



Louisiana Press Association

2016 Newspaper Competitions

Contest deadline

Early Deadline: Friday, February 3, 2017

Regular Deadline: Friday, February 10, 2017

Late Deadline: Friday, February 17, 2017

Contest period

January 1 to December 31, 2016

Maximum number of entries

Five entries per category unless stated otherwise

Cost to enter

Divisions 1-9

Early Deadline: February 3: \$5 per entry

Regular Deadline: February 10: \$7 per entry

Late Deadline: February 17: \$9 per entry

Questions?

Contact Mitch Droge at (225) 344-9309 x 107
via e-mail at mitch@lapress.com

Louisiana Press Association

404 Europe Street, Baton Rouge, LA 70802

www.lapress.com

Save the Date! 2017 LPA/MPA Convention - July 6-8 - Biloxi, Miss.

Eligibility

Open to LPA members in good standing. DUES MUST BE CURRENT. TMC issues are not eligible. All entries must have been printed or circulated in the member newspaper or publication, to subscribers.

“Regular Employees”

In all categories, particularly in reporting, feature writing and photography; “regular employees” are those who work or who are contracted to work exclusively for the newspaper or publication.

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.

Duplicate Submissions/Limits

No entry should be submitted in more than one category when judging is based on the same criteria. Writers/Columnists/Photographers are limited to five (5) entries per category.

Submission Format

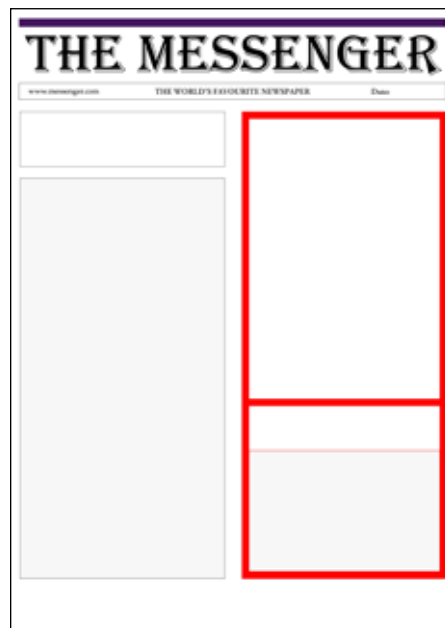
All uploads should be a full page PDF tearsheet of the actual page(s) that were published. Text and Word documents will NOT be accepted. All entries must be uploaded.

When uploading PDF files, it will be helpful if the entry name matches the headline of the entry. We also recommend placing a red box around the entry (see examples below and on page 15). This is so the judges can find the entry easily. If the judges cannot tell what is to be judged, the entry will be discarded without refund.

If you have any questions or problems with uploads, contact Mitch Droge at (225) 344-9309 x 107 or via e-mail at mitch@lapress.com.



Please note that competitions marked with this symbol are in danger of being discontinued due to lack of participation.



Please refer to Page 15 for step by step instructions on how to draw the red box using Adobe Acrobat Professional software.

Disqualification

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. No fees will be refunded on disqualified entries.

Sweepstakes

Points will be awarded in each contest, except General Excellence using the following system:

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

General Excellence Points

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

Newspaper of the Year

Newspaper of the Year will be awarded based on points. Sweepstakes points will be counted in online contests for division 1-4. In the event of a tie for Sweepstakes and Newspaper of the Year, the tied 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.

Divisions*

****Pending verification of 2016 circulation figures and may change after entries are submitted.***

Active Newspapers

There are six (6) divisions based on postal statement of ownership or statement of audit on file at LPA. Division eligibility is based on averaging the circulation for each day published and is subject to verification. Exceptions are Community Service and Freedom of Information. 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 newspaper’s placement in the division – if the newspaper is in the lower 1/3rd of the division, the newspaper will be moved down; if it is in the upper 2/3rds the newspaper will move up.

