



newsawards 2020

print·digital·business

IN ASSOCIATION WITH PJ AND FUJIFILM

Celebrating the best in news media print, technology and business innovation

Wednesday 6 May 2020

Nine Kings Suite, Royal Lancaster London,
Lancaster Terrace, London W2 2TY

Entry form

Closing date for entries 31 January 2020

www.newsawards.co.uk

FUJIFILM
Value from Innovation

manroland | GOSS

precisioncolourprinting
PASSIONATE ABOUT THE POWER OF PRINT

AGFA *Agfa*

 newsprinters



Prinovis



drag+drop
EZAdsPRO



FlintGroup

 Printing Charity
Welfare. Education. Heritage.

Reach
Printing Services

Google
News Initiative

icnn
equipment community news network

newsawards 2020 Categories

All categories are open to entries from the United Kingdom and the Republic of Ireland except The International Newspaper of the Year Award that is only open to overseas published newspapers.

International Printed Innovation of the Year and International Digital innovation of the Year are open to entries from the United Kingdom, Republic of Ireland and overseas publishers and printers.

All commercial information contained in entries remains confidential to the judging process.

The Fujifilm Grand Prix – The Total Package

The Fujifilm Grand Prix will be awarded to the news media brand that brings together the most cohesive and compelling “print – digital – business” offering to the market – The Total Package. The entry must demonstrate how the brand has used both print and digital technologies/solutions together to ensure sustainability and future success across its portfolio of news media products – the award will not go to one-off case histories.

Judges will be looking for the news media publisher that demonstrates the best cross-platform collection of both printed and digital assets, in particular where all media types complement and add value to each other.

In addition to judging the quality of the actual assets, judges will be looking for evidence of how publishers’ multi-platform strategies have been taken to market and evidence of business success in terms of readership and revenue.

Judges require a 500-word summary together with six copies of relevant products and links to digital assets.

The entry will be enhanced by a brief (no more than three minutes) video/digital presentation .

All entries to The Grand Prix must include both printed and digital news media products.

Newspaper Printer of the Year

The Agfa Premier Awards for all printers of newspapers printed by flexo or coldset web offset

There are two Awards. A print plant can enter either Award, but not both. All entries must come from commercial production runs.

National Newspaper Printer of the Year

Open to all printers of national newspapers, the judges will be looking for consistent and excellent quality from FOUR DIFFERENT copies of a national newspaper. (Can also be two x 2 different copies of two national newspapers).

Eligible copies are those dated between Monday 2 December 2019 and Friday 31 January 2020.

You must confirm to chairman of judges Gary Cullum that you wish to enter this category by close of business on Friday 10 January 2020. Please email gc@cullumpublishing.co.uk.

One newspaper from each entrant will be sent for independent benchmarking assessment.

If you believe a brief summary would enhance your entry, you may include up to 300 words maximum, two copies of which must be submitted with your printed newspapers.

Regional Newspaper Printer of the Year

Open to all printers of regional/local newspapers, the judges will be looking for consistent and excellent quality from FOUR DIFFERENT copies of a regional/local newspaper. (Can also be two x 2 different copies of two different publications or one copy of four different newsprint publications).

Eligible copies are those dated between Monday 2 December 2019 and Friday 31 January 2020.

You must confirm to chairman of judges Gary Cullum that you wish to enter this category by close of business on Friday 10 January 2020. Please email gc@cullumpublishing.co.uk.

One newspaper from each entrant will be sent for independent benchmarking assessment.

If you believe a brief summary would enhance your entry, you may include up to 300 words, two copies of which must be submitted with your printed newspapers.

Young Achiever of the Year

The UPM Premier Award

The UPM Young Achiever of the Year Award will be presented to an individual who has made significant strides in their professional development over the last year. The Award is only open to Young Achievers involved in disciplines relating directly to the actual production of a printed news publication e.g.

