



Louisiana Press Association

404 Europe Street, Baton Rouge, Louisiana 70802

Phone (225) 344-9309 Toll Free (800) 701-8753 Fax (225) 344-9344 www.lapress.com

December 1, 2009

ATTENTION PUBLISHERS: The 2009 Better Newspaper Competitions are here!

NEW FOR THIS YEAR: EASIER COMPETITION ENTRY WITH ONLINE ENTRY FORMS AND AUTOMATED ENTRY LABELS!

EDITORIAL DEADLINES & FEES

On or before January 7	\$15 Discount per newspaper
January 8 - January 14	Regular Deadline
January 15 - January 21	\$25 Late Fee per newspaper
After January 21	No entries accepted

ADVERTISING DEADLINES & FEES

On or before January 14	\$15 Discount per newspaper
January 15 - January 21	Regular Deadline
January 22 - January 28	\$25 Late Fee per newspaper
After January 28	No entries accepted

INDIVIDUAL & WEBSITE DEADLINES

January 28	Regular Deadline
After January 28	No entries accepted

ALSO NEW FOR THIS YEAR: Divisions 1 and 2 are split into three categories
The "Best News Photo" category is now "Best Breaking News Photo"
Photo prints may be submitted along with all photo entries (but are not mandatory)

Please acknowledge via fax, mail or e-mail confirming that you have received this packet. Be sure to print out entry forms and return with the entries. Be sure to make a copy for your own files. Please read and follow ALL competition rules carefully. If you have any questions concerning the rules, preparation, etc. contact me at (225) 344-9309, toll-free at (800) 701-8753 or via e-mail at mitch@lapress.com.

Good luck!

Mitch Droge, CMP
Contest Coordinator

Now that you have received your rules we need to know!

Submit your confirmation at
www.lapress.com/competition2009
or send via email to mitch@lapress.com

2009 LPA Better Newspaper Editorial Competition

Please forward to the Editor.

Any entry in the LPA Contests that does not meet the requirements as outlined in the contest rules set by the Contest Committee and approved by the LPA Board of Directors will be disqualified. Disqualification may occur during any one of three phases: submission preparatory phase, the judging phase or subsequent to the awards presentation phase. If the disqualification occurs during the submission preparatory phase or the judging phase, the entry will be declared ineligible for consideration. If the disqualification occurs after the awards presentation, the entry will be declared ineligible and any plaques or certificates awarded should be returned to LPA and an official announcement of the disqualification will be made.

**Outline newspaper entries completely with red china marker or red grease pencil.
Make sure labels are attached correctly. Entries should be in chronological order.**

2009 LPA Better Newspaper Editorial Competition

1. Eligibility. The competition is open to LPA members in good standing. DUES MUST BE CURRENT. TMC issues are not eligible.

2. Time Frame. Entries for ALL contests must be selected from the period January 1 through December 31, 2009.

3. Sweepstakes. Points will be awarded in each contest, except General Excellence and Special Section, using the following system:

First place winner	3 points
Second place winner	2 points
Third place winner	1 point

For Special Section and General Excellence the points are:

First place	6 points
Second place	4 points
Third Place	2 points

4. Newspaper of the Year. Newspaper of the Year will be awarded based on points. In the event of a tie for Sweepstakes and Newspaper of the Year, the tying newspaper with the most first place awards will be declared the winner. If the first place awards do not break the tie, second place awards and then third place awards will be counted to break the tie.

5. Duplicate Submissions. No entry should be submitted in more than one category when judging is based on the same criteria. For example, you cannot enter the same entry in "Single News Event" and "Governmental Issue" due to the criteria of quality and depth story, which is too similar in both categories. Freedom of Information and Community Service is excluded from this rule.

6. Letters. A letter of clarification may be submitted with any entry where the newspaper feels it would be helpful to the judges. In some categories, a letter of clarification is required.

7. "Regular Employees." In all categories, particularly in reporting, feature writing and photography, "regular employees" are those who work for the newspaper a specified number of hours every week, except non-syndicated columnists.

8. Editorial Entry Fees & Deadlines. To defray the costs of judging and awarding plaques, a general entry fee of **\$15** will be assessed. Entries received on or before Friday, January 7, 2010 will enjoy a \$15 early-bird discount. The Editorial Competition deadline is Friday, January 14, 2009 at 4:00 p.m. Any entries received after Friday, January 14, 2010 will pay an extra \$25 late fee. All entries must be received by the drop dead date of Friday, January 21, 2010. No entries will be accepted after this drop-dead date.

