



# Louisiana Press Association

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December 1, 2009

Attention Student Newspapers:

**The 2009 LPA Better Student Newspaper Competition is here!** The set of contest rules and labels enclosed is the ONLY set that is being sent to your student newspaper. Please forward them to the staff member in charge of contest entries.

**Entry deadline is Friday, January 28, 2010.** Please note the 2009 Competition deadline will NOT be extended. Entries received after this date will NOT be judged. The committee has set the competition deadline at the latest date possible.

Please acknowledge via fax, mail or e-mail confirming that you have received this packet. Be sure to print out the entry form 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](mailto:mitch@lapress.com).

Good luck!

Mitch Droge  
Contest Coordinator

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

Submit your confirmation at  
[www.lapress.com/competition2009](http://www.lapress.com/competition2009)  
or send via email to [mitch@lapress.com](mailto:mitch@lapress.com)

# 2009 LPA Student Newspaper Competition

1. Student Journalists. The Louisiana Press Association conducts a Better Newspaper Competition for student member publications each year to promote journalism education and recognize excellence among Louisiana's student journalists. We hope that each student publication will contribute its best journalistic efforts so that the contest will be representative of the state's best student publications.

2. Entries. Entries must be selected from the period January 1 thru December 31, 2009. Awards will be given to the first, second, third and honorable mention winners.

3. Rules. Contest rules have been approved by the LPA Better Newspaper Contest Committee.

4. Eligible Publications. The LPA Better Student Newspaper Competition is open to any student newspaper that is a member of the Louisiana Press Association. Eligible student publications include:

**Alamagest  
Contraband  
The Reveille  
Gramblinite  
Loyola Maroon  
The Hawkeye  
Jaguar Speaks  
Wildcat**

**Bayou Bengal  
Courtbouillion  
The Dolphin Newspaper  
Tulane Hullabaloo  
The Nicholls Worth  
Southern Digest  
The Tech Talk  
Xavier Herald**

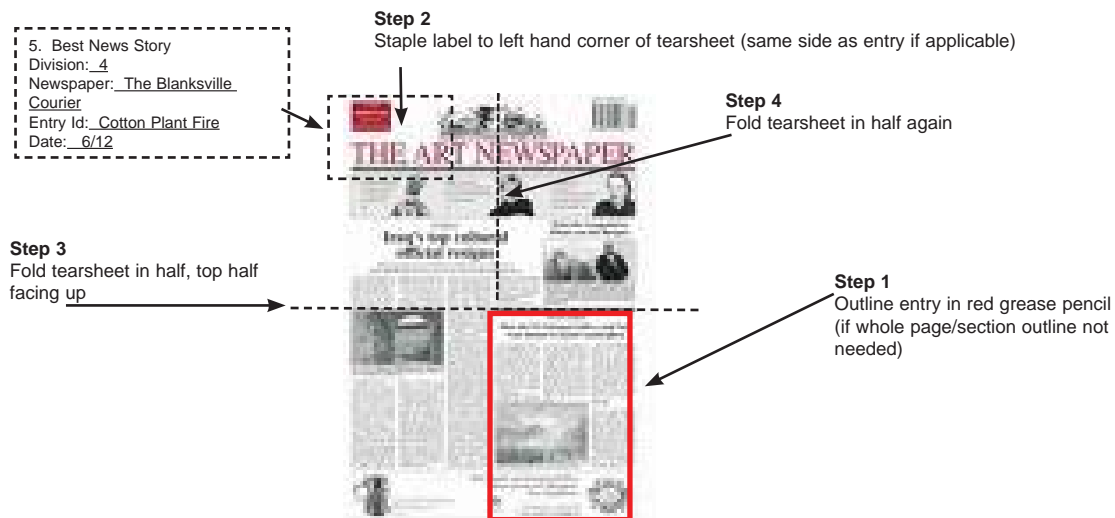
**Conglomerate  
Current Sauce  
Driftwood  
Lion's Roar  
The Sentry  
Vermilion**

5. Deadline. Entries should be received in the LPA office by **Friday, January 28, 2010 at 4:00 p.m.**

6. Contest Fees. The fee for each contest entry is **\$3.00**. All categories that allow multiple entries require an additional \$3 fee for each entry. Please calculate fees carefully.

7. All entries must be original material from a staff member of the LPA student member newspaper entering the contest. Do not include any material that did not originally appear in the entering newspaper.

8. Assembly Instructions. For each applicable contest entered, clearly outline the entry with red grease pencil, 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. **Fold tabloid size publications in half.** Labels must be filled out completely.



ACTUAL TEARSHEETS MUST BE 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 be automatically disqualified.

11. Send all entries together in one prepaid package with a check for entry fees and the entry form to: Better Student Newspaper Contest, Louisiana Press Association, 404 Europe St., Baton Rouge, LA 70802.

12. Results. Competition results will NOT be released to ANYONE other than student advisors until the Awards Luncheon. Faculty advisers 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.

## 2009 LPA Student Newspaper Competition

### 1. STAFF GENERATED - BLACK & WHITE 1/2 PAGE OR UNDER

**Submit** Up to five entries showing a single ad that represents your newspaper's best in quality, content, artwork and layout. Each entry is eligible to win. Submit a full-page tearsheet for each entry. Ad must be for a single advertiser and must be clearly outlined with a red grease pencil or crayon.

