



# **Better Newspaper Contest 2018**

**Questions: Contact Sherida Evans at [sherida@siu.edu](mailto:sherida@siu.edu)  
or call 618-453-3262**

**CONTEST DEADLINE FOR SUBMITTED ENTRIES:  
March 16, 2018, 5:00 p.m. Central Time**

**SAVE THE DATE!  
2018 ANNUAL MEETING  
June 1, 2018  
Location TBD**

# 2018 Southern Illinois Editorial Association CALL FOR SUBMITTED ENTRIES RULES

**1. Dates:** Entries must be from issues published during 2017.

**2. Entry format:** Each entry is to be submitted electronically at [www.newspapercontest.com/SIEA](http://www.newspapercontest.com/SIEA). If you cannot submit an entry electronically for some reason or have any other trouble accessing the submission website, please call Sherida Evans at 618-453-3262 or email her at [sherida@siu.edu](mailto:sherida@siu.edu). Entries should be PDF files except photos, which should be high-resolution JPG files. Other file types and URLs may be submitted as noted in the rules for specific classes. Full-page PDFs may be submitted for individual entries as long as the entry is obvious. **BEST PRACTICE:** Match the name of the entry to the headline on the page. URLs also may be submitted.

**3. Eligibility:** Limited to SIEA MEMBER NEWSPAPERS. Submissions from newspapers that are not current (paid for 2018) members of the Southern Illinois Editorial Association **WILL NOT BE JUDGED**. Remember: There is no such thing as a group membership in the SIEA. To check your membership for 2018, call Sherida Evans at 618-453-3262.

**4. Bylines:** Credit must be supplied for all entries, whether or not the published piece or photograph actually carried a byline or credit line. On the entry submission, please include the name(s) of the person(s) who should be credited for the work. This is not necessarily the person who submitted the entry or is picking up the award. It should be the writer/reporter/photographer.

**5. Questions?** If you have a question about your membership status, contact Sherida Evans, School of Journalism, Southern Illinois University Carbondale, 1100 Lincoln Drive, Mail Code 6601, Carbondale, Illinois 62901, or call 618-453-3262, or e-mail [sherida@siu.edu](mailto:sherida@siu.edu).

**Reminder:** The SIEA Better Newspaper Contest features two competitions each year: one in which member papers are judged for content in two editions published during the contest year, the other where they may submit entries on their own.

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# **2018 Southern Illinois Editorial Association PULL CONTEST 2017**

Judges look at two issues of each paper to judge the pull contest.

This year's contest pull weeks are:

**March 19-25, 2017**

**December 3-9, 2017**

In the "pull" competition, newspapers compete in four circulation divisions.

Division A: Small Weeklies (2,800 and under)

Division B: Large Weeklies (Over 2,800)

Division C: Small Dailies (20,000 and under)

Division D: Large Dailies (Over 20,000) – may only enter General Excellence

For the pull competition, judges rate the weeklies' and small dailies' efforts in six performance categories: Best Local News Coverage, Newspaper Design, Best Use of Photography, Best Editorial Page, Advertising Excellence and Best Local Sports Coverage. The score from these categories are used to decide General Excellence.

**Large dailies compete for the General Excellence award ONLY.**

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# PULL CONTEST CATEGORIES

Issues from: March 19-25 and December 3-9, 2017

**Divisions A, B & C must submit entries to all SIX categories (not General Excellence).**  
**Division D submits to General Excellence ONLY.**

**Best Local News Coverage:** Best local news content, choice of subject matter, local appeal and effectiveness of writing.

**Entries:** Submit PDF(s) of the local news coverage page(s) from the weeks of March 19-25 & December 3-9, 2017.

**Newspaper Design:** Judging will be on the selection and use of headlines and body type, general make up, use of photos, graphics and color and advertising display.

**Entries:** Submit COMBINED PDF(s) of entire issues from the weeks March 19-25 & December 3-9, 2017.

**Best Use of Photography:** Judges will consider the use of news photography in relation to news stories and other elements of the newspaper; the manner in which photos are used throughout the entire newspaper and the photographer's technique.

**Entries:** Submit COMBINED PDF(s) of entire issues from the weeks of March 19-25 & December 3-9, 2017.

**Best Editorial Page:** Judging will be on choice of subject matter, local appeal, quality of staff writing and general appearance.

**Entries:** Submit PDF(s) of the editorial page(s) from the weeks March 19-25 & December 3-9, 2017.

**Advertising Excellence:** This award recognizes overall excellence in locally prepared display and classified advertising. For advertising overall, judges will consider consistency in ad quality the number and variety of advertisers. With respect to display advertising, judges will consider the probable total effect on the reader; the use of good design, typography and creativity in the ad and the general appearance of display advertising throughout the issues. With respect to classified advertising, judges will consider variety of classifications and general appearance and display of ads.

