

2012  
**ILLINOIS PRESS ASSOCIATION**  
**Editorial & Advertising Contests**

Editorial Rules & Forms



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**Save the date**  
**Annual IPA/IPF Convention**  
**June 13–15, 2012**  
Crowne Plaza, Springfield, Illinois

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*Photocopy forms as necessary. Interactive PDFs available  
online at [www.illinoispress.org](http://www.illinoispress.org)*

Editorial Contest questions: Contact David Porter at [dporter@illinoispress.org](mailto:dporter@illinoispress.org)  
or 217/241-1300

Advertising Contest questions: Contact Barry Locher at [blocher@illinoispress.org](mailto:blocher@illinoispress.org)  
or 217/241-1300

**EDITORIAL CONTEST DEADLINE: 5 P.M. FEB. 3, 2012**  
**AD CONTEST DEADLINE: 5 P.M. JAN. 20, 2012**



**FLIP  
BOOK**

Flip book over for  
advertising rules  
and forms

# 2012 ILLINOIS PRESS ASSOCIATION EXCELLENCE IN NEWS CONTEST RULES

(For work published Jan. 1, 2011 – Dec. 31, 2011)

**NOTE:** In these rules, “division” refers to circulation division and “class” refers to the subject matter category of the entry.

1. Contest is open to Illinois Press Association regular paid members only. Associate member newspapers are not eligible to enter the contest.
2. Out-of-state IPA member newspapers are eligible to enter all classes, excluding General Excellence. Entries in other classes must pertain to Illinois people and/or events. These newspapers are not eligible for the Sweepstakes Awards.
3. **Entries must be received in the IPA office by Friday, February 3, 2012.** Winners will be announced Friday, June 15, 2012, during the IPA Awards Luncheon at the Crowne Plaza Hotel in Springfield. If you need clarification of the rules, contact David Porter at (217) 241-1300 or e-mail [dporter@illinoispress.org](mailto:dporter@illinoispress.org).
4. All entries must have been published between Jan. 1, 2011 and Dec. 31, 2011.
5. Entry fee is \$7.50 per entry.
6. Papers must be entered in the circulation division according to circulation data submitted for the 2011 IPA Newspaper Directory. Group newspapers not entering the contest as a group but entering content created to be shared must submit those entries using the name of the largest newspaper for which the work was created. If they are entering content not created to be shared but shared incidentally, group newspapers may submit those entries under the name of the individual newspapers for which the work was created. (Group newspapers may enter as a single group or as individual newspapers.)

**For example:** A newspaper is owned by a group. Content on the local village board is reported on for a specific newspaper. This entry would be entered for that individual newspaper even if the article was picked up and published by a larger, sister newspaper in the group.

A story or project on regional economics created by staff from more than one newspaper with the intent of publishing it in more than one newspaper would be entered under the newspaper with the highest circulation (or as a group).

## Circulation divisions are:

Division A - Non-dailies 3,000 and under

Division B - Non-dailies 3,001 - 10,000

Division C - Non-dailies 10,001+

Division D - Dailies 10,000 and under

Division E - Dailies 10,001 - 40,000

Division F - Dailies - 40,001+

*Newspapers that share content should coordinate to determine if content is a single newspaper's or the group's entry to ensure that it is entered by only one entity and in the appropriate circulation division. (Many entries may be entered in multiple classes but by only one newspaper or group. **For example:** a photo may be entered as part of a series and under personality portrait for the same newspaper or group but may not be entered by two individual newspapers within a group.)*

Newspapers entering under a group name must combine circulation to determine its division. If they do not wish to enter as a group even though some or all content is shared, they must enter shared content under the name of the largest newspaper for which the work was created. Newspaper groups may enter the contest as a group for some entries and as individual newspapers for other entries. However, in those cases, sweepstakes points will not be combined for the group.

**For example:** Sunshine Media has a flagship daily, The Daily Sunshine, and six weekly newspapers. It could enter everything under “Sunshine Media” using its combined circulation. Or it, could enter shared content under the largest

**TIP:** Depending on the situation, a newspaper may enter as a group, as an individual newspaper or as the largest newspaper within a group. They may even do all three. However, they may not use the same entry across multiple platforms. A photo, for instance, may be entered in more than one class such as Photo Series and Personality Portrait for a newspaper, but it could not be entered in one class for the paper and a different class for the group.

newspaper for which the work was created. It could enter a shared special section under “Sunshine Media” using combined circulation, or it could enter the same section under “The Daily Sunshine” using only The Daily Sunshine’s circulation since it is the largest newspaper in the group for which the content was created. They could not, however, enter the same section under both “Sunshine Media” and “The Daily Sunshine.” They could enter the section under “Sunshine Media” and news articles under the names of individual newspapers. However, any sweepstakes points would not be combined.

