

## 2017 ICPA Contest Rules

1. Member newspapers and students on staff are eligible to enter. While a paper must be a member of the Illinois College Press Association to enter the contest, there are no entry fees. Entrants need not be present at the **awards luncheon on Saturday, Feb. 17, 2018**, to win an award.
2. All entries must have been published between Dec. 1, 2016, and Nov. 30, 2017. Entries should be submitted through the ICES contest system. Directions attached.

Questions can be submitted to:

Chris Kaergard

ICPA 2nd Vice President [icpa@newspapercontest.com](mailto:icpa@newspapercontest.com)

**Deadline for submitting entries is Monday, December 18, 2017 at 11:59 p.m.**

3. **General info about ICES follows. Improperly prepared or late entries will be disqualified.**
4. We reserve the right to cancel a category if there is a lack of entries.
5. All entries must be the work of a student member of a student newspaper staff. Entries must be from papers that are members of the Illinois College Press Association.
6. Please limit the number of students listed for awards. Cite the person whose work is most reflected for each category. Only cite a second person if they contributed significantly to the overall story, design, etc. Do not list every editorial board member for editorials; instead, name the person who wrote the editorial or write “staff.” **Entries with three or more entrant names listed will be credited to “staff.”**

### Category Notes:

1. Any member newspaper, daily or non-daily, may submit entries for the Open competition. Separate categories have been established for judging dailies and non-dailies (see categories sheet).
2. **General Excellence** (categories #16, 35) dates should represent three editions on or closest to the following dates: **March 16, 2017, April 14, 2017, and October 13, 2017.** (The Illinois College Press Association randomly selected the dates.) If you published an issue on any of the specified dates, you must submit that issue.
3. For **Front Page Layout** (categories #17, 36), an entry shall consist of three consecutive publications — but do not send an entire edition, just the front pages.

4. For **Classified Section** (category #5) and Other Cartoon, Strip or Panel (category #2), an entry shall consist of work from three issues. In all other categories, single issues should be submitted.
5. For **General Excellence** (categories #16, 36), **Front Page Layout** (categories #17, 37), and **Entertainment Supplement** (category #6), schools may submit only one entry. In all other categories, schools may submit two entries. Submit only entries of high quality that merit attention.
6. For **Photos** (categories #30, 31, 32, 33, 34, 50, 51, 52, 53, 54), a photo published online may be entered, even if it was not published in print.
7. For **Online News Site** (category #14), please include your online publication's URL on the entry.
8. For **Podcast** (category #15), please submit links to up to three podcasts produced by an individual or team.
9. For **Multimedia Reporting** (categories #35, 55), entries should use new media such as audio, video and slideshows to report on news, features or sports. Entries may or may not have appeared in print.
10. For **Sports News Story** (categories #23, 43), please note that this does not include game stories. (Use the Sports Game Story categories for those.)

## Categories for the 2017 ICPA contest

Two entries may be submitted in each category except General Excellence (#16, 35), Front Page Layout (#17, 36) and Entertainment Supplement (#6). (*See "2017 ICPA Contest Rules" for additional information/clarification on select categories.*)

PLEASE NOTE THE BREAKING OUT OF GENERAL NEWS AND SPOT NEWS CATEGORIES IN THE NON-DAILY DIVISIONS.

### Open (for both dailies and non-dailies)

1. Editorial cartoon (include a brief explanatory note for cartoon of narrowly local content)
2. Other cartoon, strip or panel (three consecutive dates)
3. Advertisement less than full page (staff produced)
4. Full-page advertisement (staff produced)
5. Classified section (three issues; send full-page PDFs)
6. Entertainment supplement (weekly or periodic entertainment section): Only one entry per school; send full- issue PDFs.
7. Special supplement (excluding weekly or periodic entertainment supplements; send full-issue PDFs.)
8. Opinion page(s) (single or double truck to be judged on both layout and content; send full-page PDFs)
9. Graphic illustration (hand-drawn line art, illustrations, charts or graphs that complement news, editorial or features copy in page package; send full-page PDFs)
10. Critical review (film)
11. Critical review (other than film)
12. In-house promotional ad (staff-produced display ad boosting an aspect of student publication, e.g., circulation, ad sales, staff development, Newspaper Week, open house, etc.)
13. Advertising campaign (three or more display ads developed for a single local advertiser to enhance product sales or service)
14. Online news site (include link to your publication's URL on the entry)
15. Podcast (include link to your publication's URLs on the entry)