- Printing
- Mailroom
- Pre-press
- Distribution
- Consumables procurement

Aged 35 years or younger, this individual will have had a positive impact on their organisation and his or her peers. The entry will show evidence of:

- personal achievements
- adding value to their organisation
- leadership potential
- creativity and innovation

Organisations (printer or publisher) can enter up to three candidates from each production site for Young Achiever of the Year.

Judges require:

- completion of the Nomination Form (download from <http://bit.ly/2rJNhJq>)
- a maximum 500-word submission to support the nomination
- a high-res photograph of the nominee in the workplace
- any relevant examples of the nominee’s work
- a maximum two-minute video (mobile phone quality is sufficient) from the nominee filmed in the workplace

The entry must be written and submitted by a senior manager/director.

All shortlisted nominees will be invited to the Awards night as guests on the UPM Young Achievers table.

International Printed Innovation of the Year

The Printing Charity Award for all UK and overseas published newspapers

Judges will be looking for entries that demonstrate the most innovative, creative or commercial implementation of print for newspapers while also demonstrating commercial benefits to printers and publishers. Entries need to have been published between 1 January 2019 and 31 January 2020.

Judges will be looking for innovations designed to encourage and promote readership of the printed newspaper. Additionally, innovations that are new to the news media industry and have not been seen before will be looked on favourably by the judges.

Entries can be for newspapers or supplements themselves or they can be standalone initiatives that have been used to enhance a newspaper’s performance.

Judges require a 500-word printed summary (in English) to accompany the entry. The entry must also include three copies of the actual printed newspaper/supplement/product and three copies of any supporting material you wish to submit.

National Newspaper of the Year (Monday – Saturday)

The manroland Goss web systems Premier Award for all national daily newspapers

Three different issues of a daily (Monday - Saturday) newspaper published between 1 January 2019 and 31 January 2020 must be submitted for judging.

Every entry will be judged on the following elements: **Print Production, Design, Content and Commercial Innovation.**

Judges will be scoring each of these headings separately on judging day – with the entry gaining the most marks across the board winning the category.

Every entry must be accompanied by a 500-word printed summary – clearly laid out summaries that address the criteria headings separately will be looked upon favourably by the judging panel.

Sales/distribution figures (ABC, BPA or otherwise audited) for January-June 2018 and January-June 2019 periods must be submitted, or latest available monthly figures with full year-on-year comparison. Audited source must be provided. Without these figures your entry will be ineligible.

Regional Daily Newspaper of the Year

The Aktrion Atalian Servest Premier Award for all regional daily newspapers

Three different issues of the newspaper (Monday – Saturday) published between 1 January 2019 and 31 January 2020 must be submitted for judging.

Every entry will be judged on the following elements: **Print Production, Design, Content and Commercial Innovation.**

Judges will be scoring each of these headings separately on judging day – with the entry gaining the most marks across the board winning the category.

Every entry must be accompanied by a 500-word printed summary – clearly laid out summaries that address the criteria headings separately will be looked upon favourably by the judging panel.

Sales/distribution figures (ABC, BPA or otherwise audited) for January-June 2018 and January-June 2019 periods must be submitted, or latest available monthly figures with full year-on-year comparison. Audited source must be provided. Without these figures your entry will be ineligible.

International Newspaper of the Year

The Resolute Forest Products Premier Award for all international daily and weekly newspapers published overseas

Judges will be looking for consistent and excellent quality from **three different issues** of a newspaper printed between 1 January 2019 and 31 January 2020. Design, use of colour and photography will also be taken into consideration by the judges. For further information and a list of previous winners go to <http://www.newsawards.co.uk/international/>

Sunday Newspaper of the Year

The Prinovis Award for all Sunday newspapers

Three different issues of the newspaper published between 1 January 2019 and 31 January 2020 must be submitted for judging

Every entry will be judged on the following elements: Print Production, Design, Content and Commercial Innovation.

Judges will be scoring each of these headings separately on judging day – with the entry gaining the most marks across the board winning the category.

Every entry must be accompanied by a 500-word printed summary – clearly laid out summaries that address the criteria headings separately will be looked upon favourably by the judging panel.

