

2009 Better Newspapers Contest- Weekly Blue Ribbon Finalists (Was a Blue Ribbon Finalist, but did not win First or Second) by Category with Entry Titles or Dates						
CATEGORY	CIRCULATION	PLACE	NEWSPAPER, CITY	ENTRY	ENTRY TITLE	CRITERIA A
Breaking News Photo	Weekly (A) 25,001 & above Circulation	BRF	The Acorn, Agoura Hills	1st Entry	7/17/08 "Help on the way" by Wendy Pierro	Visual impact
Feature Photo	Weekly (A) 25,001 & above Circulation	BRF	The Acorn, Agoura Hills	2nd Entry	9/24/09 "Ain't she sweet" by Jann Hendry	Visual impact
Environmental or Ag Resource Reporting	Weekly (B) 11,001 - 25,000 Circulation	BRF	North Coast Journal, Arcata	3rd Entry	6/5/08 "Ends Meet" by Japhet Weeks	Comprehensiveness of coverage, quality of writing
Feature Story	Weekly (B) 11,001 - 25,000 Circulation	BRF	North Coast Journal, Arcata	1st Entry	8/27/09 "Elrod's Rule" by Heidi Walters	Quality of writing, clarity, organization and effective use of language
General Excellence	Weekly (B) 11,001 - 25,000 Circulation	BRF	North Coast Journal, Arcata	only entry	January 15, 22 and 29, 2009 Issues	General/departmental news coverage, breadth of coverage story selection
General Excellence	Weekly (D) 4,300 & under Circulation	BRF	Times-Press-Recorder, Arroyo Grande	only entry	January 15, 22 and 29, 2009 Issues	General/departmental news coverage, breadth of coverage story selection
Editorial Cartoon	Weekly A & B - Combined Circulation Divisions	BRF	Berkeley Daily Planet	1st Entry	5/29/08 "W/s Reflection" by Justin DeFreitas	Quality of artwork
Local News Coverage	Weekly (C) 4,301 - 11,000 Circulation	BRF	Big Bear Grizzly, Big Bear Lake	1st Entry	Mathieu adds... & No COL rises...	Initiative, enterprise, thoroughness, accuracy, balance, informative value
Front Page (Broadsheet)	Weekly A & B - Combined Circulation Divisions	BRF	Brentwood News	only entry	1/16/09, 1/23/09	Layout and graphic design
Page Layout & Design (Broadsheet)	Weekly A & B - Combined Circulation Divisions	BRF	Brentwood News	only entry	1/16/09, 1/23/09	Layout throughout the paper
Writing	Weekly (B) 11,001 - 25,000 Circulation	BRF	Brentwood News	1st Entry	9/4/09 "A magnet for curiosity seekers" by Rowena Coetsee	Effective use of language
Local News Coverage	Weekly (B) 11,001 - 25,000 Circulation	BRF	Burbank News	2nd Entry	10/3-4/09 "FBI probes claims of excessive police force" by Christopher Cadelago	Initiative, enterprise, thoroughness, accuracy, balance, informative value
Environmental or Ag Resource Reporting	Weekly (D) 4,300 & under Circulation	BRF	The Intermountain News, Burney	1st Entry	Hatchet riddle wind tribunes	Comprehensiveness of coverage, quality of writing
Feature Story	Weekly (D) 4,300 & under Circulation	BRF	Calistoga Tribune	3rd Entry	9/12/08 "Surrounded by hope" by Liza Gershman	Quality of writing, clarity, organization and effective use of language
Photo Essay	Weekly (D) 4,300 & under Circulation	BRF	Calistoga Tribune	1st Entry	10/16/09 "Rockabilly!"	Quality of photographs
Photo Essay	Weekly (D) 4,300 & under Circulation	BRF	Calistoga Tribune	5th Entry	7/31/09 "Quinceañeras"	Quality of photographs
Special Issue	Weekly (D) 4,300 & under Circulation	BRF	Calistoga Tribune	2nd Entry	8/29/08 "When Sprint Cars Roared"	Worthiness of purpose
Columns	Weekly (D) 4,300 & under Circulation	BRF	The Weekly Calistogan, Calistoga	1st Entry	5/14/09, 5/28/09 Columns by John Waters Jr.	Originality and quality of writing
Feature Story	Weekly (D) 4,300 & under Circulation	BRF	The Weekly Calistogan, Calistoga	1st Entry	7/2/09 "Smoothie Operators" by John Waters Jr.	Quality of writing, clarity, organization and effective use of language
Sports Coverage	Weekly (D) 4,300 & under Circulation	BRF	The Weekly Calistogan, Calistoga	only entry	9/10/09, 9/17/09 Sports Issues	Layout, graphic design
Breaking News Photo	Weekly (A) 25,001 & above Circulation	BRF	Camarillo Acorn	1st Entry	7/4/08 "Pedferri returns home in style" by Iris Smoot	Visual impact
Local News Coverage	Weekly (D) 4,300 & under Circulation	BRF	The Cambrian, Cambria	1st Entry	Harmony post office to close	Initiative, enterprise, thoroughness, accuracy, balance, informative value
Front Page (Tabloid)	Weekly A & B - Combined Circulation Divisions	BRF	Chico News & Review	only entry	4/16/09, 4/23/09	Layout and graphic design
Local Breaking News	Weekly (A) 25,001 & above Circulation	BRF	Chico News & Review	1st Entry	6/4/09 "High-wire act" by Robert Speer	Initiative, enterprise, thoroughness, accuracy, balance, informative value
Page Layout & Design (Tabloid)	Weekly A & B - Combined Circulation Divisions	BRF	Chico News & Review	only entry	4/23/09, 4/30/09	Layout throughout the paper
Special Issue	Weekly (A) 25,001 & above Circulation	BRF	Chico News & Review	1st Entry	4/23/09 "The Bike Issue"	Worthiness of purpose
Sports Photo	Weekly (A) 25,001 & above Circulation	BRF	Chino Champion	1st Entry	3/7/09 "O.C. loses battle of Knights" by Josh Thompson	Visual impact
Columns	Weekly (A) 25,001 & above Circulation	BRF	The Star-News, Chula Vista	1st Entry	8/7/09, 10/2/09 Columns by Carlos R. Davalos	Originality and quality of writing
Sports Story	Weekly (A) 25,001 & above Circulation	BRF	The Star-News, Chula Vista	1st Entry	4/8/09 "We love fútbol" by Daniel Cáarez	Quality of writing
Breaking News Photo	Weekly (C) 4,301 - 11,000 Circulation	BRF	Claremont Courier	1st Entry	9/17/08 "Protestors see red" by Gabriel Fenoy	Visual impact
Feature Photo	Weekly (C) 4,301 - 11,000 Circulation	BRF	Claremont Courier	4th Entry	4/18/09 "Taking flight" by Gabriel Fenoy	Visual impact
Page Layout & Design (Tabloid)	Weekly C & D - Combined Circulation Divisions	BRF	Claremont Courier	only entry	1/24/09, 1/28/09	Layout throughout the paper
Page Layout & Design (Tabloid)	Weekly C & D - Combined Circulation Divisions	BRF	Del Mar Times	only entry	4/10/09, 4/17/09	Layout throughout the paper
Local Breaking News	Weekly (D) 4,300 & under Circulation	BRF	Mountain Echo, Fall River Mills	1st Entry	Four die in crash	Initiative, enterprise, thoroughness, accuracy, balance, informative value
Columns	Weekly (D) 4,300 & under Circulation	BRF	The Ferndale Enterprise	1st Entry	6/4/09, 10/29/09 Columns by Wendy Lestina	Originality and quality of writing
Editorial Comment	Weekly (D) 4,300 & under Circulation	BRF	The Ferndale Enterprise	only entry	10/29/09 "Turning point?" by Caroline Titus	Persuasiveness
Investigative or Enterprise Reporting	Weekly (C) 4,301 - 11,000 Circulation	BRF	Advocate-News, Fort Bragg	1st Entry	Wave Energy	Effective organization of facts
Investigative or Enterprise Reporting	Weekly (C) 4,301 - 11,000 Circulation	BRF	Advocate-News, Fort Bragg	2nd Entry	MLPA: Public vs. Private	Effective organization of facts
Public Service	Weekly (C) 4,301 - 11,000 Circulation	BRF	Advocate-News, Fort Bragg	only entry	Food Bank Series	Initiative
Environmental or Ag Resource Reporting	Weekly (C) 4,301 - 11,000 Circulation	BRF	The Business Journal, Fresno	1st Entry	Pistachios fuel battle with Iran	Comprehensiveness of coverage, quality of writing
Writing	Weekly (C) 4,301 - 11,000 Circulation	BRF	The Business Journal, Fresno	1st Entry	7/25/08 "From the drain to the range" by Gabriel Dillard, Staff Writer	Effective use of language
Environmental or Ag Resource Reporting	Weekly (A) 25,001 & above Circulation	BRF	Vida en el Valle, Fresno	2nd Entry	Kettleman City: An Environmental Justice Saga	Comprehensiveness of coverage, quality of writing
Feature Photo	Weekly (A) 25,001 & above Circulation	BRF	Vida en el Valle, Fresno	1st Entry	12/31/08 "Kidding around" by Juan Esparza Loera	Visual impact
