Media  
Best Ad Featuring Grocery  
Best Ad Featuring Financial  
Best Ad Featuring Furniture  
Best Ad Featuring Automotive  
Best Ad Featuring Miscellaneous  
Best Special Section (Advertising)  
Best Ad Series or Campaign  
Best Ad Idea for Community Promotion  
Best Ad Featuring Agriculture  
Best Web Ad  
Best Ad Designer

*In the event of a tie, co-newspapers of the year will be awarded.*

## General Excellence

Winners will be determined by the same point accrual system used to name Newspaper of the Year.

The three newspapers in each class that accrue the most overall points will be named first-, second- and third-place

General Excellence winners. There is no entry fee for this contest.

All participating newspapers are automatically eligible for General Excellence.

## Questions?

Having a hard time with contest preparation? Questions about uploading to the online entry system? Don't hesitate to ask! We are prepared to answer your questions. Call (515) 244-2145 or e-mail [ina@inanews.com](mailto:ina@inanews.com). You can also view an online tutorial at [INAnews.com](http://INAnews.com) featuring information on submitting entries, what judges are looking for when selecting winners and tips for producing and selecting successful contest submissions.



# EDITORIAL CONTESTS

## E1. Best Editorial Page(s)

Judges will be looking for overall excellence in editorials and commentary, layout and design, **with emphasis on local content.**

Newspapers should submit the best editorial page(s) from any issue published during each of the following two weeks and one issue of their choosing (total of 3 issues):

Week ending March 13, 2021 - Issue date must be 3/7/21 - 3/13/21

Week ending June 26, 2021 - Issue date must be 6/20/21 - 6/26/21

*Remember that your entry consists of three issues.*

1 entry per newspaper | 3 samples

## E2. Best Front Page

Judges will be looking for overall excellence in news, photography, layout and design **with emphasis on local content.**

Newspapers should submit the best front page from any issue published during each of the following two weeks and one issue of their choosing (total of 3 issues):

Week ending October 10, 2020 - Issue date must be 10/4/20 - 10/10/20

Week ending July 17, 2021 - Issue date must be 7/11/21 - 7/17/21

*Remember that your entry consists of three issues.*

1 entry per newspaper | 3 samples

## E3. Best Sports Section

Judges will be looking for overall excellence in news, photography, and layout and design **with emphasis on local content.** Submissions can be one page or multiple pages depending on the length of the newspaper's sports section.

Newspapers should submit the best sports page/section from any issue published during each of the following two weeks and one issue of their choosing (total of 3 issues):

Week ending April 17, 2021 - Issue date must be 4/11/21 - 4/17/21

Week ending September 18, 2021 - Issue date must be 9/12/21 - 9/18/21

*Remember that your entry consists of three issues.*

1 entry per newspaper | 3 samples

## E4. Best Feature Page(s)

Judges will be looking for overall excellence in layout and design, writing, photography and graphics **with an emphasis on local content.** The page may or may not contain advertising, but the advertising content will not be considered by judges.

Newspapers should submit the best feature page(s) from **three issues of their choosing.**

*Remember that your entry consists of three issues.*

1 entry per newspaper | 3 samples

## E5. Coverage of Government and Politics

Judges will consider the quality of coverage of municipal, public school, county, state and national government and reporting and/or editorial comment that goes beyond the routine to give citizens insight into the operation, responsibilities and challenges of local, state and national governmental units. Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand local, state and national government issues. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. *The five examples to be submitted will constitute your newspaper's entry in this contest.*

1 entry per newspaper | 5 samples

## E6. Coverage of Education

Judges will consider the quality of coverage and/or editorial comment that goes beyond the routine to give citizens insight into the operation, responsibilities and challenges of education. Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand education issues. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. *The five examples to be submitted will constitute your newspaper's entry in this contest.*

