

INFORMATION • MIPA Individual Category Newspaper Contest

POSTMARK DEADLINE Feb. 15, 2013

SCREENING PROCESS

Please understand that the MIPA office receives thousands contest entries. There has to be a screening process before entries are judged.

We may disqualify entries that:

- are not entered into the correct category;
- have incomplete information on the Contest Entry Blank;
- have no Contest Entry Form attached to the individual entries;
- have no official Summary Sheet included;
- are improperly prepared;
- have more than two entries per category, including both print and online versions;
- duplicate a submission from an online version or vice versa;
- ask the MIPA office to decide into which category an entry should go;
- have not been signed by the adviser;
- have not been published between Feb. 18, 2012, and Feb. 15, 2013;
- have not met the postmark deadline of Feb. 15, 2013 (No exceptions!);
- have arrived AFTER Feb. 28 so that we cannot get it ready for sorting day (March 1);
- break copyright law or are plagiarized.

Please check your entries very carefully before sending them in! Also, please remember that this is strictly a contest and not an evaluation or critical service. All contest materials become the property of MIPA. First-place winners in all categories will be kept at the MIPA office and may be republished in *A Cut Above* or *Stet*. Winners of the individual newspaper contest will be announced at the MIPA Spring Conference at the Lansing Center on April 15, 2013.

PREPARING ENTRIES

1. Make copies of the Contest Entry Form.
2. Cut entries — stories, art, etc. — from the publication. Entries that originally appeared online should be printed out.
3. Glue each entry onto the back of the Contest Entry Form.
4. If an entry has more than one page, glue the Entry Form to the back of the first page and fold in accordion style to prevent wrinkling.
5. Entries must have been published between Feb. 18, 2012, and Feb. 15, 2013.

MAILING

1. **READ THIS! Stack entries in numerical order by category number on the Summary Sheet. News Stories (#1) should be on top and Professionally Published Page (#35) should be on the bottom.**
2. **For Photo Categories:** Upload photos and PDFs of the pages on which they are published to <https://mipamsu.wufoo.com/forms/2012-mipa-newspaper-contest-photo-entries/>. You will still need to register them on the summary sheet and pay for them with your other entries.
3. Place in an envelope with the **Summary Sheet on top** of the pile of entries.
4. Include payment (\$1 per entry); Check should be made payable to MIPA.
5. Seal and mail to:
MIPA Individual Category Newspaper Contest
Michigan State University School of Journalism
404 Wilson Road, Room 305
East Lansing, MI 48824
6. If you have questions, email the MIPA office at mipa@msu.edu.

JUDGING

- Judging takes place at Michigan State University on Saturday, March 2. We need your help! Please sign up to help by filling out the form at the www.mipamsu.org/judge
- Schools will be divided into an even number of divisions, depending on school size.

NEWSPAPER CONTEST ENTRY POSTMARK DEADLINE Feb. 15, 2013.

WINNERS ANNOUNCED April 15, 2013, at the Spring Conference at the Lansing Center

IMPORTANT!! Do not send these entries in the same envelope with your Spartan Newspaper Contest entry. We might miss it!

Summary Sheet • MIPA Individual Category Newspaper Contest

CHECK ONE PLEASE: Middle School/Jr Hi Competition High School Competition

POSTMARK DEADLINE Feb. 15, 2013

DIRECTIONS This form is a summary of all your entries. It should be the top sheet in your packet of entries. Please type or print. Attach your check or money order (payable to MIPA) to this form. Thank you. NOTE: Contest entries must have been published between Feb. 18, 2012, and Feb. 15, 2013. Entries postmarked after Feb. 15, 2013, will not be accepted. **Start now to organize—especially if you have a winter break around that time.**

COST Please include \$1 per entry. **Limit two (2) entries per category.** For example, if you enter two entries in ten categories, please send \$20. Please make check payable to MIPA. Make a copy of this form for your records.

Number of entries entered x \$1 = \$ Amount enclosed (Maximum of \$74 if 2 entries are submitted in all 37 categories.)

SCHOOL _____

ADVISER _____

SCHOOL CITY _____

PUBLICATION NAME _____

Indicate categories entered by noting the number of entries per category. Limit Two (2) entries per category.