7. Non-daily includes semi- and tri-weekly newspapers.
8. There is no limit to the number of entries in each class except where noted in the rules.
9. If there are fewer than three entries in any class, the class will be combined with the next higher class for judging. The winning entry will be given sweepstakes point credit within the division the newspaper regularly competes, but the award will be presented in the division where it was judged.
10. Non-English entries must be accompanied by an English translation.
11. Group newspapers with essentially the same content or makeup can submit only one entry in classes that specify dates or two consecutive issues. Group newspapers that have completely separate editorial staffs for reporting, writing and makeup may submit one entry per staff in those classes (provided the newspapers are entered individually and not as a group).
12. Twin publications that share 100 percent content or market are not considered separate publications. They may be submitted as consecutive issues.
13. Each entry **MUST** have a class label in the **UPPER LEFT CORNER** of the tearsheet. It must be taped. Tape at the top or side of the label is sufficient. Please do not tape over the entire label as the judges often need to see under the label. Electronic, interactive labels can be found on the IPA website ([www.illinoispress.org](http://www.illinoispress.org)). Tearsheets must be submitted unless otherwise indicated.
14. Send tearsheets (unless otherwise stated) with entries that are clearly marked in red. Place red brackets at the top and bottom corners of the article(s), or the top and bottom of the page if the entire page is to be judged.
15. Entries are **NOT** to be mounted. (They must be unmounted for shipping purposes.)
16. All photo entries **MUST** be submitted on ONE CD per newspaper. The name of the newspaper must be printed clearly on the face of the CD. Images from each individual class must be placed in an electronic folder labeled with the class number and division. A newspaper entering in all six classes should have six separate folders on the CD. Labels *may* be saved electronically as PDF files within the appropriate folders or included as paper labels packaged with the rest of the newspaper’s entries. Interactive PDF entry forms are available at [www.illinoispress.org](http://www.illinoispress.org).

The name of the photo file must match the name of the entry on the PDF label.

All pictures need to be saved as high resolution JPG files.

The CD should be clearly labeled with the newspaper’s name, and the folders on the CD should be labeled with the class and division. **For example: 20F.SportsPhoto.** Also on the disk should be a PDF entry form for each photo placed in the appropriate folders.

Tearsheets are not required for photos. However, in the Photo Series class, a PDF of the page **MUST** be included on the disc with the individual photo files to show context.

A cutline *may* be included with the photo to give the image context. *See tip below.*

**TIP:** To add a cutline to a photo, open the image in PhotoShop and adjust the CANVAS SIZE (look under the IMAGE tab). Add a half-inch or so to the height of the canvas and click on the up arrow for the “anchor.” That will place the image at the top of the canvas and leave a void below the image. Use your text tool to place the cutline in the void. **DO NOT** place the cutline over the image unless it is part of the layout that appeared in the newspaper. This will ensure that the judges will see the cutline. *Adding a cutline is optional.*

**17.** An entry will be DISQUALIFIED if:

- the required explanation (Classes 2, 6, 30 & 31) does not accompany entry
- the required explanation is longer than 300 words as allowed by the rules
- the article or photo to be judged is not clearly marked with red brackets
- the entry is not within the required date as indicated in the rules
- the postage on your entry is affixed upside down (just kidding)
- payment is not made prior to the judging
- class label is not affixed to entry (or included on disk for photo entries)
- entries are mounted on boards of any kind
- specific rules as outlined in each class are not followed

*Newspapers will NOT be notified of entry disqualifications.*

**18.** On the entry labels, “entrant” means the person or people who created the work whose name(s) should be read during the awards ceremony; not necessarily the person who filled out the form or the person who is picking up the award.

**19.** No entries will be returned. No refunds will be issued.

**20.** Entering the contest gives the IPA permission to publish the entries in print or online.

**21.** Once the contest has been judged, an award may be revoked if it becomes known that the entry was submitted in an incorrect division or altered since original publication date. Entries must be submitted exactly as they were published.

**22.** Sweepstakes points will be awarded in all classes except special contests or as otherwise noted. See the section on Sweepstakes Awards for point allocation.

**23.** A publisher or general manager must sign the tally sheet verifying that the entry was published during the contest period and granting permission to publish winning entries.

**24.** Any situation arising that is not covered by these rules will be settled by the judges. The decision of the judges is final.

## **Contest Deadline is 5 p.m. Friday, February 3, 2012**

Mail entries with payment to:

**Illinois Press Association  
900 Community Drive  
Springfield, IL 62703**

**TIP:** Neatness and attention to detail count. If the judge has trouble seeing your great front-page design because you've taped the label on all four sides, she may move on to the next entry. If your pages are crumpled, torn and folded haphazardly, that may leave a poor impression with the judge. If entries and jumped stories are not clearly marked, the judge may have trouble deciding what to judge.