Columns	Weekly (C) 4,301 - 11,000 Circulation	BRF	The Gilroy Dispatch	1st Entry	4/17/09, 10/16/09 Columns by Mark Derry	Originality and quality of writing
Front Page (Tab & Broadsheet combined)	Weekly (C) 4,301 - 11,000 Circulation	BRF	The Gilroy Dispatch	only entry	4/17/09, 4/21/09	Layout and graphic design
General Excellence	Weekly (C) 4,301 - 11,000 Circulation	BRF	The Gilroy Dispatch	only entry	January 23, 27 and 30, 2009 Issues	General/departmental news coverage, breadth of coverage story selection
General News Photo	Weekly (C) 4,301 - 11,000 Circulation	BRF	The Gilroy Dispatch	1st Entry	11/14/08 "Candlelight vigil" by Lora Schraft	Visual impact
Local Breaking News	Weekly (C) 4,301 - 11,000 Circulation	BRF	The Gilroy Dispatch	1st Entry	6/24/08 "Twin Inferno"	Initiative, enterprise, thoroughness, accuracy, balance, informative value
Page Layout & Design (Broadsheet)	Weekly (C) 4,301 - 11,000 Circulation	BRF	The Gilroy Dispatch	only entry	1/6/09, 1/9/09	Layout throughout the paper
Sports Photo	Weekly (C) 4,301 - 11,000 Circulation	BRF	The Gilroy Dispatch	1st Entry	4/4/08 "Extra (-inning) effort" by Lora Schraft	Visual impact
Sports Story	Weekly (C) 4,301 - 11,000 Circulation	BRF	The Gilroy Dispatch	1st Entry	10/23/09 "Racing toward success" by Josh Weaver	Quality of writing
Editorial Cartoon	Weekly C & D - Combined Circulation Divisions	BRF	Independent Coast Observer, Gualala	1st Entry	8/21/09 "Dark Park and Light World" by Steve Oliff	Quality of artwork
Public Service	Weekly (D) 4,300 & under Circulation	BRF	Hacienda Heights Highlander	only entry	Flu coverage	Initiative
Editorial Comment	Weekly (C) 4,301 - 11,000 Circulation	BRF	Half Moon Bay Review	only entry	6/10/09 "One man's journey..." by Clay Lambert	Persuasiveness
Editorial Pages	Weekly (C) 4,301 - 11,000 Circulation	BRF	Half Moon Bay Review	only entry	8/12/09, 8/26/09	Local content and service to the community
Editorial Pages	Weekly (D) 4,300 & under Circulation	BRF	Hollister Free Lance	only entry	2/3/09, 2/10/09	Local content and service to the community

CATEGORY	CIRCULATION	PLACE	NEWSPAPER, CITY	ENTRY	ENTRY TITLE	CRITERIA A
General News Photo	Weekly (D) 4,300 & under Circulation	BRF	Hollister Free Lance	2nd Entry	9/29/09 "Rodrigues Guilty" by Nick Lovejoy	Visual impact
Sports Story	Weekly (D) 4,300 & under Circulation	BRF	Hollister Free Lance	2nd Entry	7/21/09 "Season in stride" by Andrew Matheson	Quality of writing
Public Service	Weekly (B) 11,001 - 25,000 Circulation	BRF	Weekend Pinnacle, Hollister	only entry	Healthy Beginnings	Initiative
Sports Coverage	Weekly (B) 11,001 - 25,000 Circulation	BRF	Weekend Pinnacle, Hollister	only entry	9/11/09, 9/18/09 Sports Issues	Layout, graphic design
Sports Photo	Weekly (B) 11,001 - 25,000 Circulation	BRF	Weekend Pinnacle, Hollister	1st Entry	1/2/09 "Baler guard Vanessa Farias" by Nick Lovejoy	Visual impact
Editorial Cartoon	Weekly A & B - Combined Circulation Divisions	BRF	Huntington Beach Independent	1st Entry	2/5/09 "The New Apocalypse" by Mike Lukash	Quality of artwork
Sports Photo	Weekly (D) 4,300 & under Circulation	BRF	Town Crier, Idyllwild	4th Entry	10/15/09 "Town Hall Youth Soccer's minor league" by Jenny Kirchner	Visual impact
Feature Story	Weekly (C) 4,301 - 11,000 Circulation	BRF	Amador Ledger Dispatch, Jackson	1st Entry	2/13/09 "Love stays" by Bethany A. Monk	Quality of writing, clarity, organization and effective use of language
Lifestyle Coverage	Weekly C & D - Combined Circulation Divisions	BRF	Amador Ledger Dispatch, Jackson	only entry	9/18/09, 9/25/09 Lifestyle Issues	Originality
Local News Coverage	Weekly (C) 4,301 - 11,000 Circulation	BRF	Amador Ledger Dispatch, Jackson	1st Entry	4/17/09 "Snus hits stores"	Initiative, enterprise, thoroughness, accuracy, balance, informative value
Page Layout & Design (Broadsheet)	Weekly (C) 4,301 - 11,000 Circulation	BRF	Amador Ledger Dispatch, Jackson	only entry	4/1/09, 4/3/09	Layout throughout the paper
Sports Story	Weekly (C) 4,301 - 11,000 Circulation	BRF	Amador Ledger Dispatch, Jackson	2nd Entry	2/24/09 "Lady Mustangs" by Mike Mason	Quality of writing
General News Photo	Weekly (C) 4,301 - 11,000 Circulation	BRF	La Cañada Valley Sun, La Cañada Flintridge	1st Entry	9/3/09 "Watching a fire behind their home" by Mickey Caruso	Visual impact
Local Breaking News	Weekly (C) 4,301 - 11,000 Circulation	BRF	La Cañada Valley Sun, La Cañada Flintridge	1st Entry	4/2/09 "Collision leaves two dead in LCF"	Initiative, enterprise, thoroughness, accuracy, balance, informative value
Editorial Pages	Weekly (B) 11,001 - 25,000 Circulation	BRF	Coastline Pilot, Laguna Beach	only entry	8/7/09, 8/21/09	Local content and service to the community
Local Breaking News	Weekly (B) 11,001 - 25,000 Circulation	BRF	Coastline Pilot, Laguna Beach	1st Entry	Homeless Crisis	Initiative, enterprise, thoroughness, accuracy, balance, informative value
Special Issue	Weekly (B) 11,001 - 25,000 Circulation	BRF	Coastline Pilot, Laguna Beach	1st Entry	September 2009, Coastal Football Preview '09	Worthiness of purpose
Sports Photo	Weekly (B) 11,001 - 25,000 Circulation	BRF	Coastline Pilot, Laguna Beach	1st Entry	6/26/09 "Twist and Turn" by Don Leach	Visual impact
Sports Story	Weekly (B) 11,001 - 25,000 Circulation	BRF	Coastline Pilot, Laguna Beach	1st Entry	10/2/09 "Two is better than one" by Matt Szabo	Quality of writing
Breaking News Photo	Weekly (B) 11,001 - 25,000 Circulation	BRF	Laguna Beach Independent	1st Entry	4/11/08 "Glenneyre Blaze" by Courtenay Nearburg	Visual impact
Photo Essay	Weekly (B) 11,001 - 25,000 Circulation	BRF	Laguna Beach Independent	3rd Entry	9/5/08 "Body Art"	Quality of photographs
Special Issue	Weekly (A) 25,001 & above Circulation	BRF	Grunion Gazette, Long Beach	1st Entry	4/16/09 "2009 Toyota Grand Prix of Long Beach"	Worthiness of purpose
Columns	Weekly (A) 25,001 & above Circulation	BRF	Los Angeles Downtown News	1st Entry	2/2/09, 5/11/09 Columns by Jon REGARDIE	Originality and quality of writing
Editorial Pages	Weekly (A) 25,001 & above Circulation	BRF	Los Angeles Downtown News	only entry	8/10/09, 8/24/09	Local content and service to the community
General News Photo	Weekly (A) 25,001 & above Circulation	BRF	Los Angeles Downtown News	1st Entry	1/26/09 "Nokia Plaza" by Gary Leonard	Visual impact
Local News Coverage	Weekly (A) 25,001 & above Circulation	BRF	Los Angeles Downtown News	1st Entry	News from March 30th & April 6, 2009	Initiative, enterprise, thoroughness, accuracy, balance, informative value
Public Service	Weekly (A) 25,001 & above Circulation	BRF	The Argonaut, Los Angeles	only entry	Mar Vista Gardens mail service	Initiative
Front Page (Tab & Broadsheet combined)	Weekly (D) 4,300 & under Circulation	BRF	Los Banos Enterprise	only entry	4/3/09, 4/10/09	Layout and graphic design
Local News Coverage	Weekly (D) 4,300 & under Circulation	BRF	Los Banos Enterprise	1st Entry	Water for migrants	Initiative, enterprise, thoroughness, accuracy, balance, informative value
Sports Photo	Weekly (D) 4,300 & under Circulation	BRF	Los Banos Enterprise	1st Entry	10/24/09 "Tops in town" by Gene Lieb	Visual impact
Sports Story	Weekly (D) 4,300 & under Circulation	BRF	Los Banos Enterprise	1st Entry	5/27/08 "Ken Anderson" by Samantha Salas	Quality of writing
Editorial Comment	Weekly (B) 11,001 - 25,000 Circulation	BRF	Los Gatos Weekly-Times	only entry	5/5/09 "Listen, baseball..." by Dick Sparrer	Persuasiveness
