



# newsawards 2020/21 print·digital·business

IN ASSOCIATION WITH PJ AND FUJIFILM

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

**Thursday 11 November 2021**

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

## Entry form

Closing date for entries 16 August 2021

[www.newsawards.co.uk](http://www.newsawards.co.uk)

**FUJIFILM**  
Value from Innovation

manroland | GOSS

**AGFA** *Agfa*

 newsprinters

  
**UPM**

  
**resolute**  
Forest Products

**PJ**  
PRODUCTION JOURNAL  
with HEADLINES

 **AKTRION**  
AN ITALIAN SERVEST COMPANY

**FlintGroup**

 Printing Charity  
Welfare. Education. Heritage.

**Reach**  
Printing Services

**Google**  
News Initiative

**icnn**  
independent community news network

# newsawards 2020/21

## 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 Digital innovation of the Year is open to entries from the United Kingdom, Republic of Ireland and overseas publishers and printers.

Entries submitted for unjudged 2020 categories\* can be resubmitted providing they have been updated for this year's awards and include new printed materials and digital assets.

\*Click on <https://www.newsawards.co.uk/unjudged/> to see list of unjudged 2020 categories

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

## The Fujifilm Grand Prix

This year, the Fujifilm Grand Prix will focus on the massive and disruptive impact the pandemic has had on the news media industry. Thousands of employees have been put on furlough, delivering physical newspapers to readers has been highly challenging, offices have been shut throughout the country and advertising revenues have plummeted.

The Fujifilm Grand Prix will be awarded to the news media brand that has most effectively addressed the challenges posed to the news industry by the pandemic. Judges will be looking for entries that showcase how a news media brand has:

- Innovated to tackle the commercial challenges brought about by the pandemic
- Found new ways of reporting and sharing pandemic news with its audiences
- Helped to keep its audiences safe and informed
- Supported essential services through editorial and advertising campaigns
- Launched and driven campaigns and initiatives in support of NHS staff and services

**The entry must combine both print and digital examples to support the submission.**

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.

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 presentation – though this is not essential.

## 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 21 June 2021 and Monday 16 August 2021.

You must confirm to chairman of judges Gary Cullum that you wish to enter this category by close of business on Friday 16 July. Please email confirmation to [gc@cullumpublishing.co.uk](mailto:gc@cullumpublishing.co.uk).

One copy 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 21 June 2021 and Wednesday 18 August 2021.

You must confirm to chairman of judges Gary Cullum that you wish to enter this category by close of business on Friday 16 July. Please email confirmation to [gc@cullumpublishing.co.uk](mailto:gc@cullumpublishing.co.uk).

One copy 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.

## Print Production Achiever of the Year

### The UPM Premier Award

The UPM Print Production Achiever of the Year award will be presented to an individual who has made significant strides in their professional development since January 2020. The Award is only open to print production employees involved in disciplines relating directly to the actual production of a printed newspaper e.g.

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

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 or leadership potential
- creativity and innovation

Organisations (printer or publisher) can enter up to three candidates from each office/production site for **Print Production Achiever of the Year**.

Judges require:

- completion of the Nomination Form (download from xxxx)
- a 600-word submission to support the nomination
- a high-res photograph of the nominee taken 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 Print Production Achiever table.

## 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 2020 and 16 August 2021 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 2019 and January-June 2020 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 2020 and 16 August 2021 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 2019 and January-June 2020 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 over three different issues of a newspaper printed between 1 January 2020 and 16 August 2021.

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/register-page/>

## Sunday Newspaper of the Year for all Sunday newspapers

Three different issues of a Sunday newspaper published between 1 January 2020 and 16 August 2021 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 2019 and January-June 2020 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.

## Weekly Newspaper of the Year

### The Printing Charity Award for all local weekly newspapers

Three different issues of the newspaper published between 1 January 2020 and 16 August 2021 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 2019 and January-June 2020 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 2020 and 16 August 2021.

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. You must state if your entered publication is weekly or non-weekly.

### **Regional Supplement/Magazine of the Year** 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 2020 and 16 August 2021.

### **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 2020 and 16 August 2021.

**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.

### **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 copies of the newspaper are required published between 1 January 2020 and 16 August 2021.

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** 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.

### **Most Creative Use of Data Journalism** for all news media outlets

From the US elections to UK Budgets, from Covid to climate change, data journalism is playing an increasingly significant role in telling compelling stories. The sheer scale of digital information now available including charts, graphs, maps, infographics, microsites and visual worlds, has enabled data journalism teams to relay complex stories in an exciting, credible and easy to digest visual way.

Judges will be looking for entries that demonstrate how data has been used creatively and innovatively to enhance a story.

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

## 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.

## 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.