



**NNIPA**

**FUND**

**NATIONAL NEWSPAPER PUBLISHERS  
ASSOCIATION FUND**

**MESSENGER**

*Awards 2024*

**GUIDEBOOK**

# GUIDELINES

## 1 ENTRY ELIGIBILITY

ONLY NNPA members who have paid 2024 dues and are in full membership compliance are eligible to enter. NNPA Dues must be paid prior to submitting entries. All entries must have been published within the calendar year of 2023.

## 2 ENTRY DISQUALIFICATION

Failure to comply with labeling and packaging of entries will result in disqualification. Each newspaper is allowed **ONLY ONE ENTRY** per category. Submission of more than one entry in any category will result in the disqualification of all entries in that category for your specific newspaper. Failure to comply with ALL submission requirements as outlined will cause rejection of entries.

## 3 AWARD ENTRY PREP DIRECTIONS

**All entries must be received by May 17, 2024, at MIDNIGHT (EST).**

## 4 ENTRY LABELING

### **Newspaper Electronic PDFs Labeling:**

Each newspaper PDF should be labeled: Award Category number, Award Category name, Name of Newspaper and Article name, Reporter Name.

**Example: 1. Health\_HoustonJournal\_Diabetes-Silent Killer\_Andrew Lawson**

## 5 ENTRY FEE PAYMENT

**The entry fee for each submission is \$30. After you complete your submission, your fees will be totaled for payment. Your entry is not complete until fees are paid. You will receive a confirmation email to confirm your award entry and payment.**

## 6 ENTRY SUBMITTAL & JUDGING

Winning Entries are determined based on the highest number of points awarded by the judges.

***Only PDF's entries that have been uploaded into the online system will be judged. The judging process begins on May 18, 2024.***

*Excellence in Journalism & Business*  
**AWARD CATEGORIES**

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**1. HEALTH – Emory O. Jackson Award**

Judging will be on overall importance and significance of the story, impact of headlines and lead; thoroughness of reporting, sentence and paragraph structure.

▶ Upload one (1) full pdf of the story which is marked your best health news or feature story package by one or team of your staffers. Include the staffer's name.

**2. EDUCATION – Frank L. Stanley Award**

Judging will be on overall importance and significance of the story, impact of headlines and lead; thoroughness of reporting, sentence and paragraph structure.

▶ Upload one (1) full pdf of the story which is marked your best education news or feature story package by one or team of your staffers. Include the staffer's name.

**3. SOCIAL CRIMINAL JUSTICE – Ida B. Wells Award**

Judging will be on overall importance and significance of the story, impact of headlines and lead; thoroughness of reporting, sentence and paragraph structure.

▶ Upload one (1) full pdf of the story which is marked your best criminal justice news or feature story package by one or team of your staffers. Include the staffer's name.

**4. ENVIRONMENT – Wilbert L. Holloway**

Judging will be on overall importance and significance of the story, impact of headlines and lead; thoroughness of reporting, sentence and paragraph structure.

▶ Upload one (1) full pdf of the story which is marked your best environment news or feature story package by one or team of your staffers. Include the staffer's name.

**5. FAITH | RELIGION**

Judging will be based on layout, pictures, extensiveness and variety of local coverage, and comprehensiveness of stories.

▶ Upload one (1) full pdf of the Faith | Religion pages or section of any two (2) consecutive 2023 issues of your paper.

**6. BUSINESS**

Judging will be on overall importance and significance of the story, impact of headlines and lead; thoroughness of reporting, sentence and

paragraph structure.

▶ Upload one (1) full pdf of the story which is marked your best business news or feature story package by one or team of your staffers. Include the staffer's name.

**7. EDITORIAL | OPINION – Robert S. Abbott Award**

Judging will be based on clarity of thought, community interest, style and relevance.

▶ Upload one (1) full pdf with your best staff written editorial marked. Make sure tear sheets carry name of paper and date.

**8. ORIGINAL PHOTOGRAPHY**

Judging will be based on the story captured by the photo(s), clarity of the image, and subject matter.

▶ Upload one (1) full pdf which is marked your best photo or photos by a staff or contract photographer. You may Upload a series of pictures on the same theme or a single photo. Please include the name of the photographer.

**9. ENTERTAINMENT – Armstrong Ellington**

Judging will be based on layout, pictures, extensiveness and variety of local coverage, and comprehensiveness of stories.

▶ Upload one (1) full pdf(s) of the Entertainment Section or page of each of any two (2) consecutive issues of your newspaper.

**10. SPORTS – Don King Award**

Judging will be based on layout, pictures, extensiveness and variety of local coverage, and comprehensiveness of stories.

