



**Country Press NSW Inc.**  
Australia's oldest newspaper industry association  
Founded 1900

# 2011 NEWSPAPER AWARDS

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*To reward quality and effort.*

*To stimulate competition.*

*To assess publications.*

*To facilitate and inspire higher standards in country newspapers.*

**Journalism**

**Printing**

**Advertising**

## Eligibility

All newspapers published by financial members of Country Press NSW Inc. are eligible and encouraged to enter.

## Period of competition

All newspaper, articles, photographs, supplements or other material submitted for judging must be published by the entrant newspaper between **July 1<sup>ST</sup> 2010 and June 30<sup>TH</sup> 2011.**

## Compliance

All entries must comply with the general and specific conditions stated. Entries failing to comply will not be judged.

**ALL ENTRIES MUST BE SUBMITTED BY**

**Tuesday 26<sup>th</sup> July 2011**

**Please send entries to :**

**Country Press NSW Inc  
Locked Bag 1000, ASCOT VALE, VIC. 3032**

## Conditions of Entry

### **Before dispatch, check carefully to ensure the following conditions are met.**

- 1 Entries are to be lodged by the **entrant newspaper only**.
- 2 Entries in sections and sub-sections must be kept separate with a **separate entry form** for each entry, **as attached Page 11**.
- 3 Entries comprising a newspaper/s or a supplement/s must stand alone.
- 4 An entry of, or including, an article, editorial, photograph or advertisement must be on the **WHOLE PAGE** (tear sheet) of the newspaper that includes title and date.
- 5 **An article, editorial, photograph or advertisement on the tear sheet must be identified by a marker pen** so as to be clearly visible to the judge/s.
- 6 Except in approved circumstances, photocopies of a page are unacceptable.
- 7 **Entries in more than one competition section on one newspaper page will be rejected.**

Entries on CD or in hard or soft cover presentation folders will NOT be accepted.

All entries will be displayed at the Annual Awards Dinner.

Winners will be announced and awards presented at the **CPNSW Annual Conference Dinner in Charlestown, Newcastle on 7th October 2011** and a copy of the booklet containing the judges' comments may be collected at the function or will be sent to all other members of the Association.

## **AWARD CATEGORIES**

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### **JOURNALISM**

#### **THE SOMMERLAD MEMORIAL AWARDS**

**Section 1 - [EC Sommerlad Memorial Award for Journalism](#)**

- i) Dailies
- ii) Bi-weeklies
- iii) Tri-weeklies
- iv) Weeklies & One-journalist newspapers (to be indicated)

**Section 2 - [EC Sommerlad Memorial Award for Editorial Leadership and Community Involvement](#)**

**Section 3 - [EC Sommerlad Memorial Award for Editorial Writing](#)**

#### **GENERAL JOURNALISM**

**Section 4 - [Award for Local News Reporting](#)**

**Section 5 - [Award for Feature Writing](#)**

**Section 6 - [Award for Photography](#)**

**Section 7 - [Award for Feature Supplements](#)**

**Section 8 - [Award for Special Publications](#)**

**Section 9 - [Award for Newspaper Presentations](#)**

### **PRINTING**

[WO Richards Award for Technical Excellence in Newspaper Production](#)

### **ADVERTISING AND MARKETING**

**Section 1 - [Award for Locally Produced Advertising](#)**

- a. Circulation up to 5000
- b. Circulation over 5000

**Section 2 - [Award for Commercial Supplement](#)**

**Section 3 - [Award for Advertising Ideas](#)**

**Section 4 - [Award for Newspaper Marketing and Promotion](#)**

### **ENTRY FORM**

## Conditions of Entry

### THE SOMMERLAD MEMORIAL AWARDS

#### Section 1 - EC SOMMERLAD MEMORIAL AWARD FOR JOURNALISM

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##### General information

**This memorial Award is the primary and oldest journalism award in Australia.** It was established by the Country Press Association in 1952 to recognise **the most outstanding example of quality journalism and content in newspapers published in regional News South Wales.**

**One Award** is made, but **Certificates of Merit** are awarded to the best examples of journalism in the newspaper publication frequency categories other than the winner. **Eligible entrants are now confined to member newspapers of the association.**

##### Categories

- (i) Dailies
- (ii) Bi-weeklies
- (iii) Tri-weeklies
- (iv) Weeklies and One-journalist newspapers (to be indicated)

##### Judging

**Entrant newspapers will be judged on the quality of the written word and the breadth of the journalistic content; literary presentation and grammatical accuracy in the reporting of news and views; photographic relevance; editorial advocacy; and responsive reader involvement.**

***[Note: The Award for Newspaper Presentation specifically recognises excellence in newspaper design, layout and general presentation.]***

To be **eligible for judging in the Award for Journalism, each category must contain at least FOUR entrant newspapers EXCEPT the categories for Dailies, in which THREE entrant newspapers will be acceptable.**

##### Conditions of Entry

- **Dailies, bi-weeklies, tri-weeklies and weeklies (except One-journalist newspapers)**

**EIGHT consecutive issues** of newspapers published during the competition period **must be provided** for judging. At least **four of the eight issues must contain unsigned editorials** under the newspaper's title or otherwise clearly identified as such.