# 2012 ILLINOIS NEWSPAPER CONTEST CLASSES

## CLASS 1 - GENERAL EXCELLENCE

Criteria: General excellence is defined as overall presentation of the newspaper. Judging will be based on reproduction, scope of coverage in news and other sections, excellence in writing and photography, promotion of community interests, editorial vigor and advertising enterprise.

Entries: Send one issue from the week of April 25, 2011, and one from any other week of your choice. Dailies may submit issues from different days in each week, but only one Sunday issue may be submitted. One entry will include two dates per paper.

## CLASS 2 - COMMUNITY SERVICE

Criteria: Community service is a newspaper's efforts 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 may be published in print or online.

Entries: Send marked entries from up to five issues to show the extent and results of campaign. The campaign must have begun or the majority of the campaign must have been staged during the contest period. Issues after December 31, 2011, may be submitted if needed to show completion of campaign. Use the special entry label to provide a statement up to 300 words outlining background and/or results of the campaign.

## CLASS 3 - LOCAL EDITORIAL

Criteria: A single editorial or series (maximum of five articles) about the same topic regarding a local subject or a subject with a local angle. Judging will be on choice of subject matter, local appeal and effectiveness of writing. Entries may be published in print or online.

Entries: Send marked tearsheets or dated archived text. A series will be judged as a single entry. A writer may submit more than one entry.

## CLASS 4 - EDITORIAL PAGE

Criteria: Judging will be on choice of subject matter, local appeal, quality of staff writing, and general appearance.

Entries: Send one tearsheet from the week of August 22, 2011, and one from any other week of your choice. Op-Ed page may be included; the two pages will be judged as a single entry. One entry will include two dates per paper. One entry per newspaper.

## CLASS 5 - NEWS REPORTING – SINGLE STORY

Criteria: 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 may be published in print or online. Sidebars may be included but all materials must have appeared in the same issue. Entries may be published in print or online.

Entries: Send marked entries.

## CLASS 6 – NEWS REPORTING - SERIES

Criteria: A series encompasses stories told over more than one day, whether investigative, explanatory or ongoing coverage of a major event or issue. Judging will be on local interest, significance of subject matter, thoroughness of reporting, depth of information presented, timeliness, effective use of quotes, clarity of writing and evidence of enterprise. Entries may be published in print or online.

Entries: Send marked tearsheets or dated archived text. Issues after December 31, 2011, may be included, if needed to show completion of the series. Use the special entry label to outline efforts required to develop and substantiate the series (maximum 300 words).

**TIP: Tearsheets are best, but online stories obviously must be printed out. If you cannot find a tearsheet for a story you want to enter, it may be submitted on 8.5 x 11 paper printed from your archives. Make sure it has the date of publication on it.**

## **CLASS 7 – GOVERNMENT BEAT REPORTING**

Criteria: Government beat reporting includes stories by a single writer where emphasis is placed on thoroughness of government reporting, enterprise, diversity of coverage and sources and mastery of subjects. Judging will be on local interest, significance of subject matter, thoroughness of reporting and clarity of writing on a government beat such as, but not limited to, education, courts, city, county, state. Entries may be published in print or online.

Entries: Send marked tearsheets or dated archived text of **three articles** from the same government beat reporter. The three articles may be unrelated but should be from the same beat. Articles from another beat should be a separate entry.

## **CLASS 8 - BUSINESS/ECONOMIC REPORTING**

Criteria: Business reporting includes coverage of individual businesses, economic issues, recession, investing, workplace and consumer issues. Coverage of agriculture issues should be included in this class. Judging will be on local interest, significance of subject matter, thoroughness of reporting and clarity of writing. Entries may be published in print or online.

Entries: Send marked tearsheets or dated archived text.

## **CLASS 9 - SPORTS STORY**

Criteria: Reporting of games, matches and other breaking sports news. Single story only. Entries may be published in print or online.

Entries: Send marked tearsheets or dated archived text.

## **CLASS 10 - SPORTS FEATURE**

Criteria: A single story or series on a topic or person. Emphasis will be placed on subject matter, writing and originality. Entries may be published in print or online. Limit of five articles for a series but no limit on number of entries per writer or newspaper.

Entries: Send marked tearsheets or dated archived text.

## **CLASS 11 - ENTERPRISE REPORTING**

Criteria: Enterprise reporting is news that is developed by the newspaper and is not a press release, meeting coverage, event coverage, etc. It goes beyond routine coverage and includes an investigative or research element. Judging will be on choice of subject matter, local appeal, impact of lead and effectiveness of writing. Entries may be published in print or online. May be a single story or series. Limit of five articles for a series but no limit on number of entries per writer, reporting team or newspaper.