▶ Upload one (1) pdf of the Sports pages or section of any two (2) consecutive 2023 issues of your paper.

**11. YOUTH | CHILDREN**

Youth writer's article will be judged on layout, articles and pictures of special interest to youth, as well as writing style.

▶ Upload one (1) full pdf of Youth Writer's article in 2023.

**12. FASHION | BEAUTY | LIFESTYLE – Ada S. Franklin Award**

Judging will be based on layout, pictures, extensiveness and variety of local coverage, and comprehensiveness of stories.

▶ Upload one (1) full pdf of Lifestyle | Fashion | Beauty pages from any two (2) consecutive editions of your paper.

### 13. SPECIAL EDITIONS – Leon H. Washington Award

Judging will be based on section theme, depth of supporting editorial material, use of pertinent photos, and skill in handling of tie-in advertising.

- ▶ Upload one (1) full pdf of the complete edition.

### 14. ORIGINAL ADVERTISING CAMPAIGN –

#### E. Washington Rhodes Award

Judges will look for a novel or unusual advertising idea, which may be a single advertisement, a series, a campaign, a special page or issue, or any other unified idea. Preferential consideration will be given to specially prepared campaigns or series of advertisements with any original theme.

- ▶ Submit one copy of the newspaper pdf(s). **ONE PAGE DESCRIPTION REQUIRED** – 200 words or less describing the effectiveness of the campaign.

### 15. LAYOUT & DESIGN – [TABLOID] Robert L. Vann Award

Judging will be based on headline type, style selection, body type style, layout and design and overall print quality.

- ▶ Upload one (1) full pdf of each of the two (2) consecutive issues during 2023.

### 16. LAYOUT & DESIGN – [BROADSHEET] Robert L. Vann Award

Judging will be based on headline type, style selection, body type style, layout and design and overall print quality.

- ▶ Upload one (1) full pdf of each of the two (2) consecutive issues during 2023.

### 17. WEBSITE EXCELLENCE – A. Philip Randolph Award

Website will be judged for overall digital design, functionality and effectiveness in reach and building community through the website.

- ONE PAGE DESCRIPTION REQUIRED** – 200 words or less. Please indicate

### PUBLISHER OF THE YEAR 2024

NNPA members are encouraged to nominate an individual as “Publisher of the Year 2024” by May 17, 2024, at **MIDNIGHT (EST)**. The nomination should include the nominee’s community involvement, newspaper programs/projects that empower or protect the community, revenue or readership growth, investment of time, money, or resources in NNPA, and efforts to grow young readers and/or writers. The submission deadline is May 17, 2024, at **MIDNIGHT (EST)**.

website link explaining WHY your website is exceptional.

### 18. FACEBOOK CAMPAIGN

Judges will look at relevance of the message, community impact and call to action. Judges will also consider the overall importance and significance of the post and public response to campaign.

### 19. INSTAGRAM CAMPAIGN

Judges will look at relevance of the message, community impact and call to action. Judges will also consider the overall importance and significance of the post and public response to campaign.

### 20. VIDEO CAMPAIGN

Judges will look at relevance of the message, community impact and call to action. Judges will also consider the overall importance and significance of the post and public response to campaign.

### 21. COMMUNITY SERVICE – Carl Murphy Award

Judges will look at relevance of topic, community impact and call to action.

- ▶ Upload as many properly marked pdf(s) as necessary to represent any community service effort of the newspaper relating to one specific subject or project. Entrants are urged to present entries showing their efforts above and beyond the routine coverage.

**ONE PAGE DESCRIPTION REQUIRED** – 200 words or less.

### 22. COMMUNITY ENGAGEMENT – W. A. SCOTT, II Award

Judges will look at how the newspaper engaged the community resulting in readership or revenue growth using multiple platforms.

- ▶ Upload as many properly marked screenshots, and pdf(s) as necessary to represent the newspaper’s community engagement to grow readership and/or revenue. Entrants are urged to present entries showing the best use of print, digital/website and social media to engage with their audience.

**ONE PAGE DESCRIPTION REQUIRED** – 200 words or less.

### 23. NEWSPAPER EXCELLENCE – John H. Sengstacke Award

Judging will be based on overall appearance, general and departmental news coverage, journalistic excellence, general interest, editorial page and advertising content.

- ▶ Upload one (1) full pdf(s) of each of the three (3) consecutive issues in 2023.

**NOTE:** A total of 3 complete pdf editions are required for this class.

### 24 Newsletter Excellence Award

Judging will be based on overall appearance, general and departmental news coverage, journalistic excellence, general interest, and advertising content. Submit three (3) consecutive issues from 2023.

**NOTE:** A total of 3 complete newsletters are required for this class.