

**2011
GEORGIA COLLEGE PRESS ASSOCIATION
BETTER NEWSPAPER CONTEST**

Please read over carefully!

ENTRY RULES

1. All entries must be postmarked by **Friday, December 2, 2011**. Entries may be mailed, shipped or dropped off. UPS and FedEx are preferred in order to guarantee delivery. Send to:

GCPA Better Newspaper Contest
c/o Georgia Press Building
3066 Mercer University Drive, Suite 200
Atlanta, Georgia 30341-4137

2. Each college or university may submit no more than one entry in EACH general category and no more than four entries in EACH individual category.
3. **NEW in 2010** - Online publications may enter all individual categories of the contest. Entry is not allowed in General Categories. As a substitute for required tearsheets, printed web pages with bylines and publication date stamps will be accepted as proof of publication.
4. If the same entry/article is to be entered in two or more categories, a separate exhibit must be provided for each category entered.
5. All entries must have been published between December 1, 2010 and November 30, 2011.
6. All entries must be written by a student registered at the institution at the time the entry was published and the member must be in good standing of the Georgia College Press Association at the time of entry.
7. No award will be given in any category in which fewer than two entries were received.
8. GCPA asks that judges not award ties or honorable mentions.
9. All individual entries become the property of GCPA.
10. Entries in general awards will be returned to the member, accompanied by any remarks and recommendations from the judges. This will help each staff to facilitate improvement. Entries **MUST** be picked up by each member at the Press Institute. All entries not picked up will be discarded. (Note: GCPA requests for judges to send back the entries and their comments, but at times this does not happen.)
11. Any college or university paying 2011-2012 dues is eligible to enter the GCPA Better Newspaper Contest. Dues must be paid by Monday, October 17, 2011 to be eligible.
12. **4-Year College Division will be split only for the General Newspaper Awards, NOT for the individual awards.** The 4-Year College division will be split provided there is a minimum of four colleges entered in each division. The split will be as follows:

For General Categories

- 4-Year College Division A -- Fall enrollment 8,000 +
(Combined enrollment for undergraduate and graduate programs)
- 4-Year College Division B -- Fall enrollment 7,999 -
(Combined enrollment for undergraduate and graduate programs)
- 2-Year College Division

For Individual Categories

- 4-Year College
- 2-Year College

PACKAGING CONTEST ENTRIES

Please follow the steps below to ensure that your entry will not be disqualified from the contest.

1. The entry form must be completed properly and submitted with the entries and payment.
2. **Individual entries/articles must be submitted as a tearsheet* for each category and placed in its own manila envelope (*please see number 3*).** The entry must be clearly marked. If there is more than one entry on a page, it must have a separate tearsheet. Please attach a post-it note if there is accompanying supporting material. Only online publications may submit, as a substitute for required tearsheets, printed web pages with bylines and publication date stamps for proof of publication.
3. Entries for each general and individual category must be placed in individual manila envelopes. Each envelope must be clearly labeled with: **NAME OF CATEGORY, COLLEGE, NAME OF PUBLICATION AND DIVISION** on the outside of the envelope. (See below)
4. One entry in categories 1 – 8 will contain 4 entire issues of the newspaper. All four issues must be placed in the same envelope. For category 9 (Improvement Award), all 6 issues must be in the same envelope. For all individual categories, each entry must be placed in a separate envelope. **You will only pay one fee per envelope in all categories.** You may submit no more than one entry in EACH general category and no more than four entries in EACH individual category.

Name of Publication
Name of College/University
Name of Category
Division
(Individual – 2 Yr. Or 4 Yr. Div.)
(General – 2 Yr. Or 4 Yr. A or B)

Note that for all Individual categories there are only two divisions - 4 year college and 2 year college. Failure to follow the rules may result in disqualification.

Please read over each general and individual category for descriptions and specific instructions. **You risk disqualification if entries are not prepared properly. Call 770-454-6776 if further clarification is needed.**

*** A tearsheet is a page cut or torn from the newspaper to prove publication. Clipped articles will not be accepted. The only exception is for online publications. As a substitute for required tearsheets, printed web pages with bylines and publication date stamps will be accepted as proof of publication for an online publication.**

GENERAL NEWSPAPER AWARDS

- 1) **GENERAL EXCELLENCE**
- 2) **BEST CAMPUS COMMUNITY SERVICE- NEWS**
- 3) **BEST CAMPUS COMMUNITY SERVICE – FEATURES**
- 4) **BEST CAMPUS COMMUNITY SERVICE – SPORTS COVERAGE**
- 5) **BEST CAMPUS COMMUNITY SERVICE – EDITORIAL EXCELLENCE**
- 6) **LAYOUT AND DESIGN EXCELLENCE**
- 7) **GENERAL ADVERTISING EXCELLENCE**
- 8) **GENERAL PHOTOGRAPHY EXCELLENCE**
- 9) **IMPROVEMENT AWARD**

Newspapers entering categories 1 through 5 must submit 4 issues (2 issues from Spring 2011 and 2 issues from Fall 2011). The fourth issue must be consecutive with one of the other issues submitted. A total of four (4) newspapers must be submitted per entry.