Sales/distribution figures (ABC, BPA or otherwise audited) for January-June 2018 and January-June 2019 periods must be submitted, or latest available monthly figures with full year-on-year comparison. Audited source must be provided. Without these figures your entry will be ineligible.

National Supplement/Magazine of the Year

The Flint Group Award for all national newspaper supplements and magazines printed any method

There will be two trophies awarded in this category:

- National Supplement/Magazine of the Year (Weekly frequency)
- National Supplement/Magazine of the Year (including Fortnightly/Monthly/Quarterly frequency)
- The judging criteria for both Awards is the same – see below

Every entry will be judged on the following elements: Print Production, Design, Content and Commercial Innovation.

Judges will be scoring each of these headings separately on judging day – with the entry gaining the most marks across the board winning the category.

Every entry must be accompanied by a 500-word printed summary – clearly laid out summaries that address the criteria headings separately will be looked upon favourably by the judging panel.

The entry must include **three different issues** of the supplement or magazine published between 1 January 2019 and 31 January 2020.

A supplement/magazine must be a separate section of the publication or a separate publication, pre-printed, which is inserted in, distributed with, or available standalone, to the main newspaper.

Regional Supplement/Magazine of the Year

The Precision Colour Printing Award for all regional newspaper colour supplements or standalone regional magazines printed any method

Every entry will be judged on the following elements: Print Production, Design, Content and Commercial Innovation.

Judges will be scoring each of these headings separately on judging day – with the entry gaining the most marks across the board winning the category.

Every entry must be accompanied by a 500-word printed summary – clearly laid out summaries that address the criteria headings separately will be looked upon favourably by the judging panel.

Required are **three different issues** of the supplement/magazine published between 1 January 2019 and 31 January 2020.

Niche Market Newspaper of the Year

for all niche market (special interest) newspapers *

The judges will be looking for consistent quality over **three different issues** of a specialist newspaper published between 1 January 2019 and 31 January 2020.

Every entry will be judged on the following elements: Print Production, Design, Content and Commercial Innovation.

Judges will be scoring each of these headings separately on judging day – with the entry gaining the most marks across the board winning the category.

Every entry must be accompanied by a 500-word printed summary – clearly laid out summaries which address the criteria headings separately will be looked upon favourably by the judging panel.

* Niche or special interest includes sports, hobbies, religious, educational, business and lifestyle titles.

Local Weekly News Brand of the Year

Local weekly news brands champion the cause, hold authority to account, and engage with their communities. In this category judges will be looking for local news brands that are investing in their patch, investing in their products (print and digital) and investing in their people. They will also look for news brands that are delivering an excellent service and that are being the public voice of the people and communities they serve. The evidence will be in the high quality products - across all platforms – that demonstrate an understanding of the issues that matter to local people.

This Award will be won by the weekly news brand that demonstrates:

- excellence across its range of products (print and digital)
- a commitment to innovation
- excellence of service to readers and advertisers across all platforms (social media, website, newspaper, video, blogs etc.)
- commitment to its people through training
- a commitment to digital growth, while sustaining print sales and distribution
- reaching readers in outlying areas
- excellence in print and design
- campaigning: including, but not exclusively, environmental, the elderly, homelessness, poverty, schools, hospitals etc.

Required are physical examples of printed products together with links to digital materials featuring the above points. All entries must be accompanied by a 500-word summary.

The Independent Community News Network (ICNN) Newspaper of the Year sponsored by Google News Initiative

There are over 300 independent community news publications in the UK and Ireland, many holding decision makers and public services to account. The majority of these titles are run by individuals or small teams producing news content of important community value. The ICNN Awards will go to a publication/website targeting a specific geographic area such as a town, neighbourhood, village, county or even a single postcode sector.

Judges will be guided by ICNN's definition of community news when making their decision. <http://bit.ly/2qfzAlb>

There are two awards:

The ICNN Independent Community Newspaper of the Year

Three different issues of the newspaper are required published between 1 January 2019 and 31 January 2020.

Every entry will be judged on the following elements: Print Production, Design, Content and Commercial Innovation.