- | | |
|---|--|
| <input type="checkbox"/> 1. news story | <input type="checkbox"/> 20. sports feature photo |
| <input type="checkbox"/> 2. news analysis | <input type="checkbox"/> 21. news/feature photograph |
| <input type="checkbox"/> 3. editorial | <input type="checkbox"/> 22. environmental portrait |
| <input type="checkbox"/> 4. bylined opinion article | <input type="checkbox"/> 23. editorial cartoon |
| <input type="checkbox"/> 5. review | <input type="checkbox"/> 24. comic strip |
| <input type="checkbox"/> 6. feature column | <input type="checkbox"/> 25. illustration |
| <input type="checkbox"/> 7. pro/con editorial columns | <input type="checkbox"/> 26. information graphic |
| <input type="checkbox"/> 8. in-depth feature | <input type="checkbox"/> 27. advertising layout |
| <input type="checkbox"/> 9. informative feature | <input type="checkbox"/> 28. front page/magazine style |
| <input type="checkbox"/> 10. human interest feature | <input type="checkbox"/> 29. front page/newspaper style |
| <input type="checkbox"/> 11. personal narrative | <input type="checkbox"/> 30. story package |
| <input type="checkbox"/> 12. personality profile | <input type="checkbox"/> 31. editorial opinion page/spread |
| <input type="checkbox"/> 13. diversity coverage | <input type="checkbox"/> 32. feature page/spread |
| <input type="checkbox"/> 14. environmental, health or science | <input type="checkbox"/> 33. sports page/spread |
| <input type="checkbox"/> 15. alternative story form | <input type="checkbox"/> 34. news page/spread |
| <input type="checkbox"/> 16. sports feature story | <input type="checkbox"/> 35. entertainment page/spread |
| <input type="checkbox"/> 17. sports column | <input type="checkbox"/> 36. photo story |
| <input type="checkbox"/> 18. sports news story | <input type="checkbox"/> 37. professionally published page |
| <input type="checkbox"/> 19. sports action photo | |

ADVISER, PLEASE READ AND SIGN:

Have you read MIPA's Plagiarism and Copyright policy (see website)?
Yes No

To the best of your knowledge, are the entries enclosed free of copyright infringement and plagiarism? Yes No

If you checked no, please explain.
(Use back of this sheet)

I understand that all materials submitted by our school represent students' work. If non-student work or alteration has affected the printed product, notations have been made to indicate those changes.

Adviser's Signature _____

Advisers, please sign all entry forms, too.

PLEASE NOTE:

The Individual Category Newspaper Contest judging staff and chair reserve the right to combine divisions of a category that has fewer than five entries per division. They also have the right to disqualify entries for not meeting contest rules.

■ For descriptions of these categories, please see the Categories sheet.

■ For judging criteria, please visit the MIPA website, go to <http://mipamsu.org/contests/>

Note: You will be uploading entries in categories 19, 20, 21 and 22 to the MIPA Wufoo site.
<https://mipamsu.wufoo.com/forms/2012-mipa-newspaper-contest-photo-entries>

ENTRY FORM • MIPA Individual Category Newspaper Contest

DIRECTIONS

1. **Duplicate this entry blank** on 8 1/2 x 11 sheets of paper. Glue one entry to the back of this Entry Form.
2. Do not use paper clips or tape.
3. For larger entries, fold to fit the 8 1/2 x 11 Entry Form. **Fold the entry as few times as possible to fit the form.**
4. A story or photo can be submitted in only one category, except that it may also be part of a page submitted in a page/spread/layout division.
5. Check the Summary Sheet for a listing of the categories and category numbers.
6. Mail to
MIPA—Individual Category Newspaper Contest
Michigan State University School of Journalism
404 Wilson Road, Room 305
East Lansing, MI 48824
7. Advisers: **Don't forget to sign each entry.** Some advisers sign before they run multiple copies. This is permissible.

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NOTE: You do not need to fill out this form for the photo categories (#19-22 & 25 if photo illustration). You must go to <https://mipamsu.wufoo.com/forms/2012-mipa-newspaper-contest-photo-entries/> to upload the photos and the PDF of the page on which the photo was used.

PLEASE PRINT VERY CLEARLY OR TYPE:

(Check Summary Sheet for category number and name.)

Category # _____ Category name _____

Headline or page numbers _____

Student's name _____

(PRINT VERY CAREFULLY!!!) If more than four, please write Staff.

School _____ City _____

Name of publication in which entry appeared _____

URL (online only) _____

Date entry was published _____

Adviser's signature _____

(signifying to the best of your knowledge the work is original and is free of copyright infringement and plagiarism)

FOR JUDGES' USE ONLY

1st Place 2nd Place 3rd Place Honorable Mention

Judge's initials _____ Judge's initials _____

CATEGORIES • MIPA Individual Category Newspaper Contest

To see the judging criteria for these categories, please go to the MIPA website at www.mipamsu.org/contests.

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1. NEWS STORY

News stories should report but not interpret events that have news value and timeliness to the publication's readers. Either advance or follow-up stories may be included in this category.

2. NEWS ANALYSIS

Stories should be interpretive in nature, not straight news stories. The elements "why" and "how" should be examined through research, but the writer's opinions should not be expressed. An analysis covers issues and problems that relate to specific events of a news nature.