Entries: Send marked tearsheets or dated archived text.

## **CLASS 12 - FEATURE WRITING**

Criteria: Feature stories are of human interest, personality profiles and/or humorous writing. Judging will be on choice of subject matter, local appeal, impact of lead and effectiveness of writing. Entries may be published in print or online. May be a single story or series. Limit of five articles for a series but no limit on number of entries per writer or newspaper.

Entries: Send marked tearsheets or dated archived text.

## **CLASS 13 - ORIGINAL COLUMN**

Criteria: Columns are written from a point of view. Columns on any topic other than sports may be entered. (See Class 16 for sports column.) Judging will be on effectiveness of writing, human interest and local appeal. Entries may be published in print or online.

Entries: Send marked tearsheets or dated archived text of **three columns** by the same staff member. More than one columnist may enter, but each columnist may submit only one entry consisting of three columns. *See tip below.*

## **CLASS 14 - SPORTS COLUMN**

Criteria: A sports column is written from a point of view about sports or sports-related people or activities. Sports columns by a writer who does not exclusively write sports may be entered. Judging will be on effectiveness of writing, human interest and local appeal.

Entries may be published in print or online.

Entries: Send marked tearsheets or dated archived text of **three columns** by the same writer. More than one columnist may enter, but each columnist may submit only one entry consisting of three columns. *See tip below.*

**TIP: When entering the original column or sports column category, there may be only one entry per writer, but each entry must consist of three columns from the same writer. There is no limit as to the number of columnists who may enter from each newspaper. The judging is on the body of work, not on a single column.**

## **CLASS 15 – PHOTO SERIES**

Criteria: A photo series 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 skill.

Entries: Send the named and numbered images on one CD in a separate folder and indicate the class and circulation division. A PDF of the page must be included on the disc. *All photo classes should be included on the same CD. Note: There is no need to add cutlines to individual photos since the PDF of the page provides context.*

## **CLASS 16 - SPOT NEWS PHOTO**

Criteria: A spot news photo is a picture of an unscheduled event for which no advance planning was possible. A single photo ONLY may be submitted per entry, but no limit on the number of entries per photographer or newspaper. A single photo that was part of a photo series is eligible. Judging will be on subject, composition, originality and technical skill.

Entries: Send the named and numbered images on one CD in a separate folder and indicate the class and circulation division. *All photo classes should be included on the same CD. Note: Optional cutlines may be added underneath the photo (not overprinted) and included as part of the JPG file. Read the tip in the rules section to see how this is done.*

## **CLASS 17 - GENERAL NEWS PHOTO**

Criteria: A general news photo is a picture of an event that is planned. An example would be something that has a planned start time like board meetings, a school play, etc. A single photo ONLY may be submitted per entry, but no limit on the number of entries per photographer or newspaper. A single photo that was part of a photo series is eligible. Judging will be on subject, composition, originality and technical skill.

Entries: Send the named and numbered images on one CD in a separate folder and indicate the class and circulation division. *All photo classes should be included on the same CD. Note: Optional cutlines may be added underneath the photo (not overprinted) and included as part of the JPG file. Read the tip in the rules section to see how this is done.*

## **CLASS 18 - FEATURE PHOTO**

Criteria: A feature photo is a picture of a “found” situation that has strong human interest; a fresh view of the commonplace. A single photo ONLY may be submitted per entry, but no limit on the number of entries per photographer or newspaper. A single photo that was part of a photo series is eligible. Judging will be on subject, composition, originality and technical skill.

Entries: Send the named and numbered images on one CD in a separate folder and indicate the class and circulation division. *All photo classes should be included on the same CD. Note: Optional cutlines may be added underneath the photo (not overprinted) and included as part of the JPG file. Read the tip in the rules section to see how this is done.*

## **CLASS 19 - PERSONALITY PORTRAIT**

Criteria: A personality portrait is a photograph of a posed subject, used either as a stand-alone or to accompany a feature story or personality profile. A single photo ONLY may be submitted per entry, but no limit on the number of entries per photographer or newspaper. A single photo that was part of a photo series is eligible. Judging will be on composition, originality, technical skill and the ability to portray the subject’s personality to readers.

Entries: Send the named and numbered images on one CD in a separate folder and indicate the class and circulation division. *All photo classes should be included on the same CD. Note: Optional cutlines may be added underneath the photo (not overprinted) and included as part of the JPG file. Read the tip in the rules section to see how this is done.*

## **CLASS 20 - SPORTS PHOTO**

Criteria: A sports photo is a single portrait, feature or action photo portraying participation in a sporting event. A single photo ONLY may be submitted per entry, but no limit on the number of entries per photographer or newspaper. A single photo that was part of a photo series is eligible. Judging will be on subject, composition, originality and technical skill.