Feature Story	Weekly (B) 11,001 - 25,000 Circulation	BRF	Los Gatos Weekly-Times	1st Entry	7/8/08 "Stethoscope to Spatula" by Marianne L. Hamilton	Quality of writing, clarity, organization and effective use of language
Sports Story	Weekly (B) 11,001 - 25,000 Circulation	BRF	Los Gatos Weekly-Times	2nd Entry	11/4/08 "Team Tom" by Marianne L. Hamilton	Quality of writing
Sports Photo	Weekly (C) 4,301 - 11,000 Circulation	BRF	Mariposa Gazette	1st Entry	5/22/08 "Grizzlies dispatch playoff opponents" by Dan Tucker	Visual impact
Editorial Pages	Weekly (D) 4,300 & under Circulation	BRF	The Mendocino Beacon	only entry	2/12/09, 2/26/09	Local content and service to the community
Breaking News Photo	Weekly (C) 4,301 - 11,000 Circulation	BRF	The Merced County Times	1st Entry	11/6/08 "Embracing change" by John Whitaker	Visual impact
Feature Photo	Weekly (C) 4,301 - 11,000 Circulation	BRF	The Merced County Times	1st Entry	10/29/09 "Mexican ballet folklorico" by Jonathan Whitaker	Visual impact
Photo Essay	Weekly (C) 4,301 - 11,000 Circulation	BRF	The Merced County Times	1st Entry	4/2/09 "A County of Many Colors"	Quality of photographs
General News Photo	Weekly (B) 11,001 - 25,000 Circulation	BRF	Moorpark Acorn	1st Entry	7/22/09 "Fire destroys two townhouses" by Michelle Le	Visual impact
Photo Essay	Weekly (B) 11,001 - 25,000 Circulation	BRF	Moorpark Acorn	1st Entry	2/6/09 "Oxnard Dam makes a great hiking spot for all ages"	Quality of photographs
Local News Coverage	Weekly (B) 11,001 - 25,000 Circulation	BRF	Lamorinda Weekly, Moraga	1st Entry	9/20-21/09 "Detour on Mt. D. for the A & W" by Cathy Tyson	Initiative, enterprise, thoroughness, accuracy, balance, informative value
Editorial Pages	Weekly (C) 4,301 - 11,000 Circulation	BRF	Morgan Hill Times	only entry	8/11/09, 8/28/09	Local content and service to the community
Feature Story	Weekly (C) 4,301 - 11,000 Circulation	BRF	Morgan Hill Times	2nd Entry	7/4/08 "Proud to be Americans" by Marilyn Dubil	Quality of writing, clarity, organization and effective use of language
Front Page (Tab & Broadsheet combined)	Weekly (C) 4,301 - 11,000 Circulation	BRF	Morgan Hill Times	only entry	1/6/09, 1/20/09	Layout and graphic design
General Excellence	Weekly (C) 4,301 - 11,000 Circulation	BRF	Morgan Hill Times	only entry	January 13, 16 and 20, 2009 Issues	General/departmental news coverage, breadth of coverage story selection
Writing	Weekly (D) 4,300 & under Circulation	BRF	Mount Shasta Herald	1st Entry	10/8/08 "Rehabilitating juvenile offenders out in the woods" by Tony D'Souza	Effective use of language
General News Photo	Weekly (B) 11,001 - 25,000 Circulation	BRF	Mountain View Voice	1st Entry	3/6/09 "We just need a place" by Michelle Le	Visual impact
Environmental or Ag Resource Reporting	Weekly (D) 4,300 & under Circulation	BRF	The Oakdale Leader	1st Entry	Transmission Project May Affect Oakdale Area	Comprehensiveness of coverage, quality of writing
Feature Photo	Weekly (D) 4,300 & under Circulation	BRF	Ojai Valley News	3rd Entry	4/17/09 "In the Ear and Now" by Scott Wintermute	Visual impact
General Excellence	Weekly (D) 4,300 & under Circulation	BRF	Ojai Valley News	only entry	January 16, 23 and 30, 2009 Issues	General/departmental news coverage, breadth of coverage story selection
Writing	Weekly (D) 4,300 & under Circulation	BRF	Ojai Valley News	1st Entry	3/13/09 "Moon strike" by Bret Bradigan	Effective use of language
Feature Story	Weekly (A) 25,001 & above Circulation	BRF	Palo Alto Weekly	3rd Entry	11/4/09 "Bitter Fruit" by Sue Dremann	Quality of writing, clarity, organization and effective use of language
Photo Essay	Weekly (A) 25,001 & above Circulation	BRF	Palo Alto Weekly	1st Entry	11/14/08 "New sights for the blind"	Quality of photographs
Sports Photo	Weekly (A) 25,001 & above Circulation	BRF	Palo Alto Weekly	1st Entry	10/23/09 "Stanford women's soccer team" by Keith Peters	Visual impact
General Excellence	Weekly (A) 25,001 & above Circulation	BRF	Pasadena Weekly	only entry	January 8, 15 and 22, 2009 Issues	General/departmental news coverage, breadth of coverage story selection
Investigative or Enterprise Reporting	Weekly (A) 25,001 & above Circulation	BRF	Pasadena Weekly	1st Entry	Just too high	Effective organization of facts

CATEGORY	CIRCULATION	PLACE	NEWSPAPER, CITY	ENTRY	ENTRY TITLE	CRITERIA A
Local Breaking News	Weekly (A) 25,001 & above Circulation	BRF	Pasadena Weekly	3rd Entry	12/4/08 "Hater Nation" by Joe Piasecki	Initiative, enterprise, thoroughness, accuracy, balance, informative value
Special Issue	Weekly (C) 4,301 - 11,000 Circulation	BRF	Petaluma Argus-Courier	1st Entry	Petaluma Magazine - Fall 2009	Worthiness of purpose
Sports Coverage	Weekly (C) 4,301 - 11,000 Circulation	BRF	Petaluma Argus-Courier	only entry	9/10/09, 9/17/09	Layout, graphic design
Arts & Entertainment	Weekly - No Circulation Breakdown	BRF	Mountain Democrat, Placerville	only entry	10/10/08, 10/17/08 A&E Issues	Graphic design
Breaking News Photo	Weekly (B) 11,001 - 25,000 Circulation	BRF	Mountain Democrat, Placerville	1st Entry	5/11/09 "Man suspected of B of A robbery" by Pat Dollins	Visual impact
Front Page (Broadsheet)	Weekly A & B - Combined Circulation Divisions	BRF	Mountain Democrat, Placerville	only entry	4/10/09, 4/20/09	Layout and graphic design
Lifestyle Coverage	Weekly A & B - Combined Circulation Divisions	BRF	Mountain Democrat, Placerville	only entry	9/21/09, 9/23/09 Lifestyle Issues	Originality
Page Layout & Design (Broadsheet)	Weekly A & B - Combined Circulation Divisions	BRF	Mountain Democrat, Placerville	only entry	4/17/09, 4/20/09	Layout throughout the paper
Sports Coverage	Weekly (B) 11,001 - 25,000 Circulation	BRF	Mountain Democrat, Placerville	only entry	11/24/08, 9/7/09 Sports Issues	Layout, graphic design
Editorial Pages	Weekly (B) 11,001 - 25,000 Circulation	BRF	Pleasanton Weekly	only entry	8/14/09, 8/28/09	Local content and service to the community
Local Breaking News	Weekly (B) 11,001 - 25,000 Circulation	BRF	Pleasanton Weekly	1st Entry	2/27/09 "Son arrested for Castlewood murders"	Initiative, enterprise, thoroughness, accuracy, balance, informative value
Public Service	Weekly (D) 4,300 & under Circulation	BRF	Point Reyes Light, Point Reyes Station	only entry	Drakes Bay Oyster Co.	Initiative
Editorial Comment	Weekly (B) 11,001 - 25,000 Circulation	BRF	Poway News Chieftain	only entry	5/21/09 "What would Mickey do?" by Steve Dreyer	Persuasiveness
Breaking News Photo	Weekly (D) 4,300 & under Circulation	BRF	Feather River Bulletin, Quincy	1st Entry	8/27/08 "Lend me your ear" by Joshua Sebold	Visual impact
Front Page (Tab & Broadsheet combined)	Weekly (D) 4,300 & under Circulation	BRF	Feather River Bulletin, Quincy	only entry	4/1/09, 4/8/09	Layout and graphic design
Page Layout & Design (Broadsheet)	Weekly (D) 4,300 & under Circulation	BRF	Feather River Bulletin, Quincy	only entry	4/1/09, 4/8/09	Layout throughout the paper
Sports Coverage	Weekly (D) 4,300 & under Circulation	BRF	Feather River Bulletin, Quincy	only entry	11/5/08, 11/19/08 Sports Issues	Layout, graphic design
Columns	Weekly (C) 4,301 - 11,000 Circulation	BRF	Grapevine Independent, Rancho Cordova	1st Entry	11/21/08, 6/26/09 Columns by Kris Middaugh	Originality and quality of writing
Business or Financial Story	Weekly (A) 25,001 & above Circulation	BRF	Sacramento News & Review	2nd Entry	9/11/08 "Sympathy for the CEO"	Comprehensiveness and selection of material
Writing	Weekly (A) 25,001 & above Circulation	BRF	Sacramento News & Review	2nd Entry	9/10/09 "The big suck" by R.V. Scheide	Effective use of language
