



2021 OCNA Better Newspapers Awards Category Descriptions

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General Excellence Class 1 through 7 – Active Members

The General Excellence Awards recognize outstanding overall achievement in the community press. OCNA designates each member newspaper to one of eight classes - College and University newspapers are in Class 8. First, second, and third place winners will be awarded. All members are encouraged to enter. The General Excellence competition helps newspapers determine their strengths and weaknesses, gives them a comparison with other newspapers, provides staff with a pat on the back, and shows them areas in which they can improve.

Newspapers are to submit either hardcopies - four (4) copies each – or a url link to the pdf e-edition copy – of one edition from the month of **October 2020** and one from the month of **July 2021**.

Entries **must** be submitted no later than November 1, 2021.

OCNA Awards,
104 Lavender Drive, Ancaster, ON, L9K 1B1

NOTE: Do not send packages to the OCNA Toronto office.

Please attach an entry tag to each edition submitted. Entry tags can be found on the OCNA website at [BNC Awards Entry Tags](#)

Circulation Categories Available:

Class 1: Circ. 1,999 and under	Class 5: Circ. 12,500-22,499
Class 2&3: Circ. 2,000-6,499	Class 6: Circ. 22,500-44,999
Class 4: Circ. 6,500-12,499	Class 7: Circ. 45,000 and over

Your General Excellence entry **MUST** be registered online at the BNC website, including a pdf of the front page of each edition you are entering.

Judging will be based on the following - for a full description of the judging criteria, please go to [BNC Awards General Excellence Criteria](#)

Front Page	150
Community News	150
Ed. & Op. Ed Pages	100
Presentation	100
Photography	100
Advertising Content	100
Advertising Design	100
Classified Advertising	25
Local Features	50
Sports Coverage	25
Arts Coverage	25
Production Quality	0
Total	925

General Excellence Class 8 – College & University Members

College and University Newspapers who are members in good standing are invited to enter the General Excellence competition.

Judging criteria has been developed to reflect the specialized communities served as well as the readership represented. (Please note, College and University newspapers are also invited to enter College & University Premier Award categories.)

Newspapers are required to submit either a pdf copy or url link to the entry. Entry should be made through the contest website and should include a copy of each edition selected – one (1) issue from each semester. **Fall semester** – October to December 2020 and **Winter semester** – January to April 2021

Judging will be based on the following - for a full description of the judging criteria, please go to [BNC Awards General Excellence Criteria](#)

Front Page	150
Community News	150
Editorial Page and Op-Ed	100
Presentation	100
Photography	100
Advertising Content & Design	25
Local Features	100
<u>Sports</u>	<u>50</u>
TOTAL	775

Premier Categories – Active Members

PC01. Arts & Entertainment ****Print or online entry permitted**

Submissions can be made in the form of a feature, photo essay, news article or editorial. It should increase interest in, appreciation of, or participation in activities related to the performing and creative arts.

Submit: PDF of a single story in print or URL link to online article. Include entire page(s).

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Spurs interest/ Appreciation/ Participation in Arts 16; Quality of Reporting 15; Photos/Graphics/Artwork 14

PC02. Best Business & Finance Story ****Print or online entry permitted**

The award will be presented to the newspaper judged to have written and presented the best business and finance story dealing with a community-oriented business or industry, or with the financial aspects of a governing body or agency. Stories dealing with personal budgeting, investments, taxation, etc. are also eligible.

Submit: PDF of a single story in print or URL link to online article. Include entire page(s).

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Quality of Writing 16; Relevance to Community/Reader 15; Research 15

PC03. Best Editorial, circ. over 10,000 ****Print or online entry permitted**

Entries should take a fearless editorial stand. Subject material should be community oriented. Quality of writing, subject matter and impact to community will be taken into consideration.

Submit: PDF of one editorial in print or URL link to online article. Include entire page(s).

Members may enter either Category PC03 or PC04.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Quality of Writing 20; Subject Matter/Impact to Community 15

PC04. Best Editorial, circ. under 9,999 ****Print or online entry permitted**

Entries should take a fearless editorial stand. Subject material should be community oriented. Quality of writing, subject matter and impact to community will be taken into consideration.

Submit: PDF of one editorial in print or URL link to online article. Include entire page(s).