EDITORIAL DEADLINES & FEES

On or before January 7	\$15 Discount per newspaper
January 8 - January 14	Regular Deadline
January 15 - January 21	\$25 Late Fee per newspaper
After January 21	No entries accepted

An additional **\$5** per entry must also be submitted, with the exception of Freedom of Information and Community Service contests, which do not require an entry fee.

9. Delivery Instructions. The LPA office must receive entries no later than the **drop-dead date of Friday, January 21, 2010** by 4:00 p.m. All entries that do not meet the deadline will be declared ineligible. Deliver or mail to:

**Louisiana Press Association
404 Europe Street
Baton Rouge, LA 70802**

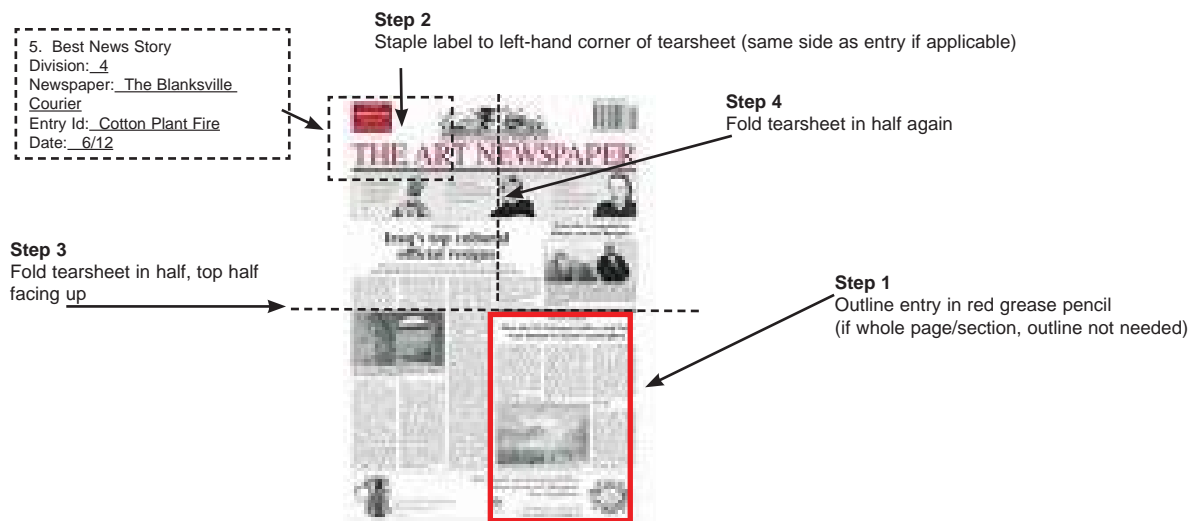
Entry forms must be returned with entries. Please make a copy for your files.

10. No entries will be returned. Winners may, if they desire, pick up their winning entries following the awards presentation at the annual convention, after they have been displayed for a suitable period of time.

11. Publication. All entries must have been printed or circulated in the member newspaper to subscribers.

12. ALL RULES WILL BE STRICTLY ENFORCED. Those entries not meeting all specifications will be automatically disqualified. No fees will be refunded on disqualified entries.

13. IMPORTANT! Assembly Instructions. For each applicable contest entered, clearly outline the entry with red grease pencil or china marker, staple with proper label (enclosed) in upper left-hand corner of the tearsheet, as shown, and fold entry or entries to approximately 8 ½ x 11 inches. Tabloid pages should be folded in half, with the label in the upper left-hand corner.



ACTUAL TEARSHEETS MUST BE OUTLINED and LABELED AS INSTRUCTED, OR ENTRIES WILL BE DISQUALIFIED. Please do not submit each contest in an individual envelope or manila folder. **Pack contest entries in chronological order (starting with #1).** DO NOT SUBMIT fancy bound entries - they will automatically be disqualified.

Entry Id: Reference name of the entry. Be sure to name it something easily identifiable, in case there is a question. Entry Id examples: I-49 4-Car Crash, Smith's Florist, 211 Maple Street Fire.

14. Results. Competition results will NOT be released to ANYONE other than publishers until the Awards Luncheon. Publishers may call and request a copy of their winners list. No exceptions will be made. Press releases and winners lists will be mailed to all newspapers the day of the awards presentation.