DIVISION 1

Average Paid Circulation of 30,000 and above

The Advocate (Baton Rouge)
The New Orleans Advocate
The Times-Picayune (New Orleans)

DIVISION 2

Average Paid Circulation 14,000 - 29,999

The Town Talk (Alexandria)
The Courier (Houma)
The Advertiser (Lafayette)
American Press (Lake Charles)
News-Star (Monroe)
The Times (Shreveport)

DIVISION 3

Average Paid Circulation 5,000 - 13,999

Livingston Parish News (Denham Springs)
Daily Star (Hammond)
The Times (Houma)
The Daily Review (Morgan City)
Natchitoches Times
The Daily Iberian (New Iberia)
Daily World (Opelousas)
The Inquisitor (Shreveport)
The Daily Comet (Thibodaux)
Ouachita Citizen (West Monroe)
Franklin Sun (Winnsboro)

DIVISION 4

Average Paid Circulation 3,000 - 4,999

Abbeville Meridional
Bogalusa Daily News
Bossier Press-Tribune
St. Tammany Farmer (Covington)
Crowley Post-Signal
Beauregard Daily News (DeRidder)
Franklin Banner-Tribune
Concordia Sentinel (Ferriday)
Era-Leader (Franklinton)
Jena Times
Jennings Daily News
The Enterprise (Mansfield)
Sabine Index (Many)
Marksville Weekly News
Minden Press-Herald
Louisiana Weekly (New Orleans)
Pointe Coupee Banner (New Roads)
Ponchatoula Times
Rayne Acadian-Tribune
Ruston Daily Leader
Teche News (St. Martinville)
Shreveport Sun
Winn Parish Enterprise (Winnfield)

DIVISION 5

Average Paid Circulation 1,500-2,999

The St. Bernard Voice (Arabi)
Bienville Democrat-Record (Arcadia)
Bastrop Daily Enterprise
The Plaquemines Gazette (Belle Chasse)
The Banner (Bernice)
St. Charles Herald-Guide (Boutte)
Cameron Parish Pilot
Colfax Chronicle
Coushatta Citizen
DeQuincy News
Eunice News
Farmerville Gazette
Gonzales Weekly Citizen
Guardian-Journal (Homer)
Jackson Independent (Jonesboro)
Catahoula News-Booster (Jonesville)
Banner-Democrat (Lake Providence)
L'Observateur (LaPlace)
Leesville Leader*
News-Examiner (Lutcher)
The Assumption Pioneer (Napoleonville)
The Bayou Journal (Pierre Part)
West Side Journal (Port Allen)
Springhill Press
Madison Journal (Tallulah)
Ville Platte Gazette

DIVISION 6

Average Paid Circulation 1,499 or under

Amite Tangi-Digest
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
Kaplan Herald
Kentwood News-Ledger
Kinder Courier News
West Carroll Gazette (Oak Grove)
Oakdale Journal
Plaquemine Post/South
Richland Beacon-News (Rayville)
St. Francisville Democrat
Tensas Gazette (St. Joseph)
Southwest Daily News (Sulphur)
Vinton News
Vacherie Enterprise
Caddo Citizen (Vivian)

Freedom of Information is judged
as one division only.

Community Service is judged
as three divisions:

- Division A - Divisions 1-3
- Division B - Divisions 4-6
- Division C - Divisions 7-8

Newspapers in Divisions 2-6 are allowed to compete up in the divisions. For example, a newspaper in Division 5 is eligible to compete in Division 4.

****Pending verification of 2016 circulation figures and may change after entries are submitted.***

Associate Active Publications DIVISION 7 (SPECIAL INTEREST)

- Acadiana Lifestyle (New Iberia)
- Baptist Message (Alexandria)
- Bayou Catholic (Houma)
- Catholic Commentator (Baton Rouge)
- Forum News (Shreveport)
- Gambit (New Orleans)
- Independent Weekly (Lafayette)
- Livingston Business Journal (Denham Springs)
- Louisiana Political Review
- Louisiana Sportsman (Boutte)
- Louisiana Sports Magazine (Baton Rouge)
- Point of Vue Magazine (Houma)
- Psychology Times (Baton Rouge)
- Thrive Magazine (Lake Charles)
- Tiger Rag (Baton Rouge)