**Entries:** Submit COMBINED PDF(s) of entire issues from the weeks March 19-25 & December 3-9, 2017.

**Best Local Sports Coverage:** This award recognizes excellence in local sports reporting.

Judges will consider the content of the writing and the form in which it is written; the selection of significant local material to report about and the way in which the material is handled.

**Entries:** Submit PDF(s) of the local sports page(s) from the weeks of March 19-25 & December 3-9, 2017.

**For Division D ONLY:**

**General Excellence:** Defined as overall presentation of the newspaper. Judging will be based on a scope of coverage in news and other sections, excellence in writing and photography, promotion of community interests, vigor in the editorial page, advertising enterprise and design.

**Entries:** Submit COMBINED PDF(s) of entire issues from the weeks March 19-25 & December 3-9, 2017.

# 2018 Southern Illinois Editorial Association

## OPEN CATEGORIES 2017

**Best Feature Story:** Recognizes feature stories including stories of human interest, personality profiles and humorous writing. Judging will be on choice of subject matter, local appeal, impact of lead and effectiveness of writing.

**Entries:** Upload PDF file – Limit two per newspaper. Single stories only. No series.

**Best Education Story:** Recognizes outstanding coverage of education issues that emphasizes the community's connection with its local school district.

**Entries:** Upload PDF file – Limit two per newspaper. Single stories only. Stories must focus on some area of education that connects to the local community.

**Best Editorial:** A single editorial regarding a local subject. Judging will be on choice of subject matter, local appeal and effectiveness of writing.

**Entries:** Upload PDF file. Limit one per newspaper. Must be written by local staff and have local angle.

**Best News Story:** Judging will be on local interest, significance of subject matter, timeliness, effective use of quotes, impact of lead, thoroughness of reporting and clarity of writing.

**Entries:** Upload PDF file. Limit one per newspaper. Sidebars to a story that appear on the same date and in proximity to the mainbar may be included.

**Best News Photo:** This category includes both spot news and general news photographs. A spot news photograph is a picture of an unscheduled event for which no advanced planning was possible such as a fire or car accident. A general news photo is a picture of an event that is planned, such as a school play or a meeting. Judging will be on subject, composition, originality and technical skill.

**Entries:** Upload a high-resolution JPG image. An explanation of the photo may be included in the explanation box when you add the entry electronically. Limit two per newspaper. Single photos only. No photo features.

**Best Sports Photo:** A sports photo is a single portrait, feature or action photo portraying participation in a sporting event. Judging will be on subject, composition, originality and technical skill.

**Entries:** Upload a high-resolution JPG image. An explanation of the photo may be included in the explanation box when you add the entry electronically. Limit two per newspaper. Single photos only. No photo features.

**Best Photo Essay:** A photo essay may be spot news, feature or sports photos that are presented in a layout of two or more photos. Judging will be on subject, composition, originality and technical skills demonstrated by the photographer.

**Entries:** Upload a full-page PDF of each page with entry PLUS high-resolution JPG files of each photo on the page. Limit two per newspaper. Copy and photos must reflect efforts of local staff.

**Best Feature Photo:** A feature photo is a picture of a “found” situation that has strong human interest; a fresh view of the commonplace. Judging will be on subject, composition, originality and technical skill.

**Entries:** Upload a high-resolution JPG image. An explanation of the photo may be included in the explanation box when you add the entry electronically. Limit two per newspaper. Single photo must reflect efforts of local staff.

**Best Website:** Judging is on the complete website (including blogs, slideshows, multi-media, podcasts, e-mail alerts, etc.) as well as how you use the print product to direct people to the website. Judging will be based on the narrative as well as a blind date viewing of the website.

**Entries:** Provide the URL and login and password if required. Maximum one entry per newspaper. Submit, along with entry, a SEPARATE PDF OR WORD DOCUMENT with up to a 500-word narrative about your website describing its value to readers, ease of navigation, use of links and interactivity.

**Community Service:** Community service is a newspaper’s effort to promote and encourage any activity that benefits the development and well-being of the community, or to serve the community by bringing about changes in programs or services to benefit the public. Judging will be on the selection of subject matter, local appeal, excellence in writing and presentation and effectiveness of effort.

**Entries:** Upload PDF file. Limit one entry per newspaper. Entries must be limited to news/editorial initiatives that are intended to make for better living in the newspaper’s community by encouraging or advancing community improvement efforts or through campaigns to correct community problems and shortcomings. Series that necessarily run past the end of the contest year are acceptable. Many past entries have included packages of articles used to advance a community project.

**Charlie Feirich Original Column Competition:** Columns are written from a point of view. Judging will be on effectiveness of writing, human interest and local appeal.

**Entries:** Upload PDF file. Limit: three columns per member newspaper. Sports columns are acceptable. Prizes: 1st - \$200; 2nd - \$125; 3rd - \$85.

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