



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 Free Circulation & Special Interest Publication Competitions are here!

NEW FOR THIS YEAR: FOUR sets of rules are included in this packet: the Editorial Competitions, the Advertising Competitions, the Individual Competitions and the Website Competitions. Please note there are different deadlines for each set of competitions:

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: Associate Active publications are now split into three divisions. 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 Special Interest & Free Circulation 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 entries completely with red china marker or red grease pencil.
Make sure labels are filled out completely. Entries should be in chronological order.**

2009 Free Circulation & Special Interest Publication Editorial Competition

1. Eligibility. The competition is open to LPA members in good standing. DUES MUST BE CURRENT. Publications eligible for participation (providing dues are current) are:

Division 8 (Specialty)

Bayou Catholic
Catholic Commentator
Faith and Soul
LBC Live
Louisiana Sportsman
Louisiana Medical News
Louisiana Sports Magazine
Racing Pigeon Digest

Division 10 (Free Community News)

Acadiana Gazette
Central City News
Guardian (Ft. Polk)
Jambalaya News
Lafourche Gazette
Ponchatoula Drum
Riverside Reader
Sarepta Star
The Gazette (Walker)

Division 9 (General Interest)

Acadiana Lifestyle
Baton Rouge Business Report
Best of Times
CenlaFocus
CityBusiness (New Orleans)
Country Roads
Forum News
Gambit
The Independent (Lafayette)
Thrive
Real Views
Times of Acadiana
Times of Southwest

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

3. 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.

4. Letters. A letter of clarification may be submitted with any entry where the publication feels it would be helpful to the judges. In some categories, letters of explanation are required, please see contest rules for more detail.

5. "Regular Employees." In all categories, particularly in reporting, feature writing and photography, "regular employees" are those who work for the publication a specified number of hours every week, with the exception of 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.

7. 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**

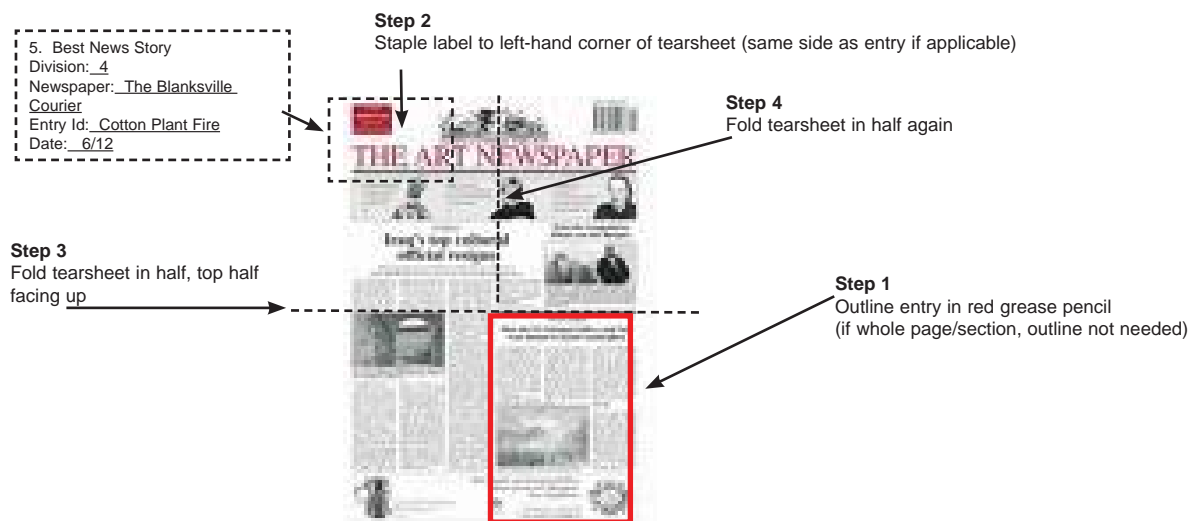
Entry forms must be returned with entries. Please make a copy for your files.

8. 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.

9. Publication. All entries must have been printed in the publication or circulated in the member publication.

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

11. 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.

12. 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 publications the day of the awards presentation.

13. Divisions. The Freedom of Information contest will be judged with the Better Newspaper Competition entries.

14. 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 Free Circulation & Special Interest Publication Editorial Contests

**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 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.

3. 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.

4. BEST REGULAR 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. Columns may be specialized with the exception of sports (separate category).

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

5. 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 placed 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.

6. BEST NEWS COVERAGE

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

7. 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.

**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 INVESTIGATIVE REPORTING

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.

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.

9. MOST EFFECTIVE USE OF GRAPHIC DESIGN ON A SINGLE PAGE

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.

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

10. 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.

11. 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.

12. 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. No original photos should be sent. 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.

13. 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.

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.**

*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.

14. 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	20 points
Advertising Quality	25 points
News Quality	25 points
Reader Appeal	15 points
Layout/Design	15 points

15. COMMUNITY SERVICE / SERVICE TO READERS

Submit One entry showing how the publication 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 publication involvement and its presentation to its readers. The impact of the project upon the publication's community will also be considered.

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

16. FREEDOM OF INFORMATION

Submit An instance in which your publication 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 publication 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. Entries will be judged along with the Better Newspaper Divisions 1-8.

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

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

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