Business or Financial Story	Weekly (A) 25,001 & above Circulation	BRF	San Francisco Bay Guardian	1st Entry	8/13/08 "Dirty secrets of the circus"	Comprehensiveness and selection of material
Editorial Comment	Weekly (A) 25,001 & above Circulation	BRF	San Francisco Bay Guardian	only entry	6/24/09 "Tear up the budget" by Tim Redmond	Persuasiveness
Editorial Pages	Weekly (A) 25,001 & above Circulation	BRF	San Francisco Bay Guardian	only entry	2/18/09, 2/25/09	Local content and service to the community
Columns	Weekly (B) 11,001 - 25,000 Circulation	BRF	San Francisco Business Times	1st Entry	7/4/08, 7/18/08 Columns by Steve Symanovich	Originality and quality of writing
Feature Photo	Weekly (B) 11,001 - 25,000 Circulation	BRF	San Francisco Business Times	3rd Entry	10/23/09 "Get on the bus" by Spencer Brown	Visual impact
Feature Photo	Weekly (B) 11,001 - 25,000 Circulation	BRF	San Francisco Business Times	4th Entry	6/13/08 "Guests are demanding" by Spencer Brown	Visual impact
Illustration or Info Graphic	Weekly - No Circulation Breakdown	BRF	San Francisco Business Times	1st Entry	6/20/08 "Traveler's checks"	Quality of artwork
Illustration or Info Graphic	Weekly - No Circulation Breakdown	BRF	San Francisco Business Times	3rd Entry	6/26/09 "Mega-projects to reshape city landscape"	Quality of artwork
Investigative or Enterprise Reporting	Weekly (B) 11,001 - 25,000 Circulation	BRF	San Francisco Business Times	3rd Entry	12/19/08 "Battle of the ages" by J.K. Dineen	Effective organization of facts
Special Issue	Weekly (B) 11,001 - 25,000 Circulation	BRF	San Francisco Business Times	3rd Entry	October 23-29, 2009 Green Business Report	Worthiness of purpose
Lifestyle Coverage	Weekly A & B - Combined Circulation Divisions	BRF	Metro, San Jose	only entry	9/16/08, 9/30/09 Lifestyle Issues	Originality
Business or Financial Story	Weekly (C) 4,301 - 11,000 Circulation	BRF	Silicon Valley/San Jose Business Journal	1st Entry	9/11/09 "Partnership in shreds" by Katherine Conrad	Comprehensiveness and selection of material
Editorial Comment	Weekly (C) 4,301 - 11,000 Circulation	BRF	Silicon Valley/San Jose Business Journal	only entry	8/14/09 "It's a slow road through Palo Alto" by Cromwell Schubarth	Persuasiveness
Special Issue	Weekly (C) 4,301 - 11,000 Circulation	BRF	Silicon Valley/San Jose Business Journal	1st Entry	6/26/09 "The Big Fix"	Worthiness of purpose
Investigative or Enterprise Reporting	Weekly (B) 11,001 - 25,000 Circulation	BRF	Willow Glen Resident, San Jose	1st Entry	10/3/08 "Defacto American" by Mayra Flores De Marcotte	Effective organization of facts
Business or Financial Story	Weekly (B) 11,001 - 25,000 Circulation	BRF	Pacific Sun, San Rafael	1st Entry	1/23/09 "Trouble in paradise"	Comprehensiveness and selection of material
Business or Financial Story	Weekly (B) 11,001 - 25,000 Circulation	BRF	Pacific Sun, San Rafael	2nd Entry	1/16/09 "Entering the work force"	Comprehensiveness and selection of material
Columns	Weekly (B) 11,001 - 25,000 Circulation	BRF	Pacific Sun, San Rafael	1st Entry	4/3/09, 4/17/09 Columns by Nikki Silverstein	Originality and quality of writing
General Excellence	Weekly (B) 11,001 - 25,000 Circulation	BRF	Pacific Sun, San Rafael	only entry	January 9, 16 and 23, 2009 Issues	General/departmental news coverage, breadth of coverage story selection
Writing	Weekly (B) 11,001 - 25,000 Circulation	BRF	Pacific Sun, San Rafael	1st Entry	11/5/09 "Corner souls" by Jason Walsh	Effective use of language
Editorial Cartoon	Weekly C & D - Combined Circulation Divisions	BRF	Sanger Herald	1st Entry	9/17/09 "Hard to hear under the hairdryer" by Chieko Delgado	Quality of artwork
Editorial Comment	Weekly (D) 4,300 & under Circulation	BRF	Sanger Herald	only entry	2/12/09 " 'Ineptitude' sums it up" by Fred Hall	Persuasiveness
Feature Photo	Weekly (D) 4,300 & under Circulation	BRF	Sanger Herald	1st Entry	10/22/09 "Elementary school kicked off Red Ribbon Week" by Cheryl Senn	Visual impact
Freedom of Information	Weekly C & D - Combined Circulation Divisions	BRF	Sanger Herald	only entry	A look at City of Sanger salaries	Results of coverage
Special Issue	Weekly (D) 4,300 & under Circulation	BRF	Sanger Herald	1st Entry	5/1/08 "Living with Autism"	Worthiness of purpose
General Excellence	Weekly (A) 25,001 & above Circulation	BRF	The Santa Barbara Independent	only entry	January 8, 15 and 22, 2009 Issues	General/departmental news coverage, breadth of coverage story selection
Local News Coverage	Weekly (A) 25,001 & above Circulation	BRF	The Santa Barbara Independent	1st Entry	Tea Fire Aftermath	Initiative, enterprise, thoroughness, accuracy, balance, informative value
Environmental or Ag Resource Reporting	Weekly (A) 25,001 & above Circulation	BRF	Good Times, Santa Cruz	1st Entry	2009 Green Issue	Comprehensiveness of coverage, quality of writing
Feature Story	Weekly (A) 25,001 & above Circulation	BRF	Good Times, Santa Cruz	1st Entry	3/19/09 "Surfing Vietnam" by Linda Koffman	Quality of writing, clarity, organization and effective use of language
Investigative or Enterprise Reporting	Weekly (A) 25,001 & above Circulation	BRF	Good Times, Santa Cruz	2nd Entry	Budget Cuts	Effective organization of facts
Writing	Weekly (A) 25,001 & above Circulation	BRF	Good Times, Santa Cruz	3rd Entry	11/6/08 "Tasted and Confused" by Laurel Chesky	Effective use of language
Front Page (Tabloid)	Weekly A & B - Combined Circulation Divisions	BRF	Santa Cruz Weekly	only entry	4/1/09, 4/29/09	Layout and graphic design
Photo Essay	Weekly (A) 25,001 & above Circulation	BRF	Santa Cruz Weekly	2nd Entry	4/29/09 "Faces of Santa Cruz"	Quality of photographs
Environmental or Ag Resource Reporting	Weekly (B) 11,001 - 25,000 Circulation	BRF	Santa Maria Sun	1st Entry	5/1/08 "Ag Land: Save or Pave?" by John McReynolds	Comprehensiveness of coverage, quality of writing
Arts & Entertainment	Weekly - No Circulation Breakdown	BRF	Monterey County Weekly, Seaside	only entry	9/3/09, 9/17/09 A&E Issues	Graphic design
Page Layout & Design (Tabloid)	Weekly A & B - Combined Circulation Divisions	BRF	Monterey County Weekly, Seaside	only entry	4/16/09, 4/23/09	Layout throughout the paper
Sports Story	Weekly (A) 25,001 & above Circulation	BRF	Monterey County Weekly, Seaside	1st Entry	9/10-16/09 "All-out blitz" by Mark C. Anderson	Quality of writing

CATEGORY	CIRCULATION	PLACE	NEWSPAPER, CITY	ENTRY	ENTRY TITLE	CRITERIA A
Editorial Comment	Weekly (A) 25,001 & above Circulation	BRF	Simi Valley Acorn	only entry	11/28/08 "The gift that almost wasn't" by Kyle Jorrey	Persuasiveness
General News Photo	Weekly (A) 25,001 & above Circulation	BRF	Simi Valley Acorn	1st Entry	10/2/09 "Putting their best paw forward" by Iris Smoot	Visual impact
Page Layout & Design (Broadsheet)	Weekly (D) 4,300 & under Circulation	BRF	Santa Ynez Valley News, Solvang	only entry	1/22/09, 1/29/09	Layout throughout the paper
Environmental or Ag Resource Reporting	Weekly (C) 4,301 - 11,000 Circulation	BRF	Sonoma Index-Tribune	1st Entry	Plight of the Plaza ducks	Comprehensiveness of coverage, quality of writing
Business or Financial Story	Weekly (D) 4,300 & under Circulation	BRF	St. Helena Star	1st Entry	2/26/09 "Cameo Cinema in the spotlight" by Carolyn Younger	Comprehensiveness and selection of material
Lifestyle Coverage	Weekly C & D - Combined Circulation Divisions	BRF	St. Helena Star	only entry	9/3/09, 9/24/09 Lifestyle Issues	Originality
General News Photo	Weekly (D) 4,300 & under Circulation	BRF	The Ark, Tiburon	1st Entry	2/4/09 "Don't fence me in" by Jocelyn Knight	Visual impact
Writing	Weekly (C) 4,301 - 11,000 Circulation	BRF	Turlock Journal	1st Entry	10/4/08 "Who killed Richie?" by Sabra Stafford, Reporter	Effective use of language
