



Award-Winning Work



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MPA/MCPA College Newspaper Contest highlights best and brightest student papers

LANSING – Student journalists from across the state recently competed in the Michigan Press Association College Newspaper Contest, giving them the chance to gain recognition for their best work.

The contest was open to student newspaper members of Michigan Press Association, and was cosponsored by the Michigan Collegiate Press Association, an association composed of advisers to the MPA student newspaper members.

The newspapers competed in one of three divisions: Division I (papers publishing more than weekly) – Division II (papers publishing weekly) – Division III (two-year college publications or schools publishing less than weekly). Entries included editorial content, design, photos, general excellence, advertising sections as well as online editions.

This year's 1st place General Excellence Winners will be awarded plaques at the 2007 MPA Winter Convention, February 2-3, at the Amway Grand Plaza Hotel in Grand Rapids, Mich. They are:

Division I – The State News, Michigan State University

Division II – The Valley Vanguard, Saginaw Valley State University

Division III –The Collegiate, Grand Rapids Community College

For more information about the College Newspaper Contest, contact the Michigan Press Association at (517) 372-2424 or roselie@michiganpress.org.

2006 Michigan Press Association College Contest Winners



Deadline Story

● Division 1

1st Place- *The State News, MSU*

***Online Update: Neo-Nazi rally* Staff**

The clear winner, this article takes a ton of well-reported information and organizes it into an easily-read, well-written format. It almost didn't win, though – it's hard to give the top spot to a story without a byline.

2nd Place- *The State News, MSU*

***Legacy lives on* B. Darrow, J. Wayne Guite**

A well-reported and superbly written story. Captures sights and sounds of event while quoting a former president and everyday people.

3rd Place- *Central Michigan Life, CMU*

***Chief says cause could take a few days* Alex Piazza**

A well-written account that gives life and feeling to a burned-down building while cleanly reporting the facts.

Hon. Mention- *Central Michigan Life, CMU*

***Petty sentenced 4 to 15 years* J. Gonslor, A. Piazza**

A well-structured article after an awkward lead. Good background information is given on the murder.

● Division 2

1st Place- *Chimes, Calvin College*

***Bottle bombs explode near dorms* Nana Yaa Dodi**

A well-structured story with a good lead. The writer covers all facets of the story and includes voices of a student witness and campus security while developing the story with good contextual information.

2nd Place- *The College World, Adrian College*

Gas line break causes evacuation

Caroline Gauger

An excellent team effort on a short deadline and well written. Lead needs time element.

3rd Place- *The Collegian, Hillsdale College*

***Missing saga* Andrea Yeutter**

A well-reported story. Overall, a very good effort. However, lead is cluttered and two major copy errors are distracting.

Hon. Mention- *The College World, Adrian College*

***Gillian Appointed* Caroline Gauger**

A great catch and example of breaking news.

● Division 3

1st Place- *The Lookout, Lansing Community College*

***McCollum trial makes headway* Bronson Peshlakai**

Clearly written. Good handling of details. Lead could be newsier and story would have benefited from giving readers a sense of the courtroom setting.

2nd Place- *The Voice, Washtenaw Community College*

Bus Route Cuts Could Leave Some Students

***Stranded* Jennifer DeMoss**

This is a close second. Lead needs to be tightened up. A good story that many students should care about.

Deadline Story Division 3 continued

3rd Place- *The Voice, Washtenaw Community College*

***Killer coke coalition protest* Michael Fitzgerald**

Kind of a dicey subject, but the writer goes deep into the issue.

Hon. Mention- *The Lookout, Lansing Community College*

Laverty speaks out on Cunningham chaos

Christina Coleman

Decently written. This is a good story but the writer shies away from the controversy and the truth about resignation. Those elements should be in the lead.

Non-Deadline Story

● Division 1

1st Place- *Eastern Echo, EMU*

What Eastern wants you to believe

Michael Greenlee

Very original in-depth story. Presented both sides. I loved the topic; very pertinent.

2nd Place- *The State News, MSU*

***Comfort zone* D. Hughes, T. Reed**

Very well presented. Great use of photos and graphics on a very relevant topic

3rd Place- *The State News, MSU*

***Greek domain* Don Jordan**

Very balanced reporting on an issue that affects the school and its community.

Hon. Mention- *Central Michigan Life, CMU*

***Copper Beech charging dead student's family for rent* Katie Maurer**

An interesting angle to a tragic story. Also liked the box "Things to remember before signing."

● Division 2

1st Place- *The Valley Vanguard, SVSU*

Kochville rezoning issue comes to a vote

A. Hoag/P. White

Great in-depth coverage on an issue affecting the town as well as the University. You presented all sides very well.

2nd Place- *The Pleiad, Albion College*

Construction to finish on controversial ethanol plant

Maria Stella

A solid, factual article. It's great to see colleges getting involved in issues affecting their community.

3rd Place- *The Valley Vanguard, SVSU*

***Confidential* Paul White**

Well done- you took a national issue and really made it relevant to your fellow students. Great graphics.

Hon. Mention- *The Collegian, Hillsdale College*

***County fights meth productions* Liz Klimas**

Nice job of providing local angle to a national problem.

Non-Deadline Story continued

● Division 3

**1st Place- *The Connection, Schoolcraft College*
*Are Police and Fire Academies Falling Behind?***

Michael Siegrist

Thorough coverage on an important topic. I like the subject matter. . . it's original.

**2nd Place- *The Connection, Schoolcraft College*
*Students inconvenienced by lack of Library***

Ryan Russell

You really addressed the impacts of not having a library well. A library is a critical component of education.

**3rd Place- *The Connection, Schoolcraft College*
*Learning Institution or Local Bar*** **John Parsell**

You presented all sides to this topic quite well from public safety to impact on students.

Hon. Mention- *The Voice, Washtenaw Community College*

LGBTQ Shows we're All Connected By Common Thread **Jennifer DeMoss**

Original coverage of a significant subject and a refreshing change from the usual college topics.