Entries: Send the named and numbered images on one CD in a separate folder and indicate the class and circulation division. *All photo classes should be included on the same CD. Note: Optional cutlines may be added underneath the photo (not overprinted) and included as part of the JPG file. Read the tip in the rules section to see how this is done.*

**TIP:** All photo entries may have been printed in the newspaper or online. So, a photo that ran only as part of a gallery online is eligible for the contest. Photos that did not appear in print or online are not eligible. PLEASE make sure that the file name of the photo matches the title on the entry form; we may not be able to match up “boy\_playing\_basketball” to “DSC000915”. Use unique titles; last year, three photos from three newspapers were all titled “fireworks.”

## **CLASS 21 – EDITORIAL CARTOON**

All newspapers regardless of circulation division will compete together in this class. *No sweepstakes points will be awarded.*

Criteria: Entries in this category may include any editorial cartoon produced in-house by a staff artist. No syndicated or freelance cartoons, where the artist is not an employee of the newspaper, are allowed. Entries will be judged on originality, line quality and effectiveness.

Entries: Must send a marked tearsheet. For this class, original art or facsimile may be submitted **in addition** to the tearsheet, but materials will not be returned.

## **CLASS 22 – ILLUSTRATION**

Criteria: Entries in this class may include any graphic element (other than editorial cartoon) — artwork, photograph or electronically manipulated image. Entries will be judged on originality, clarity and ability to help enhance the story.

Entries: Must send a marked tearsheet. For this category, original art or facsimile may be submitted **in addition** to the tearsheet, but materials will not be returned.

## **CLASS 23 – INFORMATIONAL GRAPHIC**

Criteria: Informational graphics may stand alone or accompany a story. Entries will be judged on originality and artistry of design, clarity and ability to help interpret or enhance the content of a story.

Entries: Submit a marked tearsheet of a single graphic or a group of graphics that illustrate a single story or related stories. A group of graphics will be judged as a single entry.

## **CLASS 24 – SINGLE PAGE DESIGN**

Criteria: Entries may include news, feature, editorial, photo or sports pages. Judging will be on originality and effectiveness of typography, photography, graphics, design, headlines, story placement, etc.

Entries: Submit one full page for each entry. Facing-page or double-truck designs are eligible as a single page.

## **CLASS 25 - NEWSPAPER DESIGN**

Criteria: Judging will be on the selection and use of headlines and body type, general makeup, use of photos, graphics, color and advertising display.

Entries: Send one issue from the week of September 4, 2011, and one from any other week of your choice. Dailies may submit issues from different days in each week, but only one Sunday issue may be submitted. A newspaper group may submit only one entry (of two dates) unless coverage and appearance differ substantially. (See Rule 11 in the general rules.)

## **CLASS 26 - HEADLINE WRITING**

Criteria: Judging will be based on clarity, cleverness and imagination of the copy editor and whether the headline captures the essence of the story.

Entries: Send marked tearsheets of FIVE HEADLINES by the same copy editor. No limit on the number of entries, but each entry must contain five headlines by the same person.

## **CLASS 27 - SPORTS SECTION**

Criteria: Judging will be on spectrum of coverage, excellence in writing and photography, thoroughness of reporting, and appearance of page or section.

Entries: Send one tearsheet or one section from the week of January 9, 2011, and one from any other week of your choice. Dailies may submit issues from different days in each week, but only one Sunday issue may be submitted.

**TIP:** When affixing the label to a page where the entire front page needs to be seen by the judges, bring the label all the way to the top and tape over the top of the page. Essentially, the label is taped to the inside of the front page and folded over the top. This allows the label to be seen and secure while also allowing it to be flipped up out of the way. You could do the same thing on the far left of the page, folding the tape around the back.

## **CLASS 28 - LIFESTYLE SECTION**

Criteria: Lifestyle sections may include, but are not limited to, coverage of society and club news, art, food, homemaking, family relations, fashion, health, entertainment and religion. Judging will be on spectrum of coverage, excellence in writing and photography, thoroughness of reporting, and appearance of page or section.

Entries: Send one tearsheet or section from the week of October 9, 2011, and one from any other week of your choice. Dailies may submit issues from different days in each week, but only one Sunday issue may be submitted.

