

Texas Gulf Coast Press Association

2012 Contest Rules Enclosed

Deadline Wednesday, February 29

**Attend the TGCPA Convention at the Port Royal
in Port Aransas May 17-19**

Open to all TGCPA member newspapers whose dues are paid in 2012. 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 \$75 per year. Each entrant newspaper must hold a valid periodical class permit with the U.S. Postal Service. Entries must have been published during 2011.

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 2011 published Postal Form 3526 filed with TPA.

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.

TGCPA Contest

P.O. Box 547

Silsbee, TX 77656

Awards Presentation

The Awards Lunch will be held on Friday, May 18. 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 EXTENDED TO FEBRUARY 29!!

All entries must be postmarked or bear a shipping bill dated no later than Wednesday, February 29, 2012. DO NOT SEND BY BUS. Use UPS, Federal Express or U.S. Postal Service Priority Mail.

**Send entries to:
TGCPA Contest
c/o The Silsbee Bee Newspaper
P.O. Box 547
Silsbee, TX 77656**



Texas Gulf Coast Press Association

2012 Better Newspaper Contest Categories

All entries must have been published during 2011.

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 photo. 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.

BEST NEWSPAPER WEB SITE:

- Semi-Weekly Division
- Large Weekly Division (minimum three entries*)
- Small Weekly Division (minimum three entries*)

Newspaper name, Web address and any passwords required to access all pages within the site. Brief description of the site's unique aspects, how frequently it is updated and what makes the site vital to your readers. Judging will be based on content, ease of use and navigation, page design, advertising, timeliness and consistency. Entries will be judged online at an unannounced date set by the judges.

**If fewer than three entries are received in either category, the entries in the Large Weekly Division and the Small Weekly Division will be combined for one Weekly Division.*

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.

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.

If you have any questions, call Danny Reneau at (409) 385-5278 BEFORE you decide to do something not specifically mentioned in these rules.