Investigative Reporting

● Division 1

1st Place- *The State News, MSU*

MSU trustee meetings **Josh Jarman**

Great job of doggedly pursuing these officials. Very thorough! I especially like "What It Means to You."

**2nd Place- *Central Michigan Life, CMU*
*Poster art: inspiration or imitation*** **Carrie Webber**

Well presented from the photos of the paintings to the end result. Shows cause and effect.

**3rd Place- *The State News, MSU*
*Tolerance tested*** **B. Charlton, D. Jordan**

Great use of graphics and very thorough coverage of a subject that interests most students.

**Hon. Mention- *Eastern Echo, EMU*
*"Face"ing the truth*** **Nathan Bomey**

Good coverage on a timely topic that students can relate to.

● Division 2

**1st Place- *Chimes, Calvin College*
*Healing the rift between students and "The Man"***
Allison Graff

Thorough and personal approach to a topic very relevant to students.

**2nd Place - *The Pleiad, Albion College*
*Budget stories*** **M. Melvin and L. Zeigin-Netter**

I really liked the personal touch you gave these stories and how the budget cuts affected real people.

Investigative Reporting Division 2 continued

**3rd Place - *The College World, Adrian College*
*Senior president forced to resign*** **C. Kellogg, C. Gauger, T. Wildt**

Good job of staying on top of an important topic. I especially liked the graphic that explained the judicial process.

● Division 3

**1st Place- *The Lookout, Lansing Community College*
*College president resigns*** **Christina Coleman**

Very thorough coverage of many different angles on this significant issue.

**2nd Place- *The Connection, Schoolcraft College*
*Denied*** **Michael Siegrist**

I especially liked that you specifically mentioned the impact this has on the players personally. (i.e. no scholarship offers)

**3rd Place- *The Lookout, Lansing Community College*
*Heightened security*** **Brendan Bouffard**

Very clever and original

Feature Story

● Division 1

1st Place- *The State News, MSU*

Confrontational ministry **Tina Reed**

Wow! What great reporting! This is a consistently interesting, well-balanced, well-written feature on a ministry group whose work has been called "hate speech" on campus. The writer talks with all parties and tells a great story.

**2nd Place- *The State News, MSU*
*Miraculous journey*** **Melissa Domsic**

Excellent detail and good storytelling in this tale of an MSU student's quest to live and walk after a debilitating car crash

**3rd Place- *Grand Valley Lanthorn, GVSU*
*From minefield to college life*** **Jenna Carlesso**

The best of a number of "vet returns to college" stories. These can easily be clichés. They also can be badly reported by student writers clearly intimidated by someone with military background. We get a good look at Chris Christopher both as a student and a soldier.

● Division 2

**1st Place- *The Valley Vanguard, SVSU*
*Ready to race*** **Jason Wolverton**

Great detail and storytelling on a topic I did not expect to find interesting-formula racing. Excellent explanation of the development of the project and we got to know interesting team members

**2nd Place- *The Valley Vanguard, SVSU*
*Changing of the guard*** **Andy Hoag**

Good profile spending lots of time on interesting how's and whys of a college administrator who has been in the same job for 28 years. The writer does a great job of bringing us a mini-lesson on SVSU's history.

Feature Story, Division 2 continued

3rd Place- Chimes, Calvin College

Tumultuous era Allison Graff

Good well-reported look back at '60s era anti-war dissent at Calvin. Writer has done fine work reporting by talking with participants about the times as well as their own roles.

● Division 3

1st Place- The Connection, Schoolcraft College

Nursing student overcomes odds Michael Siegrist

Great detail on stem cell transplant patient who has received national attention. Good work developing the local angle without repeating the national material.

2nd Place- The Voice, Washtenaw Community College

Nursing student applies trade in India Dan Leung

Excellent detail and storytelling in this tale of 18 year old combining nursing and evangelism in dealing with tsunami victims. One question: the comments are from Elin via email right? You need to tell that.

3rd Place- The Voice, Washtenaw Community College

WCC's rock: A cornerstone of Campus Peter Crist

Sometimes a good idea makes a good feature. Everyone on campus has probably wondered about it and Peter has everything we want to know. Good, smooth, interesting writing style.

Hon. Mention- The Echo, Olivet College

Chocolate expert Eleni Mitropoulos

Good on-scene reporting on chocolate tasting. Good development from national angle. Learn to trim quotes.

Sports News

● Division 1

1st Place- The State News, MSU

Dee Brown Tom Keller

A really fun lead. It captures all the highlights of the game in clever approach. Story then goes on with colorful quotes, good game action and then closes with coach's frustration over one that got away.

2nd Place- Central Michigan Life, CMU

Refocused Jason Rising

Catches angles and intensity of coach whose team is plagued by scandal. Though story is rather short, you get insight into CMU football coach, and it's not a totally flattering picture.

3rd Place- Grand Valley Lanthorn, GVSU

On top of the world Jayson Bussa

Nice game story-weaving quotes in with game action throughout. Featurey lead works well.

● Division 2

1st Place- The Valley Vanguard, SVSU

Cards crushed Andy Hoag

"31-10. This wasn't how it was supposed to turn out" great lead. It tells you everything you need to know right there, and then adds a well-written story about the game as a whole.

Sports News Division 2 continued

2nd Place- The Valley Vanguard, SVSU

SVSU's fastest game Jason Wolverton

Story captures the spirit of pioneering group of young women forming the school's first Lacrosse team. Writer does good job of portraying challenges they have faced so far and will face a season ahead.

3rd Place- The Pleiad, Albion College

MIAA champions Jake Lloyd

Good overall story on team pushing for league title, after coming up short the year before.

● Division 3

1st Place- The Voice, Washtenaw Community College

Michigan men's basketball Joshua Charles

Strong lead, good quotes throughout, good pacing.

2nd Place- The Voice, Washtenaw Community College

NBA playoffs Sabrina Reed

Focusing on Rasheed Wallace starts story with personal touch, gets reader interested right away. However, this reads more like a column than a sports story.

