

THE CONTEST '05

JUDGING

March 4-8, 2006
Radisson Worldgate
Kissimmee, Fla.

Rate: \$99 per night

Phone: 407-396-1400

*(Executive committee meeting
and cocktail hour are
scheduled for March 4.)*

ENTRY DEADLINE

Entries must be
postmarked by
midnight Tuesday,
Feb. 7, 2006

*(See page 4 for where
to send your entries.)*

ELIGIBILITY

Payment of dues by
one individual at a
newspaper makes
everyone from that
paper eligible.

CIRCULATION CATEGORIES

- Under 40,000
- 40,000-100,000
- 100,000-250,000
- Over 250,000

*(Circulation for all
categories, including Sunday
section, based
on daily circulation)*

MANDATORY DATES

DAILY

- Feb. 24, 2005
- Dec. 27, 2005
- Two of your choice

SUNDAY

- May 22, 2005
- Aug. 14, 2005
- Two of your choice

SPECIAL SECTION

- Any ONE date

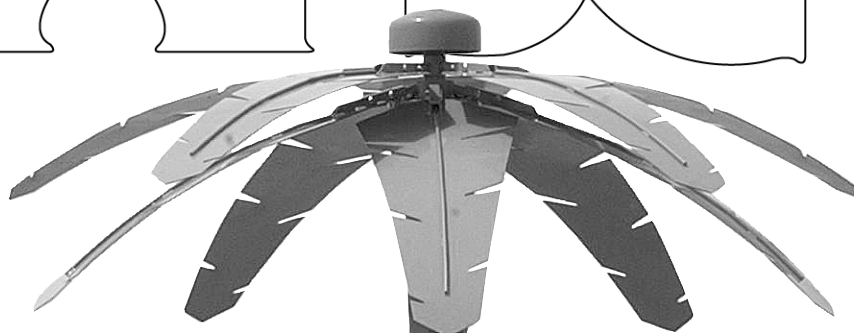
HOW TO BE A JUDGE

It's the toughest job
you'll ever love. Really.
Contact Jim Jenks.

215-854-4545

jjenks@phillynews.com

APSE



Who'll be crowned this year?

Preliminary judging in the writing divisions and preliminary and final judging in the section divisions of the 2005 APSE contest will be done March 4-8 by panels of sports editors at the winter meeting in Kissimmee, Fla.

Panels will be designated by Jim Jenks of The Philadelphia Inquirer, first vice president and contest chair (215-854-4545). No more than one representative from a paper may participate in the judging in that paper's circulation category. Additional representatives may be outside a paper's circulation category. Jenks will provide a lists of judges.

Entries not complying with contest rules and guidelines will be disqualified. It is the entering newspaper's responsibility to ensure compliance. Decisions of the contest chair are final.

APSE dues must be current, or contest entries will not be accepted.

Here's your guide to preparing for the contest.

JUDGING WEEKEND

Kissimmee, Fla. — March 4-8

- Editors should arrive before 5 p.m. March 4.

Saturday, March 4

- 5 p.m. Executive Committee and judges meeting.

- Cocktail hour afterward

Sunday, March 5

- 8:30 a.m.: Judging begins

Monday, March 6

- 8:30 a.m.: Judging continues

TUESDAY, MARCH 7

- 8:30 a.m.: Judging continues

Wednesday, March 8

- 8:30 a.m.: Judging continues
- 3 p.m. Executive Committee meeting

STILL HAVE QUESTIONS?

Contact Jim Jenks
at 215-854-4545 or
jjenks@phillynews.com

WRITING DIVISION RULES

■ Entries must be submitted within the edges of 8½-by-11-inch paper so that they can be photocopied easily. Folding is not permitted. Multiple sheets must be stapled (no paper clips) in the upper left-hand corner. Library printouts are not acceptable.

See page 4 for details

■ Because writing entries are judged without identification of writer or newspaper, all headlines, graphics, bylines and other identifying objects must be removed. The only exception is that informational graphics are allowed if they are clearly supplemental to the story's content and not solely decorative. Remove or obliterate all references to the newspaper that appear in the body of the story or the informational graphics, if used.

■ Entries must have been written by members of the Sports Department or directed by the Sports Department. Such entries may have appeared in any section of the newspaper.

■ No article may be entered in more than one writing division.

■ Submission of all writing entries must include a separate enclosure on newspaper letterhead stationery, listing the paper's numbered entry and name of each writer.