3. EDITORIAL

Editorials should represent the opinion of the staff, editors or editorial board on a timely news matter of concern to the school, community, state, nation or world. They may express appreciation, offer interpretation or attempt to deal with problems. Editorials are not to be bylined, signed or initialed, or in any way identified as being the opinion of the writer(s).

4. BYLINED OPINION ARTICLE

Articles of personal opinion carry the byline of the writer(s) presented in a style consistent with modern column design. The article should comment on a news or feature subject of interest (including sports) and/or concern to the readers, or may express dissent from the majority opinion expressed in editorials.

5. REVIEW

Review should present opinions, observations and evaluations of films, books, television, recordings, concerts, plays, restaurants and other things of interest to the paper's readers.

6. FEATURE COLUMN

Each entry must

- have two (2) columns (feature or opinion) from different editions of the newspaper
- have both columns glued to the same entry form
- have the same standing head
- be authored by the same writer(s)
- carry bylines or other writer identification to indicate the personal nature of the content

Judges want to see the writer's consistent quality in more than one column. A school may submit a second entry in this category, and it may be written by the same columnist. Columns related to sports must be submitted under Category 16 (Sports Column).

7. PRO/CON EDITORIAL COLUMNS

Each entry must

- have two (2) columns that express opposing viewpoints on one topic
- the columns should be written by two people and featured on one page of the opinion/editorial section
- both columns should be glued to the same entry form
- have a standing head that indicates the pro/con nature of the package
- carry bylines or other writer identification to indicate the personal opinion nature of the content

A school may submit a second entry in this category, and the pieces may be written by the same columnists or combination including one of the same columnists.

8. IN-DEPTH FEATURE

This is a single story. It may not contain a sidebar or infographic. The story must stand on its own. This is not a spread or a special section. Entries should concern subjects of a substantive and contemporary nature and go beyond the surface facts, give the reader detailed background information with interpretation based upon the facts and background information and often (but not necessarily) an analysis as to its meaning. It is an elaboration of the WHY. Multiple sources are necessary.

9. INFORMATIVE FEATURE

This is a single story, which should inform or instruct. Facts are obtained from research, interviews and observations.

10. HUMAN INTEREST FEATURE

Human interest features appeal to the emotions of the reader with inspiration, motivation, pathos or humor and often make effective use of quotes. Enter descriptive, personal experience or accomplishment, or humor in this category. These are generally shorter stories.

11. PERSONAL NARRATIVE

This is not an opinion piece. It is a first-person account of an event or series of events that constitute a single, profound experience. The focus of the piece is on narrative — telling the story of the experience. It can be written in present or past tense. The author should take extra efforts to describe the journey and explain its importance. Dialogue and internal dialogue are essential.

12. PERSONALITY PROFILE

The personality profile captures the life, interests, accomplishments of well-known or interesting people, based on interviews. The subject(s) should have experiences, thoughts and accomplishments worth reporting. Anecdotes add to the personality profile.

13. DIVERSITY COVERAGE

This story tells about the lifestyles, challenges and potential of those from a diverse background. It will cover not just the plight of the subjects, but may also look at how subjects deal with their diverse backgrounds and how diverse backgrounds are dealt with by others. The term "diverse" is not limited to ethnicity and may focus on a wide range of subjects, depending on the author's story angle.

14. ENVIRONMENTAL, HEALTH OR SCIENCE

This story will focus on an environmental, health or science topic. It can be a straight news story or an investigative piece.

15. ALTERNATIVE STORY FORM

ASF consists of a whole story told in an alternative way. It can consist of anything that is not a traditional story form. There should be visual destinations, good use of typography, easy to scan, well organized, can provide quick facts and deep context. It should not include traditional narrative. Examples include (but are not limited to) fast-fact boxes, lists, glossaries, quizzes, polls, charts. AFS should not be connected to a story or be part of a story package. It should stand alone. Submit the whole page.

—MORE—

CATEGORIES, cont. • MIPA Individual Category Newspaper Contest

16. SPORTS FEATURE STORY

Stories may include personality profile, informative, interpretive (why), and/or human interest features specifically related to sports.

17. SPORTS COLUMN

Each entry must

- have two (2) columns (feature or opinion) from different editions of the newspaper
- have both columns glued to the same entry form
- have the same standing head
- be authored by the same writer(s)
- carry bylines or other writer identification to indicate the personal nature of the content

A school may submit a second entry in this category, and it may be written by the same columnist. Columns must carry bylines or other writer identification to indicate the personal nature of the content.

18. SPORTS NEWS STORY

Sports news stories may include general sports news or sports events and are constructed in news style.

FOR ALL PHOTO CATEGORIES (19, 20, 21, 22 & #25 if photo illo) you must go to <https://mipamsu.wufoo.com/forms/2012-mipa-newspaper-contest-photo-entries/>. There you will upload each photo plus a PDF of the page the photo appeared on, which should have the caption for the photo. You still need to account for the photo entries on the overall summary sheet.