## **CLASS 29 - SPECIAL SECTION**

Criteria: Special sections are sections that are not a regular part of the newspaper and are produced more than a monthly. They address a single theme. ROP sections, inserts, niche publications and special editions are all eligible. Judging will be on the whole presentation including design, photography/graphics, originality of topic, newsworthiness and relevance. *Preference will be given to sections with a majority of staff-oriented copy.*

Section must have been distributed with the newspaper or to the newspaper's mailing list but does not have to have been a full-run edition. For instance, sections sent only to subscribers or only with single-copy sales (as an insert or ROP) are eligible. Stand-alone publications not distributed as part of the newspaper or newspaper subscription are not eligible; ie, a magazine with its own distribution.

Entries: Submit entire section/publication. Place class label on upper left corner of front cover.

## **CLASS 30 – BEST WEBSITE**

Criteria: 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 drive people to the website. Judging will be based on the narrative as well as a blind date viewing of the website.

Entries: Use the special entry label to provide a statement (up to 300 words) about your website describing its usefulness to readers, ease of navigation, inclusion of special features such as links, interaction, impact in community, etc. Provide the Web address, and if login to the site is required, provide a login and password. Limit one entry per newspaper.

## **CLASS 31 – BEST WEB PROJECT**

Criteria: Includes a description of the topic, how the website was used in the project (slideshows, blogs, multi-media, etc.) and any supporting stories/promotion done in print.

Entries: Use the special entry label to provide a statement (up to 300 words) outlining your Web project (including results/impact) and tearsheets of the print portions, CD or URLs for access to the Internet portion. If login to the site is required, provide a login and password.

## **CLASS 32 – PUBLIC'S RIGHT TO KNOW**

Criteria: Recognizes effective coverage of Freedom of Information. The award might be for an editorial campaign, news coverage, court actions or community education program designed to open meetings, open records, etc.

Entries: Submit your best editorial or news coverage exemplifying your Freedom of Information coverage from up to five related issues within the contest period. For instance, if you covered a school board records issue, you may submit up to five articles or editorials on that subject. If you also covered a city council issue, that would be a separate entry.



## **... Because what you do matters**

Join the Fourth Estate Society and give back to the industry that has given you so much. For information about the benefits of membership and the goals of the Society, please contact:

**Barry Locher, Director of Foundation & Member Services**

**ILLINOIS PRESS ASSOCIATION**

[blocher@illinoispress.org](mailto:blocher@illinoispress.org)

217/241-1300

# 2012 ILLINOIS NEWSPAPER SPECIAL CONTEST CLASSES

*Special contests are sponsored and winners do not accumulate additional points toward the sweepstakes trophies.*

## **CLASS 33 - Robert M. Cole Award for BEST SCHOOL BOARD COVERAGE**

### **Sponsored by the Illinois Association of School Boards**

This special award, named for the first full-time Executive Director of the Illinois Association of School Boards, recognizes outstanding coverage of education issues that emphasize the community's connection with its local public school district. Entries will be judged on: (a) its contribution to public understanding of local school governance, and (b) its support for effective dialogue that helps the community and school board define major public policy issues. Judging will be on enterprise, depth of reporting and clarity of writing. Send tearsheets with articles from up to four separate issues published during the contest period. No Sweepstakes points will be awarded.

## **CLASS 34 - Maurice Scott Award for BEST COVERAGE OF TAXATION**

### **Sponsored by the Taxpayers Federation**

This special award recognizes outstanding achievement in coverage of state and local taxation issues. Entries will be judged on command of subject and presentation. Command of subject includes depth, accuracy and understanding of information. Presentation includes clarity and quality of writing as well as originality. Send tearsheets with articles marked from up to five separate issues published during the contest period. No Sweepstakes points will be awarded.

## **CLASS 35 - Knight Chair Award for BEST INVESTIGATIVE/ENTERPRISE REPORTING**

### **Sponsored by the University of Illinois Department of Journalism/Knight Chair for Investigative-Enterprise Reporting**

This award will be presented for a single story or series of stories on the same subject that demonstrates enterprise, initiative and thoroughness in research and/or investigation, and the ability to convey the results to the reader both in print and online. The entry should include a statement of not more than one page in length that summarizes what preceded and followed the article or series. Send tearsheets and Web links with articles marked and published during the contest period. A cash award will be given. No Sweepstakes points will be awarded.

## **CLASS 36 - Illinois State Bar Association Lincoln Media Award for BEST LEGAL MEDIA COVERAGE**

### **Sponsored by the Illinois State Bar Association**

This award, named for Abraham Lincoln, a writer, lawyer and 16th President of the United States, recognizes media outlets and/or individual members of the media who have been exemplary in helping foster the public's understanding of the law and the legal system. Entries will be judged on the extent to which the entry addresses the award's purpose and objectives; the educational value of the legal information presented or issues treated; the impact on, or outreach to the public; the thoroughness and accuracy in the presentation of the issues; and the creativity and originality in approach to the subject matter and the effectiveness of its presentation. Send tearsheets of articles. No Sweepstakes points will be awarded.