Sports Feature

● Division 1

1st Place- The State News, MSU

Worth the weight? Tom Keller

Writer looks at important topic, the growing size of football linemen and potential for growing health problems. Good historical comparisons and insights from strength coach.

2nd Place- The State News, MSU

Mind games Don Jordan

Entertaining feature on unusual topic. The associate director of intercollegiate athletics. Who would ever think there would be an interesting story behind a guy with a title like that? This writer did, and his readers are better off for it.

3rd Place- Grand Valley Lanthorn, GVSU

Battling brain cancer Alan Ingram

Story captures the strength of athletic trainer with cancer. Through the insights of others in the athletic program, we get a sense of him as a person and of his importance to the university. A well done profile.

● Division 2

1st Place- The Pleiad, Albion College

Hardest race yet Jake Lloyd

Catches angles and intensity of coach whose team is plagued by scandal. Though story is rather short, you get insight into CMU football coach, and it's not a totally flattering picture.

2nd Place- The Valley Vanguard, SVSU

DiGiorgio breaks record Andy Hoag

Clever lead – broken leg, broken record; we see determination of young man to overcome setback right as his career was about to begin as a college football player.

Sports Feature Division 2 continued

3rd Place- *The Collegian, Hillsdale College*

From the Dale to the Colts

Elisabeth Meinecke

NFL coach looks back fondly on his days at small college.

Story shows importance of Hillsdale in forming the future of the man who coaches Peyton Manning.

● **Division 3**

1st Place- *Collegiate, Grand Rapids Community College*

Memory of slain player

Colin Haward

College plays alumni game every year in honor of player from 35 years ago. This story tells today's students who that player was and how he was turning his troubled life around when tragedy struck.

2nd Place- *The Lookout, Lansing Community College*

Lord-Wilder set to take on world

Danny Carmack

Reporter found unusual subject, female boxer at community college. No frills story.

3rd Place- *The Connection, Schoolcraft College*

Meet Schoolcraft's Shaq

Angela Belcher

Good lead. A 7 footer on small college campus certainly must stand out. Brief feature gives us insight to player on and off court.

Sports Column

● **Division 1**

1st Place- *The State News, MSU*

Dettaan's no sideshow

Tom Keller

Strong writing style, repetition, repetition. Short Sentences, short phrasing. Really hits home with readers...fast pace makes for exciting reading.

2nd Place- *The State News, MSU*

Not again

Esther Gim

Good lead brings you right into column. You feel how worn and torn the players are after another bruising day on the football field.

3rd Place- *Central Michigan Life, CMU*

Disappointment

David Harris

Columnist leads with coach's frustration, goes on to frustration with his star wrestlers. Shows readers through these personal views how teams upset has devastated the squad while holding hope for the future.

● **Division 2**

1st Place- *Tech Lode, MTU*

Extra points

Craig Stancher

Kill the umpire? Not in Craig Stancher's opinion. He points out the stress sports referees face, realizes they are human and advises his readers to give them a break.

2nd Place- *The Herald, Cornerstone University*

Good thing

Kyle Corlett

Columnist Corlett takes Terrell Owen's melt down beyond the world of sports, pointing out Owens and those who shine that he's being treated unfairly that he brought it on himself.

Sports Column continued

● **Division 3**

1st Place- *The Lookout, Lansing Community College*

Give LCC athletes....

Danny Carmack

Carmack takes college officials to task for failing to fully support school's athletic programs. He presents well-rounded look at deficiencies in every program the college offers.

2nd Place- *The Connection, Schoolcraft College*

NBA players

John Parsell

Parsell tells NBA players to stop their complaining about David Stern's new dress code. He shows insight into the ways of the world, pronouncing professional sports what they really are, a business.

Editorial

● **Division 1**

1st Place- *Central Michigan Life, CMU*

Chad Livengood

Way to go! This editorial (Accountability) is what journalists are supposed to do – take tough stands. Your opinions are well supported and the column is well written. Keep this with your resume. You're headed for the big league.

2nd Place- *Eastern Echo, EMU*

Hannah Esper

Heartfelt editorial makes a well-reasoned argument for awarding a degree to a murdered student. I hope Lisa received her diploma. Great job. You are a talented writer.

3rd Place- *The State News, MSU*

Ed. Board

Way Too Easy really tells it like it is – or should be! Well-supported opinions, clearly written. Good, solid journalism!

● **Division 2**

1st Place- *Chimes, Calvin College*

Nana Yaa Dodi

Wow! "Facta Non Verba" took me back to the '60s when students really got involved in local and national issues. You have such passion and it certainly comes through in your writing! You will inspire your readers to do great things. Keep up the great work.

2nd Place- *The Valley Vanguard, SVSU*

Jason Wolverton

Loved your editorial "SPJ made mistake in selecting Madigan." Fact based opinion comes across as strong and unbiased. A rarity in journalism today. Great Job!

3rd Place- *The Collegian, Hillsdale College*

Staff

"From Art to Uproar" offers an articulate view of a very controversial subject. Well researched, well written and different from many other opinions I've read. A fresh voice! Great job!

● **Division 3**

1st Place- *Collegiate, Grand Rapids Community College*

Robert Sullivan

Well thought-out editorial on evaluating professors. Opinions are well supported and suggestions are made, rather than simply criticizing the lack of process. Solid journalism-nice job!

Editorial Division 3 continued

**2nd Place- *The Connection*, Schoolcraft College
Staff**

Solid editorial on an ever-growing problem. Keep up the good work and maybe someone in Congress or the White House will hear you!

3rd Place- *The Voice*, Washtenaw Community College

Michael Fitzgerald

Interesting take on a very controversial subject. Well thought out! Staff endorsement is a plus!

Hon. Mention- *The Lookout*, Lansing Community College

Staff

How sad that some colleges don't see the value in offering journalism classes! Keep fighting. Nice job.

Reviews

● Division 1

1st Place- *Eastern Echo*, EMU

Mini-Minivan ideal for grads

Drew Dorian

A car review – let alone one about a minivan – was the last thing I expected to find. Not only did I find one, but I also found one that was very well-written and very informative.