1 entry per newspaper | 5 samples

## E7. Coverage of Agriculture

Judges will consider the significance, quality and depth of locally initiated news and feature stories and editorials which illuminate challenges and changes in Iowa agriculture. Entries that deal with social, economic, political, ecological or technological problems or innovations will be given more consideration than routine coverage of special agriculture editions or county fairs. Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand agricultural issues. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. *The five examples to be submitted will constitute your newspaper's entry in this contest.*

1 entry per newspaper | 5 samples

# EDITORIAL CONTESTS

## E8. Coverage of Business

Judges will consider the quality of coverage and/or editorial comment that goes beyond the routine to help readers understand business issues. Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials which help the reader understand business issues. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. **The five examples to be submitted will constitute your newspaper's entry in this contest.**

1 entry per newspaper | 5 samples

## E9. Coverage of Court and Crime

Judges will consider the quality of coverage and/or editorial comment that goes beyond the routine to inform readers about court and crime activity. Judges will focus on the quality of the reporting, not the nature or severity of the crime(s). Submit five examples of coverage (which may include articles, photos, graphics, sidebars, special sections), enterprise reporting and/or editorials. Special sections and stories designated, when published, as part of a series shall be treated as one example. Judges will consider photos, graphics and sidebars along with a balance of regular reporting, enterprise reporting and analysis.

Any explanatory information should be included in the "Comments" section. **The five examples to be submitted will constitute your newspaper's entry in this contest.**

1 entry per newspaper | 5 samples

## E10. Best Special Section - Editorial

Submit **up to three entries per newspaper**; *each special section constitutes one entry*. Judges will be looking for sections that are locally prepared, contain quality news content and are graphically pleasing. Judges will consider graphics and graphic design of the section. Advertising content shall not be considered.

3 entries per newspaper

## E11. Total Newspaper Design

Entries in this category must be submitted in hard-copy format. Submit one issue from the week ending **May 8, 2021 - Issue date must be 5/2/21 - 5/8/21**, and any two other consecutive issues (total of 3 issues). Judges will consider the design of advertising and news elements and how they blend to create a total newspaper design. **Scoring will be on a 100-point basis as follows:**

Head & body dress, selection and effective use of type faces .....	15
General makeup .....	30
Use of photos .....	20
Advertising typography, selection and effective use of faces, illustrations, borders, ornaments, flags, mastheads and other units .....	20
Press work .....	10
Use of color .....	5

**Remember that your entry consists of three issues.**

1 entry per newspaper | 3 samples

## E12. Community Leadership

This award will recognize overall outstanding contributions to community leadership. The category is intended to be broad and allow newspapers the flexibility to demonstrate their leadership in the community. Judges will give special consideration to promotion and activities that benefit the community outside of regular news coverage and commentary. Among materials that may be submitted, include: testimonials, news stories, editorials, etc., and description of public leadership projects. One entry per newspaper.

1 entry per newspaper

## E13. Best Headline Writing

Submit the best overall issue demonstrating an effective use of **non-advertising** headlines from each of the following two weeks and one issue of choice (total of 3 issues):

**Week ending December 12, 2020 - Issue date must be 12/6/20 - 12/12/20**

**Week ending February 27, 2021 - Issue date must be 2/21/21 - 2/27/21**

Judges will consider whether headlines throughout the issues attract readers' attention and accurately reflect the stories.

**Remember that your entry consists of three issues.**

1 entry per newspaper | 3 samples

## E14. Best Use of Graphics

Submit **up to six examples** of information graphics and/or illustrations. Entries will be judged on design, with emphasis on usefulness to the reader.

**Up to six examples submitted will constitute your newspaper's entry in this contest.**

1 entry per newspaper | 1 - 6 samples

# PHOTOGRAPHY CONTESTS

Photos must be submitted as a full-page PDF tearsheet or screenshot showing proof of publication. A jpeg of the photo also must be included in addition to the required full-page tearsheet. Editing should maintain the integrity of the photographic images' content and context. Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects.