Fall (August – November 30) Spring (January – June)

An exception is made for the Improvement Award and new college newspapers.

Each college or university may submit no more than one (1) entry in EACH general category. Online publications are not allowed entry in the general categories.

First place winners in the general awards category will receive an engraved plaque. Second and third place winners will receive a certificate.

1) GENERAL EXCELLENCE

Awarded to newspapers in 2 Year , 4 Year A, and 4 Year B divisions which are acclaimed the best overall newspapers in their divisions. Evaluation will be determined by the accumulation of points based on:

- 1) Judges' reviews of the General Excellence entry and
- 2) Placement of the newspaper in the general categories of the 2011 Contest

In evaluating the category entry, the general excellence judges will award points on the following basis (all points listed are the maximum points that may be earned):

News Coverage:	6 points	Advertising Excellence:	6 points
Editorials:	6 points	Layout and Design:	6 points
Sports Coverage:	3 points	Features:	3 points
Photography:	3 points		

A newspaper will then accumulate additional points based on placement in other general categories in the 2011 contest based on the following point scale:

News Coverage, Editorials, Advertising Excellence and Layout and Design --

1st - **24** points; 2nd - **18** points; 3rd - **12** points

Sports Coverage, Features, Photography and Most Improved --

1st - **18** points; 2nd - **12** points; 3rd - **6** points

In the case of ties for General Excellence, the following formula will be used: Stage 1 - the newspaper with the most first places in the Better Newspaper Contest will win. Stage 2 - If there is still a tie, the newspaper with the most points in the following categories will win: Layout and Design, Editorials, Features, Sports Section and News.

2) BEST CAMPUS COMMUNITY SERVICE AWARD - NEWS

Judging is based on service rendered the campus community through the use of news stories about campus and local off-campus activities in keeping with journalistic principles. (SUBMIT 4 ISSUES WITH THIS ENTRY)

3) **BEST CAMPUS COMMUNITY SERVICE AWARD - FEATURES**

Judging is based on the service rendered the campus community through the use of fact-oriented feature writing, with particular attention given to the educational/entertainment value as well as to style, originality and initiative. (SUBMIT 4 ISSUES WITH THIS ENTRY)

4) **BEST CAMPUS COMMUNITY SERVICE AWARD - SPORTS COVERAGE**

Judging is based on the service rendered the campus community through the use of sports stories, with emphasis on depth and quality of reporting. Style, originality and initiative will be weighed. (SUBMIT 4 ISSUES WITH THIS ENTRY)

5) **BEST CAMPUS COMMUNITY SERVICE AWARD - EDITORIAL EXCELLENCE**

Judging based on service rendered the campus community through editorials & columns. ****Whenever possible the impact of the editorials on campus life should be indicated by submitting tearsheets from subsequent editions of news, letters to the editor or editorials, affidavits, letters from college officials, etc. All subsequent material must indicate that it is supporting material. Also, any signed columns or unsigned editorials, must be clearly identified as editorials.**** (SUBMIT 4 ISSUES WITH THIS ENTRY)
Editorials relating to off campus issues which interest the members of an academic community will be eligible for competition.

6) **LAYOUT AND DESIGN EXCELLENCE**

Judging is based on the overall appearance, layout and originality in design of pages, including the overall design of opposing pages. The use of photography, headlines, artwork and layout of copy will be considered. The quality of photography will also be taken into account. (SUBMIT 4 ISSUES WITH THIS ENTRY)

7) **GENERAL ADVERTISING EXCELLENCE**

Judging is based on the best display advertising, typographical excellence of the ads and effective utilization of the ads. Newspapers entering this category **MUST** mark with **BLUE PEN ALL ADVERTISING AND LOGOS DESIGNED BY THE PAPER'S STAFF.** (SUBMIT 4 ISSUES WITH THIS ENTRY)

8) **GENERAL PHOTOGRAPHY EXCELLENCE**

Awarded to the newspaper in each classification with the best use of college photographs (produced by a staff member) throughout the paper. Each photograph produced by a staff member in each edition should be marked with **RED ASTERISK NEXT TO THE PICTURE.** Remember: Picture quality, cropping, placement, relevance and proper sizing will be considered in evaluating the photographs that appear in the newspapers entered. Cutline should give a full description of the photograph. (SUBMIT 4 ISSUES WITH THIS ENTRY)

9) **IMPROVEMENT AWARD**

Awarded to the newspapers in 2 Year, 4 Year A and 4 Year B divisions that have shown the most improvement in all areas listed under **BEST CAMPUS COMMUNITY SERVICE AWARDS.** A letter explaining what the newspaper was trying to improve and what was done to make improvements must accompany each entry. Newspapers must be submitted from approximately the same dates in the present calendar year and the calendar year immediately preceding it. (For example: Three consecutive issues from Spring 2010; and three consecutive issues from Spring 2011). Failure to submit three consecutive issues will result in disqualification.