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217/241-1300

# **SWEEPSTAKES AWARDS**

*Winners of the Sweepstakes Awards will be selected on the basis of points (as listed below) scored in the various classes of this contest. In the event of a Sweepstakes tie, the newspaper with the most first-place plaques will be awarded the trophy.*

**The VERLE V. KRAMER MEMORIAL TROPHY** will be awarded for editorial achievement to the outstanding weekly newspaper in Division A. It was established in 1969 by the Illinois Press Association and contributed by the Kramer family in memory of the late publisher of the Gibson City Courier and other Kramer weekly newspapers.

**The HAROLD and EVA WHITE MEMORIAL TROPHY** will be awarded for editorial achievement to the outstanding weekly newspaper in Division B. It was established in 1990 by the Illinois Press Association and contributed by SUN Publications in honor of Harold and Eva White, former publishers of Sun Publications in Naperville.

**The WILL LOOMIS MEMORIAL TROPHY** will be awarded for editorial achievement to the outstanding weekly newspaper in Division C. It was established in 1949 by the Illinois Press Association and contributed by the Cook County Suburban Publishers Association in memory of William W. Loomis, former publisher of the LaGrange Citizen.

**The JAMES S. COPLEY MEMORIAL TROPHY** will be awarded for editorial achievement to the outstanding daily newspaper in Division D. It was established in 1992 by the Illinois Press Association and contributed by Copley Newspapers in memory of the publisher of the San Diego Union and Tribune and owner of Copley Newspapers, Inc.

**The MABEL S. SHAW MEMORIAL TROPHY** will be awarded for editorial achievement to the outstanding daily newspaper in Division E. It was established in 1994 by the Illinois Press Association and contributed by the Shaw family in memory of the late publisher of The Telegraph in Dixon.

**The STUART R. PADDOCK MEMORIAL TROPHY** will be awarded for editorial achievement to the outstanding daily newspaper in Division F. It was established in 1978 by the Illinois Press Association and contributed by the Paddock family in memory of the late publisher of the chain of suburban newspapers.

## *SWEEPSTAKES TROPHY SCORING:*

Points are awarded in the various contest divisions for first, second, third, and fourth place ranking as follows:

- General Excellence – 12, 10, 9, 8
- Community Service, Newspaper Design, Editorial Page, News Reporting – Series, Best Web/Print Project and Public's Right To Know – 8, 6, 5, 4
- All other classes unless otherwise noted – 7, 6, 5, 4

*If more than one entry from a newspaper places in a class, all places earn points toward the Sweepstakes Awards.*

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**NOTE: Please submit editorial & advertising entries in separate packaging to ensure that the entries are placed in the proper contest for judging.**

# 2012 IPA EDITORIAL CONTEST GENERAL ENTRY FORM

For Class 2, 6, 30 & 31, use special labels provided

*These labels may be duplicated as needed*

*Please type or print legibly; interactive PDF labels available at [www.illinoispress.org](http://www.illinoispress.org)*

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Class # \_\_\_\_\_

Division: (check one):

\_\_\_\_ Division A: Non-dailies 3,000 and under

\_\_\_\_ Division D: Dailies 10,000 and under

\_\_\_\_ Division B: Non-dailies 3,001–10,000

\_\_\_\_ Division E: Dailies 10,001–40,000

\_\_\_\_ Division C: Non-dailies over 10,000

\_\_\_\_ Division F: Dailies over 40,000

Newspaper name: \_\_\_\_\_

City: \_\_\_\_\_

Name of entry: \_\_\_\_\_

Entrant(s): \_\_\_\_\_ E-mail \_\_\_\_\_  
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Class # \_\_\_\_\_

Division: (check one):

\_\_\_\_ Division A: Non-dailies 3,000 and under

\_\_\_\_ Division D: Dailies 10,000 and under

\_\_\_\_ Division B: Non-dailies 3,001–10,000

\_\_\_\_ Division E: Dailies 10,001–40,000

\_\_\_\_ Division C: Non-dailies over 10,000

\_\_\_\_ Division F: Dailies over 40,000

Newspaper name: \_\_\_\_\_

City: \_\_\_\_\_

Name of entry: \_\_\_\_\_

Entrant(s): \_\_\_\_\_ E-mail \_\_\_\_\_  
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Class # \_\_\_\_\_

Division: (check one):

