

# 2019 ICPA Contest Rules and Instructions

Member news organizations and students on staff are eligible to enter. While a news organization must be a member of the Illinois College Press Association to enter the contest, there are no entry fees. Entrants need not be present at the awards luncheon on Saturday, Feb. 22, 2020, to win an award.

**All entries must have been published between Dec. 1, 2018, and Nov. 30, 2019.** Entries should be submitted through the ICES contest system. Directions attached.

*Questions can be submitted to:*

Chris Birks, Benedictine University  
ICPA 2nd Vice President  
[icpa@newspapercontest.com](mailto:icpa@newspapercontest.com)

## Deadline for submitting entries: Friday, Dec. 20, 2019, at 11:59 p.m.

- General info about ICES follows. Improperly prepared or late entries will be disqualified.
- We reserve the right to cancel a category if there is a lack of entries.
- All entries must be the work of a student member of a student news organization staff. Entries must be from news organizations that are members of the Illinois College Press Association.
- Please limit the number of students listed for awards. Cite the person whose work is most reflected for each category. Only cite a second person if they contributed significantly to the overall story, design, etc. Do not list every editorial board member for editorials; instead, name the person who wrote the editorial or write "staff." Entries with three or more entrant names listed will be credited to "staff."
- **Changes to the 2019 contest:**
  - Elimination of the In-House Promo ad and Classified categories. In-house advertising is now eligible to be entered in other advertising categories where applicable
  - The Opinion category is moved from the Open Division to the Dailies and Non-Dailies Divisions.
  - Schools can choose one issue themselves for consideration in General Excellence category, with the other two issues/dates are set by ICPA.

## **Category Notes:**

1. Any member news organization, daily or non-daily, may submit entries for the Open competition. Separate categories have been established for judging dailies and non-dailies (see categories sheet).
2. General Excellence (categories #13, 34) dates should represent three editions on or closest to the following dates: **Feb. 7, 2019, Oct. 10, 2019, and one other date/issue of school's choice in the contest timeframe (no special editions)**. The Illinois College Press Association randomly selected the dates. If you published an issue on any of the specified dates, that is not a special issue, you must submit that issue. If it is a special issue, chose another near the date and make a note of that on your entry.

3. Front Page Layout (categories #14, 35) — an entry shall consist of three consecutive publications — but do not send an entire edition, just the front pages.
4. **Schools may submit only one entry in General Excellence (categories #13, 34), Front Page Layout (categories #14, 35), and Entertainment Supplement (category #5).**  
  
**In all other categories, schools may submit two entries.** Submit only entries of high quality that merit attention.
5. For Photos (categories #28, 29, 30, 31, 32, 49, 50, 51, 52, 53), a photo published online may be entered, even if it was not published in print.
6. For Online News Site (category #11), please include your online publication's URL on the entry.
7. For Podcast (category #12), please submit links to up to three podcasts produced by an individual or team.
8. For Multimedia Reporting (categories #33, 54), entries should use a combination of media such as audio, video, slideshows and/or web interactive content to report on news, features or sports. Entries may or may not have appeared in print.
9. For Sports News Story (categories #21, 42), please note that this does not include game stories. (Use the Sports Game Story categories for those.)

## **2019 ICPA Contest Categories**

### **Open (for both dailies and non-dailies)**

1. Editorial Cartoon (include a brief explanatory note for cartoon of narrowly local content)
2. Other Cartoon, Strip or Panel (three consecutive dates)
3. Advertisement – Less Than Full Page (staff produced for outside client or in-house promotion)
4. Advertisement – Full Page (staff produced for outside client or in-house promotion)
5. Entertainment Supplement – Weekly or Periodic Entertainment Section (Only one entry per school; send full-issue PDFs)
6. Special Supplement (excluding weekly or periodic entertainment supplements; send full-issue PDFs.)
7. Graphic Illustration (hand-drawn line art, illustrations, charts or graphs that complement news, editorial or features copy in page package; send full-page PDFs)
8. Critical Review – Film
9. Critical Review – Other Than Film
10. Advertising Campaign (three or more display ads developed for a single local advertiser to enhance product sales or service OR in-house advertising/promotion)
11. Online News Site (include link to your publication's URL on the entry)
12. Podcast (include link to your publication's URLs on the entry)

## Dailies

13. General Excellence: Three complete editions published on or closest to the following randomly selected dates: **Feb. 7, 2019, Oct. 10, 2019, and one other date/issue of school's choice in the contest timeframe (no special editions)**. Only one entry per school. (Three complete issues from specified dates or nearest dates of publication; submit full-issue PDFs).
14. Front Page Layout: Three consecutive editions of the newspaper's choice. Only one entry per school. (Full-page PDFs from three consecutive front pages)
15. Editorial (unsigned opinion of the newspaper's editorial board)
16. Opinion Page(s) (single or double truck to be judged on both layout and content; send full-page PDFs)
17. Column (excluding sports)
18. Feature Story (other than sports)
19. Feature Page Design (single or double truck judged on layout and content; submit full-page PDFs)
20. News Story (single story, can be accompanied by related sidebars published same day)
21. Sports News Story (single story, can be accompanied by related sidebars published same day)
22. Sports Game Story (covering a sporting event; written on deadline)
23. Sports Feature Story
24. Sports Column
25. Sports Page Design (single or double truck to be judged on layout and content; submit full-page PDFs)
26. In-depth Reporting (single story or stories, either as a series or continuing coverage)
27. Headline Writing (for single story, must include story)
28. Photo Essay (series of related photos used to tell a story; may be accompanied by a text story)
29. Feature Photo (including sports)
30. Sports Photo (game or sideline/crowd action or reaction)
31. General News Photo (all news photos, other than spot news. Timely news value is important criteria)
32. Spot News Photo (newsworthy event with no advanced planning possible; published in following issue)
33. Multimedia Reporting (include link to the URL in the entry)