INDIVIDUAL AWARDS

Each college or university may submit no more than four (4) entries in EACH individual category.

****The Best Newspaper Web site category postmark deadline is Nov. 1. Please submit separately from other contest entries by e-mailing the required statement to jfarmer@gapress.org.

First, second and third place certificates will be presented in each of the categories. First place winners will receive their certificates during the awards ceremony on February 4, 2012.

Contestants will submit **separate tearsheets for each category** entered, with entry clearly marked using a **BLUE** pen. Online publications must submit printed web pages with bylines and publication date stamps as a substitute for tearsheets.

For entries in which impact is a criteria, evidence of impact, clearly marked as such, may be included. This material must be marked "RELATED MATERIAL".

1) **BEST NEWS ARTICLE BASED ON INVESTIGATIVE REPORTING**

Investigative reporting includes a substantial commitment of time and energy to dig beneath the surface and expose often overlooked facts and details.

Criteria in this category will include enterprise, thoroughness, quality of writing and research, effective use of expository style and sensitivity to the ethical issues involved in such reporting. Evidence of impact (follow-up stories, letters to the editor, statements from college administrators or other officials) should be submitted where possible. With investigative stories, include a brief statement explaining the methods and amount of time the reporter used to obtain the story.

2) **BEST NEWS ARTICLE BASED ON OBJECTIVE REPORTING**

Judging is based on individual initiative and adherence to accepted principles of newspaper journalism (pyramid, style, etc.). News judgment, thoroughness, fairness, clarity of writing and effective use of quotations will be taken into account.

3) **BEST EDITORIAL OR EDITORIAL SERIES**

Judging is based on the impact on the campus/students, achieved through an editorial or editorial series (signed or unsigned) which deals with campus/student-oriented problems. Proof of impact may be submitted when applicable. Also eligible are editorials concerning off-campus issues of concern to the members of an academic community. Judging criteria for such editorials will include thoroughness and relevance to the spirit of inquiry that an academic environment is designed to foster. Each series is considered an entry.

4) **BEST FEATURE STORY**

Judging is based on appropriate choice of subject matter, development of story, initiative, style and ability of writer to arouse reader interest through the feature of medium.

5) **BEST ENTERTAINMENT STORY**

Judging is based on appropriate choice of subject matter, entertainment value, development of story, style and ability of writer to arouse reader interest through the feature of medium. Entries may include artist or musician features, profiles or previews for concerts and performances.

6) **BEST ENTERTAINMENT FEATURE**

Entries may include picture features, original comic strips, crossword puzzles, word jumbles, or other similar materials. Particular emphasis should be placed on visual impact. Such entries may be one feature or a continuing feature. Each series is considered as one entry.

INDIVIDUAL AWARDS continued

7) BEST SPORTS STORY

Judging is based on the best single sports story with particular emphasis on initiative, depth of reporting and individual style.

8) BEST PHOTOGRAPH - NEWS

Judging is based on composition and value in relation to campus activities. Entries **MUST BE** accompanied by newspaper tearsheets. Glossies only permitted with tearsheet.

9) BEST PHOTOGRAPH - SPORTS

Judging is based on composition and value in relation to campus activities. Entries **MUST BE** accompanied by newspaper tearsheets. Glossies only permitted with tearsheet.

10) BEST EDITORIAL OR FEATURE PHOTOGRAPH

This category is based on the ability of the photograph to tell a story in and of itself, its aesthetic appeal, general composition and relation of subject matter to college students' interest. Entries **MUST BE** accompanied by newspaper tearsheets. Glossies only permitted with tearsheet.

11) BEST PHOTO ESSAY

This category will judge a group of photos that tells a story. Submit photographs that were published together in a sequence or series. Entry **MUST BE** accompanied by newspaper tearsheets. Glossies only permitted with tearsheet.

12) BEST REVIEW

This category will include reviews of television, movies, books, art, concerts, records, theatre and other forms of entertainment. Judging is based on the writer's knowledge of subject matter, style, quality of writing and relevance to campus community.