Breaking News Photo	Weekly (C) 4,301 - 11,000 Circulation	BRF	The Trinity Journal, Weaverville	1st Entry	7/16/08 "Peter Fuller wears a mask" by Phil Nelson	Visual impact
Business or Financial Story	Weekly (C) 4,301 - 11,000 Circulation	BRF	The Trinity Journal, Weaverville	2nd Entry	2/11/09 "Applicants find SBA" by Amy Gittelsohn	Comprehensiveness and selection of material
Photo Essay	Weekly (C) 4,301 - 11,000 Circulation	BRF	The Trinity Journal, Weaverville	2nd Entry	7/15/09 "Gymkhana thrills and spills"	Quality of photographs
Sports Coverage	Weekly (C) 4,301 - 11,000 Circulation	BRF	The Trinity Journal, Weaverville	only entry	9/2/09, 9/9/09	Layout, graphic design
Breaking News Photo	Weekly (D) 4,300 & under Circulation	BRF	Sacramento Valley Mirror, Willows	3rd Entry	9/10/08 "Elk Creek biker dies after fall" by Vaughn Perkins	Visual impact
Freedom of Information	Weekly C & D - Combined Circulation Divisions	BRF	Sacramento Valley Mirror, Willows	only entry	Prying open court's books	Results of coverage
Investigative or Enterprise Reporting	Weekly (D) 4,300 & under Circulation	BRF	Sacramento Valley Mirror, Willows	1st Entry	Who killed Bud?	Effective organization of facts
Investigative or Enterprise Reporting	Weekly (D) 4,300 & under Circulation	BRF	Sacramento Valley Mirror, Willows	2nd Entry	Sex, drugs & violence in Tehama Juvenile Hall	Effective organization of facts
Business or Financial Story	Weekly (D) 4,300 & under Circulation	BRF	The Windsor Times	1st Entry	5/15/08 "Town Green version 2.0" by Matthew Hall	Comprehensiveness and selection of material

CRITERIA B	CRITERIA C	CRITERIA D	CRITERIA E	POINTS A	POINTS B	POINTS C
Technical quality				80	20 Points possible	
Technical quality				80	20 Points possible	
Selection of material, balanced reporting	Local appeal	Photography, graphics, headlines		40 Points possible	20 Points possible	20 Points possible
Originality, relevance, news value	Graphic presentation, headlines, photos			50 Points possible	25 Points possible	25 Points possible
Editorial excellence, quality of writing, news judgment	Graphics excellence (readability, makeup, art reproduction, advertising, presentation and appearance)	Editorial page		30 Points possible	25 Points possible	25 Points possible
Editorial excellence, quality of writing, news judgment	Graphics excellence (readability, makeup, art reproduction, advertising, presentation and appearance)	Editorial page		30 Points possible	25 Points possible	25 Points possible
Effectiveness in handling subject matter	Humor	Clarity of message		40 Points possible	30 Points possible	15 Points possible
Quality of writing	Graphic presentation and photos			50 Points possible	25 Points possible	25 Points possible
News selection	Quality of story and headline writing	Use of photography and graphics		25 Points possible	25 Points possible	25 Points possible
Effective use of photos and graphics	Effective use typefaces and headline sizes	Effective use of color and/or B/W	Consistency of style throughout paper	30 Points possible	30 Points possible	15 Points possible
Clarity and organization	Dramatic effect, reader appeal			40 Points possible	30 Points possible	30 Points possible
Quality of writing	Graphic presentation and photos			50 Points possible	25 Points possible	25 Points possible
Selection of material, balanced reporting	Local appeal	Photography, graphics, headlines		40 Points possible	20 Points possible	20 Points possible
Originality, relevance, news value	Graphic presentation, headlines, photos			50 Points possible	25 Points possible	25 Points possible
Photo editing	Effectiveness of theme	Composition of each photo		25 Points possible	25 Points possible	25 Points possible
Photo editing	Effectiveness of theme	Composition of each photo		25 Points possible	25 Points possible	25 Points possible
Quality of writing, usefulness of information	Graphic design, layout, use of photos	Originality of concept		30 Points possible	30 Points possible	20 Points possible
Creativity	Reader appeal			40 Points possible	30 Points possible	30 Points possible
Originality, relevance, news value	Graphic presentation, headlines, photos			50 Points possible	25 Points possible	25 Points possible
Comprehensiveness and selection of material	Local appeal	Photography	Quality of writing (stories and headline)	20 Points possible	20 Points possible	20 Points possible
Technical quality				80	20 Points possible	
Quality of writing	Graphic presentation and photos			50 Points possible	25 Points possible	25 Points possible
News selection	Quality of story and headline writing	Use of photography and graphics		25 Points possible	25 Points possible	25 Points possible
Quality of writing	Graphic presentation and photos			50 Points possible	25 Points possible	25 Points possible
Effective use of photos and graphics	Effective use typefaces and headline sizes	Effective use of color and/or B/W	Consistency of style throughout paper	30 Points possible	30 Points possible	15 Points possible
Quality of writing, usefulness of information	Graphic design, layout, use of photos	Originality of concept		30 Points possible	30 Points possible	20 Points possible
Storytelling quality	Content/composition	Technical quality		25 Points possible	25 Points possible	25 Points possible
Creativity	Reader appeal			40 Points possible	30 Points possible	30 Points possible
Creativity	Organization	Photos, graphics, headlines		30 Points possible	30 Points possible	25 Points possible
Technical quality				80	20 Points possible	
Storytelling quality	Content/composition	Technical quality		25 Points possible	25 Points possible	25 Points possible
Effective use of photos and graphics	Effective use typefaces and headline sizes	Effective use of color and/or B/W	Consistency of style throughout paper	30 Points possible	30 Points possible	15 Points possible
Effective use of photos and graphics	Effective use typefaces and headline sizes	Effective use of color and/or B/W	Consistency of style throughout paper	30 Points possible	30 Points possible	15 Points possible
Quality of writing	Graphic presentation and photos			50 Points possible	25 Points possible	25 Points possible
Creativity	Reader appeal			40 Points possible	30 Points possible	30 Points possible
Original, constructive and individual thinking	Significance of content	Writing quality		25 Points possible	25 Points possible	25 Points possible
Thorough support and attribution	Thoroughness of investigation, initiative, enterprise	Quality of writing	Fairness	20 Points possible	20 Points possible	20 Points possible
Thorough support and attribution	Thoroughness of investigation, initiative, enterprise	Quality of writing	Fairness	20 Points possible	20 Points possible	20 Points possible
Results of coverage	Effective use of newspaper's resources	Quality of writing	Graphics/photos	30 Points possible	20 Points possible	20 Points possible
Selection of material, balanced reporting	Local appeal	Photography, graphics, headlines		40 Points possible	20 Points possible	20 Points possible
Clarity and organization	Dramatic effect, reader appeal			40 Points possible	30 Points possible	30 Points possible
Selection of material, balanced reporting	Local appeal	Photography, graphics, headlines		40 Points possible	20 Points possible	20 Points possible
Storytelling quality	Content/composition	Technical quality		25 Points possible	25 Points possible	25 Points possible
Creativity	Reader appeal			40 Points possible	30 Points possible	30 Points possible
