

Contest Rules & FAQs

Q: What are the Ma Murray Community Newspaper Awards?

The Ma Murray Community Newspaper Awards are hosted by the BCYCNA to celebrate the achievements of the community newspaper industry over the past year. In addition to a variety of specific awards, the Ma Murray Community Newspaper Awards include Newspaper Excellence Awards in seven circulation categories.

Q: How are the winners decided?

The BCYCNA is pleased to bring together an expert panel of judges for all categories, and a panel of three judges for each Newspaper Excellence category. The criteria for each award are outlined on each Award Entry Form (enclosed). Judges use their discretion to assess the quality of entries, overall scoring, and whether submissions meet entry criteria.

Q: When will the Awards Gala evening be held?

The Ma Murray Community Newspaper Awards will be presented at an Awards Gala evening on Saturday, April 14, 2012 at the River Rock Casino Resort in Richmond, BC. Everyone is invited to attend the gala and finalists can attend for free courtesy of the BCYCNA and our sponsors.

Q: Who can enter?

If your newspaper is a member in good standing of the BC & Yukon Community Newspapers Association, you are eligible to enter the competition. Please see www.bccommunitynews.com/members/index.html for membership criteria.

Q: What is the contest period?

All entries must have been published between January 1, 2011 and December 31, 2011.

Contest Rules & FAQs

MA MURRAY COMMUNITY NEWSPAPER AWARDS

ENTRY DEADLINE

Friday @ 5 PM

January 13, 2012

Q: Are there maximum limits on entries?

Yes. Each paper may only submit three entries per category unless otherwise stated. Your entries are limited to one entry per writer/photographer/designer/team leader in each category (articles written under a pen name must be attributed to the actual writer). See each Award Entry Form for details.

Q: What are the entry fees?

The fee is \$10 per entry, except for the Newspaper Excellence category, which is \$100. All entry fees are subject to HST. Payment may be made by cheque, money order or credit card. An invoice will be forwarded the week of January 16, 2012 after the contest closes. Please refer to the Official Entry Form to calculate your entry fees.

Q: When is the deadline for entries?

All entries (hard copies for Newspaper Excellence and Special Publications; online for all other categories) must be received no later than 5:00 pm on Friday, Jan. 13, 2012. Entries received after this date will not be considered. Please note: Entries must actually arrive in the BCYCNA office/ on the BNC website by the deadline. Simply being postmarked for January 13, 2012 will not suffice.

Q: Can I enter the same story/photo/ad in more than one category?

No. Each entry may only be submitted into one category. Similarly, a piece that is included in a Series, Campaign or Special Publications entry may not also be entered on its own in an individual category. (For example, an ad entered as part of an Ad Campaign may not also be entered on its own in the Ad Design category.) Newspaper Excellence and Special Section are excluded from this rule. That is, an article/photo/ad that appears in the edition submitted for Newspaper Excellence or as part of a run-of-press Special Section can still be submitted on its own.

Q: We have an entry that the whole staff worked on and we don't really want to single out one person as the leader – that would take away from the rest of the team. Why do we have to assign an individual leader's name to each entry?

There is a maximum of three entries from each newspaper in each category. In the individual award categories such as the Columnist Award, each entry must be from a different author. So, in the categories where a team is more likely to enter than an individual, we must enforce the same rule: each entry must come from a different "author," or team leader. In order to distinguish between teams, you must name a team leader.

Important note: If we receive more than one entry from a team within one category, and no team leaders are identified, the BCYCNA office will randomly select one team entry for judging and disqualify the others.

Q: Our newspaper produces a supplement and we would like to enter its articles, photos and ads into Feature Article, Feature Photo, and Ad Design categories. Is this okay?

If the supplement is run-of-press, on newsprint, and paginated with the rest of the newspaper, then it should be entered in the Special Section category and its contents are eligible for entry in other categories. If the supplement is a non-run-of-press publication and separately paginated (ie a tourism guide, lifestyle magazine or calendar, etc.), then it should be entered in the Special Publications category and its contents are not eligible for entry in other categories.

Q: How do you define a "series"?

A series should have no less than two articles and no more than five articles on one theme or issue.

Q: How do you define an "ad campaign"?

An ad campaign is a series of ads developed for one client. An ad campaign is not a group of ads for various clients gathered together around a theme.

Contest Rules & FAQs

Q: When will finalists be announced?