Members may enter either Category PC03 or PC04.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Quality of Writing 20; Subject Matter/Impact to Community 15

PC05. Education Writing ****Print or online entry permitted**

Entries shall consist of a news or feature story on any aspect of education. The focus should be community-based. Quality of writing, research, imagination and initiative will be considered.

Submit: PDF of a single story in print or URL link to online article. Include entire page(s).

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Quality of Writing 15; Research 15; Initiative/ Imagination 13

PC06. Environment Ontario ****Print or online entry permitted**

The Environment Ontario Award recognizes the news, feature, or editorial which best deals with environmental subjects having impact upon the communities served.

Submit: PDF of a single story in print or URL link to online article. Include entire page(s).

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Research 15; Quality of Writing 15; Relevance to Community 14

PC07. Feature Writing, circ. over 10,000 ****Print or online entry permitted**

*****Changed Criteria*****

Entries shall be restricted to local human interest features. Entries will be judged primarily on journalistic merit. The writer must be employed by the paper or be a regular freelancer.

Submit: PDF of a single story in print or URL link to online article. Include entire page(s).

Members may enter either Category PC07 or PC08.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Quality of Writing/Research 16; Initiative/Originality 16; Interest to Community 12

PC08. Feature Writing, circ. under 9,999 ****Print or online entry permitted**

*****Changed Criteria*****

Entries shall be restricted to local human interest features. Entries will be judged primarily on journalistic merit. The writer must be employed by the paper or be a regular freelancer.

Submit: PDF of a single story in print or URL link to online article. Include entire page(s).

Members may enter either Category PC07 or PC08.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Quality of Writing/Research 16; Initiative/Originality 16; Interest to Community 12

PC09. Health & Wellness ****Print or online entry permitted**

This award will recognize a feature story related to health matters (including such topics as current health trends, proactive health care, preventative medicine, hospital funding, OHIP matters, holistic medicine, medical research, etc.) Entries will be judged primarily on journalistic merit and research.

*****Stories dealing with Covid 19 must be entered in the category "PC20 - Best Covid-19" coverage and are not eligible to enter this category.**

Submit: PDF of a single story in print or URL link to online article. Include entire page(s).

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Quality of Writing/Research 16; Initiative/Originality 16; Relevance to Community 13

PC10. Heritage ****Print or online entry permitted**

Submission can be made in the form of a feature, photo essay, news article, or editorial. Should help people become more aware of their heritage or stimulate participation in heritage conservation activities. Areas covered by heritage conservation include architectural, archeological and historical resources.

Submit: PDF of a single story in print or URL link to online article. Include entire page(s).

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Creates awareness/stimulates participation in heritage issues 16; Quality of Reporting/Research 15

PC11. Best Investigative News Story ****Print or online entry permitted**

*****Changed Criteria*****

Entries will be judged on quality of research, reporting, initiative, significance to community, clarity and pictorial treatment of an investigative news story. Judges will give greater weight to depth of research and quality of writing.

Submit: PDFs of one or a series of stories on the same subject (maximum of 4) in print or URL link to online articles. Include entire page(s).

Entries in this category may not be submitted in Category PC12 or PC13.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Quality/Depth of Research 14; Quality of Reporting/Writing 14; Significance to Community 14; Reporter Initiative 14

PC12. Best News Story, circ. over 10,000 **Print or online entry permitted

Entries will be judged on quality of reporting, significance, clarity and pictorial treatment of a breaking news story. Judges will give greater weight to initiative, research and reporting, taking into consideration time constraints for breaking news.

Submit: PDF of a single story in print or URL link to online article. Include entire page(s). Members may enter either Category PC12 or PC13 and may not enter the same article in “PC11 Investigative News Story”.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Quality of Reporting/Initiative 14; Quality of Writing 14; Significance to Community 14; Research 13

PC13. Best News Story, circ. under 9,999 **Print or online entry permitted

Entries will be judged on quality of reporting, significance, clarity and pictorial treatment of a breaking news story. Judges will give greater weight to initiative, research and reporting, taking into consideration time constraints for breaking news.

Submit: PDF of a single story in print or URL link to online article. Include entire page(s). Members may enter either Category PC12 or PC13 and may not enter the same article in “PC11 Investigative News Story”.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Quality of Reporting/Initiative 14; Quality of Writing 14; Significance to Community 14; Research 13

PC14. Best Rural Story, circ. over 10,000 **Print or online entry permitted

Entries will be judged on quality of writing, effective use of photography, clarity, interest and display. Stories may deal with agriculture, rural and remote development (including relevant technology, services, and societal improvements).

