Texas APME/Headliners Excellence in Journalism Contest
2011 Rules

CONTEST PERIOD: Entries published by AP member newspapers in Texas between Jan. 1 and Dec. 31, 2011, are eligible. Continuous series or projects that began in 2010 and conclude by the Jan. 31, 2012, deadline are allowed. Any series or projects that con-clude after that deadline are not eligible in the contest. Series or projects may be entered only once.

DEADLINE: **We require electronic filing for contest entries for Division I, with ex-ceptions made for Newspaper of the Year. Entries must be uploaded electronically no later than 11:59 p.m. Tuesday, Jan. 31, 2012. In addition to mailing your News-paper of the Year entries, you also must upload the PDF front pages from your Newspaper of the Year entry from the selected dates to the contest site. If you do not this, your entry will be disqualified.**

When you upload your individual entries, be sure to list your staff members' names as they would like to see them on an award. There will be a link to the contest site (txapme.com) and instructions on how each paper should upload entries. All docu-ments (entries and supporting letters) must be made into PDF files sized for Web repro-duction. Sample entries will be on the site the first week of January.

DIVISIONS:

There are four.

Division 1 is for newspapers that circulate in Texas, are regular members of the Associated Press and subscribe to the Texas state service. Division 1 includes a category for newspapers delivering material via the World Wide Web. Rules and a form for enter-ing your Web page are at the back of these rules. To be eligible, your newspaper's Web page must have operated at least part of the contest year. Texas APME contest coordina-tors will select a set of days during which all Web sites will be judged.

Division 2 is for college and university newspapers.

Division 3 is for the AP staff.

Division 4 is for Spanish-language newspapers that circulate in Texas and are regular members or are editions of regular members of The Associated Press.

CLASSIFICATIONS:

Class A – Sunday circulation of 9,999 or fewer.
Class AA - Sunday circulation of 10,000 to 29,999.
Class AAA - Sunday circulation of 30,000 to 124,999.
Class AAAA - Sunday circulation of 125,000 or more

Classifications are based on Sunday circulation according to the 2011 Texas Daily News-paper Association booklet (see the end of this document for a TDNA list of papers, by classification.). Newspapers without a Sunday edition should base classification on aver-age daily circulation in the booklet. In the Spanish-language newspaper division, there are no circulation classes.

DOUBLE BYLINES and TEAM ENTRIES: Allowed in all categories except where spe-cifically noted.

FREELANCE WORK: Qualifies as long as the work is exclusive to an individual paper.

ENTRANTS WHO WORK FOR MORE THAN ONE PAPER: The intent of the contest is to avoid multiple submissions of the same entry in more than one classification. In cas-es in which a single entry would qualify for submission by newspapers in different classi-fications, the entry must be made only in the largest eligible classification. No individual can enter more than three times total in a single category if he/she works for multiple pa-pers.

CONTEST FEES (per newspaper):

Class A - $100
Class AA - $250
Class AAA - $400
Class AAAA - $800

Non-dailies that have a parent paper – The parent paper's fee, minus 50 percent. Such publications must compete in the parent paper's classification.

There is no fee for university or college entries.

Send checks, payable to Texas APME, to Chief of Bureau, The Associated Press, 4851 LBJ Freeway, Suite 300, Dallas, Texas 75244. **DO NOT SEND CHECKS TO THE CONTEST COORDINATORS.**

Contest coordinators for the 2010 contest are:
AA and AAAA and Divisions 2 and 3: Shane Fitzgerald, Editor, Corpus Christi Caller-Times, 820 N. Lower Broadway, Corpus Christi, TX 78401, fitzgeralds@caller.com, 361-886-3688

AAA: Yvonne Mintz, Managing Editor, The Facts, 720 S. Main, Clute, TX 77531; yvonne.mintz@thefacts.com or 979-237-0144.

A: Kelly Brown, Editor, Bryan-College Station Eagle, 1729 Briarcrest Drive, Bryan, TX 77802; kelly.brown@theeagle.com or 979-731-4656.

SPANISH-LANGUAGE: Dino Chiecchi, Director of Hispanic Publications, San Antonio Express-News, P.O. Box 2171, San Antonio, TX 78297-2171; dchiecchi@express-news.net; 210-250-3501.

