



Louisiana Press Association

2017 Newspaper Competitions

Contest deadline

Early Deadline: Friday, February 23, 2018

Regular Deadline: Friday, March 2, 2018

Late Deadline: Friday, March 9, 2018

Contest period

January 1 to December 31, 2017

Maximum number of entries

Three entries per category unless stated otherwise

Cost to enter

Early Deadline: February 23: \$5 per entry

Regular Deadline: March 2: \$7 per entry

Late Deadline: March 9: \$9 per entry

Questions?

Contact Mitch Droge at (225) 362-1782
via e-mail at mitch@lapress.com

Louisiana Press Association

404 Europe Street, Baton Rouge, LA 70802

www.lapress.com

Save the Date! 2018 LPA/MPA Convention - June 14-16 - New Orleans

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.

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 three (3) entries per category.

Submission Format

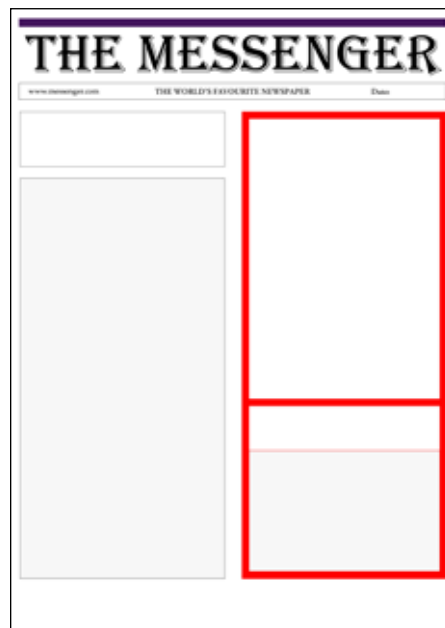
All uploads should be a full page PDF tearsheet of the actual page(s) that were published. Text and Word documents will NOT be accepted. All entries must be uploaded.

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 12). 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) 362-1782 or via e-mail at mitch@lapress.com.

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



Please refer to page 12 for step by step instructions on how to draw the red box using Adobe Acrobat Professional software.

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.

Newspaper of the Year Points

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

Newspaper of the Year

Newspaper of the Year will be awarded based on points for Division 1-4. In the event of a tie for 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.

General Excellence Points

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

Awards

Certificates will be awarded for most 1st, 2nd and 3rd places. Plaques will be awarded to 1st place in General Excellence, Newspaper of the Year, Freedom of Information, The Sam Hanna Award, The Gibbs Adams Award, and The Gary Hebert Award.

Divisions

Active Newspapers

There are four (4) divisions based on postal statement of ownership or statement of audit on file at LPA. Division eligibility is based on frequency and circulation and is subject to verification with the exception of Freedom of Information. Newspapers published three times or more per week are classified as a daily.

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

**Daily Newspapers With Average Paid
Circulation of 20,000 and Above**

The Advocate (Baton Rouge)
Daily Advertiser (Lafayette)
American Press (Lake Charles)
News Star (Monroe)
The New Orleans Advocate
The Times-Picayune (New Orleans)
The Times (Shreveport)

DIVISION 2

**Daily Newspapers With Average Paid
Circulation Below 20,000**

Abbeville Meridional
Daily Town Talk (Alexandria)
Bastrop Daily Enterprise
Bogalusa Daily News
Crowley Post-Signal
DeRidder Beauregard News
Franklin Banner-Tribune
Daily Star (Hammond)
Daily Courier (Houma)
Jennings Daily News
Leesville Daily Leader
Minden Press Herald
Daily Review (Morgan City)
Daily Iberian (New Iberia)
Daily World (Opelousas)
Ruston Daily Leader
Southwest Daily News (Sulphur)
Daily Comet (Thibodaux)