15. Divisions. Each contest has eight (8) divisions. The division is based on postal statement of ownership or statement of audit that is on file at LPA. Division eligibility for all member newspapers is subject to verification. Exception are Best Editorial Cartoon, Best Success Story, Community Service, Freedom of Information and Best Website. Please see the individual contest for division information. If only one paper enters in a division, the newspaper will move up or down – depending on the newspapers placement in the division – if the newspaper is in the lower 1/3 of the division, the newspaper will be moved down, if it is in the upper 2/3rds the newspaper will move up.

16. Contest Disqualifying Clause. Any entry in the LPA Contests that does not meet the requirements as outlined in the contest rules set by the Contest Committee and approved by the LPA Board of Directors will be disqualified. Disqualification may occur during any one of three phases: submission preparatory phase, the judging phase or subsequent to the awards presentation phase. If the disqualification occurs during the submission preparatory phase or the judging phase, the entry will be declared ineligible for consideration. If the disqualification occurs after the awards presentation, the entry will be declared ineligible and any plaques or certificates awarded should be returned to LPA and an official announcement of the disqualification will be made.

2009 LPA Active Member Newspaper Divisions Based on Highest Circulation Figures.

Division 1

Daily newspapers with average paid circulation over 50,000*

The Advocate (Baton Rouge)
The Advertiser (Lafayette)
The Times-Picayune (New Orleans)
The Times (Shreveport)

Division 2

Daily newspapers with average paid circulation 25,001 - 50,000*

The Town Talk (Alexandria)
American Press (Lake Charles)
News-Star (Monroe)

Division 3

Daily newspapers with average paid circulation 10,001 - 25,000*

Daily Star (Hammond)
The Courier (Houma)
The Daily Iberian (New Iberia)
Daily World (Opelousas)
The Daily Comet (Thibodaux)

Division 4

Daily newspapers with average paid circulation 10,000 or under*

Abbeville Meridional
Bastrop Daily Enterprise
Bossier Press-Tribune
Crowley Post-Signal
Beauregard Daily News (DeRidder)
Franklin Banner-Tribune
Jennings Daily News
Leesville Daily Leader
Minden Press-Herald
The Daily Review (Morgan City)
Natchitoches Times
Ruston Daily Leader
Southwest Daily News (Sulphur)

Division 5

Newspapers published 2 to 4 times per week*

Bogalusa Daily News
St. Tammany News (Covington)
Livingston Parish News (Denham Springs)
Eunice News
Gonzales Weekly Citizen
L'Observateur (LaPlace)
Ville Platte Gazette

Division 6

Weekly newspapers with paid circulation 3,001 and over*

St. Charles Herald-Guide (Boutte)
St. Tammany Farmer (Covington)
DeQuincy News
Farmerville Gazette
Concordia Sentinel (Ferriday)
Era-Leader (Franklinton)
Guardian-Journal (Homer)
Tri-Parish Times & Business News (Houma)
Jena Times
Catahoula News-Booster (Jonesville)
News-Examiner (Lutcher)
The Enterprise (Mansfield)
Sabine Index (Many)
Marksville Weekly News
CityBusiness (New Orleans)
Louisiana Weekly (New Orleans)
Pointe Coupee Banner (New Roads)
Plaquemine Post/South
Ponchatoula Times
Rayne Acadian-Tribune
Rayne Independent
Teche News (St. Martinville)
The Inquisitor (Shreveport)

Division 6 (cont.)

Shreveport Sun
Ouachita Citizen (West Monroe)
Winn Parish Enterprise (Winnfield)
Franklin Sun (Winnsboro)

Division 7

Weekly newspapers with paid circulation 3,000 - 1,501*

The St. Bernard Voice (Arabi)
Bienville Democrat-Record (Arcadia)
The Plaquemines Gazette (Belle Chasse)
The Banner (Bernice)
Cameron Parish Pilot
Colfax Chronicle
Coushatta Citizen
Jackson Independent (Jonesboro)
Kaplan Herald
Banner-Democrat (Lake Providence)
The Assumption Pioneer (Napoleonville)
West Carroll Gazette (Oak Grove)
West Side Journal (Port Allen)
Richland Beacon-News (Rayville)
Springhill Press
Madison Journal (Tallulah)
Vacherie Enterprise

Division 8

Weekly newspapers with paid circulation 1,500 or under*

Amite Tangi-Digest
Baker Observer
Basile Weekly
Bunkie Record
Church Point News
The Watchman (Clinton)
Caldwell Watchman (Columbia)
Delhi Dispatch
Donaldsonville Chief
St. Helena Echo (Greensburg)
Gueydan Journal
Haynesville News
Kentwood News-Ledger
Kinder Courier News
Lake Arthur Sun-Times
Oakdale Journal
Pierre Part Bayou Journal
St. Francisville Democrat
Tensas Gazette (St. Joseph)
Vinton News
Caddo Citizen (Vivian)
Welsh Citizen
Zachary Plainsman-News

-Best Editorial Cartoon and Best Success Story will be judged as two divisions only (Division A - daily and Division B - community).