JUDGES: Out-of-state newspaper editors and other respected out-of-state journalists will judge all divisions except Division 2 (university and college), which will be judged by journalism instructors or newspaper advisers. Bilingual judges will be provided for the Newspaper of the Year category of the APME contest. Judges for the Charles E. Green Star Awards will be chosen by the Headliners Foundation. Bilingual out-of-state news-paper editors and other prominent out-of-state journalists will judge the Spanish-language division.

SPANISH-LANGUAGE NEWSPAPERS: Entries in the Spanish-language division must be original content produced for the paper. Material that originally appeared in another publication and was subsequently translated for the Spanish publication is not eligible. Entries to the APME Division 1 contest are permitted in categories for which there is no Spanish-language equivalent. This includes photography and design categories, as well as some writing categories. Where possible, Spanish-language writing entries outside the Spanish-language division should be translated; Spanish-fluent judges may not be availa-ble in every Division 1 category, though contest coordinators will make every effort to find such judges.

NAMING OF WINNERS: Division winners will be announced at the annual Texas As-sociated Press Managing Editors convention, March 30-April in Dallas-Fort Worth. First-place winners will receive plaques. Second-, and third-place and honorable-mention win-ners will receive certificates. Winners' names will be announced, then transmitted to members for release in the next day's editions. All entries that placed will be available on the Web site after the convention closes.

Overall winners for each category of the Charles E. Green Star awards will be announced on the final day of the convention by representatives of the Headliners Foundation.

NUMBER OF ENTRIES: Categories in Division 1 allow differing numbers of entries. An individual may enter one category more than once as long as the category's entry maximum is observed. An entry may be entered in more than one category. Individuals who work for more than one paper may enter up to three times in a single category.

PREPARATION OF ENTRIES:

Electronic entries
All entries must be in a PDF format, including jumps, supporting documents and letters. Whole-page electronic tearsheets are required for all entries, including jumps and photography.

Mailed entries for Newspaper of the Year
One copy of each date should be sent to the contest coordinators. Don't forget to upload the front-page PDFs to the website as well. If you forget, your entry will be disqualified. Newspapers of the year entries should be in their own box or envelope with the paper's name clearly marked on the outside.

Cover letters (one-page maximum) are required in the Community Service, Team Effort and Freedom of Information categories and for the Charles E. Green Star Awards. Cover letters (one-page maximum) are optional for Deadline Writing and Specialty Reporting categories. Do not submit letters in other categories. PDF format required for all letters.

WHERE TO SEND NEWSPAPER OF THE YEAR ENTRIES:

AA and AAAA: Shane Fitzgerald, Managing Editor, Corpus Christi Caller-Times, 820 N. Lower Broadway, Corpus Christi, TX 78401, fitzgeralds@caller.com, 361-886-3688

AAA: Yvonne Mintz, Managing Editor, The Facts, 720 S. Main, Clute, TX 77531; yvonne.mintz@thefacts.com or 979-237-0144.

A: Kelly, Brown, Editor, Bryan-College Station Eagle, 1729 Briarcrest Drive, Bryan, TX 77802; kelly.brown@theeagle.com or 979-731- 4656.

Spanish-language: Dino Chiecchi, Director of Hispanic Publications, San Antonio Ex-press-News, P.O. Box 2171, San Antonio, TX 78297-2171; dchiecchi@express-news.net; 210-250-3501.

CHARLES E. GREEN STAR AWARDS

The Headliners Foundation of Texas and the Texas Associated Press Managing Editors have combined forces for six "Star" awards. Star Award winners will be named in six contest categories, and the winners in each classification within those categories will re-ceive $500. Then, an overall winner for each category will be chosen from among the classification winners and announced separately. The overall winner for each category will receive a crystal, a cash prize of $1,000 and a fellowship of $1,000 to cover tuition and expenses at one of the Headliners Foundation's participating professional develop-ment institutes.

Material published in 2011 is eligible, as are continuing series and projects that begin in 2010 but conclude by the Jan. 31, 2011, deadline. These are the category descriptions and judging criteria.