DIVISION 8 (COMMUNITY NEWS)

- Capital City News (Baton Rouge)
- Central City News
- Central Speaks
- Feliciana Explorer
- Guardian (Ft. Polk)
- Lafourche Gazette (Larose)
- Ponchatoula Drum
- Riverside Reader (Port Allen)
- Slidell Independent
- Zachary Post

College Publications

DIVISION 9

- Alamagest
- Bayou Bengal
- Conglomerate
- Contraband
- Courtbouillion
- Current Sauce
- The Reveille
- The Dolphin
- Gramblinite
- Tulane Hullabaloo
- Lion's Roar
- Loyola Maroon
- The Nicholls Worth
- Sentry News
- The Hawkeye
- Southern Digest
- Vermilion
- Jaguar Speaks
- The Tech Talk
- Wildcat
- Xavier Herald

2016 LPA Contest Instructions

Step 1 — Acquire your Association Code from LPA.

Register at: www.newspapercontest.com/lpa using your email address. You will receive a confirmation email, which you will need to complete registration.

Step 2 — Login to www.newspapercontest.com/lpa. You will see a page showing any entries you have already submitted. Complete rules for both advertising and editorial contests are available here: www.newspapercontest.com/lpa/Downloads/ContestRules.pdf.

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 LPA at (225) 344-9309 x107. Your Division will be selected for you based on your circulation. Fill in the preparer’s name.

Step 5 — Select “Editorial” or “Advertising” to begin submitting entries. As you create entries, this field will not change unless you select to change it. All required fields are marked with a red asterisk.

Step 6 — Select the contest class (name of contest.) 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 7 — 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 8 — Include the name of the entry. When uploading PDF files, it will be helpful if the entry name matches the headline of the entry. We also recommend placing a box around the entry (see examples on pages 2 and 15). This is so the judges can find the entry easily. If the judges cannot tell what is to be judged, the entry will be discarded without refund.

Step 9 — **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 10 — 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 11 — 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 12 — 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 13 — 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. When done uploading all your entries, click the “Billing” button on the list page. This will take you to a page where the entry fee is automatically generated. You may pay by PayPal or you may mail payment to: Louisiana Press Association, 404 Europe St., Baton Rouge, LA 70802. Once payment is made, we will disable your access to the page. If you find out later that you need access, you would need to call the LPA office at (225) 344-9309 x 107 or register using a different email address.

2016 LPA Editorial Categories

1. BEST FRONT PAGE

Active Newspapers 1-6, Associate Active Publications 7-8

SUBMIT TWO FRONT PAGES. Two front page tearsheets 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.

2. BEST EDITORIAL PAGE

Active Newspapers 1-6

SUBMIT TWO EDITORIAL PAGES. Two editorial page tearsheets 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.

3. BEST SINGLE EDITORIAL

Active Newspapers 1-6

SUBMIT UP TO FIVE ENTRIES. Entries should be 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.

4. BEST FEATURE STORY

Active Newspapers 1-6, Associate Active Publications 7-8, College 9

SUBMIT UP TO FIVE ENTRIES. Entries should be written by a regular staff member or contract content producer. 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.

5. BEST NEWS STORY

Active Newspapers 1-6, Associate Active Publications 7-8, College 9

SUBMIT UP TO FIVE ENTRIES. Entries should be written by a regular staff member or contract content producer. More than one staff writer may author stories. Each entry may be a single story or a single story w/ sidebars.

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

6. BEST SPORTS STORY

Active Newspapers 1-6, College 9

SUBMIT UP TO FIVE ENTRIES. Entries should be written by a regular staff member or contract content producer. 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 will receive no consideration. Strong emphasis placed on sentence and paragraph structure and lead.