\_\_\_\_ Division A: Non-dailies 3,000 and under

\_\_\_\_ Division D: Dailies 10,000 and under

\_\_\_\_ Division B: Non-dailies 3,001–10,000

\_\_\_\_ Division E: Dailies 10,001–40,000

\_\_\_\_ Division C: Non-dailies over 10,000

\_\_\_\_ Division F: Dailies over 40,000

Newspaper name: \_\_\_\_\_

City: \_\_\_\_\_

Name of entry: \_\_\_\_\_

Entrant(s): \_\_\_\_\_ E-mail \_\_\_\_\_









# 2012 ILLINOIS EXCELLENCE IN NEWS CONTEST TALLY FORM

CLASS	NUMBER OF ENTRIES
CLASS 1 – GENERAL EXCELLENCE .....	_____
CLASS 2 – COMMUNITY SERVICE .....	_____
CLASS 3 – LOCAL EDITORIAL .....	_____
CLASS 4 – EDITORIAL PAGE .....	_____
CLASS 5 – NEWS REPORTING – SINGLE STORY .....	_____
CLASS 6 – NEWS REPORTING – SERIES .....	_____
CLASS 7 – GOVERNMENT BEAT REPORTING.....	_____
CLASS 8 – BUSINESS/ECONOMIC REPORTING .....	_____
CLASS 9 – SPORTS STORY .....	_____
CLASS 10 – SPORTS FEATURE.....	_____
CLASS 11 – ENTERPRISE REPORTING.....	_____
CLASS 12 – FEATURE WRITING.....	_____
CLASS 13 – ORIGINAL COLUMN.....	_____
CLASS 14 – SPORTS COLUMN .....	_____
CLASS 15 – PHOTO SERIES .....	_____
CLASS 16 – SPOT NEWS PHOTO.....	_____
CLASS 17 – GENERAL NEWS PHOTO .....	_____
CLASS 18 – FEATURE PHOTO .....	_____
CLASS 19 – PERSONALITY PORTRAIT.....	_____
CLASS 20 – SPORTS PHOTO .....	_____
CLASS 21 – EDITORIAL CARTOON .....	_____
CLASS 22 – ILLUSTRATION .....	_____
CLASS 23 – INFORMATIONAL GRAPHIC .....	_____
CLASS 24 – SINGLE PAGE DESIGN .....	_____
CLASS 25 – NEWSPAPER DESIGN .....	_____
CLASS 26 – HEADLINE WRITING .....	_____
CLASS 27 – SPORTS SECTION .....	_____
CLASS 28 – LIFESTYLE SECTION.....	_____
CLASS 29 – SPECIAL SECTION.....	_____
CLASS 30 – BEST WEBSITE .....	_____
CLASS 31 – BEST WEB PROJECT .....	_____
CLASS 32 – PUBLIC’S RIGHT TO KNOW .....	_____
CLASS 33 – BEST SCHOOL BOARD COVERAGE .....	_____
CLASS 34 – BEST COVERAGE OF TAXATION.....	_____
CLASS 35 – BEST INVESTIGATIVE/ENTERPRISE REPORTING .....	_____
CLASS 36 – BEST LEGAL MEDIA COVERAGE .....	_____

PLEASE SEND  
EDITORIAL  
& ADVERTISING  
ENTRIES  
SEPARATELY

**TOTAL NUMBER OF ENTRIES** ..... X \$7.50 \_\_\_\_\_

*I would like to sponsor a plaque(s) at \$75 each* X \_\_\_\_\_ Quantity = \_\_\_\_\_

**AMOUNT ENCLOSED:** \_\_\_\_\_

Visa/MasterCard #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Preparer's Name: \_\_\_\_\_

Newspaper: \_\_\_\_\_ Circulation \_\_\_\_\_ Division \_\_\_\_\_  
(Please list the name of newspaper as you want it to appear on a plaque. A separate tally sheet MUST be completed for each newspaper unless entering as a group.)

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ E-mail Address: \_\_\_\_\_

**MAIL THIS FORM WITH ENTRIES & PAYMENT TO: Illinois Press Association, 900 Community Drive, Springfield, IL 62703**

# Check-off list

- Labels are legible and complete
  - Labels are secured with tape at the top or left side
  - A tally form is included for each newspaper with separate forms for advertising & editorial
  - Explanations, where applicable, are within the word limit
  - Payment is enclosed
  - A phone number and email address for person filling out forms is included
  - Entrants names on editorial forms are the people who completed the work
  - Maximum one photo CD is enclosed per newspaper (multiple newspapers may submit photos on a single CD as long as each newspaper has a separate folder clearly marked within the CD)
  - File names for photos match the entry names on the entry labels
  - Advertising and editorial entries are boxed separately
  - There is sufficient postage and time to meet the deadlines
- 
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*Save the date*

**2012 IPA  
CONVENTION**

June 13-15, 2012

Crowne Plaza Hotel, Springfield