



Award-Winning Work



For Immediate Release

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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 President's Luncheon during the 2006 MPA Winter Convention on January 28, at the Amway Grand Plaza Hotel in Grand Rapids, Mich. They are:

Division I – Central Michigan Life, Central Michigan University

Division II – The Collegian, Hillsdale College

Division III – The Voice, Washtenaw Community College

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

2005 Michigan Press Association College Newspaper Contest Winners



Deadline Story

● Division 1

1st Place - Eastern Echo, EMU
Nathan Bomey, Brian Calloway
Frat Member Dead

The reporters have provided a sensitive but direct account of a difficult subject. Well done.

2nd Place - The State News, MSU
Lauren Phillips *200 Cars Crash in Massive Pile-up*

This is a strong recount of a tragic series of events that reveals the breadth of the accident and the first-hand impact. A fine effort.

3rd Place - Central Michigan Life, CMU
Dominic Adams *Seymour Charged For Lying*

Complicated circumstances are made clear with crucial detail. Tightly written. Good work.

● Division 2

1st Place - The Valley Vanguard, SVSU
Andy Hoag *Herremans Heads to Philadelphia*

Story supports "chip on shoulder" in lead. Good next paragraph, quotes high up and comment from Eagles coach, though from a transcript added depth. Well organized.

2nd Place - Grand Valley Lanthorn
AJ Colley *State of State*

Good example of "what does it mean to you" journalism. A tad wordy.

3rd Place - The Valley Vanguard, SVSU
Sean Locey *Luda Live*

Nice use of detail: 4,700 attendance, volunteers at Ryder Center since 4 a.m. Was reverse-type the lead? I couldn't tell.

● Division 3

1st Place - The Echo, Olivet College
Jason Wright *Fire Destroys Local Business*

Clean and well organized and vividly written. Excellent use of detail: "tiny geysers;" wires shorting "like a large white strobe light."

2nd Place - The Paper, Kirtland CC
Jerry Nunn *Tuition Rise 6.5 Percent*

Typical tuition increase story is elevated by including context from other colleges. Needed a graph saying, "a full-time student will pay 8 times a year more."

3rd Place - The Southwester, Southwestern CC

DaWanna Edwards *Plague Disaster*

Nice "you are there" lead. I liked the anecdote from the theatre student.

Non-Deadline Story

● Division 1

1st Place - The State News, MSU
Rebecca McNulty *Reviewing Diversity*

A careful, well-reported analysis of important information animated by key voices. High marks for tackling and illuminating a difficult subject.

2nd Place - Eastern Echo, EMU
Nathan Bomey *We're The Ones That Wanted To Go*

Reporter Bomey gives voice to one soldier who makes the war in Iraq immediate to his home community. The account dramatizes the power of the single example in animating larger issues.

3rd Place - Eastern Echo, EMU
Kurt Hunt *No One Wanted To Be Near Me*

A student walks a mile in someone else's burka and reporter Hunt shares her experience thoroughly and with sensitivity. Fascinating material fascinatingly written.

● Division 2

1st Place - Grand Valley Lanthorn
Alan Ingram *Near Misses Have Officials Concerned*

Good job pointing out a dangerous situation.

2nd Place - The Collegian, Hillsdale College
Stephanie Riebe *Death Be Not Proud*

Well told story in obit form. Good use of quotes.

3rd Place - The Pleiad, Albion College
Rachel Karmol *Students Report Sexual Assault*

Well back grounded. Good info on policy and law that takes this beyond normal campus crime story.

Hon. Mention - The Valley Vanguard, SVSU
Jason Wolverton *Angelou Hopes For Tolerance*

Nicely crafted. Didn't place because of editorializing.

2005 Michigan Press Association College Contest Winners

Non-Deadline Story, cont.

● Division 3

1st Place - The Paper, Kirtland CC

Jerry Nunn *Bahamas Trip*

Strong hard-news story. Focus good in top half, although organization later could use more work.