7. BEST BREAKING NEWS STORY

Active Newspapers 1-6, Associate Active Publications 7-8

SUBMIT UP TO FIVE ENTRIES. Print or online stories accepted. Entries should be written by a regular staff member or contract content producer. More than one staff writer may author stories. Each entry may be a single story or a single story w/ sidebars.

Criteria: A single story, or a group of stories published in the same issue, covering a single news event which is unplanned and unanticipated. The event must have occurred no more than 24 hours before the publication's deadline. Quality of writing and thoroughness of fact reporting will be considered. This category is for coverage of events which happened with NO advance warning. If an event had been anticipated enough to allow a publication to have added matter or pages ready to go, it does not qualify for this category. All entries will be reviewed for compliance. If an entry consists of more than one story, all of the stories must have been published on the same date. Coverage of hurricanes or other predicted weather phenomena is NOT considered breaking news. An entry in this category may be included in a general news entry if the breaking news story launched multi-day, continuing coverage.

8. BEST REGULAR COLUMN Sam Hanna Award

Active Newspapers 1-6, Associate Active Publications 7-8, College 9

SUBMIT UP TO FIVE COLUMNISTS WORKS. Two published columns by the same columnist equal one entry. Columns must be regular features of the newspaper, original and written by regular members of the staff or contract content producer.

The Sam Hanna Award is given to columnists for the 1st place entry in the Best Regular Column category. The award is given in memory of long-time columnist and publisher of the Concordia Sentinel in Ferriday, the Franklin Sun in Winnsboro, and the Ouachita Citizen of West Monroe. First Place winners of the Sam Hanna award will receive two plaques – one for the newspaper and one for the columnist.

Criteria: Columns may be specialized with the exception of sports (separate category). Special plaques honoring the late publisher of Hanna Publishing, Sam Hanna, will be awarded to the newspaper and the columnist in each division.

9. BEST SPORTS COLUMN

Active Newspapers 1-6

SUBMIT UP TO FIVE COLUMNISTS WORKS. Two published columns by the same columnist equal one entry. Columns must be regular features of the newspaper, original and written by regular members of the staff or contract content producer.

10. BEST OVERALL SPORTS COVERAGE

Active Newspapers 1-6

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.

11. BEST LIFESTYLE COVERAGE

Active Newspapers 1-6, Associate Active Publications 7-8

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.

12. BEST NEWS COVERAGE

Active Newspapers 1-6, Associate Active Publications 7-8

SUBMIT TWO SECTIONS OR ISSUES. Two sections or issues equal one entry.

Criteria: Writing skills and reader appeal; strong emphasis placed on planning, depth and organization, and use of headlines and photos. Sports and Lifestyle will not be considered as part of Best News Coverage.

13. BEST CONTINUING COVERAGE OF A SINGLE NEWS EVENT

Active Newspapers 1-6, Associate Active Publications 7-8

SUBMIT UP TO FIVE ENTRIES. Entries should be written by a regular staff member or contract content producer. 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, insightfulness, flow over the course of several weeks, information value and overall quality of writing.

*letter
required

14. BEST INVESTIGATIVE REPORTING* Gibbs Adams Award

Active Newspapers 1-6, Associate Active Publications 7-8

SUBMIT UP TO FIVE ENTRIES. *A letter of explanation, including a description of the steps the reporter made in the investigation must be included. Entries should be 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.

The Gibbs Adams Award is given to the investigative reporter for the 1st place entry in the Best Investigative Reporting category. The award is given in memory of long-time State Times-Morning Advocate investigative reporter Gibbs Adams.

Criteria: Entries should demonstrate staff initiative and enterprise. 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. A letter of explanation must be included.

*letter
required

15. BEST STORY GENERATED BY PUBLIC NOTICE*

Active Newspapers 1-6

SUBMIT UP TO FIVE ENTRIES. *A letter of explanation must be included. Entries should be written by a regular staff member or contract content producer. More than one staff writer may author stories. Each entry may be a single story or a single story w/ sidebars.