News selection	Quality of story and headline writing	Use of photography and graphics		25 Points possible	25 Points possible	25 Points possible
Editorial excellence, quality of writing, news judgment	Graphics excellence (readability, makeup, art reproduction, advertising, presentation and appearance)	Editorial page		30 Points possible	25 Points possible	25 Points possible
Technical quality				80	20 Points possible	
Quality of writing	Graphic presentation and photos			50 Points possible	25 Points possible	25 Points possible
Effective use of photos and graphics	Effective use typefaces and headline sizes	Effective use of color and/or B/W	Consistency of style throughout paper	30 Points possible	30 Points possible	15 Points possible
Storytelling quality	Content/composition	Technical quality		25 Points possible	25 Points possible	25 Points possible
Creativity	Organization	Photos, graphics, headlines		30 Points possible	30 Points possible	25 Points possible
Effectiveness in handling subject matter	Humor	Clarity of message		40 Points possible	30 Points possible	15 Points possible
Results of coverage	Effective use of newspaper's resources	Quality of writing	Graphics/photos	30 Points possible	20 Points possible	20 Points possible
Original, constructive and individual thinking	Significance of content	Writing quality		25 Points possible	25 Points possible	25 Points possible
Makeup and general appearance	Balanced content	Clarity of writing		40 Points possible	20 Points possible	20 Points possible
Makeup and general appearance	Balanced content	Clarity of writing		40 Points possible	20 Points possible	20 Points possible

CRITERIA B	CRITERIA C	CRITERIA D	CRITERIA E	POINTS A	POINTS B	POINTS C
Technical quality				80	20 Points possible	
Creativity	Organization	Photos, graphics, headlines		30 Points possible	30 Points possible	25 Points possible
Results of coverage	Effective use of newspaper's resources	Quality of writing	Graphics/photos	30 Points possible	20 Points possible	20 Points possible
Comprehensiveness and selection of material	Local appeal	Photography	Quality of writing (stories and headline)	20 Points possible	20 Points possible	20 Points possible
Storytelling quality	Content/composition	Technical quality		25 Points possible	25 Points possible	25 Points possible
Effectiveness in handling subject matter	Humor	Clarity of message		40 Points possible	30 Points possible	15 Points possible
Storytelling quality	Content/composition	Technical quality		25 Points possible	25 Points possible	25 Points possible
Originality, relevance, news value	Graphic presentation, headlines, photos			50 Points possible	25 Points possible	25 Points possible
Graphic design	Local appeal	Quality of writing (stories and headlines)	Breadth of coverage	20 Points possible	20 Points possible	20 Points possible
Quality of writing	Graphic presentation and photos			50 Points possible	25 Points possible	25 Points possible
Effective use of photos and graphics	Effective use typefaces and headline sizes	Effective use of color and/or B/W	Consistency of style throughout paper	30 Points possible	30 Points possible	15 Points possible
Creativity	Organization	Photos, graphics, headlines		30 Points possible	30 Points possible	25 Points possible
Technical quality				80	20 Points possible	
Quality of writing	Graphic presentation and photos			50 Points possible	25 Points possible	25 Points possible
Makeup and general appearance	Balanced content	Clarity of writing		40 Points possible	20 Points possible	20 Points possible
Quality of writing	Graphic presentation and photos			50 Points possible	25 Points possible	25 Points possible
Quality of writing, usefulness of information	Graphic design, layout, use of photos	Originality of concept		30 Points possible	30 Points possible	20 Points possible
Storytelling quality	Content/composition	Technical quality		25 Points possible	25 Points possible	25 Points possible
Creativity	Organization	Photos, graphics, headlines		30 Points possible	30 Points possible	25 Points possible
Technical quality				80	20 Points possible	
Photo editing	Effectiveness of theme	Composition of each photo		25 Points possible	25 Points possible	25 Points possible
Quality of writing, usefulness of information	Graphic design, layout, use of photos	Originality of concept		30 Points possible	30 Points possible	20 Points possible
Creativity	Reader appeal			40 Points possible	30 Points possible	30 Points possible
Makeup and general appearance	Balanced content	Clarity of writing		40 Points possible	20 Points possible	20 Points possible
Technical quality				80	20 Points possible	
Quality of writing	Graphic presentation and photos			50 Points possible	25 Points possible	25 Points possible
Results of coverage	Effective use of newspaper's resources	Quality of writing	Graphics/photos	30 Points possible	20 Points possible	20 Points possible
News selection	Quality of story and headline writing	Use of photography and graphics		25 Points possible	25 Points possible	25 Points possible
Quality of writing	Graphic presentation and photos			50 Points possible	25 Points possible	25 Points possible
Storytelling quality	Content/composition	Technical quality		25 Points possible	25 Points possible	25 Points possible
Creativity	Organization	Photos, graphics, headlines		30 Points possible	30 Points possible	25 Points possible
Original, constructive and individual thinking	Significance of content	Writing quality		25 Points possible	25 Points possible	25 Points possible
Originality, relevance, news value	Graphic presentation, headlines, photos			50 Points possible	25 Points possible	25 Points possible
Creativity	Organization	Photos, graphics, headlines		30 Points possible	30 Points possible	25 Points possible
Storytelling quality	Content/composition	Technical quality		25 Points possible	25 Points possible	25 Points possible
Makeup and general appearance	Balanced content	Clarity of writing		40 Points possible	20 Points possible	20 Points possible
Technical quality				80	20 Points possible	
Storytelling quality	Content/composition	Technical quality		25 Points possible	25 Points possible	25 Points possible
Photo editing	Effectiveness of theme	Composition of each photo		25 Points possible	25 Points possible	25 Points possible
Technical quality				80	20 Points possible	
Photo editing	Effectiveness of theme	Composition of each photo		25 Points possible	25 Points possible	25 Points possible
Quality of writing	Graphic presentation and photos			50 Points possible	25 Points possible	25 Points possible
Makeup and general appearance	Balanced content	Clarity of writing		40 Points possible	20 Points possible	20 Points possible
Originality, relevance, news value	Graphic presentation, headlines, photos			50 Points possible	25 Points possible	25 Points possible
News selection	Quality of story and headline writing	Use of photography and graphics		25 Points possible	25 Points possible	25 Points possible
Editorial excellence, quality of writing, news judgment	Graphics excellence (readability, makeup, art reproduction, advertising, presentation and appearance)	Editorial page		30 Points possible	25 Points possible	25 Points possible
Clarity and organization	Dramatic effect, reader appeal			40 Points possible	30 Points possible	30 Points possible
Technical quality				80	20 Points possible	
Selection of material, balanced reporting	Local appeal	Photography, graphics, headlines		40 Points possible	20 Points possible	20 Points possible