**The same photo may not be entered in more than one category P1-P5.**

*Daily newspapers may submit up to six entries for each of these contests. Weekly newspapers may submit up to four entries for each of these contests. Submit an entry fee for each entry.*

## P1. Best News Photo

A single image of a news event. Judges will consider news value, timeliness, story-telling impact, composition and overall quality.

## P2. Best Breaking News Photo

A single image of a news event for which no advance planning was possible. Examples include, but are not limited to, fires, traffic accidents, police standoffs and some natural disasters. Unexpected occurrences at scheduled events and weather-related events that could have been anticipated (such as predicted snowstorms or floods) should be entered in Best News Photo. Judges will consider news value, timeliness, difficulty or danger in capturing the image, composition and overall quality. Entrants are encouraged to include brief written details about how the image was captured.

## P3. Best Sports Photo

A single image of competitors during competition. Images of fans, cheerleaders and coaches, as well as athletes before and after competition, should be entered in Best Sports Feature Photo. Judges will consider news value, timeliness, story-telling impact, composition and overall quality.

## P4. Best Sports Feature Photo

A single sports-related image taken outside of actual competition. Examples include reaction shots (celebration, dejection, etc.) as well as portraits of athletes and coaches. Judges will consider news value, story-telling impact, composition and overall quality.

## P5. Best News Feature Photo

A single image not eligible for the News, Breaking News, Sports or Sports Feature categories. Examples include but are not limited to portraits or other posed images; "slice-of-life" scenes; humorous, tender or light-hearted moments at scheduled and unscheduled events; and landscapes. Judges will consider impact, composition and overall quality.

## P6. Best Photo Story

Multiple images that tell one story about an event, person, scene or issue on any subject, including those covered in the other Photo Contest categories. The entry will consist of up to seven images. If the originally published or posted package consisted of more than seven images, only the images to be considered for judging should be submitted. Entrants are encouraged to include brief written details about their entry. Judges will consider news value, story-telling impact, composition and overall quality.

### FOR CATEGORIES P1 THROUGH P6

Daily Newspapers: **Up to 6 entries per newspaper**

Weekly Newspapers: **Up to 4 entries per newspaper**

## P7. Best Photographer

Individual photographers may submit a "portfolio" of 6-10 examples of their published photos from the contest year. Entries will be judged on technical ability and the breadth of work. Explanatory material is welcome but not required. One entry fee per photographer required. Photographers will be limited to one entry per photographer, regardless of the number of newspapers the individual shoots photos for. Portfolio submissions must be from the same newspaper.



# FRANK NYE NEWSWRITING CONTESTS

## W1. Best News Story

Judges will consider community-wide importance of the story and quality of writing. No consideration will be given to headlines, photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

## W2. Best Breaking News Story

A Breaking News Story is defined as one in which no advance planning is possible (examples: natural disasters, fires, accidents, etc.). Judges will consider community-wide importance of the story, **timeliness** and quality of writing. No consideration will be given to photos or artwork. Breaking News reporting emphasizes entries that, as quickly as possible, capture events accurately as they occur, and, as time passes, illuminate, provide context, and expand upon the initial coverage. Judges will take into consideration not only the quality of the work but the amount of time writer(s) had to prepare it before publication. Newspapers are encouraged to use the comments section of the entry website to briefly detail the timing of the event and publication of the article(s) being entered.

## W3. Best News Feature Story

Entries will be judged on the basis of subject and quality of writing. No consideration will be given to photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

## W4. Best Personality Feature Story

A Personality Feature Story is defined as one in which the writer explores the characteristics of a person and presents his/her unique story. Entries will be judged on the basis of subject and quality of writing. No consideration will be given to photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

## W5. Best Sports Story

Entries will be judged on the basis of subject and quality of writing. Game coverage or sports-related news coverage that does not include features may be entered. No consideration will be given to photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

## W6. Best Sports Feature Story

Entries will be judged on the basis of subject and quality of writing. No consideration will be given to photos or artwork. Entry may be a single story, single story with sidebars or a series of articles marked "First of a series, Second of a series," etc., when published.