*19. SPORTS ACTION PHOTO

Any non-portrait, game photo directly related to sporting events should be entered in this category. Photo may be in color even if published image was in black and white. Photos will be judged on both the quality of the photo and how it was used in the publication. Note above how photos must be submitted.

*20. SPORTS FEATURE PHOTO

Any non-game action photo directly related to sporting events should be entered in this category. This would include reaction shots, crowd shots or other shots that capture the emotion and/or human interest angle associated with a sporting contest. Photo may be in color even if published image was in black and white. Photos will be judged on both the quality of the photo and how it was used in the publication. Note above how photos must be submitted.

*21. NEWS/FEATURE PHOTOGRAPH

Photos in this category should be non-portrait, non-sports photos based either on on-the-spot coverage of an event that had news value and timeliness, or on the drama and emotion characteristic of features. Photo may be in color. Photos will be judged on both the quality of the photo and how it was used in the publication. Note above how photos must be submitted.

*22. ENVIRONMENTAL PORTRAIT

Photos in this category must show the personality and/or character of the people photographed. The photo should be posed, but show the subject in an environment that illuminates the character of the subject and gives insight into the subject's personality. No more than two people should be featured in the picture. Sports portraits should be entered in this category. Photo may be in color even if published image was in black and white. Photos will be judged on both the quality of the photo and how it was used in the publication. Note above how photos must be submitted.

23. EDITORIAL CARTOON

This category includes only editorial cartoons. This cartoon appears on the editorial/opinion page. It makes a point and delivers commentary or opinion.

24. COMIC STRIP

Each installment of a comic strip counts as a separate entry. The purpose of the comic is to entertain.

25. ILLUSTRATION

This category includes photo illustration, original artwork or original computer artwork used to establish a theme or mood with the intent to enhance any news/feature/sports article. Submit a tear sheet showing how the illustration was used. (If photo illustration is submitted, follow instructions above for photo submission.)

26. INFORMATION GRAPHIC

This category includes charts, graphs, or diagrams created by hand or by computer and used to supplement or in place of written content, but which give the reader information in a visual form. Submit a tear sheet showing how the information graphics were used.

27. ADVERTISING LAYOUT

This category includes ads for which students have created the artwork or photography, written heads and copy and done the layout. Professionally created logos may be used. Ads should be attractive, informative and give all essential information. This entry is a single advertisement, not a page of advertisements.

28. FRONT PAGE/NEWSMAGAZINE STYLE (regardless of size)

Page contains nameplate and references to inside stories. Page generates reader interest and uses effective photos and/ or artwork. Page will be evaluated for overall use of space.

29. FRONT PAGE/NEWSPAPER STYLE (regardless of size)

Page contains nameplate. No advertising used on this page. Page will be evaluated for content and design and for overall use of space.

30. STORY PACKAGE

Packages will be evaluated for content and design. Content should be based on one significant topic built around a dominant story packaged with or without a secondary story; dominant art and possibly secondary art; and may include other quick reads. The package may start on the front page, jumping inside, or it may start/finish on inside pages. This does not need to be a true spread or full-page design.

31. EDITORIAL OPINION PAGE/SPREAD

Pages will be evaluated for content and design. At least one editorial must appear on the page(s) entered. Other items may include columns, bylined opinion, polls, surveys, reviews, letters and cartoons. The masthead is normally on an opinion page. No advertising would appear on the editorial page, but may be used on the ed-op page.

32. FEATURE PAGE/SPREAD

Pages will be evaluated for content and design. Content may be based on one significant story, a package of related stories, or diverse feature stories. Advertising may or may not be incorporated into the page design.

—MORE—

CATEGORIES, cont. • MIPA Individual Category Newspaper Contest

33. SPORTS PAGE/SPREAD

Pages will be evaluated for content and design. Content is restricted to sports. Advertising may or may not be included on these pages.

34. NEWS PAGE/SPREAD

Pages will be evaluated for content and design. Content is restricted to news. Advertising may or may not be included on these pages.

35. ENTERTAINMENT PAGE/SPREAD

Pages will be evaluated for content and design. Content is restricted to features and news dealing with entertainment (music, plays, movies, reviews). Advertising may or may not be included on these pages.

36. PHOTO STORY

A photo story includes the use of at least three or four photos on a related theme to tell a story. It must include headline and captions and may include copy. **YOU MUST INCLUDE CAPTIONS.** Judging will be on the overall impact of the contents and layout. Submit tear sheet only.

37. PROFESSIONALLY PUBLISHED PAGE

Page has to be published in a professional newspaper. Send complete page. Page will be judged on stories, design and photography. A double page spread is one entry.