2nd Place - The Voice, Washtenaw CC

Cyan James *Earn or Burn*

Tough topics. Worked hard to balance multiple sources.

3rd Place - Delta Collegiate

Rachel Lodewyk *My Life Seemed Petty Before*

Smooth writing skill helps what otherwise is a straight forward story.

Investigative Reporting

● Division 1

1st Place - The State News, MSU

State News Staff *MSU, East Lansing Disturbance*

The State News staff used initiative and responsibility in following up police response to student "rioting." Important questions here raised and alternatives examined rationally and clearly.

2nd Place - Eastern Echo, EMU

Eastern Echo News Staff *Attendance Figure Scandal*

The Echo found discrepancies, documented them and held administrators accountable in an unflinching series of stories.

3rd Place - Central Michigan Life, CMU

CM Life News Staff *Athletes May Be Involved In Brawl*

The reporters demonstrated persistence and attention to detail in following and illuminating a tragic event and the unfolding investigation of it.

● Division 2

1st Place - The Pleiad, Albion College

Michael Melvin *Tenure Series*

Not really investigative but loosely fits the category description. Just good basic reporting on a developing story. Only entry in category.

● Division 3

1st Place - The Paper, Kirtland CC

Jil Schult *Campus Housing*

Thorough look at problems and campus administration response. Problem could be stated in a clear, direct way at beginning of story so

reader gets an overall view of story rather than a laundry list of complaints.

2nd Place - The Paper, Kirtland CC

Chris Gottschalk *Student Senate In Disarray*

Good topic and in-depth collection of facts, as well as relating them to overall story. Watch out for editorializing - it's rampant!

3rd Place - The Paper, Kirtland CC

Jerry Nunn *One Year Later*

After reading the story I still didn't get a firm fix on what really caused the distrust and lack of communication. Story needs more concrete facts, information.

Feature Story

● Division 1

1st Place - The Michigan Daily, U of M

Naila Moreira *Taking Root*

Ms. Moreira takes a smart look at threatened trees on campus and provides an illuminating horticulture lesson. It grows on one!

2nd Place - The State News, MSU

Nikki Choluj *Staying Power*

Often the best subject is right under one's nose but unobserved, and Ms. Choluj proves it with a warm profile of a senior neighbor to student life.

3rd Place - Central Michigan Life, CMU

Stephen Tait *Get the Door; It's Doug Isley*

A tasty ride with a pizzaman - light hearted and illuminating.

● Division 2

1st Place - The Collegian, Hillsdale College

Lauren Grover *Hillsdale Prodigy*

Writer gathered a variety of interesting facts and quotes that allows reader to see the subject "grow up" in just a brief story.

2nd Place - The Collegian, Hillsdale College

Elisabeth Meinecke *Looking Through Ballet*

Writing captures the subjects passion for her art.

3rd Place - The Pleiad, Albion College

Micheal P. Melvin *Albion Review Redux*

Novel perspective draws reader in.

2005 Michigan Press Association College Contest Winners

Feature Story, cont.

● Division 3

1st Place - The Paper, Kirtland CC

Shane Lewallen *Marine Breathes Easier*

Good pick for visual, good lead and follow through on descriptions of situations in Iraq. Active on lead - tighten and watch lingo.

2nd Place - The Voice, Washtenaw CC

Hannah Northey *Do You Care . . . Teacher Get's Paid?*

Good work at continuing problem of part-time vs. full-time, gives lots of input from students and others.

3rd Place - The Voice, Washtenaw CC

Chris Gottschalk *Pony Tails Disappear*

Unusual topic - good lead, might want to paraphrase rather than start off with a quote.

Sports News

● Division 1

1st Place - Central Michigan Life, CMU

Jeremy Speer *For Love or Money*

Crisp, graceful story on scholarship debate sets forth all sides, takes none.