## W7. Best Series

Entries **must be clearly marked as a series when published**. Entries will be judged on topic, with emphasis on local content or impact, depth of reporting, quality of writing, graphics, photography and page design.

### FOR CATEGORIES W1 THROUGH W7

Daily Newspapers: **Up to 6 entries per newspaper**  
Weekly Newspapers: **Up to 4 entries per newspaper**

## W8. Excellence In Editorial Writing

Submit three editorials written by the same writer or writers. Entries to be judged on logic, persuasiveness, originality and manner of presentation with emphasis on local issues. **Three editorials constitute one full entry.**

*The same entry may not be submitted in both (W8) Excellence in Editorial Writing and (W9) Master Columnist.*

## W9. Master Columnist

Submit three columns written by the same writer. **Journalists will be limited to one entry per person in this category. Three columns constitute one full entry. Blog entries are allowed.**

*The same entry may not be submitted in both (W8) Excellence in Editorial Writing and (W9) Master Columnist.*

## W10. Best Sports Columnist

Submit three columns written by the same columnist. Entries are limited to columns written by sports writers.

**Journalists will be limited to one entry per person in this category. Three columns constitute one full entry.**

### FOR CATEGORIES W8 THROUGH W10

Daily Newspapers: **6 entries per newspaper** | **3 samples per entry**  
Weekly Newspapers: **4 entries per newspaper** | **3 samples per entry**

## W11. Best Continuing Coverage

Entries must be for continuing coverage of an event of importance to the community that is not part of a previously planned series. Papers are allowed one entry of 3-5 items, which may include stories, editorials, columns, graphics and multimedia. Papers are encouraged to attach a note outlining how the issue is important to the community and how coverage had an effect. Entries will be judged on the depth of coverage and community-wide importance. **No COVID-19 coverage accepted.**

**1 entry per newspaper** | **3-5 samples**

## W12. Best COVID-19 Coverage

COVID-19 will be one of the top stories of the year. Every newspaper covered the disease and its effect on their community. This one-year special category looks to highlight that coverage in Iowa newspapers. Papers are allowed one entry of 3-5 items, which may include stories, editorials, columns, graphics and multimedia. Papers are encouraged to attach a note outlining how their newspaper covered the COVID-19 effect on their community and special circumstances such as reduced staff that affected coverage. Entries will be judged on the depth of coverage and communitywide importance.

**1 entry per newspaper** | **3-5 samples**

# DIGITAL CONTESTS

## I1. Best Newspaper Website

The Best Newspaper Website contest is open to any member newspaper with an active website. Your website will be randomly visited by our judges on multiple occasions.

**The contest will be judged on the following criteria:**

- Content - Quality of news and editorial matter
- Navigation - Ease of finding and retrieving information from the website
- Visual/Design - Layout, use of graphics, photographs, animation, color and other visuals
- Advertising - Innovative strategies and/or evidence of revenue generation
- Community - Demonstration that the website fulfills a “community gatekeeper” role

*Entries should be submitted as a URL.*

1 entry per newspaper

## I2. Best Video

Recognizes a video to tell a story and serve a community. Emphasis will be placed on visitor experience, quality of the story and use of the technology. It may be part of a larger project or stand on its own. The entry should include a description of the video and any information on the print story that it accompanied, if there was one. Newspapers have the option of crediting the newspaper staff or individual staff member(s).

*Entries should be submitted as a URL.*

## I3. Best Slideshow

Recognizes an audio slideshow or narrated online photo gallery to tell a story. Emphasis will be placed on quality of the photos and visitor experience as well as on creative use of technology. It may be part of a larger project or stand on its own. The entry should include a description of the slideshow and any information on the print story that it accompanied, if there was one. Newspapers have the option of crediting the newspaper staff or individual staff member(s).