**Criteria** Ad will be judged on the basic idea, layout, copy, typography and originality.

**Labels** Five labels are needed- staple one label to each tearsheet. List designer(s) name on label.

### 2. STAFF GENERATED - COLOR 1/2 PAGE OR UNDER

**Submit** Up to five entries showing a single ad that represents your newspaper's best in quality, content, artwork and layout. Each entry is eligible to win. Ad must feature use of at least one color ink other than or in addition to black. Submit a full-page tearsheet for each entry. Ad must be for a single advertiser and must be clearly outlined with a red grease pencil or crayon.

**Criteria** Ad will be judged on the basic idea, layout, copy, typography and originality.

**Labels** Five labels are needed- staple one label to each tearsheet. List designer(s) name on label.

### 3. STAFF GENERATED - BLACK & WHITE OVER 1/2 PAGE

**Submit** Up to five entries showing a single ad that represents your newspaper's best in quality, content, artwork and layout. Each entry is eligible to win. Ad must exceed 1/2 page of broadsheet page or tabloid page. For each entry submit a full-page tearsheet. Ad must be for a single advertiser and must be clearly outlined with a red grease pencil or crayon.

**Criteria** Ad will be judged on the basic idea, layout, copy, typography and originality.

**Labels** Five labels are needed- staple one label to each tearsheet. List designer(s) name on label.

### 4. STAFF GENERATED - COLOR OVER 1/2 PAGE

**Submit** Up to five entries showing a single ad that represents your newspaper's best in quality, content, artwork and layout. Each entry is eligible to win. Ad must exceed 1/2 page and include one color other than or in addition to black. Ad must be for a single advertiser and must be clearly outlined with a red grease pencil or crayon.

**Criteria** Ad will be judged on the basic idea, layout, copy, typography and originality.

**Labels** Five labels are needed- staple one label to each tearsheet. List designer(s) name on label.

### 5. ADVERTISING IDEA OR PROMOTION **Do not submit ads entered elsewhere.**

**Submit** Up to five entries showing a good idea created and sold by your newspaper. Each entry may be a single ad, a campaign, a special page or any other idea and should contain a letter of explanation. Each ad should be clearly outlined with a red grease pencil or crayon. Each entry is eligible to win.

**Criteria** Creativity of the idea, which produces revenue, as well as overall design and originality of ad or ads.

**Labels** Five labels are needed- staple one label to each tearsheet. List designer(s) name on label.

### 6. BEST NEWS STORY OR NEWS FEATURE

**Sumit** The category is defined as the coverage of a single news event, either planned or unplanned, or a single story in which the writer stresses the elements of feature writing. Each entry should be clearly outlined with a red grease pencil or crayon. Limit five entries per newspaper.

**Criteria** Quality of writing, thoroughness and ability to hold the reader's interest will be considered.

**Labels** - five labels are needed- staple one label to each tearsheet.

#### 7. BEST SPORTS STORY OR SPORTS FEATURE

**Submit** Up to five stories or feature which deals with a sports subject or personality. Each entry should be clearly outlined with a red grease pencil or crayon. Limit five entries per newspaper.

**Criteria** Entries will be judged on quality of writing, thoroughness and ability to hold the reader's interest.

**Labels** Five labels are needed- staple one label to each tearsheet.

#### 8. BEST COLUMN

**Submit** Up to five entries; column that regularly appears in the newspaper. Submit two bylined columns for each columnist. **One entry consists of two columns by the same person.** Limit five entries per newspaper. Each column should be clearly outlined with a red grease pencil or crayon.

**Criteria** Entries will be judged on the quality and style of writing.

**Labels** Five labels are needed-staple two columns by the same columnist together.

#### 9. BEST GENERAL NEWS OR FEATURE PHOTO

**Submit** Up to five entries. Each photograph should be clearly outlined with a red grease pencil or crayon. A photo print may be submitted with the entry but is not mandatory. Limit five entries per newspaper.

**Criteria** Quality of photograph, composition, emotional impact and completeness will be considered.

**Labels** Five labels are needed- staple one label to each tearsheet.

#### 10. BEST SPORTS PHOTO

**Submit** Photo must be related to sports subject. Each photo should be clearly outlined with a red grease pencil or crayon. A photo print may be submitted with the entry but is not mandatory. Limit five entries per newspaper.

**Criteria** Quality of photograph, composition and emotional impact will be considered.

**Labels** Five labels are needed- staple one label to each tearsheet. List photographer on label.

#### 11. MOST EFFECTIVE USE OF GRAPHIC DESIGN ON A SINGLE PAGE

**Submit** Up to five full-page entries showing your effective use of graphic design. Entry may be section pages and may or may not contain color.

**Criteria** Emphasis on overall appearance of page featuring enhanced editorial design, not as a stand-alone element. Regular staff member must have done design. Strong emphasis will be placed on creativity and imagination. Judges will also consider reader impact and eye-appeal

**Labels** Five labels are needed- staple one label to each tearsheet. List designer(s) name on label.

#### 12. GENERAL EXCELLENCE

**Submit Two issues.** Winners in this category should exemplify advertising and editorial excellence in all aspects of the newspaper.

**Criteria** Editorial content, variety of ads and advertisers, graphic design, classified page/section and general appearance.

**Labels** One label is needed – fold newspapers together and staple label to front page.