STAR REPORTER OF THE YEAR: Five stories (sidebars to submissions do not count toward the five total stories) by a single reporter constitute an entry. There is no limit on the amount of material per entry, but editing for impact and judges' time is encouraged. No double-bylines allowed. Work may be on a single beat or cover a variety of topics and can include news and feature stories. Newspapers may submit only one entry in this cate-gory. A cover letter, maximum of one page, is required. First, second and third place will be awarded. Only first-place winners in each category will advance to the second level of competition.

STAR PHOTOJOURNALIST OF THE YEAR: Twelve photos by one photographer con-stitute an entry. Electronic tearsheets of photos are mandatory or online-only photos with a screen shot of the Web page and a jpg. Newspapers may submit only one entry in this category. A cover letter, maximum of one page, is required. First, second and third place will be awarded. Only first-place winners in each category will advance to the second level of competition.

STAR DESIGNER OF THE YEAR: Six pages by one designer constitute an entry. Sub-missions may include news pages, feature pages or a combination of both, and may con-sist of single pages or include multiple pages for stories that jump. Examples should show a good use of photos and illustrations, color, entry points and typography and have an impact that make readers take notice. Newspapers may submit only one entry in this category. A cover letter, maximum of one page, is required. First, second and third place

will be awarded. Only first-place winners in each category will advance to the second level of competition.

STAR INVESTIGATIVE REPORT OF THE YEAR: Entries in this category can include a story, series or special section, but an entry should include no more than 20 stories. Newspapers may submit three entries in this category. A cover letter, maximum of one page, must be submitted with each entry. Edit the entry to respect the judges' time, focus-ing on the work that makes the most impact. First, second and third place will be award-ed. Only first-place winners in each category will advance to the second level of competi-tion.

STAR BREAKING NEWS REPORT OF THE YEAR: Recognizes one day's coverage of a breaking news story. Entry may include multiple stories and graphics from one news cycle. This also can include the online portion as the story broke throughout the day. Newspapers may submit three entries in this category. A cover letter, maximum of one page, must accompany each entry. First, second and third place will be awarded. Only first-place winners in each category will advance to the second level of competition.

STAR ONLINE PACKAGE OF THE YEAR: Recognizes excellent in online content by Texas-based media. Entry should represent a robust multimedia approach to storytelling and/or utility in covering a major news event, investigative project or feature subject. En-try should demonstrate a creative and effective use of range of appropriate multimedia tools such as text, graphics, audio, video, still photography and interactivity that combine to produce a smart, high-impact package. Entries should provide a URL taking judges directly to the entry. If the entry has been archived or does not appear in one place on the site, editors should provide a digital disc containing the package as it appeared online. Editors are encouraged to note in a cover letter innovative aspects of their multimedia entry and impact the package had on the audience or in the community. First, second and third place will be awarded. Only first-place winners in each category will advance to the second level of competition. We request you keep the entries live on the site for a year as reference and learning tools for member papers.

DIVISION 1: NEWSPAPER CATEGORIES:

1. COMMUNITY SERVICE. Covers any community project by a newspaper, such as a fund drive, editorial crusade or reporting effort with community impact. Include a cover letter (one-page maximum) describing results the entry achieved in the newspaper's ser-vice area. Up to 20 stories may be submitted per entry. Edit the entry to respect the judg-es' time, focusing on the work that makes the most impact. Limit one entry per newspa-per in Classes A through AAA or two per newspaper in Class AAAA.
2. TEAM EFFORT. Recognizes outstanding team effort in covering a single subject. Comprehensiveness of coverage and initiatives in getting the full story to the reader will be emphasized. Up to 20 stories may be submitted per entry, and more than one edition of the paper may be involved. Include a cover letter (one-page maximum). Edit the entry to respect the judges' time, focusing on the work that makes the most impact. Limit one en-try per newspaper in Classes A through AAA or two per newspaper in Class AAAA.
3. FREEDOM OF INFORMATION. Recognizes extraordinary contributions for persis-tence and tenacity in fighting for FOI. Include a cover letter (one-page maximum). There