2nd Place - The Michigan Daily, U of M

Sharad Mattu and Donn M. Fresard *Big House Renovation in the Works*

Reporters offer detailed background on stadium upgrade. Plenty of fact and figures with salient quotes.

3rd Place - The State News, MSU

Chris Barsotti *Validation*

Good news when put in context. Good capture of campus reaction. Good clean prose.

● Division 2

1st Place - The Collegian, Hillsdale College

Elisabeth Meinecke *Eighth in the Nation*

Game account was full of details, good reporting.

2nd Place - The Collegian, Hillsdale College

Jodi Westrick *Chargers Tounce Findlay*
Writer shows energy in her work. Good details, it is hard to separate 1st and 2nd place here.

3rd Place - The Valley Vanguard, SVSU

Matt Maddern *Lady Cardinals Bounce Back*

Clean account of game, good details.

● Division 3

1st Place - The Echo, Olivet College

Nick Hannar *Intrumural Basketball*

Lively writing, nice use of "round-ball" pix. Excellent story.

2nd Place - The Echo, Olivet College

Yolanda Greene *O. C. Wrestling*

Very impressive, lots of facts and stats. Nice work.

3rd Place - The Connection, Schoolcraft College

Ryan Russell *Whaler's Victories*

Direct, to the point, made me "see" the game in my head as I read it. Nice job.

Sports Feature

● Division 1

1st Place - The Michigan Daily, U of M

Ian Herbert *Top of the Line*

Nice piece of work about two top players and best friends. Lots of great quotes used well. Paragraphs could be shorter.

2nd Place - The State News, MSU

Brian Charlton *State of Mind*

Nice writing, good use of stats, history and quotes.

3rd Place - The Michigan Daily, U of M

Jake Rosenwasser *Summer of AI*

Nice piece of work about two top players and best friends. Lots of great quotes used well. Paragraphs could be shorter.

● Division 2

1st Place - The Pleiad, Albion College

Charlie Snearly *The Long Development of a Diaper Dandy*

Interesting, makes the story come alive and offers useful info as an adult.

2nd Place - The Pleiad, Albion College

Jake Lloyd *Homecoming Weekend 2004*

Story ties generations together well and is placed in context. Great!

2005 Michigan Press Association College Contest Winners

Sports Feature, cont.

● Division 3

1st Place - The Paper, Kirtland CC

Jill Schult *Danish Delight*

One of the few feature stories in this category.

2nd Place - Delta Collegiate

Ben Murphy *Workin' Overtime*

Great Story.

Sports Column

● Division 1

1st Place - Central Michigan Life, CMU

Jeremy Speer *Discipline Problems Surface*

The columnist calls them as he sees them, in crisp, declarative sentences. He's focused.

2nd Place - The State News, MSU

Jonathan Malavolti *Performance Does Not Warrant ESPN Broadcast*

Jonathan won't root. He may rant a bit but he gets us on his side.

3rd Place - The Michigan Daily, U of M

Brian Schick *Wolverines Lucky To Have Great Fight Song*

Humor is hard. Brian does it adroitly. Story sings.

● Division 2

1st Place - The Valley Vanguard, SVSU

Jason Wolverton *Congress Wasting Valuable Time*

This is crisp, clean, and connected.

2nd Place - The Torch, FSU

Paul Jarema *The Wonder of the Intramural World*

A first person account of sports involvement that makes the readers reach for their athletic shoes.

3rd Place - Grand Valley Lanthorn

Rick McGowan *GV Needs To Support Its Hoops Teams*

A controversial style that draws the reader into the writer's world.

● Division 3

1st Place - The Connection, Schoolcraft College

Chris Jackett *Will the Pistons Repeat?*

Strong writing.

2nd Place - Delta Collegiate

Kyle Walker *Student Bugged by NHL Decision*

This column stood out from several about NHL lockout.

