

Texas Gulf Coast Press Association

2009 Contest Rules Enclosed

Deadline Saturday, March 14

Attend the TGCPA Convention in Copperas Cove May 14-16

Open to all TGCPA member newspapers whose dues are paid in 2009. If dues are not current, send them to Nick West, The Palacios Beacon, P.O. Box 817, Palacios, TX 77465-0817, or enclose with entries. Dues are \$50 per year. Each entrant newspaper must hold a valid periodical class permit with the U.S. Postal Service. Entries must have been published during 2008.

Preparation of Entries

Label each entry at the top right corner with the following information:

- Newspaper name
- Division number (small weekly, large weekly, semi-weekly)
- Contest category

Entries should be submitted on full page tearsheets and marked in red when rules specify.

Entries must be the work of paid staff members.

Divisions

Division 1 - Small weeklies (2,500 or below circulation)

Division 2 - Large weeklies (2501 and above circulation)

Division 3 - Semi-weeklies

A minimum of five entries must be received to make each division valid. Division status (circulation, frequency) is based on the 2008 published Postal Form 3526 filed with TPA.

Enclose a copy of the postal form with your entries.

A "semi-weekly" is defined as the same paper published twice a week. "Twin weeklies" published on different days of the week under different names, but for the same community, MUST be entered in the semi-weekly division. Failure to adhere to the rules will result in disqualification.

Awards Presentation

The Awards Brunch will be held on Saturday, May 16, the final day of the convention. Plaques will be presented for first places and certificates will be awarded for second, third and honorable mention.

Entry Fees

An entry fee of \$5 per category entered MUST accompany entries. Make checks payable to the Texas Gulf Coast Press Association.

Deadline

All entries must be postmarked or bear a shipping bill dated no later than Saturday, March 14, 2009. DO NOT SEND BY BUS. Use UPS, Federal Express or U.S. Postal Service Priority Mail.

Scoring System

Best all-around in each division is based on the following scoring system:

First Place - 100 points

Second Place - 50 points

Third Place - 25 points

Honorable Mention - 10 points

(Only one honorable mention per category will be given)

Community Service and Special Edition will NOT count toward the final tally for best all-around.

Send entries to:

TGCPA Contest
c/o Burleson County Tribune
306 West Highway 21
Caldwell, TX 77836

Texas Gulf Coast Press Association

2009 Better Newspaper Contest Categories

All entries must have been published during 2008.

SPECIAL EDITION: Submit **ONE** Special Edition on any subject. Judging will be based on attractiveness of layout, suitability of copy and advertising content, originality, benefit to the community. **NO** cover letters; section should be self-explanatory.

GENERAL EXCELLENCE: Submit **TWO** consecutive issues (without inserts.) Each individual newspaper must be a separate entry, even if several papers are published by the same company. Overall appearance, quality of local copy and pictures will be the focal point in judging. Special editions are **NOT** eligible.

EDITORIAL WRITING: Submit **TWO** staff-written editorials on full page tearsheets. Writer(s) must be paid employee(s) of the newspaper.

SERIOUS COLUMNS: Submit **TWO** columns on full-page tearsheets by the same columnist on "serious" subject matters. Columnist must be a staff member and columns must be published on a regular basis. Syndicated columnists will **NOT** be allowed to enter.

HUMOROUS COLUMNS: Submit **TWO** columns on full-page tearsheets by the same columnist on "humorous" subject matters. Columnist must be a staff member and columns must be published on a regular basis. Syndicated columnists will **NOT** be allowed to enter.

NEWS PHOTOS: Submit **TWO** news photographs on full-page tearsheets taken by paid staff member(s) of the newspaper. Do not include feature or sports photos. Clearly mark the two photos to be judged in red. Photos will be judged on impact, display and quality of reproduction.

FEATURE PHOTOS: Submit **TWO** feature photographs on full-page tearsheets taken by paid staff member(s) of the newspaper. Do not include feature or sports photos. Clearly mark the two photos to be judged in red. Photos will be judged on impact, display and quality of reproduction.

SPORTS PHOTOS: Submit **TWO** sports photographs on full-page tearsheets taken by paid staff member(s) of the newspaper. Do not include feature or sports photos. Clearly mark the two photos to be judged in red. Photos will be judged on impact, display and quality of reproduction.

SPORTS COVERAGE: Submit sports pages/sections from **TWO** separate issues. Include additional pages if stories jump to other pages. Staff written stories, graphics and photography will be the focal point of judging. Mark out (in red) all non-staff written stories and photos.

FEATURE WRITING: Submit **TWO** feature stories on full-page tearsheets written by paid staff member(s). Mark entries in red and include jumps. Entries may include sports features.

NEWS WRITING: Submit **TWO** stories on full-page tearsheets written by paid staff member(s). Mark entries in red and include jumps. Impact, interest and clarity of writing style are considered in judging.

HEADLINE WRITING: Submit **TWO** headlines (sports, features, arts, columns, cutlines, etc.) on full-page tearsheets. Mark entries clearly in red.

DISPLAY ADVERTISING: Submit **TWO** complete regular editions (without inserts). Mark out (in red) all non-staff produced advertisements. Entries to be judged on copy, illustrations, use of color (if used) and overall design and impact of ads.

FARRIS BLOCK MEMORIAL COMMUNITY SERVICE AWARD: Any community service effort of the newspaper relating to one specific subject may be entered. Materials may include news articles, editorials, pictures, columns, letters to the editor and other subject matter pertinent to the newspaper's support of **ONE PROJECT**. May include interpretation of local government reform, promotion of worthwhile community project, etc. A cover letter should be included stating the purpose of the series or special effort and whether the goal or purpose was accomplished. Present material in a scrapbook no larger than 12-inches by 18-inches. **NOTE:** *News coverage of an event AFTER it occurs, such as floods, storms, etc. should be entered in the news writing category, NOT Community Service.. Reporting on efforts to prevent or alleviate the seriousness of such events in the future may be submitted as Community Service.*

If you have any questions, call Roy Sanders, TGCPA Contest Chairman, at (979) 567-3286 BEFORE you decide to do something not specifically mentioned in these rules.

**All entries must be
postmarked no later than
Saturday, March 14, 2009
Send entries via U.S. Mail, UPS
or Federal Express**