See page 4 for details

Writing divisions

Preliminary judges will select the top 10 stories in each group as finalists. Each judge, separately and on a secret ballot, will list the stories in order from 1 to 10, with 1 being the best story. The final 10 will be given to a second judging group, who also will rank the stories 1-10 in the same fashion as the first group. The final judges' ballots and the final 10 stories will be turned into the contest chair before 3 p.m. on Wednesday, March 8. The chair will tally all the votes awarding points in reverse order (No. 1 story gets 10 points, No. 2 gets 9, etc.) and the entries with the top 5 points will be the five winners in the category. The other five entries will be honorable mention.

The five winning entries, including ties, will be announced in early April after the contest chair tallies all the ballots.

The contest chair may move entries from one division to another but will do so only in extremely rare situations. It is the responsibility of the entering newspaper, based on the judging guidelines, to select the proper division in which an entry should be placed.

For articles that appeared in the newspaper as columns but are entered in game, feature or news divisions, the judging group will have disqualification authority.

In preliminary and final judging, entries should be evaluated using these guidelines:

WHAT'S A COVER LETTER?

A cover letter actually isn't a letter at all. It's more like a form that gives judges pertinent information. You must follow this strict format or your letter will be tossed! The letter must be on a blank 8½-X-11 sheet of paper and can not identify the newspaper or writer.

Origin of the idea of the story:
Place your explanation here...

Timeliness of its publication:
Place your explanation here...

Difficulty in acquiring it:
Place your explanation here...

Impact, reaction, aftermath:
Place your explanation here...

Project reporting 1
(The numbered entry)

EVALUATION GUIDELINES

Note: Writers are allowed to be entered in each category only once.

	Number of entries per paper	Articles per entry	Cover letter allowed
Breaking news story ► Article of a sports news development (trades, hirings, firings, franchise shifts, etc.) that occurred yesterday.	3	1	✓
Explanatory ► Article along with any accompanying sidebars or graphics/charts that help supplement the story. The sidebars will not be required reading by the judges. They will be included to answer judges' questions concerning why material may be missing from the single-story entry. An editor also can attach a cover letter that is a synopsis of the sidebars. Explanatory stories include trends, issues and original ideas. They shed new light on issues and personalities in the news. They are more than the feature and less than the project entry. They go beyond the "yesterday" of the breaking news story.	2	1+	✓
Game story ► Article of a competition that occurred "yesterday." It should catch the action, the drama, the excitement, the importance of the competition, the crowd. Are questions answered? Is there insight into why something happened? In the case of televised competition, does it give the reader an understanding that goes beyond what television can give? Is there enough on the winner and the loser?	3	1	
Feature story ► The best single article. No series; no sidebars. Judging will be on human interest, reader interest, quality of writing and thoroughness of reporting.	3	1	
Column writing ► Judged based on style, writing quality, originality and local appeal. No restriction on subject matter and no requirement that they appear regularly.	2	5	
Project reporting ► Collection of articles that sheds new light on personalities and issues in the news, including trends and original ideas.	1	1+	✓
Investigative ► Best single article or best series. Judging will be based on the entry's enterprise, initiative, documentation, resourcefulness and original reporting in uncovering newsworthy and significant facts and developments that otherwise might not have been reported. Impact and aftermath of the work should be considered. Investigative work should rely on reporting of facts discovered or uncovered by the author rather than reports from anonymous sources offering unverified statements. Investigative entries must not include articles for which payments were made for information. Pure and truly significant investigative reporting is rare. Relying solely on quotes from an FBI source does not make a story investigative. Doing the work the FBI would do in order to build a story might be investigative.	1	1+	✓

CLARIFICATION TO RULES

■ Circulation categories don't change during the APSE dues year. The category for which you paid dues — if valid — is your contest category, even if your circulation increases or decreases before January.

■ A paper may compete in a larger circulation category but not a smaller one. All contest entries — writing and section divisions — must be made in the same category.

■ Editors wanting to compete in a larger category must notify Jim Jenks of The Philadelphia Inquirer (215-854-4545) — and the contest catchers — before submitting entries.

■ When one staff publishes sports sections for several papers, they are considered one paper for APSE purposes. Dues must have been paid accordingly, with the combined circulation determining the category. If you didn't follow this procedure when you paid dues, your contest entries are subject to disqualification.

■ Library printouts will not be accepted. You must submit — on 8½-by-11 paper and unfolded — clippings or copies of clippings.