*Entries should be submitted as a URL.*

### FOR CATEGORIES I2 AND I3

Daily Newspapers: **Up to 6 entries per newspaper**  
Weekly Newspapers: **Up to 4 entries per newspaper**

## I4. Bill Monroe Best Special Digital Project

Recognizes digital storytelling in a diversity of platforms. The project should be conceived, planned, and executed as a digital product where tools such as video, still images, data visualization, and timelines, among others, are used in innovative ways. The judges will also consider the user experience on desk and mobile platforms. One winner will be selected. Bill Monroe, the INA's executive director for 29 years and a champion for the newspaper industry, was an “early adopter” for technology positioning newspapers for long-term success.

1 entry per newspaper

## I5. Best Use of Social Media

This contest recognizes the most effective use of social media by a news organization overall, or a for a specific news event. Judges will consider your use of social media to increase readership, drive revenue or engage with your community. They will look for new and novel uses of social media, better than expected response rates or even praise from readers received via social media. The judges also want to know if you have grown your followers or likes dramatically – and how. Judges will visit your social media pages/feeds on multiple occasions.

*Entries should be submitted as a URL. Include links to all of your organization's social media offerings that you would like judges to consider (Facebook page, Twitter feed, LinkedIn profile, etc.).*

1 entry per newspaper

## I6. Best Podcast

This contest recognizes an outstanding digital presentation. Each paper is allowed one entry consisting of no more than three podcast episode.

Emphasis will be placed on the listener experience and relevance to the community. The podcast may be part of a larger series or stand on its own. Entries may be on the entrant's website or on a hosted channel, but must be recorded, edited and produced by the newspaper's staff. Entrants are encouraged to include a description of the podcast's mission.

*Entries should be submitted as a URL.*

1 entry per newspaper

# MARKETING CONTEST

## M1. Best Newspaper Marketing

This contest recognizes the newspaper's initiatives to promote the newspaper and its various products. Entries may include materials to promote digital, readership, advertising, circulation, etc. Submit up to three entries per newspaper; each promotion or campaign constitutes an entry.

Up to 3 entries per newspaper

# ADVERTISING CONTESTS

**Entries must have been published in a paid circulation newspaper.** This does not include stand-alone shoppers. General advertising run as part of a national schedule will not be judged. General advertising created for a specific market will be accepted for competition (example: Auto Dealer Association ad).

## CRITERIA:

Originality .....	30
Headline and body copy .....	25
Design, layout, illustrations and photography .....	25
Adaptability .....	10
Explanatory material .....	10

**Each newspaper may enter up to three entries in each category.**

The entries must conform to the categories that follow. Each entry will require a separate entry fee. A pdf of the ad in color or black/white must be included in addition to the required full-page tearsheet (**except for A6, A8 and A10**). Editing should maintain the integrity of the images' content and context. Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects. **The categories are:**

### A1. Best ad featuring grocery/food/entertainment

Example: live music events, bake sale, cook off, haunted house

### A2. Best ad featuring financial, insurance or other professional service

Example: clinics, banks, retirement communities, chiropractors

### A3. Best ad featuring furniture, furnishings, appliances or hardware

Example: carpet stores, antique shops, mattress stores, lumber company

### A4. Best ad featuring automotive, boats, aircraft, tires, gasoline, etc.

Example: car sales, tire shops, repair services, airports

### A5. Best ad featuring miscellaneous

(not covered in categories 1-4)

### A6. Best special section advertising

(judges will consider quality of advertising with no regard to editorial content)

### A7. Best advertising series or campaign featuring any service or merchandise category

Example: golf course, retail, coops, dentist (a series constitutes more than one related ad)

### A8. Best advertising idea for a community promotion or event

Example: sidewalk sales, visitor guides, homecoming features, elected official candidate features

### A9. Best ad featuring agriculture

(ads that feature local agriculture from any business)

**FOR CATEGORIES A1 THROUGH A9**

**3 entries per newspaper**

## STATEMENT OF INTENT

It is the intent of the INA's Better Newspaper Contests to recognize and reward Iowa newspaper enterprises for content of a local nature, that content which is unique to the communities the newspapers serve. However, the INA Contest Committee and its boards of directors also recognize that the contests must reflect an evolving industry, one which is outsourcing and collaborating on content more than ever before. To better reflect how newspaper enterprises operate today, changes have been made in the eligibility guidelines to allow entries by those not on the staff of the newspaper company, if certain criteria are met (defined under eligibility). It is the INA's hope that each newspaper will critically evaluate those entries not produced by its own staff to ensure all the criteria are met and that the integrity of the Better Newspaper Contests is maintained.