2nd Place- *The State News*, MSU

Blige recruits artist's help

Ryan McCormick

This writer not only knows Mary J. Blige's talent, but also knows music in general and how to write a solid review of it.

3rd Place- *The State News*, MSU

Shopgirl lacking plot

Lauren Phillips

The writer takes this piece beyond a typical film review – bringing in the book that preceded it and offering readers not only a take on the movie, but a recommendation regarding the DVD.

Hon. Mention- *Eastern Echo*, EMU

Sony PSP vs. Nintendo

Amanda Hamon

Playing both systems against each other was a nice change from simply running two product reviews.

● Division 2

1st Place- *The Collegian*, Hillsdale College

To Be or Not to Be

Elisabeth Meinecke

Thorough review, good interviews and comments on a local production. Nice choice.

2nd Place- *The Valley Vanguard*, SVSU

Comic visits saginaw

Jason Schneider

Good description, good background. It's refreshing to see reviews on well-known performers in a local venue.

3rd Place- *The College World*, Adrian College

Laramie delivers

Andrew Krukowski

A very fair review on a sensitive topic delivered by student performers.

Reviews continued

● Division 3

1st Place- *The Voice*, Washtenaw Community College

Former WCC student to publish

Michael Fitzgerald

Great choice for a book that will have lots of local appeal. You also provide good background on the subject to pique the interest of anyone unfamiliar.

2nd Place- *The Voice*, Washtenaw Community College

Conor O'Reilly

Peter Crist

Good job of presenting your personal experience at a local establishment.

3rd Place- *Collegiate*, Grand Rapids Community College

Sick and Twisted Festival

Megan Gedris

A very humorous personal touch in this review of an unusual event.

Columns

● Division 1

1st Place- *The State News*, MSU

Soldier's fight for free speech

Mike Ramsey

You are such a brave young man! I only wish your cartoon had been included with your column, which was so eloquent, well-thought out and true! Keep it up. You are very talented.

2nd Place- *The State News*, MSU

No one knows more about rape than the victim

Lindsey Poisson

Your column is very powerful and puts a face on a subject that is often ignored on campus – rape. Your well-written column must have had considerable impact on your readers. Well done!

3rd Place- *Eastern Echo*, EMU

Tell Kirkpatrick to return funds

Aaron Deakins

"Tell Kirkpatrick to return EMU funds" takes a brave stand against university administration. Good for you! Great journalists often have to ruffle a few feathers.

Hon. Mention- *Central Michigan Life*, CMU

Work together to battle tragedy

Dominic Adams

I really enjoyed reading your column, which told an important story in a very personal way. Loved it!

● Division 2

1st Place- *Tech Lode*, MTU

Leaders weak on hate crime

Paula McCambridge

Congratulations to the author, who bravely criticizes her university president. McCambridge restores my confidence in the future of journalism.

2nd Place- *The Collegian*, Hillsdale College

The face of illegal immigration

Heather Orlando

Great lead! I was glued to this column from beginning to end.

Columns Division 2 continued

3rd Place- *The College World, Adrian College*
Focus on hate speech encouraged Toledo riot
Caroline Gauger

Writer demonstrates thoughtful, mature understanding of the power of peaceful resistance.

Hon. Mention- *The Herald, Cornerstone University*
Bring healing Katie Stanfield

No Comment Given given

Hon. Mention- *The Valley Vanguard, SVSU*
New safety measures necessary to protect dining utensils Jason Wolverton

No Comment Given given

● Division 3

1st Place- *The Southwester, Southwestern Community College*

Personal lesson learned from patient
Angie Villwock

Author writes effectively from personal experience, sharing intimate details. Will fellow students learn their own lesson about facing challenges by reading column? Lets hope so.

2nd Place- *The Southwester, Southwestern Community College*

Michigan students have the power to vote 'yes' on Nov. 8 John Klapchuk

Author really did his homework! He writes convincingly about a topic in which students should be very interested.

3rd Place- *The Connection, Schoolcraft College*
Outsourcing America John Parsell

Author blends facts and sarcasm to discuss an issue that could have a huge impact on the future of his fellow students. Good Job!

Hon. Mention- *The Paper, Kirtland Community College*

Apathy runs rampant on Kirtland's campus
Aaron Linskey

Important topic. Typos got in the way.

News Photo

● Division 1

1st Place- *The State News, MSU*

NSM rally Mike Itchue

Decent expression on faces. Framing tells the story.

2nd Place- *Central Michigan Life, CMU*

Justice served Russell B. Smith

Great moment with effective composition. Nice feeling

3rd Place- *Central Michigan Life, CMU*

Police use pepper spray John Remus III

Great moment. Good job capturing experience of subject.

Hon. Mention- *The State News, MSU*

Rosa Parks funeral Katie Rausch

Nice use of candlelight and effective composition.

● Division 2

1st Place- *The Valley Vanguard, SVSU*

Coming home Ashley Hart

Clear-cut winner, great moment.

News Photo Division 2 continued

2nd Place- *Tech Lode, MTU*

New choices Kevin Mitchell

Great job with mundane assignment. Good graphic element with reflection.

● Division 3

1st Place- *The Lookout, Lansing Community College*

Blazing Adam Renault

Clear winner in news category, good moment.

2nd Place- *The Connection, Schoolcraft College*

Time out Rena Laverty

Nice intensity on face of coach, good composition.

3rd Place- *The Voice, Washtenaw Community College*

Fire on campus

Alexei Fomin

No Comment Given

Feature Photo

● Division 1

1st Place- *Central Michigan Life, CMU*

Chippewa pride Merissa Ferguson

Nice faces and composition. Has an appealing energy.

2nd Place- *The State News, MSU*

Breakdancing teacher Jeana-Dee Allen

Made something out of a mundane assignment. Nicely layered moments from all three subjects.

3rd Place- *Grand Valley Lanthorn, GVSU*

Getting dirty Lisa Marie Zavesky

Great color, good framing, nice to see all the hands reaching out.