■ In the section divisions, the rule regarding material that does not appear in the regular sports section or page A-1 is different for optional days than mandatory days because you have no choice on mandatory days. For optional days, you have a choice. You can enter some other day (you have more than 300 from which to choose) to guarantee that all sports-related material for the day appears in your entry.

Section divisions

MANDATORY DATES

- DAILY**
- Feb. 24, 2005
 - Dec. 27, 2005
 - Two of your choice

SUNDAY

- May 22, 2005
- Aug. 14, 2005
- Two of your choice

SPECIAL SECTION

- Any ONE date



SECTION CONTEST RULES

Entries must include a 3x5 index card with section division, paper, city, daily circulation, circulation category, days of publication.

A daily section entry must contain four issues. This includes the two mandatory dates, which are Feb. 24 and Dec. 27. The two optional issues in the daily divisions may come from any days (including Tuesday and Thursday) except Sunday.

A Sunday section entry must contain four issues, including the two mandatory dates, May 22 and Aug. 14.

On mandatory dates, papers enter all sports-related content from that day's paper, including special sections and page A-1 material.

Optional day entries may include: self-contained sports sections, sports-related Page A1 material and special sections that may include live (or yesterday) content and regularly-scheduled preview content. Stand-alone special preview (season and major event) sections are not allowed for optional-day entries.

Special sections must be accompanied by a 3x5 index card that specifies the section as a special section entry and lists the name of the newspaper, city, daily circulation and circulation category.

Examples: Commemorative to mark the success of a team, a sports event (like Olympics) or the death of a major personality; a theme section on running, fishing, hunting, auto racing, etc. The section may contain live news (stories in which a team wins a championship) related to the theme, but it may not include unrelated articles.

DAILY AND SUNDAY

Newspaper may submit two mandatory dates and any two optional dates from the 2005 calendar year for both the Daily and Sunday categories.

Judges will select — but not rank — the top 10 sections in each circulation category and will select as many as 10 honorable mentions.

SPECIAL SECTION

Newspapers may submit only one special section. This includes one-subject or one-theme sections issued one time. Judges will select — but not rank — the top 10 sections in each circulation category and will select as many as 10 honorable mentions.

EVALUATION GUIDELINES

Note: Newspapers are allowed only one entry in the Special Section category.

%

Overall impact

Does the section have spunk? Does it project impact on big events? Does it grab? Is it distinctive? Does it have imagination and originality?

10

Graphics

Look for coordinated presentation of pictures, graphics and articles that give a grasp of the big stories. Look for clear execution: Does it make sense, is it attractive, does it help the reader understand? Does it illustrate? Do the graphics go with the articles they are supposed to illustrate? Are there enough pictures - or perhaps too many? Are they sized properly? Are they easily understood? Judges may consider color reproduction.

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Content

DAILY AND SUNDAY

The best sections offer coverage, news, features and opinion, supported by scores, results and standings of the day's activities as needed to reflect the interest of the readership. There should be an appeal to the fanatic as well as the casual fan - and an attempt to satisfy a range of readership diversity. Look closely at three areas of content:

Subject matter: Determine the quality of staff-written material. Space should be used wisely. Big-event coverage should be coordinated to avoid overlap. News should be played properly, and judges should look at reaction to breaking news. Where there are few professional teams, judges should look for strong treatment of college, high school and other results. Even where there are no professional teams, there should be coverage of such national stories as the Super Bowl, World Series, etc. Judges should look at the agate package - are there scores, statistics, standings and box scores to fit the needs of the readership? Examples: Does a paper with interest in pro teams run enough information in home-team and league-wide box scores? Does a paper in a prep-dominated area run enough names and statistical leaders?

Enterprise: Judges must note if there is an effort to bring something extra. Does the section offer features, trend pieces, scoops, innovative standing features or reader nuggets? Do efforts show originality and a high level of reporting and writing? Is there an effort to entertain as well as inform? Are there light touches? Is there over-reliance on wires? Reliance on wires is OK on some days, but not as a steady diet.

Organization and editing: The section should be easy on the reader. Look for consistency in positioning of standing features. See if related material is grouped. Headlines should be clear, yet appealing. There should be the proper mix of breakout boxes or pullouts that enhance stories. At-a-glance information should be organized and well positioned. Judges should look for staff editing that improves content of wires.

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SPECIAL SECTION

It should be well written, well edited - and truly special, in stories and graphics. For subjects such as fishing, running, Olympics, etc., are articles useful? Does content present a useful, informative approach?

Questions?