## Non-Dailies

*(The ICES system will break entries out by school enrollment of 4,000 or more or less than 4,000)*

34. General Excellence: Three complete editions published on or closest to the following randomly selected dates: **Feb. 7, 2019, Oct. 10, 2019, and one other date/issue of school's choice in the contest timeframe (no special editions)**. Only one entry per school. (Three complete issues from specified dates or nearest dates of publication; submit full-issue PDFs).
35. Front Page Layout: Three consecutive editions of the newspaper's choice. Only one entry per school. (Full-page PDFs from three consecutive front pages)
36. Editorial (unsigned opinion of the newspaper's editorial board)
37. Opinion Page(s) (single or double truck to be judged on both layout and content; send full-page PDFs)
38. Column (excluding sports)
39. Feature Story (other than sports)
40. Feature Page Design (single or double truck judged on layout and content; submit full-page PDFs)
41. News Story (single story, can be accompanied by related sidebars published same day)
42. Sports News Story (single story, can be accompanied by related sidebars published same day)
43. Sports Game Story (covering a sporting event; written on deadline)
44. Sports Feature Story
45. Sports Column
46. Sports Page Design (single or double truck to be judged on layout and content; submit full-page PDFs)
47. In-depth Reporting (single story or stories, either as a series or continuing coverage)
48. Headline Writing (for single story, must include story)
49. Photo Essay (series of related photos used to tell a story; may be accompanied by a text story)
50. Feature Photo (including sports)
51. Sports Photo (game or sideline/crowd action or reaction)
52. General News Photo (all news photos, other than spot news. Timely news value is important criteria)
53. Spot News Photo (newsworthy event with no advanced planning possible; published in following issue)
54. Multimedia Reporting (include link to the URL in the entry)

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*If you have any questions, please contact Chris Birks, ICPA 2nd Vice President, at [icpa@newspapercontest.com](mailto:icpa@newspapercontest.com). Thanks for your interest in our 2019 contest.*

# **2019 ICPA Contest Online Entry Portal Instructions**

***Deadline for submitting entries: Friday, Dec. 20, 2019 at 11:59 p.m.***

Step 1 — The Association Code from ICPA is ICPA2019 - Register on the ICES contest website using your email address. You will receive a confirmation email, which you will need to complete registration. Use the link below to register.

Step 2 — Login to <http://www.newspapercontest.com/icpa>. You will see a page showing any entries you have already submitted. Complete rules for both advertising and editorial contests are available above (click links). Some browsers, such as Safari, will open the rules in a new window; others will require you to download the PDF file to your computer.

Step 3 — Click on the “Add New Entry” link.

Step 4 — On this page, select your newspaper name. A lot of information will autofill. If that information is incorrect, please call Chris Birks at 630.829.6252 or email [icpa@newspapercontest.com](mailto:icpa@newspapercontest.com). Your division will be selected for you based on your circulation. Fill in the preparer’s name.

Step 5 — Select the contest class. These are drop-down menus for your convenience. This field will clear each time you save an entry, so you must select a class for each new entry. When you select the class, special instructions will appear below it.

Step 6 — If necessary, provide an explanation of your entry. The explanation/cutline box is limited to 3,000 characters. It’s a good idea to write your explanation in another program, such as Word, and copy/paste into the explanation box. If a URL is required, fill in the URL box; there is no need to type “http://.”

Step 7 — Include the name of the entry. If uploading full-page PDF files, it will be helpful if the entry name matches the headline on the page so the judges can find it easily. If the judges cannot tell what is to be judged, the entry will be discarded without refund.

Step 8 — Include the name of the person or people who should be credited for any award. This is generally the writer, reporter, photographer, graphic artist, cartoonist, etc. It is not necessarily the name of the person submitting the entry nor the person picking up the award at the convention.

Step 9 — Add your file or files. You can drag and drop files or use the “Add files” button to navigate your files. Generally, files should be in PDF format except photos, which should be in high-resolution JPG format. Other files and URLs may be acceptable as noted in the special instructions. Upload as many files as are necessary to complete your entry but refer to the special instructions for any limitations.

Step 10 — When you have completed your submission, click the “Save” button. If you click the “Back to list” button, you will lose the entry you just completed. After clicking “Save,” you will be directed back to the list of your entries.

Step 11 — To submit another entry, click “Add New Entry.” As long as you have not logged out of the system, your newspaper name will still be in place and you can simply start at Step 6 again. You may log out and log back in later to continue adding entries. You will need to select your newspaper name each time you log in.

Step 12 — If you are done submitting entries, please review the list. You may not change an entry, but you may delete an entry and resubmit it before the deadline.

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