



Country Press New South Wales Inc.

Australia's oldest newspaper industry association
Founded 1900

2012 NEWSPAPER COMPETITIONS

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 New South Wales Inc. are eligible and encouraged to enter.

PERIOD OF COMPETITION

All newspapers, articles, photographs, advertisements, supplements or other material submitted for judging must have been published by the entrant newspaper **between July 1, 2011, and June 30, 2012**

COMPLIANCE

All entries must comply with the general and specific conditions stated.
entries failing to comply will not be submitted for judging.

**ALL ENTRIES MUST BE SUBMITTED WITH AN ENTRY FORM BY
Friday, July 20, 2012**

Please mail to:

Country Press NSW Inc.

Locked Bag 1000, ASCOT VALE VICTORIA 3032

Conditions of Entry

Before dispatch, CHECK CAREFULLY to ensure the following conditions are met. Entries on CDs, in hard or soft cover presentation folders or pasted to cardboard will **NOT be accepted.**

- 1 Entries are to be lodged by the **entrant newspaper only**.
- 2 **One tear-sheet of a front page** of all newspapers entered, pasted to a cardboard sheet, is to be included with a newspaper's entries for display purposes only.
- 3 Entries in all sections and sub-sections of the competition must be kept separate, tied and be carefully labelled on an A3, white-paper cover sheet with the

TITLE of the newspaper

AWARD entered and

CATEGORY, Section and Sub-section as applicable.

- 4 Entries comprising a newspaper/s or a supplement/s must stand alone.
- 5 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.
- 6 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.
- 7 Except in approved circumstances, photocopies of a page are unacceptable.
- 8 Entries in more than one competition section on one newspaper page will be rejected.
- 9 Entries submitted in such a way that they fall apart; where the award and section are unclear; where neatness is ignored; or where presentation creates handling difficulties; are likely to be discarded by the CPNSW Office and not be sent to the judge.

Winners will be announced and awards presented at the CPNSW annual conference in Sydney on October 12, 2012, 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

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 Sports Journalism *New](#)

Section 7 - [Award for Photography](#)

Section 8 - [Award for Feature Supplements](#)

Section 9 - [Award for Special Publications](#)

Section 10 - [Award for Newspaper Presentations](#)

PRINTING

Section1 - [WO Richards Award for Technical Excellence in Newspaper Production](#)

ADVERTISING AND MARKETING

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

- i) Circulation up to 5000
- ii) 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

JOURNALISM

THE E.C. SOMMERLAD MEMORIAL AWARDS

SECTION 1 -- THE E C SOMMERLAD MEMORIAL AWARD FOR JOURNALISM

This memorial award is the primary and oldest journalism award in Australia. It was established by the NSW Country Press Association in 1952 to recognise the most outstanding example of quality journalism and content in newspapers published in regional New 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 that of the winner. Eligible entrants are confined to member newspapers of the association.

Newspaper Categories

- (i) Dailies
- (ii) Tri-weeklies
- (iii) Bi-weeklies
- (iv) Weeklies, including One-journalist newspapers (to be indicated with entry)

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: Section 9 – 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** in the categories for **Dailies, in which THREE** entrant newspapers will be acceptable

Conditions of Entry

- Dailies, tri-weeklies, bi-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 in the Weekly 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 – THE E C SOMMERLAD MEMORIAL AWARD FOR EDITIRIAL LEADERSHIP AND COMMUNITY INVOLVEMENT

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 public comment.

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

Major characteristics of eligibility for assessment in 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 evidence of **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/s 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.

Conditions of Entry

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.

Dealing with each of the five specific subjects separately, the entrant **MUST PROVIDE**

- **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 should set out the newspaper's aim and describe 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 – THE E C SOMMERLAD MEMORIAL AWARD FOR EDITORIAL WRITING

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, identifying and analysing 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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Conditions of Entry

GENERAL JOURNALISM AWARDS

SECTION 4 – AWARD FOR LOCAL NEWS REPORTING

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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SECTION 5 – AWARD FOR FEATURE WRITING

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 SPORTS JOURNALISM

***NEW**

General information

This award recognises knowledge of a particular sport or sports and journalistic skill in their local news coverage and presentation in features.

The award will cover two aspects: **6A Sports news reporting and/or
6B Sport feature articles**

Conditions of entry

Aspect 6A will comprise news articles previewing and/or reporting on or about specific sporting events, organisations or participants.

Aspect 6B will comprise special feature articles about forthcoming competitions or the record or history of sporting personalities, organisations, clubs, events and such like.

Conditions of Entry

An entry comprises two articles from **Aspect 6A** OR **Aspect 6B** OR one article from **Aspect 6A** AND one article from **Aspect 6B**.

ONE entry is to be submitted by entrant newspapers.

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SECTION 7 – AWARD FOR PHOTOGRAPHY

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.

(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 8 – AWARD FOR FEATURE SUPPLEMENTS

General Conditions

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.

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Conditions of Entry

SECTION 9 – AWARD FOR SPECIAL PUBLICATIONS

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 various 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 10 -- AWARD FOR NEWSPAPER PRESENTATION

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) Bi-weekly and 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

Section 1 --THE W O RICHARDS AWARD FOR TECNHICAL EXCELLENCE IN NEWSPAPER PRODUCTION

General Conditions

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 will 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

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.

Conditions of Entry

Categories

- (i) Circulation 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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SECTION 2 -- AWARD FOR COMMERCIAL SUPPLEMENTS

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

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

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

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

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.
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2012 NEWSPAPER AWARDS

"Exclusively for Country Press NSW members"

ENTRY FORM

(Please submit one entry form per category entered.)

DEADLINE FOR ENTRIES:

Friday 20th JULY 2012

PLEASE SEND ENTRIES TO:
Country Press NSW Inc.

Locked Bag 1000, ASCOT VALE VIC 3032

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

*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 1st 2011 and June 30th 2012.**

If you are unsure of any requirements, please contact Country Press NSW on (03) 8387 5500 or email abuissink@vcpa.com.au.

Good luck with your entry.