Hon. Mention- *The State News, MSU*

Rainy walk Dave Weatherwax

Nice composition. Standard pictorial.

● Division 2

1st Place- *The Collegian, Hillsdale College*

Drummer Daniel Williams

Good use of light, interesting perspective up close to drummer, good composition.

2nd Place- *The Valley Vanguard, SVSU*

Dashboard Brandon Kish

Good moment. Nice standard feature.

3rd Place- *The Valley Vanguard, SVSU*

Card's Party Ashley Hart

Great job of making a photo out of a visually uninteresting event.

● Division 3

1st Place- *Collegiate, Grand Rapids Community College*

Chef Campbell Elise Smalley

First place was a clear winner, good composition, a good moment, nice energy to photo.

2nd Place- *The Lookout, Lansing Community College*

On the move

Adam Renault

Creative, good attempt to make more out of the assignment.

Feature Photo Division 3 continued

3rd Place- *The Voice, Washtenaw Community College*

Capocira Club Kathryn Pritchett
Nice moment, nice light and composition.

Sports Photo

● Division 1

1st Place- *The State News, MSU*

Overtime Dave Weatherwax
Nice moment. The eyes make it.

2nd Place- *The State News, MSU*

Ringer goes airborne Mike Itchue
No Comment Given

3rd Place- *Central Michigan Life, CMU*

Leaping John Remus III
No Comment Given

● Division 2

1st Place- *The Valley Vanguard, SVSU*

Sacked Brandon Kish
Light movement and facial expression bring it all together.
Clear winner.

2nd Place- *Tech Lode, MTU*

Huskies David Otokpa
Framing, focus make the shot.

3rd Place- *The Valley Vanguard, SVSU*

Soccer Ashley Hart
Classic Shot.

● Division 3

1st Place- *The Connection, Schoolcraft College*

Taking out Rena Laverty
Nice moment.

2nd Place- *The Lookout, Lansing Community College*

Stars Adam Renault
No Comment Given

3rd Place- *The Echo, Olivet College*

Fall, Winning Elizabeth Koebel
No Comment Given

Original Cartoon

● Division 1

1st Place- *Eastern Echo, EMU*

Ad Hoc Michael Greenlee
No Comment Given

2nd Place- *Central Michigan Life, CMU*

Attack of the 50' Promises Evan T. Shaner
No Comment Given

3rd Place- *Eastern Echo, EMU*

Obfuscatory Brandon Neel
No Comment Given

Hon. Mention- *The State News, MSU*

Pledge of Allegiance Mike Ramsey
No Comment Given

Original Cartoon continued

● Division 2

1st Place- *The Herald, Cornerstone University*

C-Stoned Tyler Hamlet
No Comment Given

2nd Place- *Tech Lode, MTU*

Foolish Games Bendon Martin
No Comment Given

● Division 3

1st Place- *The Connection, Schoolcraft College*

Itsy Bitsy John Jackson
Cute.

2nd Place- *The Lookout, Lansing Community College*

Off the Charts Carolyn Hook
Funny.

3rd Place- *The Paper, Kirtland Community College*

Warblers Nest Jackie Riley
No Comment Given

Overall Newspaper Design

● Division 1

1st Place- *The State News, MSU*

Lovely header. Intriguing photos and smart choice of fonts.
Great visual hierarchy of top stories.

2nd Place- *Central Michigan Life, CMU*

Very clean. Stories spaced evenly so as not to overwhelm the reader. Design flows well and gives reader breathing room.
Consistent photos glow!

3rd Place- *Eastern Echo, EMU*

Consistent and readable. Creative solutions for headshots/contact info and jumps. Love the inset copy on inside stories, gives breathing room – something more newspapers need.

● Division 2

1st Place- *The Valley Vanguard, SVSU*

Good balance and strong presentations throughout. Hit-quality photos and their use help to boost strong layouts.

2nd Place- *Tech Lode, MTU*

Need to remember that white space is a good thing. Strong Section A and back pages helped entry.

3rd Place- *The Herald, Cornerstone University*

Consistent throughout. Try to weight headlines more and rethink screening of large blocks of text.

● Division 3

1st Place- *The Connection, Schoolcraft College*

Even flow of all design elements. Good headline placement and balance of copy and ads.

2nd Place- *Collegiate, Grand Rapids Community College*

Nice use of illustrations and runaround copy. Overall readability is excellent. Notable graph usage and photos make for more impact.

3rd Place- *The Lookout, Lansing Community College*

Photos are compelling. Boxes could use more inset/spacing on edges. Well thought out.

News Page Design

● Division 1

1st Place- *The State News, MSU*

The decision to use circular photos is a great one. They draw in the reader and make him or her want to read the article. The rest of the presentation is also strong, especially the Olympic refer. Good use of info boxes.

2nd Place- *Central Michigan Life, CMU*

Photos make this page. Both through placement and their content. Adding the person's tattoo pic to their mug shot a great illustration. Mugs in other stories help breakup gray; would like to see pull boxes/info boxes etc.

3rd Place- *Eastern Echo, EMU*

Good headline treatment and use of info boxes. Pictures could be stronger and purple screens are a bit overpowering.

Hon. Mention- *Grand Valley Lanthorn, GVSU*

Good idea that could be improved upon. Remember to use your art and column choices to help draw readers through the page. "Murray" story gets lost visually. No need to box outline with picture.

● Division 2

1st Place- *The Valley Vanguard, SVSU*

The clear winner. This page offers solid photos, good teasers/refers. Multiple entry points, solid pull boxes and a reader-friendly format. Good job!

2nd Place- *The Herald, Cornerstone University*

Good idea that could be improved upon. Vary headline size and weight, forego boxes when not necessary and make all photos match the chosen column width.

3rd Place- *Tech Lode, MTU*

Another good idea that needs work. Let your headlines and copy breathe a little, avoid bumping headlines (especially when you have pictures to help avoid it.) Keep headlines with copy and don't overuse weak photos.