Criteria: Entries should demonstrate staff initiative and enterprise. Judges will consider overall quality of writing and how the public notice led the writers to find the story. Include the public notice with each entry. A letter of explanation must be included.

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

Active Newspapers 1-6, Associate Active Publications 7-8, College 9

SUBMIT UP TO FIVE FULL-PAGE ENTRIES. More than one staff member may design a page. Entry may be section pages & may or may not contain color.

The Gary Hebert Award is given to graphic designers for the 1st place entry in the Most Effective Use of Graphic Design category. The award is given in memory of Gary Hebert, who was a trendsetter in the world of weekly newspaper design. Under his reign, the Plaquemine Post/South received many awards for graphic design and effective use of spot color. First Place winners of the

Gary Hebert award will receive two plaques – one for the newspaper and one for the designer.

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. Special plaques will be awarded to the newspaper and the chief graphic designer in all divisions.

17. BEST HEADLINE

Active Newspapers 1-6

SUBMIT UP TO FIVE WRITERS' WORKS. Two headlines by the same writer equal one entry. Submit two full-page tearsheets with one headline each.

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

18. BEST NEWS PHOTO

Active Newspapers 1-6, Associate Active Publications 7-8, College 9

SUBMIT UP TO FIVE ENTRIES. Both Online and Print photos now eligible. Submit full-page tearsheets or print-out from web with one photo clearly outlined. No photo that is part of a photo package entered elsewhere may be submitted in this category.

Criteria: Each photo will be judged separately for its news value. No original photos should be sent. News refers to events that are currently developing, or “breaking” i.e. events that are unexpected, such as a plane crash or building fire.

19. BEST FEATURE PHOTO

Active Newspapers 1-6, Associate Active Publications 7-8, College 9

SUBMIT UP TO FIVE ENTRIES. Both Online and Print photos now eligible. Submit full-page tearsheets or print-out from web with one photo clearly outlined. No photo that is part of a photo package entered elsewhere may be submitted in this category.

Criteria: Each photo will be judged separately for its feature news value. No original photos should be sent. Feature news is defined as “soft news” covering lifestyle, art, social and community events.

20. BEST SPORTS PHOTO

Active Newspapers 1-6, College 9

SUBMIT UP TO FIVE ENTRIES. Both Online and Print photos now eligible. Submit full-page tearsheets or print-out from web with one photo clearly outlined.

Criteria: Each photo will be judged separately.

21. BEST PHOTO PACKAGE (3 or more photos)

Active Newspapers 1-6, Associate Active Publications 7-8

SUBMIT UP TO FIVE ENTRIES. 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. Online photo galleries will also be accepted.

Criteria: Editorial content will receive no consideration.

22. BEST SPECIAL SECTION, EDITORIAL

Active Newspapers 1-6, Associate Active Publications 7-8

SUBMIT UP TO FIVE ENTRIES. **Enter Entry ID in system.**

Entries should be either special sections or special editions dealing with one overall theme. Each section or edition will be judged individually.

Criteria: Quality of news content and reader appeal.

Originality of Idea	30 points
Editorial/News Quality	30 points
Reader Appeal	20 points
Layout/Design	20 points

23. COMMUNITY SERVICE / SERVICE TO READERS* Divisions A, B & C

Active Newspapers 1-6, Associate Active Publications 7-8

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 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 two divisions: Division A – divisions 1-3; Division B – divisions 4-5; Division C - divisions 6-7.

24. 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 2016.

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 (photocopies 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.

25. GENERAL EXCELLENCE Editorial & Ad Content considered

Active Newspapers 1-6, Associate Active Publications 7-8, College 9

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.



*letter
required

*letter
required

2016 LPA Advertising Categories

REMINDER

As long as any ad is sold by its local Louisiana sales representative, the ad may be designed out of state (i.e. central office) and may be entered into the advertising competitions.

Clarification on the definition of contract employees and centralized advertising design operations: As long as the material is produced at the newspaper's direction, the entries can be submitted in the appropriate contest.

