



PANHANDLE PRESS ASSOCIATION

OFFICE OF THE SECRETARY

PO BOX 1110 | CLARENDON, TEXAS 79226

May 31, 2024

Dear PPA Member,

We hope you have had a great year and look forward to your participation in the PPA Better Newspaper Contest based on your publications in 2023.

Winners will be recognized at the 115th PPA Convention in Borger, Texas, on July 19-20, 2024.

All entries will be uploaded on the new online contest platform. For registration and uploading instructions, please visit: www.newspapercontest.com/panhandle

All contest entries must be from work done in 2023. **THE ABSOLUTE DEADLINE FOR ALL ENTRIES IS FRIDAY, June 21, 2024.** All entries must be submitted on or before that date. Newspapers whose entries are uploaded on or before Friday, June 14, 2024, will receive **five bonus points** toward the General Excellence Award.

For more information, contact Jeff Blackmon at: publisher@herefordbrand.com or 940-585-8720 or contact Texas Press Association Regional Better Newspaper Contest Coordinator Sue Brown, sbrown@texaspress.com or 830-570-7543.

All entries should be contained on complete PDFs, identified by headline or cutline of photos. Entries should include the name of the newspaper, date of publication, and the name of the writer or photographer. To be eligible for contest judging, entries must be from PPA member newspapers in good standing. Your 2024 PPA dues must be paid, and you must pay the \$50 contest entry fee online.

You should receive confirmation by e-mail to let you know your entries have been received. If you do not receive confirmation within 10 days of the date your entries were uploaded, contact PPA President Jeff Blackmon at 940-585-8720 to check.

Also attached is a nomination form for the PPA Hall of Fame. Nominations are due June 14, 2024.

Sincerely,

Roger Estlack,
PPA Secretary



2023 Panhandle Press Association Better Newspaper Contest Official Rules

GENERAL RULES: All entries in all categories **MUST** have been published in calendar year 2023. All entries will be uploaded on the new online contest platform. For registration and uploading instructions, please visit: www.newspapercontest.com/panhandle.

CONTEST DIVISIONS Division I – Weeklies Division II – Semi-Weeklies & Dailies

GENERAL EXCELLENCE

All newspapers will automatically be entered in this contest, based on placings in all other categories. First place nets 15 points; second place 10 points; third place 5 points; and honorable mention 2 points. Points earned in all categories will be added together to determine Division I and II winners. Those newspapers with entries submitted on or before Friday, June 14, 2024, will receive an additional 5 points. First place plaques awarded in Division I and II.

BEST NEWS WRITING

Enter three news stories you consider your best in 2023. The stories can cover any topic. Send full-page tearsheets. Judges will look at the quality of coverage, reader interest and importance of placement. Plaques awarded in Divisions I and II.

BEST EDITORIALS

Enter your three best locally written editorials published in 2023. Send full-page tearsheets. Judges will look at the timeliness of the topic, significance of the material presented and suitable handling of the topic. Plaques awarded in Divisions I and II.

BEST SERIOUS COLUMNS

Each newspaper may enter two columnists in this category. For each columnist, submit three locally produced (non-syndicated) columns from 2023. Columnists may enter both serious and humorous categories. Judges will consider quality of writing, reader interest and originality. Plaques awarded in Divisions I and II.

BEST HUMOROUS COLUMNS

Each newspaper may enter two columnists in this category. For each columnist, submit three locally produced (non-syndicated) columns from 2023. Columnists may enter both serious and humorous categories. Judges will consider quality of writing, reader interest and originality. Plaques awarded in Division I and II.

ADVERTISING DESIGN

Enter your three best locally designed ads published in 2023. The category will be judged on originality, creativity, impact and benefit to advertiser. Plaques awarded in Divisions I and II.

FEATURE STORIES

Select the three features you consider your best in 2023. Only one set of entries and one award per paper. Judges will look at originality, style of writing and reader interest. Photos and appearance of layout will also be considered. Plaques awarded in Divisions I and II.

BEST NEWS PHOTOGRAPHY

Enter three staff-produced news photos published in 2023. Entries may be "stand alone" photos with a cutline or accompany a "hard news" story. Judges will consider elements of timeliness, composition, quality and relevance. Plaques awarded in Divisions I and II.

BEST SPORTS PHOTOGRAPHY

Enter three staff-produced sports photos published in 2023. Entries may be "stand alone" photos with a cutline or accompany a "hard sports" story. Judges will consider elements of timeliness, sports action, composition, quality and relevance. Plaques awarded in Divisions I and II.

BEST HUMAN INTEREST PHOTOGRAPHY

Enter three staff-produced feature photos published in 2023. Judges will consider human interest, unusual effectiveness, appearance to reader, reader interest and composition. Entries may be "stand alone" photos. Plaques awarded in Divisions I and II.