13) BEST COLUMN

Columns of all types (sports, humor, editorial, etc.) may be submitted in this category. Judging will be based on overall effectiveness, and winning entries will have been found to be exceptional examples of columns of their particular type. Winning columns should exhibit an especially effective treatment of subject matter. Judging will also be based on the writing style and its appropriateness to the column's intended audience and purpose. Each entry will consist of one to three columns by a single writer (to be considered as a unit) or up to three columns by different writers that were printed under a single standing head (also to be considered as a unit). Please submit only tearsheets.

14) BEST NEWSPAPER WEB SITE

Best Newspaper Web site contest entries must include the following: the URL, and a statement (500 words or less) that includes a description of the site, its attributes, how frequently it is updated, any special supplements, and why it should win best newspaper Web site. The Web site will be judged for news content and coverage, visual appeal, navigation, and organization. In addition, the deadline for this portion of the Better Newspaper Contest will be one month earlier than other categories (Nov. 1). This is so that all publications, regardless of their holiday season and/or finals, will have the opportunity to ensure that their Web site is viewed during an active period. This category will be awarded to the member publication not individuals.

IMPACT AWARD

SPECIAL INDIVIDUAL AWARD

Judging is based on excellence as an individual student cartoonist. Emphasis in judging will be on originality, effectiveness, clarity and impact. Cartoons may deal with any subject, either campus, local or national, but must be editorial in content.

Please follow the rules below:

RULES:

- 1) There are to be no more than three cartoons submitted from any one cartoonist.
- 2) The newspaper tearsheet for proof of publication should accompany each cartoon entered. Online publications should submit printed web pages with bylines and publication date stamps.
- 3) Where possible, news stories or editorials relating to the subject of the cartoon should be included. (specifically if the cartoon deals with campus and student matters)
- 4) Cartoon **MUST** be editorial in content.
- 5) Entry must include a biography of the cartoonist.
- 6) **All other rules of competition for GCPA entries apply.**

GCPA BETTER NEWSPAPER CONTEST ENTRY FORM

This form should accompany your entries in the GCPA Better Newspaper Contest. Deadline for entering the contest is **Friday, December 2, 2011**. Fees must be included with the form. Awards will be presented at Georgia College Press Association Press Institute in Athens on Saturday, February 4, 2012.

Category	# of Entries	Cost per entry	Total
General Excellence	_____	\$4.00	\$_____
Best Campus Community Service Awards • News	_____	\$4.00	\$_____
Best Campus Community Service Awards • Features	_____	\$4.00	\$_____
Best Campus Community Service • Sports coverage	_____	\$4.00	\$_____
Best Campus Community Service • Editorial Excellence	_____	\$4.00	\$_____
Layout & Design Excellence	_____	\$4.00	\$_____
General Advertising Excellence	_____	\$4.00	\$_____
General Photography Excellence	_____	\$4.00	\$_____
Improvement Award	_____	\$4.00	\$_____
Best News Article (Investigative Reporting)	_____	\$3.00	\$_____
Best News Article (Objective Reporting)	_____	\$3.00	\$_____
Best Editorial/Editorial Series	_____	\$3.00	\$_____
Best Feature Story	_____	\$3.00	\$_____
Best Entertainment Story	_____	\$3.00	\$_____
Best Entertainment Feature	_____	\$3.00	\$_____
Best Sports Story	_____	\$3.00	\$_____
Best Photograph News	_____	\$3.00	\$_____
Best Photograph Sports	_____	\$3.00	\$_____
Best Editorial or Feature Photograph	_____	\$3.00	\$_____
Best Photo Essay	_____	\$3.00	\$_____
Best Review	_____	\$3.00	\$_____
Best Column	_____	\$3.00	\$_____
Best Newspaper Website	Deadline is Nov. 1 (one month earlier)	\$3.00	\$_____ e-mail entry to jfarmer@gapress.org
Impact Award	_____	\$3.00	\$_____
TOTAL:	_____		\$_____

2011 GCPA BETTER NEWSPAPER CONTEST ENTRY FORM
(PART 2)

Total Number of Entries: _____

Amount Enclosed: _____

Circle Newspaper Division entered for General Awards:

2 Year College

4 Year College A

4 Year College B

Signed by Advisor/Editor: _____

Title: _____

Newspaper: _____

College: _____

Address: _____

City State Zip: _____

Return entries and forms to:

**Georgia College Press Association
Georgia Press Building
3066 Mercer University Drive, Suite 200
Atlanta, Georgia 30341-4137**

**(770) 454-6776
Fax (770) 454-6778
jfarmer@gapress.org**

**Payment must be included with this form.
Georgia Press Educational Foundation Federal Tax ID#: 58-6044342**