- **One-journalist newspapers**

**One-journalist newspapers in the Weeklies sub-section** are to be **written, sub-edited and laid out** by the one full-time person employed in the town of publication who might also perform other than journalistic duties. Use of centralised editorial facilities will render the entry ineligible.

**FIVE issues** of the newspaper published during the competition period **must be submitted** for judging. **At least two issues** must contain unsigned **editorials** under the newspaper's title or otherwise clearly identified as such.

## Conditions of Entry

A statement is to be tendered, signed by the proprietor or manager, setting out briefly the circumstances of the newspaper's operation and declaring that the original editorial work, sub-editing and layout has been performed by one person only.

**ALL ENTRIES are to be accompanied by a statement**, signed by the editor, indicating briefly the extent of the newspaper's coverage and average circulation. It is to outline the editorial policy of the newspaper and how it is determined and executed to inform readers, help them understand issues and participate in community life.

**EACH NEWSPAPER in an entry** is to have **clearly marked** on its front page, **the page number** on which the **editorial is published**.

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### Section 2 - EC SOMMERLAD MEMORIAL AWARD FOR EDITORIAL LEADERSHIP & COMMUNITY INVOLVEMENT

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#### General information

**This award** is given to the newspaper demonstrating the most **effective leadership** through **strong comment and initiatives expressed in its unsigned editorials, published under the newspaper's title on its Editorial Page**, inspiring **responsive action by the community** with continuing **newspaper coverage, involvement and support**.

**The winner and runner-up** will be announced at the annual Country Press Conference dinner and the winner will be **presented** with the award later at a function in the newspaper's **local community**.

**Major characteristics of eligibility for assessment for the award are:**

- **Editorial leadership** directed to community and regional matters. It is to be based on existing or future issues of public concern, **projecting ideas and action** engendering interest and debate; attracting Letters to the Editor; and resulting in positive or negative community activity as the case may be. It is to be accompanied by **persistent** investigation, continuing news reports and feature articles; **repeated purposeful editorial comment** and **committed leadership** with a willingness to **pursue an issue** to its conclusion, be it success or failure.
- **Community involvement** demonstrated, **not only** through constant comment and coverage, but by the **newspaper's significant involvement** with the community, including its staff where possible, in **practical participation** in a project to accentuate the **principle of the newspaper's link with the people it serves and their response in word and action**.

**Each entry must** include a **general statement** by the editor or proprietor explaining the newspaper's **editorial policy and basis of claim** for consideration for the award.

#### Conditions of entry

**An entry** comprises **FIVE examples of specific and different issues, causes, events or activities** demonstrating the newspaper's **editorial leadership** and **involvement** during the competition year. Each example should be accompanied by a brief **explanatory statement**.

**Examples of leadership and involvement include** activities such as a civic project; campaign against a social problem or for a cause, significant issue or enterprise; expose of administrative negligence in public affairs; initiation of a community development or event; opposition to an undesirable practice. **Annual events** should involve a **new initiative**.

## Conditions of Entry

Dealing with **EACH of the FIVE specific subjects SEPARATELY**, the entrant **MUST PROVIDE**:

- **PUBLISHED EVIDENCE:** **Tear sheets** containing **all** relevant **editorials as well as sufficient** news reports, feature articles, photographs etc **to provide the judge with adequate evidence** (not everything published) **to support** the newspaper's **claims** regarding its **leadership** initiatives; the project's development and progress; its **involvement with the public**; and the eventual **outcome**.
- **A BRIEF BACKGROUND STATEMENT** with **each of the five** examples setting out the newspaper's aim and describing developments along the way to achievement or failure. **Effort and commitment** will be as important as success in the entry's consideration by the judge/s.

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### Section 3 - EC SOMMERLAD MEMORIAL AWARD FOR EDITORIAL WRITING

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#### General information

**Definition:** An **editorial** is the unsigned opinion of the newspaper on any appropriate, topical issue or subject, designed to stimulate thinking, interest and debate, published prominently under the newspaper's title usually on the Editorial Page, which also features the contributed opinions of the public.

**This award** recognises excellence in editorial writing, involving quality language, knowledge of the subject matter and skill in assembling facts and identifying issues, stating arguments and drawing logical conclusions presented in a concise, understandable manner to interest, inform and often influence readers as well as encourage community debate.

