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Better College Newspaper Contest

SPONSORED BY THE NEW YORK PRESS ASSOCIATION

1. The contest is open to any two or four year colleges in New York State.
 2. The contest period extends from January 1, 2011 through December 31, 2011.
 3. Deadline for submission of entries is Tuesday, January 10, 2012. Entries **MUST** be received at NYPA office on or before that date. If they are not, they will be disqualified.
 4. **Categories:**
 - 63) General Excellence** – Overall quality of newspaper, including writing, design, photography, and advertising. Submit one complete copy of any **three issues** from the contest year. Submit those three issues in one 9x12 envelope, as they count as one entry.
 - 64) News Story** – Submit tearsheet with story clearly marked. Consideration will be given to difficulty in obtaining story, dead line pressure, use of sources, completeness of coverage, quality of writing and impact of lede.
 - 65) Feature Story** – Submit marked feature of any subject, item, person or group. Entries will be judged on originality, reader-interest, writing style and completeness.
 - 66) Column** – Any regularly published column relating to readership. Submit tearsheets of **two columns** published during the contest year, and name of writer. NOTE: A column is neither a feature story, nor an editorial. A column is a personal viewpoint, perspective or experience piece, written in the writer's voice. Each entry is from one writer. Submit those two columns in one 9x12 envelope, as they count as one entry.
 - 67) Design** – overall design including page layout, color and organization. Submit one complete copy of any **two issues** published during the contest year. Submit those two columns in one 9x12 envelope, as they count as one entry.
 - 68) Photography** – Submit tearsheet of single photo for feature, sports or news coverage. Photos will be judged on composition, focus, and detail. Write photographer's name in RED next to photo.
 - 69) Best Sports Coverage** – Submit three full sets of sports pages from different issues of the newspaper. Entries will be judged on thoroughness of coverage, writing, design and enterprise. Submit those three full sets in one 9x12 envelope, as they count as one entry.
 - 70) Editorial** - Submit **three editorials** from any time during the contest year. Editorials may be of any length but must be written by a regular staff member and should explicitly indicate the newspaper's stance or leadership role on local issues. Entries will be judged on subject matter, timeliness, writing ability and effectiveness. You may submit a letter of explanation.
 5. **Rules:**

Writers and photographers must have been full-time students at the time of publication. Each entry must be marked with the **NAME OF THE NEWSPAPER**. **Package each entry separately** in a 9x12 envelope that is marked with the name of the newspaper and the category. **DO NOT place multiple entries of the same category in one envelope, or they will be disqualified.** An entry is one sample from one writer or photographer. All entries must be submitted in tearsheet form, with entry portions marked clearly in red on each tearsheet. Do not mount tearsheets. Entries that are not properly identified will be disqualified. Use only one entry form.
 6. Entries will be judged by the following point system:
1st place = 20 points,
2nd place = 10 points,
3rd place = 5 points
 7. All entries become property of the New York Press Association.
 8. First, second and third place awards will be made in each category.
 9. Judges' decisions are final.
 10. Contest entry forms must be accompanied by a fee of \$5.00 per entry. Entry fees are non-refundable. Make checks payable to NYPA.
 11. The overall first place newspaper will win a plaque, and two representatives from the newspaper and the advisor will be invited as guests to the New York Press Association's spring convention – the state's largest convention for press people – held March 30 & 31, 2012, in Saratoga Springs, N.Y.
 12. First place winners in all other categories will win a plaque.
- Check to make sure entries are submitted in the proper category – eg., a column is NOT a feature or an editorial, etc.**

entry form

Please type or print:

Name of College _____

Name of Newspaper _____

Address of Newspaper Office _____

Phone number of newspaper office _____

Website address for college newspaper _____

Name of Advisor _____ Advisor campus phone # _____

Email address of Advisor _____

Name of newspaper editor _____

Campus phone # _____

Do students working on the newspaper receive class credit? _____

Does your newspaper have a paid advisor? _____

Is your newspaper subsidized by student fees or self supporting? _____

Contest materials prepared by (print name please) _____

Total circulation of newspaper: _____

complete

Number of entries

_____ 63. General Excellence

_____ 64. News Story

_____ 65. Feature Story

_____ 66. Column

_____ 67. Design

_____ 68. Photography

_____ 69. Best Sports Coverage

_____ 70. Editorial

_____ Total # of entries

_____ Total entry fees enclosed

send your entries to:

New York Press Association
Attn: Better Newspaper Contest
1681 Western Avenue
Albany, NY 12203-4305

phone 518.464.6483 fax 518.464.6489

visit our website:

www.newyorkpressassociation.com