Storytelling quality	Content/composition	Technical quality		25 Points possible	25 Points possible	25 Points possible
Editorial excellence, quality of writing, news judgment	Graphics excellence (readability, makeup, art reproduction, advertising, presentation and appearance)	Editorial page		30 Points possible	25 Points possible	25 Points possible
Clarity and organization	Dramatic effect, reader appeal			40 Points possible	30 Points possible	30 Points possible
Originality, relevance, news value	Graphic presentation, headlines, photos			50 Points possible	25 Points possible	25 Points possible
Photo editing	Effectiveness of theme	Composition of each photo		25 Points possible	25 Points possible	25 Points possible
Storytelling quality	Content/composition	Technical quality		25 Points possible	25 Points possible	25 Points possible
Editorial excellence, quality of writing, news judgment	Graphics excellence (readability, makeup, art reproduction, advertising, presentation and appearance)	Editorial page		30 Points possible	25 Points possible	25 Points possible
Thorough support and attribution	Thoroughness of investigation, initiative, enterprise	Quality of writing	Fairness	20 Points possible	20 Points possible	20 Points possible

CRITERIA B	CRITERIA C	CRITERIA D	CRITERIA E	POINTS A	POINTS B	POINTS C
Quality of writing	Graphic presentation and photos			50 Points possible	25 Points possible	25 Points possible
Quality of writing, usefulness of information	Graphic design, layout, use of photos	Originality of concept		30 Points possible	30 Points possible	20 Points possible
Comprehensiveness and selection of material	Local appeal	Photography	Quality of writing (stories and headline)	20 Points possible	20 Points possible	20 Points possible
Comprehensiveness of coverage	Quality of writing (stories and headlines)	Comprehensiveness of event listings	Local appeal and ease of use	20 Points possible	20 Points possible	20 Points possible
Technical quality				80	20 Points possible	
News selection	Quality of story and headline writing	Use of photography and graphics		25 Points possible	25 Points possible	25 Points possible
Graphic design	Local appeal	Quality of writing (stories and headlines)	Breadth of coverage	20 Points possible	20 Points possible	20 Points possible
Effective use of photos and graphics	Effective use typefaces and headline sizes	Effective use of color and/or B/W	Consistency of style throughout paper	30 Points possible	30 Points possible	15 Points possible
Comprehensiveness and selection of material	Local appeal	Photography	Quality of writing (stories and headline)	20 Points possible	20 Points possible	20 Points possible
Makeup and general appearance	Balanced content	Clarity of writing		40 Points possible	20 Points possible	20 Points possible
Quality of writing	Graphic presentation and photos			50 Points possible	25 Points possible	25 Points possible
Results of coverage	Effective use of newspaper's resources	Quality of writing	Graphics/photos	30 Points possible	20 Points possible	20 Points possible
Original, constructive and individual thinking	Significance of content	Writing quality		25 Points possible	25 Points possible	25 Points possible
Technical quality				80	20 Points possible	
News selection	Quality of story and headline writing	Use of photography and graphics		25 Points possible	25 Points possible	25 Points possible
Effective use of photos and graphics	Effective use typefaces and headline sizes	Effective use of color and/or B/W	Consistency of style throughout paper	30 Points possible	30 Points possible	15 Points possible
Comprehensiveness and selection of material	Local appeal	Photography	Quality of writing (stories and headline)	20 Points possible	20 Points possible	20 Points possible
Creativity	Reader appeal			40 Points possible	30 Points possible	30 Points possible
Local appeal	Quality of writing (stories and headlines)	Graphic design, headlines (charts, tables, etc.)		25 Points possible	25 Points possible	25 Points possible
Clarity and organization	Dramatic effect, reader appeal			40 Points possible	30 Points possible	30 Points possible
Local appeal	Quality of writing (stories and headlines)	Graphic design, headlines (charts, tables, etc.)		25 Points possible	25 Points possible	25 Points possible
Original, constructive and individual thinking	Significance of content	Writing quality		25 Points possible	25 Points possible	25 Points possible
Makeup and general appearance	Balanced content	Clarity of writing		40 Points possible	20 Points possible	20 Points possible
Creativity	Reader appeal			40 Points possible	30 Points possible	30 Points possible
Storytelling quality	Content/composition	Technical quality		25 Points possible	25 Points possible	25 Points possible
Storytelling quality	Content/composition	Technical quality		25 Points possible	25 Points possible	25 Points possible
Effectiveness in informing reader	Organization and clarity	Effective use of color		40 Points possible	25 Points possible	20 Points possible
Effectiveness in informing reader	Organization and clarity	Effective use of color		40 Points possible	25 Points possible	20 Points possible
Thorough support and attribution	Thoroughness of investigation, initiative, enterprise	Quality of writing	Fairness	20 Points possible	20 Points possible	20 Points possible
Quality of writing, usefulness of information	Graphic design, layout, use of photos	Originality of concept		30 Points possible	30 Points possible	20 Points possible
Graphic design	Local appeal	Quality of writing (stories and headlines)	Breadth of coverage	20 Points possible	20 Points possible	20 Points possible
Local appeal	Quality of writing (stories and headlines)	Graphic design, headlines (charts, tables, etc.)		25 Points possible	25 Points possible	25 Points possible
Original, constructive and individual thinking	Significance of content	Writing quality		25 Points possible	25 Points possible	25 Points possible
Quality of writing, usefulness of information	Graphic design, layout, use of photos	Originality of concept		30 Points possible	30 Points possible	20 Points possible
Thorough support and attribution	Thoroughness of investigation, initiative, enterprise	Quality of writing	Fairness	20 Points possible	20 Points possible	20 Points possible
Local appeal	Quality of writing (stories and headlines)	Graphic design, headlines (charts, tables, etc.)		25 Points possible	25 Points possible	25 Points possible
Local appeal	Quality of writing (stories and headlines)	Graphic design, headlines (charts, tables, etc.)		25 Points possible	25 Points possible	25 Points possible
Creativity	Reader appeal			40 Points possible	30 Points possible	30 Points possible
Editorial excellence, quality of writing, news judgment	Graphics excellence (readability, makeup, art reproduction, advertising, presentation and appearance)	Editorial page		30 Points possible	25 Points possible	25 Points possible
Clarity and organization	Dramatic effect, reader appeal			40 Points possible	30 Points possible	30 Points possible
Effectiveness in handling subject matter	Humor	Clarity of message		40 Points possible	30 Points possible	15 Points possible
Original, constructive and individual thinking	Significance of content	Writing quality		25 Points possible	25 Points possible	25 Points possible
Storytelling quality	Content/composition	Technical quality		25 Points possible	25 Points possible	25 Points possible
Thoroughness of investigation, initiative and enterprise	Quality of writing			50 Points possible	30 Points possible	20 Points possible