## Dailies

16. General excellence: Three complete editions published on or closest to the following randomly selected dates: **March 16, 2017, April 14, 2017, and October 13, 2017**. Only one entry (consisting of three complete issues from specified dates; submit full-issue PDFs) per school.
17. Front page layout: Three consecutive editions of the newspaper's choice. Again, only one entry (consisting of full-page PDFs from three consecutive front pages) per school.
18. Editorial (unsigned opinion of the newspaper's editorial board)
19. Column, excluding sports
20. Feature story (other than sports)
21. Feature page design (single or double truck to be judged on both layout and content; submit full-page PDFs)
22. News story (single story, can be accompanied by related sidebars published same day)
23. Sports news story (single story, can be accompanied by related sidebars published same day)
24. Sports game story (covering a sporting event; written on deadline)
25. Sports feature story
26. Sports column
27. Sports page design (single or double truck to be judged on both layout and content; submit full-page PDFs)
28. In-depth reporting (single story or stories, either as a series or continuing coverage)
29. Headline writing (for single story — include story)
30. Photo essay (series of related photos used to tell a story; may be accompanied by a text story)
31. Feature photo (including sports)
32. Sports photo (game or sideline action)
33. General news photo (all news photos other than spot news)
34. Spot news photo (breaking news photo published within one cycle of regular publishing schedule)
35. Multimedia reporting (include link to your publication's URL on the entry)

## Non-Dailies (The ICES system will break entries out by school enrollment of 4,000 or more or less than 4,000)

36. General excellence: Three complete editions printed on or closest to the following randomly selected dates: **March 16, 2017, April 14, 2017, and October 13, 2017**. Only one entry (consisting of three complete issues from specified dates; submit full-issue PDFs) per school.
37. Front page layout: Three consecutive editions of the newspaper's choice. Again, only one entry (consisting of full-page PDFs from three consecutive front pages) per school.
38. Editorial (unsigned opinion of the newspaper's editorial board)
39. Column, excluding sports
40. Feature story (other than sports)
41. Feature page design (single or double truck to be judged on both layout and content; submit full-page PDFs)
42. News story (single story, can be accompanied by related sidebars published same day)
43. Sports news story (single story, can be accompanied by related sidebars published same day)
44. Sports game story (covering a sporting event; written on deadline)
45. Sports feature story
46. Sports column
47. Sports page design (single or double truck to be judged on both layout and content; submit full-page PDFs)
48. In-depth reporting (single story or stories, either as a series or continuing coverage)
49. Headline writing (for single story — include story)
50. Photo essay (series of related photos used to tell a story; may be accompanied by a text story)
51. Feature photo (including sports)
52. Sports photo (game or sideline action)
53. General news photo (all news photos other than spot news)
54. Spot news photo (breaking news photo published within one cycle of regular publishing schedule)
55. Multimedia reporting (include link to your publication's URL on the entry)

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*If you have any questions, please contact Chris Kaergard, ICPA 2nd vice president, at [icpa@newspapercontest.com](mailto:icpa@newspapercontest.com). Thanks for your interest in our 2017 contest.*

## Step-by-step Instructions for Entry Submission to the 2017 ICPA contest on ICES

### **Deadline for submitting entries is Monday, December 18, 2017 at 11:59 p.m.**

Step 1 — The Association Code from ICPA is ICPA - Register on the contest website using your email address. You will receive a confirmation email, which you will need to complete registration. Use the link below to register.

Step 2 — Login to <http://www.newspapercontest.com/icpa>. You will see a page showing any entries you have already submitted. Complete rules for both advertising and editorial contests are available above (click links). Some browsers, such as Safari, will open the rules in a new window; others will require you to download the PDF file to your computer.

Step 3 — Click on the “Add New Entry” link.

Step 4 — On this page, select your newspaper name. A lot of information will autofill. If that information is incorrect, please call Chris Kaergard at 773.501.6825 or email [icpa@newspapercontest.com](mailto:icpa@newspapercontest.com). Your Division will be selected for you based on your circulation. Fill in the preparer’s name.

Step 5 — Select the contest class. These are drop-down menus for your convenience. This field will clear each time you save an entry, so you must select a class for each new entry. When you select the class, special instructions will appear below it.

Step 6 — If necessary, provide an explanation of your entry. The explanation/cutline box is limited to 3,000 characters. It’s a good idea to write your explanation in another program, such as Word, and copy/paste into the explanation box. If a URL is required, fill in the URL box; there is no need to type “http://.”

Step 7 — Include the name of the entry. If uploading full-page PDF files, it will be helpful if the entry name matches the headline on the page so the judges can find it easily. If the judges cannot tell what is to be judged, the entry will be discarded without refund.

Step 8 — Include the name of the person or people who should be credited for any award. This is generally the writer, reporter, photographer, graphic artist, cartoonist, etc. It is not necessarily the name of the person submitting the entry nor the person picking up the award at the convention.

Step 9 — Add your file or files. You can drag and drop files or use the “Add files” button to navigate your files. Generally, files should be in PDF format except photos, which should be in high-resolution JPG format. Other files and URLs may be acceptable as noted in the special instructions. Upload as many files as are necessary to complete your entry but refer to the special instructions for any limitations.

Step 10 — **When you have completed your submission, click the “Save” button. If you click the “Back to list” button, you will lose the entry you just completed. After clicking “Save,” you will be directed back to the list of your entries.**

Step 11 — To submit another entry, click “Add New Entry.” As long as you have not logged out of the system, your newspaper name will still be in place and you can simply start at **Step 6** again. You may log out and log back in later to continue adding entries. You will need to select your newspaper name each time you log in.

Step 12 — If you are done submitting entries, please review the list. You may not change an entry, but you may delete an entry and resubmit it before the deadline.

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