is no limit on the amount of material per entry, but editing for impact and judges' time is encouraged. Limit three entries per newspaper in all classes.
4. ONLINE NEWSPAPER OF THE YEAR. Online newspaper of the year will be judged on quality of content, ease of use, design, interactivity and innovation. Judges criteria are listed below. Please make a screen shot of your home page and include the URL to your home page on one PDF.
5. BEST BLOG. Recognizes outstanding content on newspapers' blogs. Editors should include PDFs of the best three blog postings of any content and subject area from each of up to three blogs. For example, three blog postings for one blog, three from another, three from another for up to nine entries total. Editors should include the URL for the blog so judges can explore its current status and staying power.
6a. BEST VIDEO LESS THAN TWO MINUTES. Best video that stands alone or en-hances other multimedia aspects of an online package or news or features story. Limit three entries per newspaper organization in all classes.
6b. BEST VIDEO MORE THAN TWO MINUTES. Best video that stands alone or en-hances other multimedia aspects of an online package or news or features story. Limit two entries per newspaper organization in all classes.
7. BEST PHOTO GALLERY. Best collection of still photography produced by staff members. If the entry resides on the newspaper's Web site, please provide an opening page printout with a URL taking judges directly to the entry. If the entry has been ar-chived or taken off the site, editors should provide a digital disc containing the photo gal-lery as it appeared online. Also, state the date the entries debuted on the web. Limit three entries per newspaper in all classes.
8. DEADLINE WRITING. A single story constitutes an entry (sidebars not accepted). An optional cover letter (one-page maximum) may be included. The intent is to honor a sin-gle breaking news story of the day. If the story or topic could have been planned in ad-vance, it is not eligible in this category. Limit five entries per newspaper in all classes.
9. FEATURES. Includes news features, profiles and features from all sections of the pa-per. A single story constitutes an entry (sidebars not accepted). Limit five entries per newspaper in all classes.
10. FEATURE SERIES. Entries may include no more than 10 stories identified as part of a series or package. Limit three entries per newspaper in all classes.
11. SHORT FEATURES. One story of 450 words or fewer constitutes an entry. Double bylines not permitted. Limit three entries per newspaper in all classes.
12. SPOT SPORTS. Recognizes coverage of a breaking sports story. One story consti-tutes an entry (sidebars not accepted). The intent is to honor a single breaking news story of the day. If the story or topic could have been planned in advance, it is not eligible in this category. Game stories from individual events, however, qualify since the writer could not have known the outcome ahead of time. Limit five entries per newspaper in all classes.
13. SPORTS FEATURES. One story constitutes an entry. Limit five entries per newspa-per in all classes.
14. SPORTS COLUMN WRITING. Three columns per person constitute an entry. Dou-ble bylines not permitted. Limit three entries per newspaper in all classes.
15. GENERAL COLUMN WRITING. Includes opinion, personal and feature columns. Three columns per person constitute an entry. Double bylines not permitted. Limit three entries per newspaper in all classes.
16. EDITORIAL WRITING. Three editorials constitute an entry. A series of editorials is ineligible, but one editorial from the series can be entered. Entries must be the official

position of the newspaper, not a personal column. Emphasis is on the persuasiveness of the writing. Limit three entries per newspaper in all classes.
17. COMMENT AND CRITICISM. Reviews and criticisms of entertainment, arts, mov-ies, books, etc. In Classes A and AA, one story constitutes an entry. In Classes AAA and AAAA, three stories constitute an entry. Limit three entries per newspaper in all classes.
18. BUSINESS REPORTING. One story constitutes an entry. Story may be columns, spot news, features or enterprise. Limit three entries per newspaper in all classes.
19. SPECIALTY REPORTING. For an individual reporter's work in a single subject or beat. Up to three stories constitute an entry. Double bylines not permitted. Limit three entries per newspaper in all classes. An optional cover letter (one-page maximum) may provide detail about the stories and the beat.