Quality of writing, usefulness of information	Graphic design, layout, use of photos	Originality of concept		30 Points possible	30 Points possible	20 Points possible
Editorial excellence, quality of writing, news judgment	Graphics excellence (readability, makeup, art reproduction, advertising, presentation and appearance)	Editorial page		30 Points possible	25 Points possible	25 Points possible
Quality of writing	Graphic presentation and photos			50 Points possible	25 Points possible	25 Points possible
Selection of material, balanced reporting	Local appeal	Photography, graphics, headlines		40 Points possible	20 Points possible	20 Points possible
Originality, relevance, news value	Graphic presentation, headlines, photos			50 Points possible	25 Points possible	25 Points possible
Thorough support and attribution	Thoroughness of investigation, initiative, enterprise	Quality of writing	Fairness	20 Points possible	20 Points possible	20 Points possible
Clarity and organization	Dramatic effect, reader appeal			40 Points possible	30 Points possible	30 Points possible
News selection	Quality of story and headline writing	Use of photography and graphics		25 Points possible	25 Points possible	25 Points possible
Photo editing	Effectiveness of theme	Composition of each photo		25 Points possible	25 Points possible	25 Points possible
Selection of material, balanced reporting	Local appeal	Photography, graphics, headlines		40 Points possible	20 Points possible	20 Points possible
Comprehensiveness of coverage	Quality of writing (stories and headlines)	Comprehensiveness of event listings	Local appeal and ease of use	20 Points possible	20 Points possible	20 Points possible
Effective use of photos and graphics	Effective use typefaces and headline sizes	Effective use of color and/or B/W	Consistency of style throughout paper	30 Points possible	30 Points possible	15 Points possible
Creativity	Organization	Photos, graphics, headlines		30 Points possible	30 Points possible	25 Points possible

CRITERIA B	CRITERIA C	CRITERIA D	CRITERIA E	POINTS A	POINTS B	POINTS C
Original, constructive and individual thinking	Significance of content	Writing quality		25 Points possible	25 Points possible	25 Points possible
Technical quality				80	20 Points possible	
Effective use of photos and graphics	Effective use typefaces and headline sizes	Effective use of color and/or B/W	Consistency of style throughout paper	30 Points possible	30 Points possible	15 Points possible
Selection of material, balanced reporting	Local appeal	Photography, graphics, headlines		40 Points possible	20 Points possible	20 Points possible
Local appeal	Quality of writing (stories and headlines)	Graphic design, headlines (charts, tables, etc.)		25 Points possible	25 Points possible	25 Points possible
Graphic design	Local appeal	Quality of writing (stories and headlines)	Breadth of coverage	20 Points possible	20 Points possible	20 Points possible
Technical quality				80	20 Points possible	
Clarity and organization	Dramatic effect, reader appeal			40 Points possible	30 Points possible	30 Points possible
Technical quality				80	20 Points possible	
Local appeal	Quality of writing (stories and headlines)	Graphic design, headlines (charts, tables, etc.)		25 Points possible	25 Points possible	25 Points possible
Photo editing	Effectiveness of theme	Composition of each photo		25 Points possible	25 Points possible	25 Points possible
Comprehensiveness and selection of material	Local appeal	Photography	Quality of writing (stories and headline)	20 Points possible	20 Points possible	20 Points possible
Technical quality				80	20 Points possible	
Thoroughness of investigation, initiative and enterprise	Quality of writing			50 Points possible	30 Points possible	20 Points possible
Thorough support and attribution	Thoroughness of investigation, initiative, enterprise	Quality of writing	Fairness	20 Points possible	20 Points possible	20 Points possible
Thorough support and attribution	Thoroughness of investigation, initiative, enterprise	Quality of writing	Fairness	20 Points possible	20 Points possible	20 Points possible
Local appeal	Quality of writing (stories and headlines)	Graphic design, headlines (charts, tables, etc.)		25 Points possible	25 Points possible	25 Points possible

POINTS D	POINTS E
20 Points possible	
20 Points possible	
20 Points possible	
15 Points possible	
25 Points possible	
15 Points possible	10 Points possible
20 Points possible	
25 Points possible	
25 Points possible	
20 Points possible	
20 Points possible	20 Points possible
25 Points possible	
15 Points possible	10 Points possible
20 Points possible	
25 Points possible	
15 Points possible	
25 Points possible	
15 Points possible	10 Points possible
15 Points possible	10 Points possible
25 Points possible	
20 Points possible	20 Points possible
20 Points possible	20 Points possible
15 Points possible	15 Points possible
20 Points possible	
20 Points possible	
25 Points possible	
25 Points possible	
20 Points possible	
15 Points possible	10 Points possible
25 Points possible	
15 Points possible	
15 Points possible	
15 Points possible	15 Points possible
25 Points possible	
20 Points possible	
20 Points possible	

POINTS D	POINTS E
15 Points possible	
15 Points possible	15 Points possible
20 Points possible	20 Points possible
25 Points possible	
15 Points possible	
25 Points possible	
20 Points possible	20 Points possible
15 Points possible	10 Points possible
15 Points possible	
20 Points possible	
20 Points possible	
25 Points possible	
15 Points possible	
25 Points possible	
20 Points possible	
20 Points possible	
15 Points possible	15 Points possible
25 Points possible	
25 Points possible	
15 Points possible	
25 Points possible	
15 Points possible	
25 Points possible	
20 Points possible	
25 Points possible	
25 Points possible	
25 Points possible	
20 Points possible	
25 Points possible	
20 Points possible	
20 Points possible	
25 Points possible	
20 Points possible	
25 Points possible	
25 Points possible	
20 Points possible	
20 Points possible	20 Points possible

POINTS D	POINTS E
20 Points possible	
20 Points possible	20 Points possible
20 Points possible	20 Points possible
25 Points possible	
20 Points possible	20 Points possible
15 Points possible	10 Points possible
20 Points possible	20 Points possible
20 Points possible	
15 Points possible	15 Points possible
25 Points possible	
25 Points possible	
15 Points possible	10 Points possible
20 Points possible	20 Points possible
25 Points possible	
25 Points possible	
25 Points possible	
20 Points possible	
25 Points possible	
25 Points possible	
15 Points possible	
15 Points possible	
20 Points possible	20 Points possible
20 Points possible	
20 Points possible	20 Points possible
25 Points possible	
25 Points possible	
20 Points possible	
20 Points possible	20 Points possible
25 Points possible	
25 Points possible	
20 Points possible	
15 Points possible	
25 Points possible	
25 Points possible	
20 Points possible	
20 Points possible	
20 Points possible	
20 Points possible	20 Points possible
25 Points possible	
25 Points possible	
20 Points possible	
20 Points possible	20 Points possible
15 Points possible	10 Points possible
15 Points possible	

POINTS D	POINTS E
25 Points possible	
15 Points possible	10 Points possible
20 Points possible	
25 Points possible	
20 Points possible	20 Points possible
25 Points possible	
25 Points possible	
20 Points possible	20 Points possible
20 Points possible	20 Points possible
20 Points possible	20 Points possible
25 Points possible	