Submit: PDF of a single story in print or URL link to online article. Include entire page(s). Members may enter either Category PC14 or PC15.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Quality of Writing 15; Research 14; Relevance to Community 13; Design and Photography 12

PC15. Best Rural Story, circ. under 9,999 **Print or online entry permitted

Entries will be judged on quality of writing, effective use of photography, clarity, interest and display. Stories may deal with agriculture, rural and remote development (including relevant technology, services, and societal improvements).

Submit: PDF of a single story in print or URL link to online article. Include entire page(s). Members may enter either Category PC14 or PC15.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Quality of Writing 15; Research 14; Relevance to Community 13; Design and Photography 12

PC16. Best Feature / News Series, circ. over 10,000 ****Print or online entry permitted**

*****Changed Criteria*****

Entries should consist of two to four feature or news stories relating to the same subject. Judging will be based on community relevance, quality of writing, clarity of presentation and uniqueness.

***If staff from more than one newspaper in a group produces/publishes the series, it must be entered in the “circ. over 10,000” category and may only be entered once.**

*****Series dealing with Covid 19 must be entered in the category “PC20 - Best Covid-19” coverage and are not eligible to enter this category.**

*****Series dealing with Police/Court Series must be entered in the new category “PC22 - Best Police/Court Story” and are not eligible to enter this category.**

Submit: PDF of a series of two to four stories about the same subject in print or URL link to online articles. Include entire page(s).

Members may enter either Category PC16 or PC17.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Relevance to Community 15; Reader Interest 14; Quality of Writing 14

PC17. Best Feature / News Series, circ. under 9,999 ****Print or Online Entry permitted**

*****Changed Criteria*****

Entries should consist of two to four feature or news stories relating to the same subject. Judging will be based on community relevance, quality of writing, clarity of presentation and uniqueness.

***If staff from more than one newspaper in a group produces/publishes the series, it must be entered in the “circ. over 10,000” category and may only be entered once.**

*****Series dealing with Covid 19 must be entered in the new category “PC20 - Best Covid-19” coverage and are not eligible to enter this category.**

*****Series dealing with Police/Court Series must be entered in the new category “PC22 - Best Police/Court Story” and are not eligible to enter this category.**

*****Entries entered in the new category “PC21 - Diversity Coverage” may not be entered in this category.**

Submit: PDF of a series of two to four stories about the same subject in print or URL link to online articles. Include entire page(s).

Members may enter either Category PC16 or PC17.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Relevance to Community 15; Reader Interest 14; Quality of Writing 14

PC18. Sport and Recreation Story ****Print or online entry permitted**

Story should help people become more aware of and more involved in sport, recreational and fitness opportunities in the community or address a community problem related to those activities.

Submit: PDF of a single story in print or URL link to online article. Include entire page(s).

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Relevance to Community 15; Reader Interest 14; Quality of Writing 14

PC19. Best Headline Writing ****Print and/or online entry permitted**

Entries should consist of THREE of your best headlines with their decks/subheads, including the full related story. Judging will be based on impact, accuracy, clarity and the effectiveness of the headlines to engage the reader.

Submit: PDF of 3 headlines including related stories in print or URL link to online articles. Include entire pages as published.

Entries submitted must be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Impact 15; Creativity 15; Accuracy to convey article 15; Quality of Writing 10

PC20. Best Covid-19 Coverage ****Print and/or online entry permitted**
*****Changed Criteria*****

To keep readers informed, newsrooms have had to make coverage of the Covid-19 pandemic a priority, even as their newsrooms temporarily closed and staff worked from home. Entries in this category should consist of a single or series of LOCAL articles (max of 4) relating to the pandemic. Judging will be based on relevance to the community, quality of reporting/writing and initiative/originality.

*****Entries in this category cannot be entered in the Best News/Feature Series category or the Health & Wellness category.**

Submit: PDF of a single or series of stories (max of 4) or url links to online articles. Include entire pages. Entries submitted must be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Relevance to Community 15; Quality of Reporting/Writing 15; Initiative/Originality 13

PC21. Diversity Coverage ****Print and/or online entry permitted**
*****Changed Criteria*****

Entries will recognize an article or series of articles (max of 4) that **tell the stories of** individuals and/or groups who have been traditionally marginalized, and/or deal with issues involving these communities. Judging will be based on relevance to the community, quality of reporting/research, quality of writing and creation of awareness/ participation.