Agency ads will NOT be accepted in any Advertising category. Examples of agency ads are co-op ads and car dealerships where the local dealers' logo is placed in the "pre-designed" ad. Ads will be carefully screened and disqualified if there is cause to believe it is an agency ad.

26. STAFF GENERATED BLACK & WHITE

Active Newspapers 1-6, Associate Active Publications 7-8, College 9

SUBMIT UP TO FIVE ENTRIES. Show a single ad that represents your newspaper's best quality in content, artwork and layout. Submit a full-page tearsheet for each entry. Ad must be for a single advertiser.

Criteria: The basic idea, layout, copy, typography and originality. No house ads may be submitted.

27. STAFF GENERATED COLOR

Active Newspapers 1-6, Associate Active Publications 7-8, College 9

SUBMIT UP TO FIVE ENTRIES. Show a single ad that represents your newspaper's best quality in content, artwork and layout. Ad will feature one or more colors of ink other than or in addition to black. Submit a full-page tearsheet for each entry. Ad must be for a single advertiser.

Criteria: The basic idea, layout, copy, typography and originality. No house ads may be submitted.

28. BEST AD CAMPAIGN

Active Newspapers 1-6, Associate Active Publications 7-8

SUBMIT UP TO FIVE ENTRIES. Show a novel or unusual idea carried out through a series of ads either in one issue or in a series of issues. Ads should show a continuity of theme. Each entry may consist of multiple parts although no more than five parts to any campaign or series should be submitted. Submit a full-page tearsheet for each ad in a series.

Criteria: Creativity, layout, typography, originality and development of a theme. No house ads may be submitted.

29. IN-PAPER PROMOTION

Active Newspapers 1-6, Associate Active Publications 7-8

SUBMIT UP TO FIVE ENTRIES. Each entry may consist of multiple parts although no more than five parts to any campaign or series should be submitted. Submit a full-page tearsheet for each ad in a series.

Criteria: Creativity and continuity of theme.

30. MULTIPLE ADVERTISER PAGE

Active Newspapers 1-6, Associate Active Publications 7-8

SUBMIT UP TO FIVE ENTRIES. Entries should feature three or more advertisers under a common headline or theme. Each entry is eligible to win. Submit a full-page tearsheet.

Criteria: Originality of basic idea, layout, copy typography and creativity as a revenue producer.

*letter
required

31. BEST SELF-PROMOTION Outside of Print*

Active Newspapers 1-6, Associate Active Publications 7-8

SUBMIT UP TO FIVE ENTRIES. *Letter of explanation is required. Show inventive ideas and products used to market your newspaper. Submit photos of examples for each self-promo campaign.

Judging will be based on:

Creativity of the idea that produces revenue 50 points

Overall design and originality of promotion 50 points

32. BEST CLASSIFIED SECTION OR PAGE

Active Newspapers 1-6

SUBMIT TWO CLASSIFIED SECTIONS OR PAGES. Two classified pages or sections equal one entry.

Criteria: Originality, creativity, impact and attention-getting quality.

33. BEST SERVICES AD Non-Retail

Active Newspapers 1-6, Associate Active Publications 7-8

SUBMIT UP TO FIVE ENTRIES. Examples are professional services such as travel agencies, health spas, barbers/beauticians, politicians, funeral homes, doctors, hospitals, attorneys, lawn services, plumbers, and financial services. Each entry may be an ad or a series of ads (not to exceed five) that are part of a single campaign. Ad must be for a single advertiser.

Criteria: The basic idea, layout, copy, typography and originality.

*letter
required

34. BEST SUCCESS STORY OF AN AD*

Active Newspapers 1-6, Associate Active Publications 7-8, College 9

SUBMIT UP TO FIVE ENTRIES. *Letters of explanation are required. Each entry may be an ad or a series of ads (up to five) that are part of a single campaign. Ad must be for a single advertiser.

*A newspaper statement identifying the challenge, the objective/purpose, and the results must be included. *A letter from the advertiser verifying the effectiveness of the ad must also be included.