Hon. Mention- *The Pleiad, Albion College*

Find your dominant photo, don't break legs of copy with pull quotes and please don't overprint text on photos.

● Division 3

1st Place- *The Connection, Schoolcraft College*

Consistent and clean design. Well-spaced copy and illustrations. Header and photos very nice design.

2nd Place- *The Voice, Washtenaw Community College*

Cool header. Wonderful photos and good separation of stories.

3rd Place- *The Echo, Olivet College*

Original layout. Nice curved edges. Edgy. Simple and clean.

Sports Page Design

● Division 1

1st Place- *The State News, MSU*

By far the best entry in this category. Very clean design. Nice use of cut outs, lots of information presented in interesting format.

2nd Place- *Central Michigan Life, CMU*

Creative display effective cutouts. Single-subject page leaves reader looking for more however. Perhaps you could have revised the display a bit and gotten another story on page.

Sports Page Design Division 1 continued

3rd Place- *Eastern Echo, EMU*

Consistent and readable. Creative solutions for headshots/contact information and jumps. Love the inset copy on inside stories – gives breathing room.

● Division 2

1st Place- *Chimes, Calvin College*

Good balance and strong presentations throughout. Hit-quality photos and their use help to boost strong layouts.

2nd Place- *The Valley Vanguard, SVSU*

Everything you ever wanted to know about lacrosse is on this page. Interesting info packages down the left side, good use of red highlights in headlines over info boxes.

● Division 3 (Judge only picked first place)

1st Place- *Collegiate, Grand Rapids Community College*

This page is far above all the other entries in the category. Mugs with info nuggets on each of the players is good way to introduce the team. Also a good idea to include the coaching staff. The page would have been improved by working in the season schedule.

Feature Page Design

● Division 1

1st Place- *Central Michigan Life, CMU*

Great diverse info.

2nd Place- *The State News, MSU*

Pow-Great.

3rd Place- *Grand Valley Lanthorn, GVSU*

Good Chicago Info.

Hon. Mention- *Eastern Echo, EMU*

Fun Ad-Tarantulas.

● Division 2

1st Place- *The College World, Adrian College*

Good info.

2nd Place- *The Valley Vanguard, SVSU*

Clever.

3rd Place- *Tech Lode, MTU*

Informative.

● Division 3

1st Place- *The Connection, Schoolcraft College*

Good use of color.

2nd Place- *The Voice, Washtenaw Community College*

Creativity. Marquee-film stripe with pictures.

3rd Place- *The Paper, Kirtland Community College*

Nice use of drawings with story.

Hon. Mention- *Collegiate, Grand Rapids Community College*

Good story/photo layout.

News Special Section

● Division 1

1st Place- *The State News, MSU*

Housing Guide

This is definitely a piece that will be used. It goes behind the simple listing of apartments to point out the pros and cons of certain areas and tell the story of campus and off campus life.

2nd Place- *Grand Valley Lanthorn, GVSU*

On Top of the World

Blends coverage of the championship with a year-long retrospective to become a great keepsake. Photo reproduction gives it the nod over its similar counterpart.

3rd Place- *Grand Valley Lanthorn, GVSU*

Mission accomplished

Great keepsake about a great season.

Hon. Mention- *Central Michigan Life, CMU*

Journalism Hall of Fame

Nice to provide a profile of each honoree. Sketches add a bit of class.

● Division 2

1st Place- *The Valley Vanguard, SVSU*

Campus Emergency Stations

Addresses a real concern of campus life. Site map and student reactions help set this piece apart.

2nd Place- *The Valley Vanguard, SVSU*

Betting on Health

Practically forces students to look at a subject most don't usually think about. Comparison chart a real eye-opener.

3rd Place- *The Valley Vanguard, SVSU*

Battle of the Books

A topic of real interest to students that deserves an in-depth examination.

Hon. Mention- *Tech Lode, MTU*

Visions of MTU Future

Good in-depth coverage.

● Division 3

1st Place- *The Paper, Kirtland Community College*

Kirtland's Warbler Festival

Well-rounded guide to a popular community event.

2nd Place- *Collegiate, Grand Rapids Community College*

The Special Health Section

Good blend of topics to appeal to diverse cross-section of readers. "Fridge Facts" a nice presentation of good information.

3rd Place- *The Lookout, Lansing Community College*

College President Resigns

Nice job of looking at several aspects of a big story.

Hon. Mention- *The Voice, Washtenaw Community College*

A Handy Guide...

A lot of research went into this piece.

General Excellence

● Division 1

1st Place- *The State News, MSU*

Great paper that rivals many commercial publications elsewhere. Comprehensive MSU coverage with local, national, international as well. Design (esp. header) could use some attention. Excellent coverage of open trustee meeting issue.

2nd Place- *Central Michigan Life, CMU*

Coverage of the football players trial was excellent reporting and writing. Lively design throughout. Excellent college/local content.

3rd Place- *Eastern Echo, EMU*

Very good college paper. Nice look, broad college/local coverage. A little bit provincial in focus only on the university. Try going more intensely into issues.

● Division 2

1st Place- *The Valley Vanguard, SVSU*

Great design both front and inside. Comprehensive coverage. Good writing, although sometimes tends to wordiness.

2nd Place- *The Pleiad, Albion College*

Some excellent reporting. Good range of coverage. Design needs some work as does photo reproduction.

3rd Place- *Tech Lode, MTU*

Lots of news coverage. Good distinctive features. Tackles tough issues unflinchingly. Hate message story is a good example.

● Division 3

1st Place- *Collegiate, Grand Rapids Comm. College*

Great look. Good use of photos. Good content. Based on good writing and reporting. Particularly vibrant arts and editorial commentary.

2nd Place- *The Connection, Schoolcraft College*

Great design, good use of photos, good array of college news. Writing tends to the long-winded. Lots of fun stuff.

3rd Place- *Collegiate, Grand Rapids Comm. College*

Front page is busy, but not effectively so. Inconsistent writing, but generally broad range of story topic/coverage. Strange type face choice for body copy.