*****Entries in this category cannot be entered in the Best News/Feature Series category.**

Submit: PDF of a single or series of stories (max of 4) or url links to online articles. Include entire pages. Entries submitted must be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Relevance to Community 15; Quality of Reporting/Research 15; Quality of Writing 15; Creation of Awareness/Participation 10

PC.22 Best Police/Court Story or Series ****Print or online entry permitted**
*****New Category*****

Entries should consist of an article or series of articles (max of 4) related to a police investigation or court story. Subject could be a homicide, cold case, feature historical crime etc, and must be community related. Judging will be based on community relevance, quality of reporting/research and quality of writing.

*****Entries in this category cannot be entered in the Best News/Feature Series category.**

Submit: PDF of a single or series of stories (max of 4) or url links to online articles. Include entire page(s).

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Relevance to Community 15; Quality of Reporting/Research 15; Quality of Writing 14

PC23. Best Guest/Freelance Column ****Print or online entry permitted**
*****New Category*****

The single column must be locally written by a non-regular staff columnist, guest or freelancer who writes in less than 10% of publications in a year (6 per weekly paper; 1 per monthly paper). Column should cover a topic of community interest not normally covered by the paper in a column, perhaps written by someone with more expertise on the subject (ie. Doctor, veterinarian, racialized individual). Only one entry allowed per individual.

Submit: PDF of column as it appears in any one (1) issue in print or URL links to online column. Include entire page(s)

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Quality of Writing 16; Subject Matter/Interest to Community 16; Reader Appeal 13

PC24. Humour Columnist of the Year ****Print and/or online entry permitted**

This category recognizes quality of writing, imagination and adept use of humour. Column must be locally written, non-syndicated and appear regularly. Only one entry allowed per individual. Each individual may include work from any publication they are published in. Submission must include a list of all newspapers they work for. Entry must still be tagged to one individual newspaper.

Submit: PDF of column as it appears in any three (3) issues in print or URL links to online columns. Include entire page(s).

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Quality of Writing 16; Adept Use of Humour and Imagination 16; Reader Appeal 13

PC25. Columnist of the Year **Print and/or online entry permitted

This category recognizes quality of writing, subject matter, imagination and display. Column must be locally written, non-syndicated and appear regularly. Only one entry allowed per individual. Each individual may include work from any publication they are published in. Submission must include a list of all newspapers they work for. Entry must still be tagged to one individual newspaper.

Submit: PDF of column as it appears in any three (3) issues in print or URL links to online columns. Include entire page(s)

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Quality of Writing 16; Imagination 16; Reader Appeal 13

PC26. Reporter of the Year - Stephen Shaw Award **Print and/or online entry permitted

*****Changed Criteria*****

Entries will consist of three stories showing true reporter initiative. Stories may cover a variety of topics including science, education, public health, business, etc. Judging will be based on local relevance, quality of writing and depth of research. A letter from the publisher or editor must accompany the entry to elaborate on the circumstances under which the stories were obtained. The writer must be an employee of the paper or a regular freelancer. Only one entry allowed per individual. Each individual may include work from any publication they are published in. Submission must include a list of all newspapers they work for. Entry must still be tagged to one individual newspaper.

Submit: PDFs of three (3) stories in print or URL link to online articles and accompanying letter. Include entire page(s).

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Local relevance 15; Quality of writing 15; Depth of Research 15

PC27. Best Feature Photo, circ. over 10,000 **Print or online entry permitted

While the value of spectacular feature photos is recognized, human interest, originality, imagination, and quality of reproduction will also be considered. Photo must be taken by staff or regular freelancer. Technically altered images are permitted in this category. If the image has been technically altered, include original image with the submission.

Submit: PDF of a photo in print or URL link to online photo. Include entire page. Members may enter either Category PC27 or PC28.

If more than one photo on page or url link, please confirm which photo to judge.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: News, Feature or Sports Value 25; Impact 25; Originality/Forethought 20; Quality of Entry 15; Editorial Treatment 15

PC28. Best Feature Photo, circ. under 9,999 **Print or online entry permitted

While the value of spectacular feature photos is recognized, human interest, originality, imagination, and quality of reproduction will also be considered. Photo must be taken by staff or regular freelancer. Technically altered images are permitted in this category. If the image has been technically altered, include original image with the submission.