Criteria: Judges will consider the ad's effectiveness, which will be determined by a statement from the newspaper and a letter from the advertiser.

35. BEST RETAILER AD

Active Newspapers 1-6, Associate Active Publications 7-8

SUBMIT UP TO FIVE ENTRIES. Examples are ads for a retailer that is independent and locally owned (such as a flower shop, gift shop, book store, antique store, etc). Each entry may be an ad or a series of ads (not to exceed five) that are part of a single campaign. Ad must be for a single advertiser.

Criteria: The basic idea, layout, copy, typography and originality.

36. BEST NON-TRADITIONAL USE OF SPACE AD

Active Newspapers 1-6, Associate Active Publications 7-8

SUBMIT UP TO FIVE ENTRIES. Show a novel or unusual “Ad-scape” in a single ad or series of ads either in one issue or in a series of issues. Each entry may consist of multiple parts although no more than five parts to any campaign or series should be submitted. Submit a full-page tearsheet for each ad in a series.

Criteria: Creativity, layout, typography, originality and development of a theme. No house ads may be submitted.

37. BEST SPECIAL SECTION, ADVERTISING

Active Newspapers 1-6, Associate Active Publications 7-8

SUBMIT UP TO FIVE ENTRIES. **MAIL-IN ENTRIES. Enter Entry ID in system.**

Entries should be either special sections or special editions dealing with one overall theme. Each section or edition will be judged individually.

Criteria: Originality of advertising idea, advertising quality, and layout/design.

Originality of Idea	30 points
Advertising Quality	30 points
Reader Appeal	20 points
Layout/Design	20 points

2016 LPA Individual Contest Categories

The Individual contests are split into these divisions:

Division A - Divisions 1-3

Division B - Divisions 4-6

Division C - Divisions 7-8

Ed

38. INDIVIDUAL FEATURE WRITING

Entries must have been published in a LPA member newspaper/publication. There is no limit on entries. Entries 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.

Criteria: Subject, content, readability and interest. Readability includes sentence and paragraph structure and lead. Photos and artwork will receive no consideration.

Ed

39. INDIVIDUAL PHOTO – COLOR

Entries must have been published in a LPA member newspaper/publication. There is no limit on entries. For each entry, submit full-page tearsheet with one photo clearly outlined in red.

Criteria: The basis of its color feature photo value.

Ed

40. INDIVIDUAL EDITORIAL CARTOON - ONE DIVISION ONLY

SUBMIT UP TO FIVE ENTRIES. Entries must have been published in a LPA member newspaper/publication. There is no limit on entries. Each entry should feature an original editorial cartoon. Do not submit original drawings.

2016 LPA Website Contest Categories

Ed

41. BEST OVERALL WEBSITE

Judged on the usefulness of the site to the “reader,” quality and quantity of community content and ease of navigation and design. Judges will consider special features such as community forums, advertising information and interactive elements which encourage significant audience engagement. Please submit your website address. Entries in this category will be viewed online during the contest judging in 2016.

Ed

42. BEST WEB PROJECT

SUBMIT UP TO FIVE ENTRIES. Recognizes the presentation and content on a single topic. Projects may integrate both print and online elements, and should be innovative, visually stunning and have interactive components to engage readers. May include a description of the project and any promotion done in print. Submit your URL.

Ed

43. BEST VIDEO ELEMENT - NEWS & FEATURE PACKAGE

SUBMIT UP TO FIVE ENTRIES. Recognizes a video to tell a story and serve a community. Emphasis will be placed on visitor experience, engagement and response as well as on creative use of technology. It may be part of a larger project or stand on its own. May include a description of the project and any promotion done in print. Submit your URL.

Ed

44. BEST NON-VIDEO ELEMENT - NEWS & FEATURE PACKAGE

SUBMIT UP TO FIVE ENTRIES. Recognizes a single element such as audio slideshow, Flash, or audio to tell a story and serve a community. Emphasis will be placed on visit or experience, engagement and response as well as on creative use of technology. It may be part of a larger project or stand on its own. May include a description of the project and any promotion done in print. Submit your URL.