Journalist of the Year

● Division 1

1st Place- *The State News, MSU*

Josh Jarman

Josh Jarman's excellent reporting and writing would be worth noting anyway, but his relentless effort to open up MSU trustees closed dinner sessions makes him the best choice for Journalist of the Year. His reporting shows tenacity and lots of initiative—traits we all want to see more of in our up-and-coming journalists.

● Division 2

1st Place- *The College World, Adrian College*

Corinne Kellogg

Corinne's stories show she's willing to tackle real issues, tough issues, at a private college that would probably just as soon not face them. She has done hard-hitting reporting generally but her article on the charges against the senior class president is cited by her newspaper's adviser as "the most compelling and difficult story" Corinne undertook, and the story had results. The class president, charged with sexual assault, resigned from his position. The key in this category of the competition is impact, and Corinne's work certainly had an impact.

2006 Michigan Press Association College Advertising Contest Winners



B&W Ad, less than 1/2 pg

● Division 1

1st Place- *The State News, MSU*

Rusty's Cellar

John Ostler

Rustic font ties in well to advertise wine. Cute illustration as well.

2nd Place- *Central Michigan Life, CMU*

91.5 Rock

Casey Davies

Love the way the background dots tie in with all three elements...logo, illustration and copy. Nice layout and good font choice for a negative reverse ad

3rd Place- *Eastern Echo, EMU*

Spirit Airline

Lisa Dubicki

Stands out well among surrounding ads. Plane placement carries readers eye throughout ad nicely.

● Division 2

1st Place- *The Herald, Cornerstone University*

Diamonds and Gems

Katie Stanfield

Good headline. Clean Layout

● Division 3

1st Place- *The Voice, Washtenaw Community College*

Free Donuts

Chan Park

Excellent use of artwork. Great concept, well executed.

2nd Place- *The Voice, Washtenaw Community College*

The Voice: For students, by students

Chan Park

Clean, yet artwork is interesting and powerful.

3rd Place- *The Lookout, Lansing Community College*

Capstone Commons

Jayne Michalek

It's not easy to make real estate ads interesting or good-looking, but you pulled it off with this one.

B&W Ad, more than 1/2 pg

● Division 1

1st Place- *Eastern Echo, EMU*

Te's Speakeasy

Lisa Dubicki

Unusual design attracts attention.

2nd Place- *Central Michigan Life, CMU*

Sunsations Wild West

Emily Schafer

Use of photo in ad attracts the eye.

3rd Place- *Central Michigan Life, CMU*

CMU Bookstore

Emily Schafer

It's clear from looking at this ad what the subject matter is.

● Division 2

1st Place- *Tech Lode, MTU*

Classified Promo

Peter van der Hagen

Clean and clever. Good use of simple artwork.

2nd Place- *Tech Lode, MTU*

Fire up for Carnival

Peter van der Hagen

Great, eye-catching artwork. A lot of information, but well presented.

B&W Ad, more than 1/2 pg Division 2 continued

3rd Place- *The Herald, Cornerstone University*

ACMNP

Katie Stanfield

You managed to make a very copy-heavy ad readable and appealing.

● Division 3

1st Place- *The Lookout, Lansing Community College*

Wing Zone

Jayne Michalek

The message that they deliver is clear. I liked the use of a photo in the ad.

2nd Place- *The Voice, Washtenaw Community College*

Where do you fit in?

Pete Leshkevich

Clever use of artwork. Good headline.

Spot Color Display Ad

● Division 1

1st Place- *Eastern Echo, EMU*

Peninsular Place

Lisa Dubicki

Cool use of pink/black stripes. Hip

2nd Place- *Central Michigan Life, CMU*

Career Services

Jen Denslow

Great flow of lines and spectacular usage of spot color hues.

3rd Place- *Central Michigan Life, CMU*

Boomer's night club

Tom Risner

Good balance of black/green with negative space.

● Division 3

1st Place- *The Lookout, Lansing Community College*

LCC Hockey

Jayne Michalek

Very clean look. Color is not overused and is very effective. Well done.

Full Color Display Ad

● Division 1

1st Place- *Central Michigan Life, CMU*

Saginaw Chippewa

Kristen Trzcinski

Beautiful, natural colors mesh with idea of "tradition". Superior flow – great photos. Logo's negative space and other usage of "white" stands out.

2nd Place- *The State News, MSU*

Photos

Cynthia Richardson

Good use of diagonal copy. Photos displayed so the eye is led in organized fashion to the informative part of the ad. Great choice of fonts...wispy marker contrast with condensed sans serif perfectly.

3rd Place- *Central Michigan Life, CMU*

Tallgrass

Nikki Stephan

Great design! Plays off the logo...geometric look off-set well by blending pen photo into color blocks. Clean but still exciting.

Full Color Display Ad continued

● Division 2

1st Place- The Herald, Cornerstone University

TGI Fridays Hope Collins

The use of red makes the ad pop off the page. Clean, simple message.

2nd Place- The Herald, Cornerstone University

Carlos O'Kelly's Nick VanDyke

There is no mistaking that this ad is for a Mexican restaurant. The less readers have to work to figure out what an ad is for the better.

● Division 3

1st Place- The Voice, Washtenaw Community College

Winter welcome week Pete Leshkevich

Consistent use of borders...changing colors. Font outline in harmony with design. Solid

2nd Place- The Voice, Washtenaw Community College

Tickets on sale now Pete Leshkevich

Vivid bright colors go with entertainment theme.

3rd Place- The Lookout, Lansing Community College

O'Leary Paint Jayne Michalek

Bold statement, too bad the logo is blurry. Simple and clean.

Display Ad Promotion

● Division 1

1st Place- Central Michigan Life, CMU

Do you want results? E. Schafer, C. Davies

Far and away the best ad in this category and division. The list of advertisers is a powerful testimonial. Attention getting layout.

2nd Place- The State News, MSU

Publishing 5 days a week. John Ostler

Clean layout. Simple message. Good use of color.

3rd Place- Eastern Echo, EMU

Are you getting yours? Lisa Dubicki

Good use of question for headline. Reverse is effective in making the ad pop off the page.