-Freedom of Information and Oops! will be judged as one division only.

-Community Service will be judged as three divisions only (Division A - daily newspapers, Division B - newspapers published 2 to 4 times per week, Division C - community newspapers).

-Newspapers in Divisions 2-8 are allowed to compete up in the divisions. For example, a newspaper in Division 7 is eligible to compete in Division 6.

***Pending Verification of 2009 circulation figures.**

2009 LPA Better Newspaper Editorial Competition

Outline entries completely with red china marker or red grease pencil.

Make sure labels are filled out completely. Entries should be in chronological order.

1. BEST FRONT PAGE

Submit Two front pages. **Two front pages equal one entry.**

Criteria Overall excellence in layout and design, photography and news with emphasis on local content. Strong emphasis placed on design, effective headlines, photos and art as well as news writing, reader appeal, news balance, and overall news coverage.

Labels Only one label is needed – staple tearsheets from both front pages together.

2. BEST EDITORIAL PAGE

Submit Two editorial pages. **Two editorial pages equal one entry.** Both examples must include an editorial written by a regular staff member.

Criteria The power of local editorial content, appropriateness, appeal of features and reader information value. Strong emphasis placed on planning and general organization.

Labels Only one label is needed – staple tearsheets together.

3. BEST SINGLE EDITORIAL

Submit Up to five entries, each written by a regular staff member. The same editorial may not be submitted for more than one newspaper for those in groups. In the case of a group, the originating newspaper should submit the entry.

Criteria Logic, persuasiveness, originality and manner of presentation.

Labels Up to five labels are needed – staple one label to each editorial. Writer's name must appear on the label.

4. BEST FEATURE STORY

Submit Up to five entries written by a regular staff member. More than one staff writer may author stories.

Criteria Subject, content, readability and interest. Photos and artwork receive no consideration. Strong emphasis placed on sentence and paragraph structure and lead. Each entry may be a single story, single story with sidebars or a series of articles when marked "First of a series, second of a series..." when published.

Labels Up to five labels are needed - staple one label to each story or series of stories.

5. BEST NEWS STORY

Submit Up to five entries written by a regular staff member. More than one staff writer may author stories. Each entry may be a single story or a single story with sidebars.

Criteria Subject, content, readability and interest. Photos and artwork receive no consideration. Strong emphasis placed on sentence and paragraph structure and lead.

Labels Up to five labels are needed - staple one label to each story.

6. BEST SPORTS STORY

Submit Up to five entries written by a regular staff member. More than one staff writer may author stories. Entry may be a single story, a single story with sidebars or a series of articles.

Criteria Subject, content, readability and interest. Photos and artwork will receive no consideration. Strong emphasis placed on sentence and paragraph structure and lead.

Labels Up to five labels are needed - staple one label to each story or series of stories.

7. BEST REGULAR COLUMN - Sam Hanna Award

Submit Up to five columnists' works. **Each entry will consist of two published columns by the same columnist.**

Criteria Columns must be regular features of the newspaper, original and written by regular members of the newspaper staff. Columns may be specialized with the exception of sports (separate category). In all community divisions (4, 5, 6 & 7) special plaques honoring the late publisher of Hanna Publishing, Sam Hanna, will be awarded to the newspaper and the columnist.

Labels Up to five labels are needed-staple one label to each set of two columns by one columnist.

**Outline entries completely with red china marker or red grease pencil.
Make sure labels are filled out completely. Entries should be in chronological order.**

8. BEST SPORTS COLUMN

Submit Up to five columnists' works. **Each entry will consist of two published columns by the same columnist.**

Criteria Columns must be regular features of the newspaper, original and written by regular members of the newspaper staff.

Labels Up to five labels are needed - staple one label to each set of two columns by one columnist.

