



## 2009 Better Weekly Newspaper Contest WEBSITE DEVELOPMENT ENTRY FORM

Newspaper Name: \_\_\_\_\_ City: \_\_\_\_\_

Please write paper name as it should appear on the award. Include "The," hyphens, etc. when applicable.

**Newspaper Groups:** Do not write the name of your newspaper group—write the name of the specific newspaper member.

Contest Representative: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Circulation Division** (use circulation as listed on the FPA website at [www.flpress.com/membership/membership\\_directory](http://www.flpress.com/membership/membership_directory):

- Division A (over 15,000)       Division B (7,000 – 15,000)       Division C (under 7,000)

Websites will be judged on the following criteria. In each circulation division judges may select a 1<sup>st</sup> place, 2<sup>nd</sup> place and 3<sup>rd</sup> place winner.

### **JUDGING CRITERIA**

- Content:** Quality of the news & editorial matter, timeliness, selection and organization of the items.  
**Navigation:** How easy it is to retrieve information from the Website.  
**Visual/Design:** Layout, use of graphics, photographs, animation, color and related elements.  
**Advertising:** Innovative strategies and/or evidence of revenue generation.  
**Community:** Demonstration that the Website fulfills a "gatekeeper to the community" role.  
**Interactivity:** Incorporation of elements that take advantage of the medium.

*\* For eligibility requirements, please refer to the Contest Rules.*

I understand that our website listed above will be randomly visited between March 1 and March 31, 2010.

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Authorizing Signature: must be Publisher, Editor or Webmaster/online services director

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Printed name and title of authorizing person

### **WEB DEVELOPMENT ENTRY FEE: \$10**

**Return this form** with your other contest entries to: Florida Press Association, 336 E. College Avenue, Suite 203, Tallahassee Florida 32301, Attention: Thelma Givens. **Entries must be postmarked by Friday, February 12, 2010.**

**Include payment** for entry in this category on your PAYMENT FORM. If payment is not received, your entry could become disqualified.

If you have questions or need assistance please contact  
Thelma Givens at (850) 521-1161 or [tgivens@flpress.com](mailto:tgivens@flpress.com)