

BNC To-Do Checklist

GET READY...

- ☐ Have the photographer(s) locate up to TWO entries for each of these categories
 - ☐ Human Interest
 - ☐ Spot News
 - ☐ Feature Photo
 - ☐ Sports Action
 - ☐ Multi-Photo
 - ☐ Wildlife Photo
- ☐ Have the writer(s) looking for ONE entry for each of these categories
 - ☐ Best Local News Story
 - ☐ Sue Gawlak Best Local Editorial
 - ☐ Sports Writing Award
 - ☐ Best Feature Story By a Local Writer
 - ☐ Best Habitat Conservation Story
 - ☐ Best Feature Column by a Local Writer
 - ☐ Education Writing Award
- ☐ Have the sales team & production artist(s) select ONE entry for each of:
 - ☐ Excellence in Creative Advertising
 - ☐ Effective Use of Colour in Advertising
 - ☐ Best In-House Ad
- ☐ Have your whole team decide on:
 - ☐ Best Special Section/Supplementand choose your best **April** and best **September** editions to enter in
 - ☐ BNCs General Excellence Award

Supplemental info and category descriptions are online
awnabnc.ca

GET SET...

- ☐ Assemble your files to submit online
 - ☐ Writing & Advertising & Photography categories
 - Full page tearsheet PDFs for all your writing and advertising and photography entries.
 - Multi-page entries are to be saved into a single PDF.
 - The entries are full page tearsheet PDFs, and the folio line/page number is visible on the PDF

NEW THINGS THIS YEAR!

- 1) **the Photography categories require full page tearsheet PDFs just like the writing and advertising categories. This is a much requested change. No need to dig out the original photographs. Just submit the page on which it ran**
- 2) **General Excellence entries will be digital entries. Fill out the form and tell us which editions to use and we will access the pages from the AWSOM Archive to forward to the judges.**
- 3) **Special Section entries will be digital entries. You'll upload a multi-page PDF. IF your multi-page PDF exceeds 20MB it will not be accepted by the online form, so we'll ask you to send us a link to the file through a cloud service of your choice. Dropbox... OneDrive... WeTransfer... whichever is convenient for you.**

And GO!

- ☐ Fill out the forms online at www.awnabnc.ca to enter your online entries
 - you'll include info like: when the entry ran in the paper, who created/wrote it
 - entries can include background information if you think it provides helpful context for the judge

Do you need a new online competition account this year?

- ☐ Log in to www.awnabnc.ca/register to create an online account for your newspaper
 - create additional accounts if you manage more than one newspaper
 - your publisher has the password to get in to this registration page

AWNA Better Newspapers Competition

Entry Deadline: February 14, 2025
Entry Eligibility: Appeared in print from Jan 1/24 – Dec 31/24



Questions:

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Share this info
with your Production, Sales, Editorial
and Photography staff. There are
categories for EVERYONE