● Division 2

1st Place- The Herald, Cornerstone University

Online newspaper ad Hope Collins

Very simple message. Great artwork. Well done.

2nd Place- Tech Lode, MTU

Get connected Peter van der Hagen

Interesting artwork.

● Division 3

1st Place- The Voice, Washtenaw Community College

The Voice (Rock and Roll) Pete Crist

Very unusual photo. Gains the readers attention first on the page.

Display Ad Promotion Division 3 continued

2nd Place- The Lookout, Lansing Comm. College

American Dad Jayne Michalek

Good headline. The word "free" and asking a question draw more attention to the ad.

Special Ad Section

● Division 1

1st Place- Central Michigan Life, CMU

Downtown Mt. Pleasant T. Althouse, S. Murawski

Great format. It looks like a piece students will hold and use again and again.

2nd Place- Eastern Echo, EMU

Renters Guide II Staff

I like the original cover photo. Useful stories and a good mix of advertisers.

3rd Place- Eastern Echo, EMU

EMU 2005 Hoops A. Potter, K. Totten

This section has informative stories and strong advertising support. This makes it a win-win for advertisers and readers.

Marketing & Promotion

● Division 1

1st Place- The State News, MSU

Do you Sudoku? Staff

Great new game...has everybody talking. Should be great readership for college students.

2nd Place- Eastern Echo, EMU

Echo Brand Merchandise Staff

The Echo logo is posted on coffee cups, t-shirts, baseball hats, pens etc. Good name recognition.

● Division 2

1st Place- The Herald, Cornerstone University

Word on the street Luke Stier

Getting people involved with an issue is good promotion, especially with a picture.

● Division 3

1st Place- The Lookout, Lansing Community College

Name that object Andrew Rogers

Contests always build readership. Try to get a big prize from a local business.

2nd Place- The Voice, Washtenaw Community College

The Bullhorn Pete Crist

Lots of information. Listing could be turned into paid advertising

Student Mgr. Of the Year

● Division 2

1st Place- The Pleiad, Albion College

Maria Stella

I was very impressed by Maria's business sense. Logical thinking and organization are the key to success in the newspaper industry. I was also impressed with Maria's willingness to present her newspaper to a large group of business leaders successfully! I loved that she was able to build relationships with clients to the point that one was willing to take time out of his day to take her to area businesses to help her sell ads. There is no better endorsement than that.

Online Newspaper

● Division 1

1st Place- *Central Michigan Life, CMU*

There are some good things going on with CMLife. Not only does it venture into reader interactivity through end of the story commenting, it offers video. The site does not offer a lot of content, but it appears to be entirely local. The design is simple and clean, but it could use a few more templates. I was surprised to see mug shots appear larger on the index than on the story, but understood because of the templates.

2nd Place- *The State News, MSU*

Although technically there is more content available, it is because of the AP digital feed. Beyond that, the content was sparse, the overall look was bland, and the interactivity was almost non-existent. I was surprised to find a more fresh look under advertising, which was minimalist elsewhere.

● Division 2

1st Place- *Tech Lode, MTU*

The following comments were from two judges: Nice use of campus photo in the banner. Pleasing color scheme and layout but the front page feels abbreviated. Wasn't sure at first whether the "IN.trendsic" graphic was an ad, a section or what. Especially since it was used as a design element to separate the one-column from the two-column section of the front. It is good to have an ad but that it is an ad should be apparent. There are limited navigational opportunities from within stories. Good number of photos but they are not all used effectively (e.g. the football photo on the front is so small that I couldn't even tell what it was). Serif fonts are overused. Small serif fonts are much more difficult to read on websites than sans serif fonts.

Judge #2: The navigation around your site is simple and fairly clean. We like short navigation menus like yours. We like the interactive and Web-only elements available on your site. We hope you continue with the development there. We noticed the story comment function was disabled at the time we visited the site and the photo galleries link was inactive. The message board traffic also looked light. Consider making the link to that more high profile to help your site become a campus discussion lobby of sorts. From a design point of view, feel free to dress up and update the top banner of your site. The photo of the school looks like it was taken in the winter. There is also some valuable white space up there that could be used for vital information or even a small ad. Consider changing the font style and size of your main page story text. It's a little small on an average resolution. Also look at making the headlines stand out more with a larger type size. Consider moving the IN.trendsic ad up higher on the site, if the finances allow it. We found that site to be very interesting and entertaining.

Online Newspaper Division 2 continued

● Division 2

2nd Place- *The Valley Vanguard, SVSU*

The following comments were from two judges: Stories are plentiful and diverse. Reader gets a nice sense of what's going on around the campus. The campus map in the Aug. 25 edition was a nice addition but I would have found it more useful if it had been a pdf that could be enlarged. Even better would have been to have made it interactive. Clean looking home page but lack of a logo or campus icon at the top of the page weakens the school connection. Nice use of photos on the front, section fronts and within the stories. Headlines, subheads, story body and cutlines are all serif fonts. Serif fonts are harder to read on the web and detract from the otherwise clean appearance. There is limited navigation opportunities from within the stories. There is no evidence of revenue generation and, as mentioned earlier, the lack of a logo, image, or any other graphic to connect the site with the school and school paper means that brand awareness isn't being increased.

Judge #2: Pursue some Web-only, interactive items for your site. Photo galleries, online polls and reader comments/message boards are easy ways to drive traffic to your pages and get your print users accustomed to also using your Web page on a regular basis. We like the large photo at the top of the site. Too often sites make their photos too tiny, rendering them mostly useless from a design point of view. That said, you may want to consider making your lead photo a little smaller, however, so you don't eat up too much valuable space at the top of your Web page. Speaking of valuable real estate, your page header could stand to be filled more with some useful links or pertinent information, such as weather. Not sure about your newspaper's financial model, but if there is an opportunity to sell ad space on your Web pages, go for it. Advertisers in college towns tend to be more technologically sophisticated and will likely be open to the idea of getting their message out on your site.