9. BEST OVERALL SPORTS COVERAGE

Submit Two sections or issues. **Two sections or issues equal one entry.**

Criteria Writing skills and reader appeal; strong emphasis on planning, depth and organization, and use of headlines and photos.

Labels One label is needed - staple label to top tearsheet and fold tearsheets/sections together.

10. BEST LIFESTYLE COVERAGE

Submit Two sections or issues. **Two sections or issues equal one entry.** Lifestyle includes society events, club news, and people stories.

Criteria Writing skills and reader appeal; strong emphasis on planning, depth & organization, and use of headlines and photos.

Labels One label is needed - staple label to top tearsheet and fold tearsheets/sections together.

11. BEST NEWS COVERAGE

Submit Two sections or issues. **Two sections or issues equal one entry.** Sports and Lifestyle will not be considered as part of Best News Coverage.

Criteria Writing skills and reader appeal; strong emphasis placed on planning, depth and organization, and use of headlines and photos.

Labels One label is needed - staple label to top tearsheet and fold tearsheets/sections together.

12. BEST CONTINUING COVERAGE OF A SINGLE NEWS EVENT

Submit Up to five entries, each written by a regular staff member. More than one staff member may author stories.

Criteria Quality and depth of coverage given to an ongoing news event or the ongoing coverage of a single issue. Judges will consider the depth, insightfulness, flow over the course of several weeks, information value and overall quality of writing.

Labels Up to five labels are needed - staple one label to each set of stories. List writer's name(s) on label, with lead writer first.

13. BEST INVESTIGATIVE REPORTING - Gibbs Adams Award

Submit Up to five entries, each written by a regular staff member. More than one staff member may author stories. Entry may be a single story, single story with sidebars or a series of stories.

Criteria Entries should demonstrate staff initiative and enterprise. A letter of explanation, including a description of the steps the reporter made in the investigation must be included. Judges will consider overall quality of writing and how deep writers had to dig to find the story. Two Gibbs Adams plaques will be awarded in all divisions in honor of *The Advocate's* investigative reporter: One for the newspaper and one for the lead writer. Additional plaques may be purchased.

Labels Up to five labels are needed - staple one label to each story or series of stories. List writer's name(s) on label, with lead writer first.

14. MOST EFFECTIVE USE OF GRAPHIC DESIGN ON A SINGLE PAGE - Gary Hebert Award

Submit Up to five full-page entries, each designed by a regular staff member. More than one staff member may design a page. Entry may be section pages and may or may not contain color.

Criteria Effective use of graphic design and overall appearance of the page featuring enhanced editorial design, not as a stand-alone element. Strong emphasis placed on creativity and imagination, as well as reader impact and eye-appeal. In all community divisions (4 - 8) special plaques honoring the late *Plaquemine Post-South* publisher Gary Hebert will be awarded to the newspaper and the chief graphic designer.

Labels Up to five labels are needed - staple one label to each page. List designer(s) name(s) on each label.

**Outline entries completely with red china marker or red grease pencil.
Make sure labels are filled out completely. Entries should be in chronological order.**

15. BEST HEADLINE

Submit Up to five writers' works. **Each entry will consist of two published headlines by each author.** Submit two full-page tearsheets with one headline each.

Criteria Accuracy, originality, creativity, appropriateness, impact and attention-getting quality.

Labels Up to five labels are needed - staple one label to each set of two headlines by one writer. List the writer's name on label.

16. BEST BREAKING NEWS PHOTO

Submit Up to five entries, each taken by a regular staff member. Submit full-page tearsheets with one photo clearly outlined. A photo print may be submitted with the entry but is not mandatory. LPA may request winning photo images to be used on www.lapress.com; winners will be notified.

Criteria Each photo will be judged separately for its news value. No original photos should be sent.

Labels Up to five labels are needed - staple one label to each tearsheet. List the photographer's name on label.

17. BEST FEATURE PHOTO (Single Photo)

Submit Up to five entries, each taken by a regular staff member. For each entry, submit full-page tearsheet with one photo clearly outlined. **No photo that is part of a photo package entered elsewhere may be submitted in this category.** A photo print may be submitted with the entry but is not mandatory. LPA may request winning photo images to be used on www.lapress.com; winners will be notified.

Criteria Each photo will be judged separately for its feature value. Examples of feature photos are holiday celebration photos or "soft" news photos of the lighter side of life.

Labels Up to five labels are needed - staple one label to each tearsheet. List the photographer's name on label.