The top three finalists in each category will be announced in late February 2012. Winners will be announced at the Awards Gala on Saturday, April 14, 2012.

- For the **Integrity Award**, we may ask newspaper staff for photos of the winner.
- For **Website & Online Innovation**, we will print off your website's homepage.
- For any **advertising category**, we may ask you for original components of your entry to determine their origin.

Q: What happens if my work (i.e. my photo, article, ad, etc) is selected as a finalist, but then I leave the paper before the Ma Murray Awards Gala takes place?

While the top three finalists in each category are usually offered a complimentary invitation to attend the Awards Gala, as well as one night's free accommodation at the Gala venue, it should be noted that this is a member service and is therefore only applicable to BCYCNA members. That is, the award belongs to the winning paper. Individuals are still permitted to attend the Awards Gala, but once they have left a member paper, they are no longer considered a member of the BCYCNA and therefore are no longer eligible for the complimentary ticket and hotel room, nor the award statue itself. In the case of a Newspaper Excellence Award, only the publisher, owner, current employee of the winning publication, or BCYCNA board member is permitted to accept the award on the winning newspaper's behalf.

MA MURRAY COMMUNITY NEWSPAPER AWARDS

ENTRY DEADLINE

Friday @ 5 PM

January 13, 2012

Q: I'm confused by the different Ad Design categories and don't know where to submit my ad!

As you may recall, we recently tightened up the rules for the Ad Design categories and disqualified entries that used any creative not produced entirely in-house. No clip art or client-provided creative was allowed.

We now divide all advertising categories in two – one half does allow outside clip art/client-provided creative and photos (“Collaborative”), and one does not (“Original”).

Please note that if you submit work into the Original Ad Design categories (no clip art or client-provided creative or photography permitted), you will be required to verify the authenticity of the work, and should your entry be selected as a finalist, you will be required to prove its origin.

Q: Our paper publishes a daily edition too, which is staffed by all the same people who work at our non-daily edition. Can we submit work from either publication?

No. Unless the daily edition has its own separate BCYCNA membership, you may not submit its contents for consideration.

Q: How do I prepare my entries?

- All entries are only being accepted online except for the Newspaper Excellence and Special Publications categories.
- All entries must be uploaded and submitted as full page tearsheets with dateline intact.
- For Newspaper Excellence and Special Publications Award entries, print off the confirmation labels and attach to the hard copies being sent into the BCYCNA office.
- Ensure you enclose ONE entire copy of the publication for the Special Publications category for each entry.
- Ensure you enclose a total of three copies of every issue published within any one week run (Sunday to Saturday) in March 2011 and any one week run (Sunday to Saturday) in September 2011 for the Newspaper Excellence entry.
- The BCYCNA office staff cannot pull archived copies of your newspaper.

Contest Rules & FAQs

Send entries to:

BC & Yukon Community Newspapers Association
9 West Broadway, Vancouver, BC V5Y 1P1

Contact us:

Telephone: 604.669.9222
Toll-free: 1.866.669.9222
Fax: 604.684.4713
e-mail: events@bccommunitynews.com
website: www.bccommunitynews.com

MA MURRAY COMMUNITY NEWSPAPER AWARDS

ENTRY DEADLINE

Friday @ 5 PM

January 13, 2012

Attend the Awards Gala evening featuring:

The Ma Murray Community Newspaper Awards

Courtesy of the BCYCNA and our 2012 sponsors

Once again, this year's top three finalists in each category will receive a complimentary invitation to attend the Awards Gala evening to receive their award in person, as well as one night's free hotel accommodation at the River Rock Casino Resort in Richmond.

The Awards Gala evening will take place Saturday, April 14, 2012.

Award finalists will be advised in February 2012 and will be required to confirm their attendance. In the event of a team win, one team representative will be invited to attend as our guest. Thanks to our sponsors for helping us to extend this special offer to our members. Please note that sponsors are still pending.

EVENT SPONSORS

bclc

Catalyst



AWARD SPONSORS

 **NEW CAR DEALERS**
ASSOCIATION OF B.C.

 **HUB**
International

 **TELUS**[®]

Web exPress_™

 **GLACIER**
MEDIA GROUP

 **BCAA** 

the
Black
family

 **PORT METRO**
vancouver

WORK SAFE BC

 **C**
coastcapital[®]
SAVINGS

 **THOMPSON RIVERS**
UNIVERSITY