Adv

45. BEST ONLINE ADVERTISING – SINGLE AD, STATIC

SUBMIT UP TO FIVE ENTRIES. Recognizes visual appeal and creativity in design and content of a single static ad appearing online at the newspaper’s website. Ad must be created locally by the publisher.

Adv

46. BEST ONLINE ADVERTISING – SINGLE AD, ANIMATED

SUBMIT UP TO FIVE ENTRIES. Recognizes visual appeal and creativity in design and content of a single animated ad appearing online at the newspaper’s website. Ad must be created locally by the publisher.

Adv

47. BEST ONLINE ADVERTISING CAMPAIGN

SUBMIT UP TO FIVE ENTRIES. Recognizes visual appeal and creativity in design and content of a digital ad campaign including such elements as banners, blogs, interstitials, widgets, etc. appearing online at the newspaper’s website. Campaign must be created locally by the publisher.

Adv

48. BEST ONLINE HOUSE AD OR CAMPAIGN

Submit the web address (direct link) and supporting materials that spotlight efforts to increase revenue with online advertising self-promotion for the newspaper and/or related products.

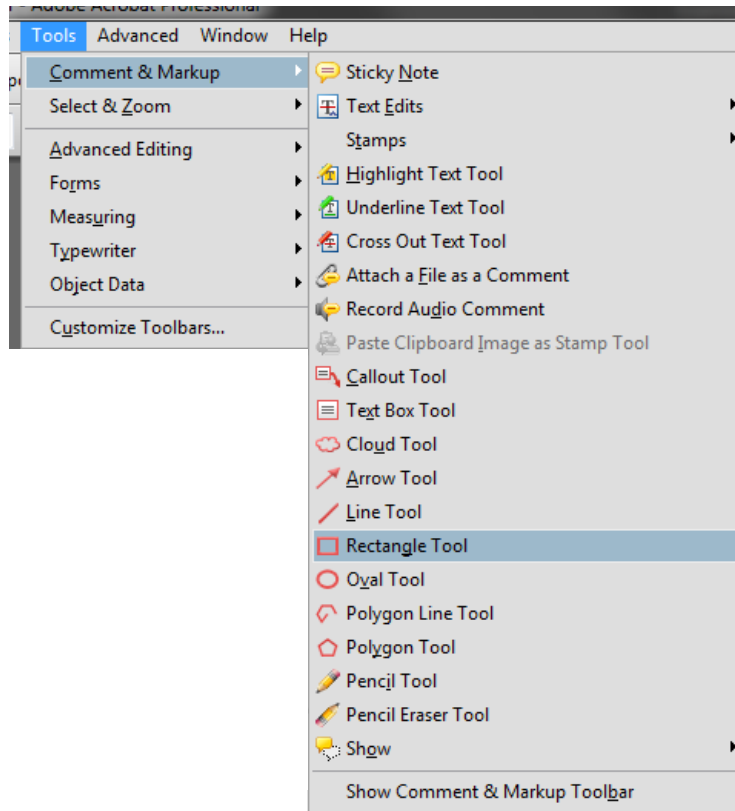
Screen shots should also be captured. No website, project or multimedia element may be entered in more than one category.

Adobe Acrobat Pro: Red Box Instructions:

1. Open your document in Adobe Acrobat Professional

Important Note: You MUST have Adobe Acrobat Professional full software. The following instructions WILL NOT work in Adobe Acrobat Reader

2. Select Tools. Then Select Comment and Markup. In the Comment and Markup Menu select the Rectangle Tool.



3. When the Rectangle tool is selected, your mouse cursor will change to a small cross, this will allow you to drag and draw a red box around your entry.

4. Save your PDF as the headline of your entry (your entry ID). for example OneForTheDogs.pdf

5. Update your PDF into the system.

If you have any questions, please contact Mitch Droge at (225) 344-9309, ext. 107 or via email at mitch@lapress.com