FINAL CHECKLIST

- Are your APSE dues paid?
- Are all your entries in the correct circulation category?
- Did you send your entries to the correct catchers (see list below and right)?
- Did you mail entries so that they are postmarked by midnight Feb. 7, 2006? (If you use an express service, the entries must be in the hands of the catchers before 6 p.m. Feb. 8.)
- Section divisions**
 - Have you attached index cards with required information?
 - Have you included four different daily sections and four different Sunday sections?
 - Have you included the mandatory dates — plus two optional dates — for the daily and Sunday divisions?
 - Have you included only one special section?
- Writing divisions**
 - Are your entries pasted on 8½-by-11 paper? (No library printouts.)
 - Do your cover letters follow the APSE format?
 - Have you included a separate sheet on letterhead with names and numbered entries for each category?
 - Have you removed all references to your paper in text and graphics?
 - Have you removed all headlines, cutlines, credit lines and bylines?

Entries must be postmarked by midnight Feb. 7



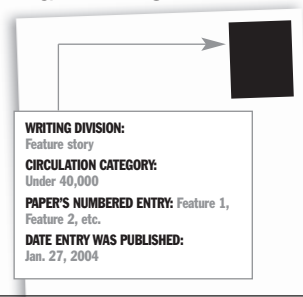
HOW DO I PREPARE SECTION ENTRIES?

Each entry must include a 3x5 index card with section division, paper, city, daily circulation, days of publication. What it should look like:

SECTION DIVISION: Sunday, Daily or Special
PAPER: Anypapersname
CITY: Anytown, USA
DAILY CIRCULATION: 00,000
DAYS OF PUBLICATION: 7 days, Mon-Fri., etc. ...
CIRCULATION CATEGORY: Over 250,000

HOW DO I PREPARE WRITING ENTRIES?

Each entry must be submitted as newspaper clippings pasted within the edges of an 8½-by-11 sheet of paper. Folding is not permitted. Library printouts are not acceptable. Multiple-page entries must be stapled in the upper left-hand corner. No paper clips. Each entry must include entry information in the upper right-hand corner of the first page.



- Submission of all writing entries must include a separate enclosure on newspaper letterhead stationery, listing the paper's numbered entry and name of each writer. If an entry has multiple writers, it's still numbered as one entry. The enclosure should list who the writers are on the numbered entry.



WHERE DO I SEND SECTION ENTRIES?

Special Sections (all categories)
Chet Fussman
Florida Times-Union
One Riverside Ave.
Jacksonville, Fla. 32202
Phone: 904-359-4574
chet.fussman@jacksonville.com

Under 40,000 (Daily/Sunday)
Roger Simmons
Orlando Sentinel
633 N. Orange Ave. MP-8
Orlando, Fla. 32801
Phone: 407-420-5336
rsimmons@orlandosentinel.com

40,000-100,000 (Daily/Sunday)
Bill Speros
Orlando Sentinel
633 N. Orange Ave. MP-8
Orlando, Fla. 32801
Phone: 407-650-6344
bsperos@orlandosentinel.com

100,000-250,000 (Daily/Sunday)
Tim Stephens
Orlando Sentinel
633 N. Orange Ave. MP-8
Orlando, Fla. 32801
Phone: 407-420-5698
tstephens@orlandosentinel.com

Over 250,000 (Daily/Sunday)
David Georgette
Orlando Sentinel
633 N. Orange Ave. MP-8
Orlando, Fla. 32801
Phone: 407-650-6375
dgeorgette@orlandosentinel.com

WHERE DO I SEND WRITING ENTRIES?

INVESTIGATIVE (all categories)
Nick Moschella
Palm Beach Post
2751 S. Dixie Highway
West Palm Beach, Fla. 33405
Phone: 561-820-4441
nmoschella@pbpost.com

Under 40,000 (not investigative)
Scott Kendrick
Florida Times-Union
One Riverside Ave.
Jacksonville, Fla. 32202
Phone: 904-359-4646
scott.kendrick@jacksonville.com

40,000-100,000 (not investigative)
Nick Pugliese
Tampa Tribune
202 S. Parker St.
Tampa, Fla. 33606
Phone: 813-259-7854
dpugliese@tampatrib.com

100,000-250,000 (not investigative)
Judy Felicetty
Miami Herald
One Herald Plaza
Miami, Fla. 33132
305-376-3711
jfelicetty@herald.com

Over 250,000 (non investigative)
Bill Van Smith
Miami Herald
One Herald Plaza
Miami, Fla. 33132
305-376-3394
bvansmith@herald.com