#### Conditions of Entry

**An entry** is to consist of **three or four editorials** written by the editor; a member of staff; or by someone else to the exclusive order of the newspaper.

A brief background statement may be attached if considered desirable.

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## GENERAL JOURNALISM AWARDS

### Section 4 - AWARD FOR LOCAL NEWS REPORTING

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#### General information

**This award** recognises **news reports** or a **series** of specifically related news reports **published in a short time-frame** about current local or regional occurrences, persons, issues or events.

#### Conditions of Entry

**An entry** is a **single** report or single **series** of related reports on the same subject.

**Two entries are** to be submitted by all entrant newspapers.

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# Conditions of Entry

## Section 5 - AWARD FOR FEATURE WRITING

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### General information

This award recognises journalistic skill in the preparation of feature **articles on significant or compelling subjects** or a **series** of related feature articles **published in a short time-frame** about local or regional matters of interest, including people, issues or events.

### Conditions of Entry

**An entry** is a **single** article or a **series** of related articles.  
**Two entries** are to be submitted by all entrant newspapers.

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## Section 6 - AWARD FOR PHOTOGRAPHY

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### General information

**This award** recognises quality, variety and photographic skill as evidenced in published photographs.

### Conditions of Entry

**An entry** comprises **three photographs** of current events. **One** must be a **news photograph**; **another** a **photographic study** and the **third** an **action sports picture**.

A “photograph” can be interpreted to mean a single photograph or a group of directly related photographs on the one subject published in the one issue or during a short time-frame.

**An eligible competition entry** comprises **at least two entries** but **three** entries may be submitted.

Tearsheets of the photographic entries, may be suitably but simply mounted on card, for display at the conference dinner and a print or prints of the published photographs, clipped to the tear sheets in an envelope, **may** accompany the entries but **these will not be judged** as the photographic entry.

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## Section 7 - AWARD FOR FEATURE SUPPLEMENTS

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### General information

**This award** is to recognise an editorial supplement of four pages or more dealing with local or regional history or institutions; commemorating a significant event; promoting editorially an industry, tourism, local development or worthwhile cause; or such like.

Supplements will be judged on editorial content and presentation. While the award is for journalistic work, the publication may be supported by advertising.

### Conditions of Entry

**An entry** is **two different supplements** published during the competition year.

# Conditions of Entry

## Section 8 - AWARD FOR SPECIAL PUBLICATIONS

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### General information

**This award** is to recognise top quality in journalism and advertising and the general presentation of this content in special publications inserted **periodically** in newspapers published by association members.

Such publications **would not be run-of-press** and generally would be of tabloid, quarter-fold, American tabloid or other size. They could include national advertising and illustrations obtained from an external source.

The **general purpose** of special publications would be to attract interest, increase circulation and widen readership appeal within the newspaper's distribution area or to its specifically directed clientele.

Entries would **be assessed** by a qualified person with wide experience so as to cover fully the fields of journalism, advertising and presentation.

### Conditions of Entry

**A special publication** must be published **at least four times** during the competition year.

**An entry** will comprise **one copy of two different issues** of **similarly-titled** special publications. Entry will be **open to all** association-member newspapers in which the special publication is inserted, irrespective of the frequency of publication of the newspaper.

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## Section 9 - AWARD FOR NEWSPAPER PRESENTATION

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### General information

**This award** is for excellence in newspaper design.

**It will be judged** by a person **with a journalistic background** presently or formerly engaged as an editor or senior sub-editor particularly skilled in designing newspaper pages.

**Entries will be assessed** on page design, layout, selection of type, typography and colour choice. Particular emphasis will be placed on page impact and readability contributing to the saleability of the newspaper and its capacity to provide the reader with a satisfied and pleasurable experience perusing its contents.

### Categories

- (i) **Daily** and **tri-weekly** newspapers
- (ii) **Weekly** and **Bi-weekly** newspapers

### Conditions of Entry

**An entry** will comprise **one copy of three different issues** of the newspaper. Newspapers will be entitled to **one entry only entered** in its **appropriate category**.

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## Conditions of Entry

### PRINTING

#### WO RICHARDS AWARD FOR TECHNICAL EXCELLENCE IN NEWSPAPER PRODUCTION

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##### General information

This award, established in 1949, was presented by the principal of a leading Sydney advertising agency to recognise the impending jubilee of the Country Press Association of New South Wales. It is to recognise excellence in the technical production of country newspapers in the printing process.

With changes in technology, its emphasis these days is on registration, ink density, image orientation and print quality.

Lecturers in printing at the **Sydney Institute of Technology** judge competition entries.