PHOTOGRAPHY AWARDS

20a. SPOT NEWS PHOTOGRAPHY. A single photo constitutes an entry, although se-quence shots or photo strips are allowed as single entries. If the photo ran online only, include a screen shot or URL of the photo and a jpg are admissible. This is intended to be a breaking news event, one that could not be planned. Limit five entries per newspaper in all classes.
20b. GENERAL NEWS PHOTOGRAPHY: News photos from coverage that could have been planned. General news photography does NOT include spot/breaking news. If the photo ran online only, include a screen shot or URL of the photo and a jpg are admissi-ble. Limit five entries per newspaper in all classes.
21. FEATURE PHOTOGRAPHY. A single photo constitutes an entry, although se-quence shots or photo strips are allowed as single entries. If the photo ran online only, include a screen shot or URL of the photo and a jpg are admissible. Limit five entries per newspaper in all classes.
22. SPORTS PHOTOGRAPHY. A single photo constitutes an entry, although sequence shots or photo strips are allowed as single entries. If the photo ran online only, include a screen shot or URL of the photo and a jpg are admissible. Limit five entries per newspa-per in all classes.
23. PHOTOJOURNALISM. Recognizes effective telling of a single story in pictures, in-cluding online slide shows. Use of several photos is required. An entry may be a picture strip, feature page or any other combination of photography and text. Limit three entries per newspaper in Classes A through AAA or five per newspaper in Class AAAA.

DESIGN AND GRAPHICS AWARDS

24. HEADLINES. Six headlines by the same person constitute an entry. Team entries not permitted. Limit three entries per newspaper in Classes A through AAA or five per newspaper in Class AAAA. Be sure your entry is clear about which headlines on a page are the entry, even if it takes a separate PDF that spells it out for judges. Individual en-trants who work for multiple papers may submit a maximum of three entries combined for all the papers for which he or she works.
25. NEWS PAGE DESIGN BY AN INDIVIDUAL. Six pages designed by the same per-son. Only single pages will be judged (a double truck counts as a single page). This cate-gory is open to Page 1, sports, business and metro pages. Emphasis is on communication, news judgment, organization, good use of art. Team entries not permitted. Limit three entries per newspaper in Classes A through AAA or five per newspaper in Class AAAA.

One person may have more than one entry. Individual entrants who work for multiple papers may submit a maximum of three entries combined for all the papers for which he or she works.
26. FEATURE PAGE DESIGN BY AN INDIVIDUAL. Six pages designed by the same person. Only single pages will be judged (a double truck counts as a single page). Em-phasis is on creativity, impact, good use of art, color, typography. Team entries not per-mitted. Limit three entries per newspaper in Classes A through AAA or five per newspa-per in Class AAAA. One person may have more than one entry. Individual entrants who work for multiple papers may submit a maximum of three entries combined for all the papers for which he or she works.
27. TEAM PAGE DESIGN. One page designed by a team. Only single pages will be judged (a double truck counts as a single page). This category is open to all news and fea-tures pages with an emphasis on organization, use of art, typography. Team may consist of designers, photo directors, graphic artists – or any who collaborate and contribute to the success of the design. Limit team to five names. Limit three entries per newspaper in Classes A through AAA or five per newspaper in Class AAAA; an individual may be in-cluded in more than one team.
28. INFOGRAPHICS. Recognizes effective use of infographics in communicating facts. A single graphic or several graphics in one package constitute an entry. This category is for print and online entries. Limit three entries per newspaper in Classes A through AAA or five per newspaper in Class AAAA.

NEWSPAPER OF THE YEAR .

This award recognizes overall excellence in reporting, writing, photography and design. All sections of the newspaper, including editorial and opinion pages, excluding advertising or any clearly marked advertorial, will be evaluated. Judges will give special attention to original enterprise, depth and breadth of coverage, and ease of navigation. A winner will be chosen in each division. Second and third place or honorable mention are optional. An entry consists of three complete editions of specified dates. **Mandatory contest dates are July 13, 2011, and October 5, 2011, with the third date at the dis-cretion of the entering newspaper.** In cases in which a newspaper did not publish on either of the mandatory dates, the newspaper must pick the next closest date of publica-tion.

DIVISION 2: UNIVERSITY AND COLLEGE NEWSPAPERS:
All college or university newspapers published in Texas are eligible. A newspaper's three best issues during the contest year constitute an entry. There are no circulation classes. The two categories are Daily (published at least four times weekly) and Non-daily (pub-lished fewer than four times weekly). A sponsor may write a cover letter (one-page max-imum) explaining special problems or circumstances the newspaper faced. It should be glued or stapled inside the cover of a manila folder containing the entry. On the outside of the folder put: newspaper name, school and location, date of publication, Division 2, University and College Newspapers, category (specify daily or non-daily). Judging is on quality of the writing and news coverage, editing, layout, graphics and photos. **Entries must be received by** the contest coordinator no later than 5 p.m. Tuesday, January 31, 2011. **Send them to:** Shane Fitzgerald, Editor, Corpus Christi Caller-Times, 820 N. Lower Broadway, Corpus Christi, TX 78401, fitzgeralds@caller.com, 361-886-3688.