Submit: PDF of a photo in print or URL link to online photo. Include entire page. Members may enter either Category PC27 or PC28.

If more than one photo on page or url link, please confirm which photo to judge.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: News, Feature or Sports Value 25; Impact 25; Originality/Forethought 20; Quality of Entry 15; Editorial Treatment 15

PC29. Best Photo Layout **Print or online entry permitted

Individual photos, impact within the photo spread, effective cutlines, reader interest, originality and imagination will all be considered.

Submit: PDF of a photo layout in print or URL link to online photo layout. Include entire page(s). Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Layout & Design 16; Quality of Photography 15; Impact/Reader Interest 14; Originality/Imagination 14

PC30. Best Sports Photo **Print or online entry permitted

Impact on readers, quality of the entry, and the sports value will be considered along with page design. Photo must be taken by staff or regular freelancer.

Submit: PDF of a photo in print or URL link to online photo. Include entire page.

If more than one photo on page or url link, please confirm which photo to judge.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Impact 17; Quality of Entry 15; Sports Value 15

PC31. Best Spot News Photo **Print or online entry permitted

The single picture must be of a news event for which no advance planning was possible. This might include events such as fires or accidents. While the value of spectacular news photos is recognized, impact on readers and quality of reproduction will also be considered. Photo must be taken by staff or regular freelancer.

Submit: PDF of a photo in print or URL link to online photo. Include entire page.

If more than one photo on page or url link, please confirm which photo to judge.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: News Value 20; Impact 18; Quality of Entry 15

PC32. Best News Photo **Print or online entry permitted

The single picture must be of a scheduled or unscheduled event where an opportunity exists for advanced planning and creative control. This might include news events such as press conferences or political photos, etc. While the value of spectacular news photos is recognized, impact on readers and quality of reproduction will also be considered. Photo must be taken by staff or regular freelancer.

Submit: PDF of a photo in print or URL link to online photo. Include entire page.

If more than one photo on page or url link, please confirm which photo to judge.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: News Value 20; Impact 18; Quality of Entry 15

PC33. Most Creative Grip and Grin Photo **Print or online entry permitted

We all have to take them and run them in our papers, but that doesn't mean they have to be boring. This category seeks to award the creativity and originality of a single photograph of a cheque presentation, ribbon cutting, etc. that goes beyond the ole line 'em up and shoot 'em.

Submit: PDF of a photo in print or URL to online photo. Include entire page.

If more than one photo on page or url link, please confirm which photo to judge.

Entries submitted must be dated between 2020 and September 30, 2021.

Judging Criteria: Impact 15; Creativity & Originality 20; Quality of Entry 10

PC34. Photographer of the Year ****Print and/or online entry permitted*******Changed Criteria*****

This award honours an individual photographer, reporter/ photographer, etc., either employed by the newspaper or a regular freelancer, for outstanding skills in a variety of shooting styles, or ability to create photo illustrations, commitment to community journalism and positive response from the community. Only one entry allowed per individual. Each individual may include work from any publication they are published in. Submission must include a list of all newspapers they work for. Entry must still be tagged to one individual newspaper.

Submit: PDF of tearsheets (full page as published) in print or URL link to online photos/articles. Include entire page(s). Also include a jpeg of each photo. Include one photo (file named by photo type) from any **four** of the following five photography subjects: Spot News Photo, Sports Photo, Community Event Photo, Feature Photo, News Photo (and a letter from the publisher/editor outlining the photographer's commitment to community journalism).

If more than one photo on page or url link, please confirm which photo to judge.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: 1st Photo 15; 2nd Photo 15; 3rd Photo 15; 4th Photo 15; Community Commitment 15

PC35. Cartoonist of the Year ****Print and/or online entry permitted*******Changed Criteria*****

Entries consist of three cartoons from the same cartoonist. The three cartoons submitted must be unique local cartoons and should pertain to subjects of local community interest for that paper. A brief typed explanatory letter may accompany entries. Only one entry allowed per individual. Each individual may include work from any publication they are published in. Submission must include a list of all newspapers they work for. Entry must still be tagged to one individual newspaper.