SPORTS WRITING

Select your three best stories of the year 2023. Emphasis should be on "hard" sports writing, not on features. Plaques awarded in Divisions I and II.

BEST SPECIAL EDITION/SECTION

Enter your best special edition or section published in 2023. Any special edition on any topic is eligible. Judging will be on basis of appearance, content and creative use of subject matter. Plaques awarded in Divisions I and II.

SOCIETY/LIFESTYLES

Enter three issues of your choice from 2023. The category is designed to encourage the use of material appropriate to modern lifestyles. Both photos and stories will be considered. Send entire section or page. Plaques awarded in Divisions I and II.

HEADLINE WRITING

Enter your three best headlines of 2023. They may be from the same or different issues. The three headlines will constitute a single entry for judging which will be based on clarity, applicability to story, impact and originality. Plaques awarded in Divisions I and II.

FRONT PAGE LAYOUT

Emphasis on attractive and effective front page layout, typography, composition and reader interest. Enter your best three consecutive issues from 2023. Send full-page tearsheets. Plaques awarded in Divisions I and II.

BEST WEBSITE

Websites will be judged for quality of content, ease of use, design, interactivity and innovations. Plaques awarded in Divisions I and II.

KEN TOWERY

COMMUNITY SERVICE PROJECT AWARD

The Community Service Project Award, sponsored primarily by Ken Towery, is presented each year by the Panhandle Press Association. Each entry must be in a three-ring binder and include a cover letter explaining your newspaper's role in a Community Service Project during 2023 (i.e., economic development project, environmental project, historic project, etc). Materials may include news stories, editorials, pictures, columns, letters to the editor and other subject matter pertinent to the support of one project. **Entry must be in the hands of the contest chairman by noon on July 19, 2024, either delivered in person at the convention or shipped ahead of time to Jeff Blackmon, c/o Hereford Brand, PO Box 673, Hereford, TX 79045.** A cash prize will be awarded to the winner.

Early postmark deadline: Friday, June 14, 2024
Final postmark deadline: Friday, June 21, 2024

The absolute deadline for all entries is Friday, June 21, 2024. All entries must be submitted on or before that date. **Newspapers whose entries are submitted on or before Friday, June 2, 2023, will receive five bonus points toward the General Excellence Award.** All newspapers entering the contest must be a paid-up member of PPA under the paper's own name. A \$50 ENTRY FEE is required online. Plaques will be presented at the PPA convention in Borger on July 20, 2024. All entries other than the Community Service Award entry must be submitted online. You should receive confirmation by e-mail to let you know your entries have been received. If you do not receive confirmation within 10 days, call Contest Chairman Jeff Blackmon at 940-585-8720.



Nomination Guidelines for the Panhandle Press Association Hall of Fame

NOMINEES:

- * Nominees must be or have been associated with a PPA-member newspaper or newspapers for a minimum of 10 years.
- * Nominees must have made a significant contribution to the newspaper industry.

NOMINEE SUBMISSIONS:

- * The PPA board will mail one letter to each PPA-member newspaper asking for nominations at least one month prior to a deadline established for receipt of the nominations.
- * Any member of Panhandle Press Association and anyone associated with a Panhandle-Press-Association-member newspaper may submit Hall of Fame nominees, including PPA board members. Those submitting nominations must include reasons the nominee is worthy of Hall of Fame consideration.
- * Nominees not selected to the Hall of Fame will remain eligible, but will not be automatically placed on future ballots. A new nomination must be received annually for inclusion on the ballot.
- * PPA board members are responsible for verifying eligibility of nominees prior to placing names and biographical information on a ballot. Board members may use discretion in determining the biographical information that's included on a ballot.
- * There is no limit to the number of nominees on a ballot.

HALL OF FAME VOTING:

- * Each PPA-member newspaper will receive one Hall of Fame ballot and may vote for up to two nominees.
- * The top two vote-getters will be selected to the Hall of Fame. In the event of a tie, PPA board members will decide if any, all or some of those tied for second will be selected.



2024 Panhandle Press Association Hall of Fame Nomination Form

Name of individual nominated _____

_____ Deceased

_____ Living

If still living, current address, telephone number _____

Newspapers worked for: _____

In 150 typewritten words or less, tell us why this individual should be elected to the PPA Hall of Fame. Please use separate page.

Is photograph available of individual? YES NO

Will you notify winner or winner's family if he/she is selected? YES NO

Name, address and telephone number of individual making nomination: _____

Please return nomination form in your company envelope to:

Roger Estlack

PO Box 1110

Clarendon, TX 79226

FAX: 806-874.2423

E-Mail: panhandlepublisher@gmail.com

Must Be Received By June 14, 2024.