### A10. Best Web Advertisement

Recognizes visual appeal and creativity in design and content of a single static or animated ad appearing online at the newspaper's website.

**Up to 3 entries per newspaper**

### A11. Ad Designer

Individual graphic designers may submit a "portfolio" of 6-10 examples of their published ad design work. Entries will be judged on overall design, typography and effectiveness. Explanatory material is welcome but not required. One entry fee per designer required. Designers will be limited to one entry per designer, regardless of the number of newspapers the individual designs for. Portfolio submissions are to be from one newspaper.

**Unlimited entries per newspaper**

## Best of Class Advertising

All newspapers that enter advertising contests A1 through A10 will automatically be considered for these awards. Judges will choose the Best of Class winners from the first place ads in each class. No entry fee is required.



# SPECIALITY REPORTING CONTESTS

## R1. Harrison “Skip” Weber Investigative Reporting Awards

For each entry, newspapers shall submit tearsheet(s) with story or related stories. Entry may include a series. Investigative stories are defined as those which demand (a) research into documents and public records; (b) multiple interviews, which may include background sources never mentioned in the story; (c) documentation of time and depth of research on story; (d) planning for the articles. Judges will take into consideration such points as community-wide interest; effect of the story on the community; staff time spent on the story; depth of research; commitment of the newspaper to the project and risks involved in publishing the information. Entrants are asked to submit an explanation responding to points (a) through (d) and closing with a statement explaining the necessity of the entry and its impact on the community. The explanation is to be no more than two pages, double-spaced. Judges will award one winner in each circulation class.

## R2. Genevieve Mauck Stoufer Outstanding Young Iowa Journalists Awards

To qualify for consideration, the nominee must be under 30 years of age as of December 31, 2021, and have worked at least one year for his or her current employer. A statement attesting to the nominee’s qualifications is to be submitted by his or her editor or publisher and must be accompanied by six examples of the nominee’s work within the past two years and a statement of not less than 150 words written by the nominee telling of his or her journalistic goals. This contest includes the work of all journalists, including but not limited to, reporters, photographers, graphic designers, production and advertising professionals. Judges shall name three winners for the Young Iowa Journalists Award. One winner must be from a daily and one winner must be from a weekly.

## R3. Ken Fuson Best Writing Award

This award recognizes the best single piece of writing across all circulation classes and categories that published during the contest year. That includes features, news, sports, opinion, etc. The winning entry should draw readers in with compelling prose and keep them engaged until the end. Judges will look at the writing quality and the effectiveness of the writer in telling the story, regardless of its length. All entrants are limited to one submission. In the case of a series, the entrant must choose one part to submit. Judges shall award one winner and two finalists.

## Jay P. Wagner Prize for Young Journalists

The Jay P. Wagner Prize for Young Journalists was created to honor the memory of Wagner, a lifelong Iowa newspaper reporter and editor whose passions included encouraging young reporters and promoting great community journalism. The contest is open to any reporter, columnist, editorial writer or blogger working on a newspaper in Iowa who is 30 years old or younger as of Dec. 31, 2021. There is no entry fee for this award.

*Additional details on this award can be found in the inserted flyer or at [INAnews.com](http://INAnews.com).*

## Appeals

Any contest appeals of rules violations relating to contest entry procedures must be submitted in writing to the INF board within 30 days after the INA Annual Convention to be reviewed and resolved by the INF executive committee, and resulting communications will be handled by the INF board president or another member of the INF executive committee.