DIVISION 3

**Weekly Newspapers with Average Paid
Circulation of 3,000 and Above**

St. Bernard Voice (Arabi)
Plaquemines Gazette (Belle Chasse)
Bossier Press Tribune
St. Tammany Farmer (Covington)
Livingston Parish News (Denham Springs)
Concordia Sentinel (Ferriday)
Era-Leader (Franklinton)
The Times (Houma)
Jena Times
L'Observateur (LaPlace)
News Examiner Enterprise (Lutcher)
Mansfield Enterprise
Natchitoches Times
Sabine Index (Many)
Marksville Weekly News
Louisiana Weekly (New Orleans)

Pointe Coupee Banner (New Roads)
Ponchatoula Times
Rayne Acadian Tribune
Shreveport Sun
The Inquisitor (Shreveport)
Teche News (St. Martinville)
Ouachita Citizen (West Monroe)
Winn Parish Enterprise (Winnfield)
Franklin Sun (Winnsboro)

DIVISION 4

**Weekly Newspapers with Average Paid
Circulation Below 3,000**

Amite Tangi-Digest
Bienville Democrat (Arcadia)
Basile Weekly
Bernice Banner
St. Charles Herald Guide (Boutte)
Bunkie Record
Cameron Parish Pilot
Church Point News
Clinton Watchman
Colfax Chronicle
Caldwell Watchman (Columbia)
Coushatta Citizen
Delhi Dispatch
DeQuincy News
Donaldsonville Chief
Eunice News
Farmerville Gazette
Gonzales Weekly Citizen
St. Helena Echo (Greensburg)
Gueydan Journal
Haynesville News
Homer Guardian Journal
Jackson Independent (Jonesboro)
Catahoula News-Booster (Jonesville)
Kaplan Herald
Kentwood News-Ledger
Kinder Courier-News
Providence Journal (Lake Providence)
West Carroll Gazette (Oak Grove)
Oakdale Journal
Bayou Pioneer (Pierre Part)
Post South (Plaquemine)
West Side Journal (Port Allen)
Richland Beacon-News (Rayville)
Springhill Press
St. Francisville Democrat
Tensas Gazette (St. Joseph)
Madison Journal (Tallulah)
Ville Platte Gazette
Vinton News
Caddo Citizen (Vivian)

Freedom of Information is judged as one division only.

Newspapers in Divisions 2-4 are allowed to compete up in the divisions. For example, a newspaper in Division 4 is eligible to compete in Division 3.

Associate Active Publications

DIVISION 5

Acadiana Lifestyle (New Iberia)
Baptist Message (Alexandria)
Bayou Catholic (Houma)
Catholic Commentator (Baton Rouge)
Forum News (Shreveport)
Gambit (New Orleans)
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)
Capital City News (Baton Rouge)
Central City News
Central Speaks
Felician Explorer
Guardian (Ft. Polk)
Lafourche Gazette (Larose)
Ponchatoula Drum
Riverside Reader (Port Allen)
Slidell Independent
Zachary Post

College Publications

DIVISION 6

Alamagost
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

2017 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 Mitch at (225) 362-1782. 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 12). 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 Mitch at (225) 362-1782 or register using a different email address.

1. BEST BREAKING NEWS STORY

SUBMIT UP TO THREE 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.

2. BEST FEATURE STORY

SUBMIT UP TO THREE 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.

3. BEST NEWS STORY

SUBMIT UP TO THREE 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.

4. BEST SINGLE EDITORIAL

SUBMIT UP TO THREE 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.

5. BEST REGULAR COLUMN Sam Hanna Award

SUBMIT UP TO THREE COLUMNISTS' WORKS. Two published columns by the same columnist equal one entry. Please combine the two columns into one PDF for submission. 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.

6. BEST INVESTIGATIVE REPORTING Gibbs Adams Award

SUBMIT UP TO THREE 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.

7. BEST SPORTS STORY

SUBMIT UP TO THREE 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.

8. BEST SPORTS COLUMN

SUBMIT UP TO THREE COLUMNISTS WORKS. Two published columns by the same columnist equal one entry. Please combine the two columns into one PDF for submission. Columns must be regular features of the newspaper, original and written by regular members of the staff or contract content producer.