Submit: PDF of three cartoons from cartoonist (full page) in print or URL link to online cartoons. Include entire pages. Supporting letter may accompany entries.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Artistic Ability 16; Subject Matter/ Relevance 17; Impact 14

PC36. Community Service ****Print and/or online entry permitted**

Entrants will submit a report on one or more projects which extend beyond the normal community service mission of the newspaper. The presentation should convey to judges through PDFs of tearsheets, letters, pictures, urls and other descriptive accounts, the newspaper's activity in this community service. Judges will consider the relative importance of the project, depth of research and reporting on the project, effective use of photos, editorial appeal, advertising and newspaper involvement.

Submit: Report and supporting materials.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Newspaper Involvement 16; Relative Importance of Project 15; Research/Reporting/Quality 13; Benefit to Community 13

PC37. Best Vertical Product ****Print entry only**

Entries can be a single publication or regularly published stand-alone product that is separate from their community newspaper. The award recognizes the company's use of existing staff, current and new advertisers, expanded business opportunities, potential as revenue generator, quality editorial mix, and value to community. Letters from the publisher/editor explaining the product must be included. Entries must not be entered in Category PC39 or PC40 Special Sections.

Submit: Two copies of vertical product and explanatory letter.

Please attach entry tag found at [BNC Awards Entry Tags](#)

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

****This category will be handled in hard copy – Please forward entry to “OCNA Awards”, 104 Lavender Drive, Ancaster, ON, L9K 1B1. Entry must also be registered on BNC website, including a pdf of the front page of the submission.**

Judging Criteria: Innovation/Creativity 16; Business fit/Profitability 15; Relevance to Community 12; Layout & Design 12

PC38. Best Front Page, circ. over 10,000 **Print entry only

Entries will be judged on appearance, layout, headlines, content, writing style, quality and effectiveness of pictures, liveliness and interest. Entry can be tabloid or broadsheet layout.

Submit: PDF of entire front page (not entire paper) from any issue in specified time frame.

Members may enter either Category PC38 or PC39.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Content/Quality of Writing 16; Reader Appeal 15; Layout & Design 15; Photography 14

PC39. Best Front Page, circ. under 9,999 **Print entry only

Entries will be judged on appearance, layout, headlines, content, writing style, quality and effectiveness of pictures, liveliness and interest. Entry can be tabloid or broadsheet layout.

Submit: PDF of entire front page (not entire paper) from any issue in specified time frame.

Members may enter either Category PC38 or PC39.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Content/Quality of Writing 16; Reader Appeal 15; Layout & Design 15; Photography 14

PC40. Best Sports Section **Print entry only

*****Changed Criteria*****

Entries will be judged on quality of writing, page design and photography, variety of local content, news, features, and column material.

Submit: PDFs of Sport Section as they appear in any **two (2)** issues. Must be at least two (2) pages published in chronological order to qualify.(e.g. Page 7 & 8, as opposed to sports stories scattered throughout like Page 5 and 8). An ad page may be published between the sports pages but must be included in the entry.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Local content/News/Features/ Columns 16; Photography 14; Quality of Writing 14; Layout & Design 12

PC41. Special Section, circ. over 10,000 **Print entry only

Judging will be based on originality of idea produced and sold by an advertising department, quality editorial content, effective use of photographs and advertising presentation. Aimed at generating volume sales, the section might be for a grand opening anniversary sale, or special occasion, etc. Section must be distributed within the newspaper.

***If staff from more than one newspaper in a group produces the Special Section, it must be entered in the "circ. over 10,000" category and may only be entered once.**

Submit: Two copies of Special Section. Members may enter either Category PC39 or PC40. Cannot be same submission as entered in PC37 - Best Vertical Product.

Please attach entry tag found at [BNC Awards Entry Tags](#)

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

****This category will be handled in hard copy – Please forward entry to OCNA Awards, 104 Lavender Drive, Ancaster, ON, L9K 1B1. Entry must also be registered on BNC website, including a pdf of the front page of the submission.**

Judging Criteria: Advertising Content/Quality/Support 15; Quality Editorial Content 14; Originality/Creativity 13; Layout & Design 12

PC42. Special Section, circ. under 9,999 **Print entry only

Judging will be based on originality of idea produced and sold by an advertising department, quality editorial content, effective use of photographs and advertising presentation. Aimed at generating volume sales, the section might be for a grand opening anniversary sale, or special occasion, etc. Section must be distributed within the newspaper.

***If staff from more than one newspaper in a group produces the Special Section, it must be entered in the “circ. over 10,000” category and may only be entered once.**

Submit: Two copies of Special Section. Members may enter either Category PC39 or PC40. Cannot be same submission as entered in PC37 - Best Vertical Product.