##### Conditions of Entry

**All newspapers** will be entitled to **one entry only**.

**An entry** will comprise **two copies** of **three different issues** of the newspaper.

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### ADVERTISING AND MARKETING

#### Section 1 - AWARD FOR LOCALLY PRODUCED ADVERTISING

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##### General information

**This award** is for advertising designed and produced by the entrant newspaper's staff for a local or regional advertiser. Advertisements may contain advertising for national products sold or marketed by the local advertiser. Advertisements need not contain illustrations or photographs. If they do, illustrations used may be obtained from an outside source but any photographs must have been taken by a staff member or a contractor to the newspaper.

**The award** will be **judged** by a person qualified and experienced in assessing **visual appeal and quality content**.

**Specific ingredients** studied will include relevance in its capacity to **attract attention and interest**; explain the **features and benefits of the product**; produce a desire to **investigate the cost/value ratio**; and be likely to result in a **decision to purchase**.

##### Categories

(i) **Circulation up to 5,000 an issue**

(ii) **Circulation above 5,000 an issue**

##### Conditions of Entry

**An entry** is a **single advertisement or group** of related advertisements **on a page**.

**A tear sheet of the page** (including date) of the newspaper on which the advertisement/s appear/s must be submitted for judging **AND** the entered advertisement/s must be clearly identified with a **marker pen**.

**Two entries** identified in the appropriate circulation **category** and stapled together **must be submitted** for judging.

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## Conditions of Entry

### Section 2 - AWARD FOR COMMERCIAL SUPPLEMENT

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#### General information

**This award** recognises supplements primarily of an advertising nature but usually containing some editorial matter.

Entries will be **judged** from an advertising stand-point on visual appeal, page presentation, attention-drawing content and impact on readers. The journalistic quality will not be considered except for the general impression of a page.

#### Conditions of Entry

**An entry** is **two different supplements** each with a minimum of four pages.

**Each supplement** is to be accompanied by a brief statement (at least 50 words) explaining the objective, strategy and results obtained from publication, eg the newspaper's revenue and circulation gains from each and advertisers' satisfaction ratings.

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### Section 3 - AWARD FOR ADVERTISING IDEAS

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#### General information

**This award** recognises the best conceived and executed advertising ideas by a newspaper.

**The judge/s** will consider the originality and execution of the selling ideas and their promotion.

Resulting advertisements will be assessed on reader impact and appeal; the effectiveness of headline and copy; design and topography; relevance of illustrations; and overall coherence.

#### Conditions of Entry

**An entry** is a full page or pages from an eligible newspaper presenting an idea in the form of a single advertisement; a series of advertisements; a campaign or a special page of an issue or other unified ideas.

**Separate ideas** will constitute separate entries.

**Two entries** may be submitted for judging.

An entrant, if desired, is entitled to submit **a statement/s** of not more than 200 words outlining the concept, objective and perceived effectiveness of one or both ideas.

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### Section 4 - AWARD FOR NEWSPAPER MARKETING AND PROMOTION

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#### General information

**This award** is to recognise a newspaper's best example of marketing and promoting its product. It will be **judged** primarily on the marketing strategy and the effectiveness of its promotion.

## Conditions of Entry

### Conditions of Entry

**An entry** will constitute a single, complete example of published evidence of the newspaper's self-marketing and promotion.

**Two entries** may be submitted by a newspaper.

Entries **must be** accompanied by a **statement/s** of not less than 50 words describing the marketing scheme/s, objectives and strategy and the result/s, including circulation/revenue gains as appropriate.

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Country Press New South Wales Inc.  
Australia's oldest newspaper industry association  
Founded 1900

# 2011 NEWSPAPER AWARDS

*"Exclusively for Country Press NSW members"*

## ENTRY FORM

*(Please submit one entry form per category entered.)*

### **DEADLINE FOR ENTRIES:**

**TUESDAY 26<sup>th</sup> JULY 2011**

PLEASE SEND ENTRIES TO:

Country Press NSW Inc.

Locked Bag 1000, ASCOT VALE VIC 3032

<b>Award Name &amp; Category:</b>		
<b>Newspaper Name:</b>		
<b>Postal Address:</b>		
<b>Name of person submitting entry:</b>		
<b>Position:</b>		
<b>Contact phone no:</b>		<b>All entry specifications checked and confirmed?*</b>  <input type="checkbox"/> Yes
<b>Contact Email:</b>		

*\*Each of the different awards may require one or more of the following:*

- *Statement/s with entry*
- *Multiple copies of entry*
- *Page numbers/entry items clearly marked*
- *Other items as per "Conditions of Entry"*

*Entries are limited to work published between July 1<sup>st</sup> 2010 and June 30<sup>th</sup> 2011.*

***If you are unsure of any requirements, please contact the Country Press NSW Secretariat on 03 8387 5500 or email [lhowe@vcpa.com.au](mailto:lhowe@vcpa.com.au).***

***Good luck with your entry.***