9. BEST LAYOUT AND DESIGN Gary Hebert Award

Criteria: one entry consists of up to three (3) full-page layouts.

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 Best Layout and 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.

Effective use of layout and 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.

10. BEST NEWS PHOTO

SUBMIT UP TO THREE 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.

11. BEST FEATURE PHOTO

SUBMIT UP TO THREE 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.

12. BEST SPORTS PHOTO

SUBMIT UP TO THREE 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.

13. BEST PHOTO PACKAGE (3 or more photos)

SUBMIT UP TO THREE 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.

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.

14. STAFF GENERATED AD

SUBMIT UP TO THREE 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.

15. BEST AD CAMPAIGN

SUBMIT UP TO THREE 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.

16. IN-PAPER PROMOTION

SUBMIT UP TO THREE 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.

17. BEST SUCCESS STORY OF AN AD*

SUBMIT UP TO THREE 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.

18. BEST MULTIPLE ADVERTISER PAGE

SUBMIT UP TO THREE 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.

19. 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 2018.

20. BEST WEB PROJECT

SUBMIT UP TO THREE 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.

21. BEST NEWS VIDEO

SUBMIT UP TO THREE 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.

22. BEST ONLINE ADVERTISING – SINGLE AD

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

23. BEST ONLINE ADVERTISING CAMPAIGN

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

24. BEST SPECIAL SECTION

SUBMIT UP TO THREE ENTRIES.

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, originality, advertising quality, layout, design and reader appeal.

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

25. 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 2017.

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.

26. GENERAL EXCELLENCE

SUBMIT TWO ISSUES. Two issues equal one entry. Please combine the two issues into one PDF for submission. Remove all inserts that are not staff-generated.

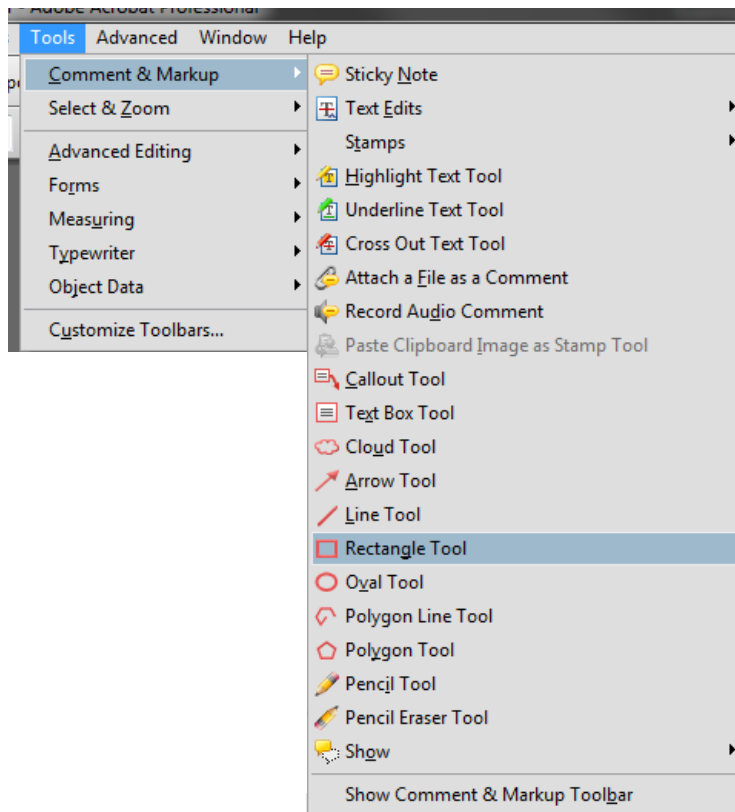
Criteria: Overall creativity, layout and design as well as reader appeal, news quality and editorial page. Special consideration will be given to the overall variety of ads and advertisers, classified page/section and how public notices are handled by the publication.

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) 362-1782 or via email at mitch@lapress.com