Please attach entry tag found at [BNC Awards Entry Tags](#)

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

****This category will be handled in hard copy – Please forward entry to OCNA Awards, 104 Lavender Drive, Ancaster, ON, L9K 1B1. Entry must also be registered on BNC website, including a pdf of the front page of the submission.**

Judging Criteria: Advertising Content/Quality/Support 15; Quality Editorial Content 14; Originality/Creativity 13; Layout & Design 12

PC43. Best Feature/Unit Pages **Print entry only

Entries should show an innovative approach to a traditional theme or development of a new theme. Could be a holiday (Mother’s Day, Valentine’s Day) or a community event. Judging will be based on originality of idea including advertising presentation, quality editorial content, and effective use of photographs. Aimed at generating volume sales, the section might be for a grand opening anniversary sale, or special occasion, etc. Entries must be run-of-press sections. Layout can be two to four pages.

Submit: pdf of feature/unit (Members may not enter the same submission in the Special Section category.)

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Advertising Content/Quality 15; Quality Editorial Content 15; Originality/Creativity 15; Layout & Design 15

PC44. Best Creative Ad **Print entry only

This award will be presented to the newspaper making the best use of artwork, art/graphic service and/or photographs in the design of a single (or series of up to three advertisement(s) for a customer during the contest period). Entries must have been created by a full or part-time staff member and can include original and/or computer generated graphics.

Submit: PDFs of entry. (maximum three of a series). Include entire page(s).

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Originality/Creativity 16; Visual impact 15; Ad Design 15

PC45. In-House Promotion **Print and/or online entry permitted

The promotion of a newspaper’s own business is, of course, very important. Much can be learned about a newspaper’s advertising and production department by looking at the material they produce promoting themselves and their newspaper. This award will recognize the best advertisement promoting your newspaper, in print and/or online. Entry must be produced by the newspaper.

Submit: PDF of entry. Include entire page as published in print and/or online. If same promotion is used in print and online, submit 2 PDFs.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Effective Newspaper Awareness 16; Originality/Creativity 13; Visual Impact 13; Ad Design 13

PC46. Local Retail Layout **Print entry only

To be based on the submission of a layout created in-house by the newspaper, this award will recognize the advertisement produced for a business (i.e. grocery, automotive, clothing, etc.) by the advertising department of the newspaper. Company logos may be used in the ad.

Submit: PDF of entry. Include entire page.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Originality/Creativity 16; Ad Design 15; Page Layout 12; Visual Appeal 12

PC47. Original Ad Idea **Print entry only

This award will recognize the best idea produced by a newspaper's advertising staff during the current judging period for Demi/PonyTab or Tab/Broadsheet format.

Submit: PDF of entry. Include entire page.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Creative/Idea 25; Ad Design/Layout 15; Impact 10

PC48. Best Use of Colour **Print entry only

This award will recognize the best use of spot or process colour, in any single advertisement, produced in-house.

Submit: PDF of entry. Include entire page.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Visual appeal 16; Originality/Creativity 14; Ad Design 13

PC49. Best Community Newspaper Website, circ. over 10,000 **Online entry

A website should be well designed, include valuable editorial content, innovative strategies and revenue generation through advertising, be easy to navigate and still demonstrate that it fulfills a community role. This award recognizes the best online newspaper service that does just that. This website may contain the content from a single newspaper or a related group of newspapers.

Submit: URL address. Must include username and password if required to view entire website. If judge cannot access at time of judging, entry will be disqualified. Members may enter either Category PC49 or PC50.

Judging Criteria: Content 20; Structure & Navigation 10; Visual Design 20; Functionality 10; Interactivity 10; Overall Experience 20

PC50. Best Community Newspaper Website, circ. under 9,999 **Online entry

A website should be well designed, include valuable editorial content, innovative strategies and revenue generation through advertising, be easy to navigate and still demonstrate that it fulfills a community role. This award recognizes the best online newspaper service that does just that. This website may contain the content from a single newspaper or a related group of newspapers.

Submit: URL address. Must include username and password if required to view entire website. If judge cannot access at time of judging, entry will be disqualified. Members may enter either Category PC49 or PC50.

