

CATEGORIES FOR THE 2009 ICPA CONTEST

Two entries may be submitted in each category except General Excellence (#16,35,53), Front Page Layout (#17, 36, 54) and Entertainment Supplement (#6). (See attached "2009 ICPA Contest Rules" sheet for additional information/clarification on select 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 ones)
 3. Advertisement less than full page (staff produced)
 4. Full-page advertisement (staff produced)
 5. Classified section (three issues)
 6. Entertainment supplement (weekly or periodic entertainment section). Only one entry per school.
 7. Special supplement (excluding weekly or periodic entertainment supplements)
 8. Opinion page(s) (single or double truck to be judged on both layout and content)
 9. Graphic illustration (hand-drawn line art, illustrations, charts or graphs that complement news, editorial or features copy in page package)
 10. Critical review (film)
 11. Critical review (other than film)
 12. In-house promotional ad (staff-produced display ad boosting an aspect of student publication, e.g., circulation, ad sales, staff development, Newspaper Week, open house, etc.)
 13. Advertising campaign (three or more display ads developed for a single local advertiser to enhance product sales or service)
 14. Online news site (please, include your publication's URL on the entry)
 15. Multimedia Reporting
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DAILIES

16. General excellence: Three complete editions printed on or closest to the following randomly selected dates: **February 10, April 23 and October 30, 2009**. Only one entry (consisting of three complete issues from specified dates) per school.
17. Front page layout: Three consecutive editions of the newspaper's choice. Again, only one entry (consisting of tearsheets from three consecutive front pages) per school.
18. Editorial (unsigned opinion of the newspaper's editorial board)
19. Column, excluding sports
20. Feature story (other than sports)
21. Feature Page Design (single or double truck to be judged on both layout and content)
22. News story (single story, can be accompanied by related sidebars published same day)
23. Sports news story (can be accompanied by related sidebars published same day)
24. Sports game story (covering a sporting event; written on deadline)
25. Sports feature story
26. Sports column
27. Sports page design (single or double truck to be judged on both layout and content)
28. In-depth reporting (single story or stories, either as a series or continuing coverage)
29. Headline writing (for single story—include story)
30. Photo essay (series of related photos used to tell a story; may be accompanied by text story)
31. Feature photo (including sports)
32. Sports photo (game or sideline action)
33. General news photo (all news photos other than spot news)
34. Spot news photo (breaking news photo published within one cycle of regular publishing schedule)

NON-DAILIES, SCHOOL ENROLLMENT 4,000 OR MORE

35. General excellence: Three complete editions printed on or closest to the following randomly selected dates: **February 10, April 23 and October 30, 2009**. Only one entry (consisting of three complete issues from specified dates) per school.
 36. Front page layout: Three consecutive editions of the newspaper's choice. Again, only one entry (consisting of tearsheets from three consecutive front pages) per school.
 37. Editorial (unsigned opinion of the newspaper's editorial board)
 38. Column, excluding sports
 39. Feature story (other than sports)
 40. Feature Page Design (single or double truck to be judged on both layout and content)
 41. News story (single story, can be accompanied by related sidebars published same day)
 42. Sports news 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 both layout and content)
 47. In-depth reporting (single story or stories, either as a series or continuing coverage)
 48. Headline writing (for single story—include story)
 49. Photo essay (series of related photos used to tell a story; may be accompanied by text story)
 50. Feature photo (including sports)
 51. Sports photo (game or sideline action)
 52. News photo (general and spot news)
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NON-DAILIES, SCHOOL ENROLLMENT LESS THAN 4,000

53. General excellence: Three complete editions printed on or closest to the following randomly-selected dates: **February 10, April 23 and October 30, 2009**. Only one entry (consisting of three complete issues from specified dates) per school.
54. Front page layout: Three consecutive editions of the newspaper's choice. Again, only one entry (consisting of tearsheets from three consecutive front pages) per school.
55. Editorial (unsigned opinion of the newspaper's editorial board)
56. Column, excluding sports
57. Feature story (other than sports)
58. Feature Page Design (single or double truck to be judged on both layout and content)
59. News story (single story, can be accompanied by related sidebars published same day)
60. Sports news story (can be accompanied by related sidebars published same day)
61. Sports game story (covering a sporting event; written on deadline)
62. Sports feature story
63. Sports column
64. Sports page design (single or double truck to be judged on both layout and content)
65. In-depth reporting (single story or stories, either as a series or continuing coverage)
66. Headline writing (for single story—include story)
67. Photo essay (series of related photos used to tell a story; may be accompanied by text story)
68. Feature photo (including sports)
69. Sports photo (game or sideline action)
70. News photo (general and spot news)