18. BEST SPORTS PHOTO

Submit Up to five entries, each taken by a regular staff member. For each entry, submit a full-page tearsheet with one photo clearly outlined. A photo print may be submitted with the entry but is not mandatory. LPA may request winning photo images to be used on www.lapress.com; winners will be notified.

Criteria Each photo will be judged separately.

Labels Up to five labels are needed - staple one label to each tearsheet. List the photographer's name on label.

19. BEST PHOTO PACKAGE (3 or more photos)

Submit Up to five entries, each taken by a regular staff member. More than one staff member may take the photos in each entry. Each entry should consist of tearsheets of **three or more photos in a collective layout relating to the same subject.** The entire photo feature should be marked with red grease pencil or crayon. A photo print may be submitted with the entry but is not mandatory. LPA may request winning photo images to be used on www.lapress.com; winners will be notified.

Criteria Editorial content will receive no consideration.

Labels Up to five labels are needed - staple one label to each feature. List photographer's name(s) on label.

*PHOTO BEST OF SHOW

Submit First, second and third place winners from each Best News Photo and Best Feature Photo contest will automatically be entered into the Best of Show Competition. Photos will be judged in four divisions - Daily, Community, Special Publication and Best Overall Photo.

Criteria Attendees of the 2010 Annual LPA Convention in Baton Rouge will judge entries.

Labels None needed - winners have automatic entry into Best of Show.

20. BEST EDITORIAL CARTOON

Submit Up to five entries, each written and drawn by a regular staff member. Each entry should feature an original editorial cartoon. Outline the cartoon in red grease pencil or crayon. Do not send original drawings.

Criteria This contest will be split into Division A—daily (divisions 1-3) & Division B—community (divisions 4-8).

Labels Up to five labels are needed - staple one label to each tearsheet. List cartoonist's name on label.

**Outline entries completely with red china marker or red grease pencil.
Make sure labels are filled out completely. Entries should be in chronological order.**

21. BEST SPECIAL SECTION **Editorial and Ad Content will be considered.**

Submit Up to five entries, either special sections or special editions dealing with one overall theme. Each section or edition will be judged individually.

Criteria Quality of news content, the quality of advertising, layout, design and reader appeal. Sweepstakes points will be divided between editorial and advertising competitions for sweepstakes.

Labels Up to five labels are needed - staple one label to each section.

Originality of Idea	40 points
Advertising Quality	50 points
News Quality	50 points
Reader Appeal	30 points
Layout/Design	30 points

22. COMMUNITY SERVICE / SERVICE TO READERS (Divisions A, B, C)

Submit One entry showing how the newspaper made an outstanding contribution in the public interest to its community. Describe the project in a letter of explanation. Attach clippings of any material you published to promote the project. Letters from community leaders may also be included. No entry fee is required.

Criteria Quality and depth of the newspaper involvement and its presentation to its readers. The impact of the project upon the newspaper's community will also be considered. This contest will be split into Division A – daily (divisions 1-3), Division B – 2 to 4 times per week (division 4), & Division C – community (divisions 6-8).

Labels One label is needed - staple all clippings and letters together and attach label to front page.

23. FREEDOM OF INFORMATION **Judged as one division only.**

Submit An instance in which your newspaper contributed to the preservation of Freedom of Information in your community or in the state during 2008. In a cover letter, describe the circumstances of the incident and the role your newspaper played in preserving Freedom of Information. Include clippings of material you published concerning the incident. Letters from community leaders may be included. Submit your Freedom of Information entry in clipping form (photostats are acceptable.) Attach those clippings to an 8½ x 11-inch paper or legal size paper and fix those sheets inside a standard or legal size folder. Loose clippings are not acceptable. Cover letters and letters from community leaders should lead off the entry. **No entry fee is required.**

Criteria A panel of the LPA Freedom of Information Committee will conduct judging.

Labels One label is needed - attach label to the front of the folder containing the FOI entry clippings and letters.

24. GENERAL EXCELLENCE **Editorial and Ad Content will be considered.**

Submit Two issues. **Two issues equal one entry.** For Divisions 1-4 only one issue may be a Sunday. Remove all inserts that are not staff-generated.

Criteria Overall creativity, layout and design as well as reader appeal, news quality and editorial page. Special consideration will be given to the overall variety of ads and advertisers, classified page/section and how public notices are handled by the publication. Sweepstakes points will be divided between editorial and advertising competitions for sweepstakes.

Labels One label is needed - fold together and attach label to front page.