Judging Criteria: Content 20; Structure & Navigation 10; Visual Design 20; Functionality 10; Interactivity 10; Overall Experience 20

PC51. ONLINE Special Initiative **Online entry

This award recognizes excellence in online coverage of a special project or event, based on a single subject. This may include, but is not limited to, associated print materials, audio and visual elements in the form of photography, sound clips, video, animation, blogs or social media. A letter from the publisher/editor fully outlining the origin and purpose of the feature as well as the work involved must accompany the submission.

Submit: Links to URLs and/or PDFs for judging and accompanying letter. Must include username and password if required to view. If judge cannot access at time of judging, entry will be disqualified. Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Scope of Project 20; Execution 20; Concept & Writing 20

PC52. ONLINE Breaking News Coverage **Online entry

This award recognizes excellence in online coverage of breaking news coverage based on a single subject. This may include, but is not limited to, associated print materials, audio and visual elements in the form of photography, sound clips, video, animation, blogs or social media. A letter from the publisher/editor fully outlining the origin of the breaking news coverage as well as the work involved must accompany the submission.

Submit: Links to URLs and/or PDFs for judging and accompanying letter. Must include username and password if required to view. If judge cannot access at time of judging, entry will be disqualified. Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Scope of Project 20; Execution 20; Concept & Writing 20

PC53. Multimedia Online/Best Online Experience for a Story **Online entry

This award honours innovative efforts used to develop the story and increase reader engagement through alternate storytelling means: photos, graphics, illustrations, video, virtual reality, quizzes, slideshows, social media embeds, reader interaction or other emerging media. These tools will be used to augment the story-telling process in a way that informs, entertains and engages the reader.

Submit: Links to URLs and/or PDFs for judging. Must include username and password if required to view. If judge cannot access at time of judging, entry will be disqualified.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Quality of Reporting/Writing 20; Functionality 20; Value added to story 20

PC54. Breaking News Video **Online entry

This award will recognize the best single Breaking News video presentation. Entries will be judged on quality of video, including audio and editing; creative and innovative storytelling; journalistic quality and impact.

Submit: URL address. Must include username and password if required to view. If judge cannot access the video at time of judging, entry will be disqualified.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging Criteria: Quality of video 30; Creative and Innovative Storytelling 20; Journalistic Quality 20; Impact 20

Premier Categories - College/University Members

CU01. Student Feature Writing ****Print or online entry permitted**

Entries must have appeared in the entrant's college/university newspaper or on the entrant's college/university website. Entries must be community or college/university feature articles. Judges will examine such areas as: use of language, quality of writing, indication of research/ sources (particularly high tech sources), good use of data. Each member newspaper may enter up to three (3) different writer's work.

Submit: PDF of entry in print or URL link to online article. Include entire page(s).

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging criteria: Quality of Writing 16; Subject Matter (community related) 14; Research/Sources 12

CU02. Student News Writing ****Print or online entry permitted**

Entries must have appeared in the entrant's college/university newspaper. Entries must be community or college/university news articles. Judges will examine such areas as: use of language, quality of writing, indication of research/ sources (particularly high tech sources), good use of data. Each member newspaper may enter up to three (3) different writer's work.

Submit: PDF of entry in print or URL link to online article. Include entire page(s).

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging criteria: Quality of Writing 16; Subject Matter (community related) 14; Research/Sources 12

CU03. Student Photography ****Print or online entry permitted**

This award will be presented to the college/ university student who takes the best news/feature/ sports photo (single image, not photo spread) in their school newspaper or on their school newspaper website. While the value of spectacular news photos is recognized, human interest, originality, imagination, and quality of reproduction will also be considered. Each member newspaper may enter up to three (3) different photographer's work.

Submit: PDF of entry in print or URL link to online entry. (only one photo will be judged. If submitting spread, please include in description which photo to judge). Include entire page as published.

Entries submitted to be dated between October 1, 2020 and September 30, 2021.

Judging criteria: News, Feature or Sports Value 25; Impact 25; Originality/Forethought 20; Quality of Entry 15; Editorial Treatment 15

CU04. Best College/University Newspaper Website ****Online entry**

This award recognizes the best online college/university newspaper service. A website should be well designed, include valuable and quality editorial content, a social media strategy, be easy to navigate and still demonstrate that it fulfills the college/university community role.

Submit: URL address. Must include username and password if required to view entire website. If judge cannot access at time of judging, entry will be disqualified.

Judging Criteria: Design 20; Editorial Content 20; Social Media 20; Community Involvement 20; Use of Technology 20