Additionally, judges will be looking for newspapers that feature creative methods of attracting reader input and interaction with their communities. Examples of revenue generation will also be taken into consideration in the judging process.

All entries must be accompanied by a 500-word summary to support the entry. A publisher can enter both ICNN Awards.

The ICNN Independent Community Website of the Year

Free access to the online site is required during the judging period.

The entry should include a brief history of the site, evidence of innovation designed to encourage and enhance visitor interaction, incorporation of social media integration, blogging, video and mobile strategy. Also taken into consideration will be evidence of the innovative use of revenue generators to help support the title.

All entries must be accompanied by a 500-word summary to support the entry. A publisher can enter both ICNN Awards.

The six shortlisted nominees for each Award will be invited to the Gala dinner free-of-charge (1 ticket per nomination).

News Website of the Year

for all news websites

Judges require a 500-word summary to support the entry. The entry should include a brief history/strategy; evidence of technology innovation designed to encourage/enhance visitor interaction; incorporation of multiple platforms such as Twitter, Facebook, blogging, video, mobile and evidence of monetisation of the website.

Where appropriate, judges require free-of-charge access to the site during the judging process.

International Digital Innovation of the Year

The Drag+drop Award for all news media businesses (open to UK and international entries)

Judges will be looking for entries that demonstrate the most innovative, creative or commercial implementation of digital media that has brought improvements within your news publishing or printing environment. Digital media covers many different areas including internet, apps, podcasting, videocasting, Twitter, Facebook, streaming audio and video, mobile devices (such as Android, iPhone and iPad), blogs and virtual reality. Judges require a 500-word summary in English, that can be enhanced with diagrams and photographs.

Outstanding Use of Social Media Award

for all news media outlets

Judges will be looking to see how your news media products are using and working with different social media platforms to enhance and develop your audience and brand. The entry should highlight how the social media platforms have been used in creative, engaging and innovative ways.

A 500-word summary is required together with relevant links and, where appropriate, free-of-charge access for websites, tablets etc. during the judging process.

Best Use of Advertising Technology

for all suppliers and users of Advertising Technology

Advertising Technology (Ad-Tech) is the collective term for systems and IT that help the media industry automate and improve the efficiency of the advertising process. The Ad-Tech market remains one of the fastest-growing parts of the news media sector and it is having a profound effect on the newspaper industry.

Judges will be looking for entries, from users or suppliers of Ad-Tech, that

demonstrate the smartest and most commercially successful use of advertising technology. Judges will be particularly interested in what process the technology has improved, how it has been integrated into the workflow and culture of the business, how it has increased revenue and how it has improved operating efficiency and profitability.

Judges require a 500-word summary to accompany the entry, which can be enhanced with workflows, case studies and commercial data.

Commercial Advertising Initiative of the Year

The Papermule Award for all news media organisations

Advertising continues to be the key ingredient to the success of any news media organisation. With new print and digital technologies, news organisations/media businesses are working with clients to create exciting new cross-platform commercial advertising opportunities. In this category, judges will be looking for print, digital or combined projects that clearly demonstrate creative media thinking at their core. Judges also require evidence of the project's success – this can be via percentage figures, monetary figures or evidence of client satisfaction.

Judges require a 500-word summary and links to digital assets together with three copies of relevant products.

The entry will be enhanced by a brief (no more than three minutes) digital presentation.

Brand Partnership of the Year

The Newsprinters Award for all news media organisations

Companies are increasingly looking to harness the full power of a news media publisher's print and digital portfolio. Judges will be looking for entries that demonstrate how a publisher has worked creatively and strategically with a brand to communicate its message and engage with the newspaper's digital and print audience. This might be through conferences, supplements, promotions, microsites, bespoke and native advertising solutions etc. The entry must demonstrate how the Brand Partnership has succeeded via figures/percentages and it should show clear evidence of how the project has enhanced the brand of both the news media product and its client.

Judges require a 500-word summary and links to digital assets together with three copies of relevant products.

The entry will also be enhanced by a brief (no more than three minutes) digital presentation.