DIVISION 3: AP STAFFER OF THE YEAR AWARDS:
These recognize the best writing and best photography by Texas AP staff members.

1. WRITING. A three-story portfolio constitutes an entry. Limit one entry per staffer.

2. PHOTOGRAPHY. A portfolio of up to five photographs constitutes an entry. Limit one entry per staffer.

Entries should conform to guidelines for Division 1.

Entries must be received by the contest coordinator no later than 5 p.m. Tuesday, January 31, 2011.
Send them to: Shane Fitzgerald, Editor, Corpus Christi Caller-Times, 820 N. Lower Broadway, Corpus Christi, TX 78401, fitzgeralds@caller.com, 361-886-3688

DIVISION 4: SPANISH-LANGUAGE (final year for paper entries. All entries must be electronic this year)

1. NEWS. Includes breaking news, general news, investigative and enterprise. A single story and one sidebar constitutes an entry. An optional cover letter (one-page maximum) may be included. Limit three entries per newspaper.
2. FEATURES. Includes news features, profiles and features from all sections of the paper. A single story constitutes an entry (sidebars not accepted). Limit three entries per newspaper.
3. SPORTS WRITING. Includes coverage of a breaking sports story and sports fea-tures. One story constitutes an entry. Limit three entries per newspaper.
4. OPINION WRITING. Includes opinion, personal and feature columns; editorials; and reviews and criticisms. Three columns, editorials or reviews constitute and entry. Limit three entries per newspaper.
5. HEADLINE WRITING. Three headlines by the same person constitute an entry. Team entries not permitted. Limit three entries per newspaper.

NEWSPAPER OF THE YEAR.
This award recognizes overall excellence in reporting, writing, photography and design. All sections of the newspaper, including editorial and opinion pages, excluding advertising or any clearly marked advertorial, will be evaluated. Judges will give special attention to original enterprise, depth and breadth of coverage, and ease of navigation. An entry consists of three complete editions of specified dates. **Mandatory contest dates are July 13, 2011, and October 5, 2011, with the third date at the discretion of the entering newspaper.** In cases in which a newspaper did not publish on either of the mandatory dates, the newspaper must pick the next closest date of publication. Do not forget to upload a PDF of each of the front pages from your entry to the contest website. If you forget, your entry will be disqualified.

SEND SPANISH-LANGUAGE NEWSPAPER OF THE YEAR ENTRIES to Dino Chiecchi, Director of Hispanic Publications, San Antonio Express-News, P.O. Box 2171, San Antonio, TX 78297-2171; dchiecchi@express-news.net; 210-250-3501.

TEXAS APME ONLINE NEWSPAPER CONTEST NOTES

GUIDELINES FOR JUDGING WEB PAGES

1. Quality of content. Is the site's content the result of original newsgathering? Is it up-to-the-minute? Does it provide full news reports as well as daily news digests?
2. Ease of use. Does the paper follow a logical online sequence, beginning with the front page, leading readers elsewhere? Is there a table of contents? Can readers move easily around the site without wasted time? How many clicks does it take to get to a destina-tion? What is the load time? Is a text-only version available as well as one with full graphics?
3. Design. Is the online paper visually attractive? Is there photography or mainly text? Does the product include advertising?
4. Interactivity. Does the online product provide readers with an opportunity to contact the newspaper's staff? For example, can readers respond to daily polls, complain to col-umnists, submit letters to the editor and suggest story ideas? Can readers talk to each oth-er?
5. Innovations. Is the online newspaper designed basically to mimic the paper newspaper, or does it offer subscriber's links to more information on a topic, expanded versions of stories, extra photos? Does the site include methods of communication that aren't tradi-tionally used in newspapers, such as audio, video or chat boards? Does it provide infor-mation that a paper newspaper can't afford to print in full? Does it give readers access to the paper's archives?