3rd Place - Delta Collegiate

Ben Murphy *Delta Basketball Needs More Support*

The writing could have been stronger. Maybe a shorter lead. But I was happy to see a college sports column - finally - about college sports.

Editorial

● Division 1

1st Place - Central Michigan Life, CMU

Anthony Lescari *Let Them Walk*

It is the soul of wit and there is a sense of drollness in this incisive argument against another fitness center.

2nd Place - The State News, MSU

State News Ed Board *Excessive Force*

The newspaper acknowledges imperfection on both sides but delivers compelling criticism of overreacting authorities.

3rd Place - The Michigan Daily, U of M

Michigan Daily Ed Board *The Cuts Keep Coming*

The newspaper takes on convincingly the state government and its own board. Provoking and uncompromising.

● Division 2

1st Place - The Collegian, Hillsdale College

Collegian Ed Staff *The Collegian Weekly*

Nice job explaining larger issues involved in cutting sports programs. I would have liked to see you address the caliber of how eliminating scholarships would affect athletes in programs.

2nd Place - Grand Valley Lanthorn

Nate Hoekstra *Off the Record*

Good discussion that goes beyond whether or not Taco Bell should remain on campus. Would have liked to see a more to the point lead. Overall, nice handling of important issue.

3rd Place - The Valley Vanguard, SVSU

Andy Hoag *Luda Concert Much Too Counter Productive*

Good work dealing with issues beyond the obvious issue of performer's controversial lyrics. I would have liked to have seen you ask an administrator why school is bringing Ludacris to campus.

2005 Michigan Press Association College Contest Winners

Editorial, cont.

● Division 3

1st Place - Delta Collegiate

Collegiate Staff *Our Pick for the Prez*

Well thought out, smoothly written and bold.

2nd Place - Collegiate, GRCC

Robert Sullivan *Theft of Laptops*

Solid sense, plainly written.

3rd Place - The Echo, Olivet College

Allison Choike *Let's Talk About Sex*

Thorough subject, well done.

Reviews

● Division 1

1st Place - Eastern Echo, EMU

Drew Dorian *A SAAB Story: One Sweet Swede*

A critic is also a teacher, and one can learn things about cars from reviewer Dorian. It takes us for a revealing ride in a 9-3.

2nd Place - The Michigan Daily, U of M

Amanda Andrade *"Hitch" - Slapped*

The reviewer has a style as savvy as her subject. She not only has a good eye for film but also a good ear.

3rd Place - The Michigan Daily, U of M

Evan McGarvey *New Urban Warfare*

Strong on background and context, the reviewer explains as well as evaluates. Edgy and artful.

● Division 2

1st Place - Grand Valley Lanthorn

Forrest Karbowski *Horror Doesn't "Ring" Twice*

Nice lead. You did a nice job of explaining the movie's plot, but kept using the whole review to tell the story. Nice references to other films that can be understood by someone who hasn't seen them.

2nd Place - The Collegian, Hillsdale College

Angeline Riesterer *A Time To Heal*

Liked the way you lead into the idea that book started as diary. Nice writing, but some long sentences probably should have been split in two. I would have like to have learned how it went from a diary to a published book. Good use of a good quote in the end!

3rd Place - The Valley Vanguard, SVSU

Patricia Herald *Sin City Shows How Good Bad Can Really Be*

Nice job of commenting on the movie while not spending all your time explaining movies story. Good discussion of themes. Watch your use of first person references - they sometimes get in the way.

● Division 3

1st Place - The Lookout, LCC

Jeff Schechter *Ghost In the Shell*

The reviewer shows not just a master of the subject, but a love of the form. Very intelligently written, and fun to read too.

2nd Place - The Connection, Schoolcraft College

Zach Norton *Elliot Smith*

Well-written, entertaining, informative. Writer took the time to give the reader the important Elliott Smith back story, but still didn't scrimp on the actual review. Attention to details like the instrumentation used by song painted a picture of the songs feel. Well done.

3rd Place - The Echo, Olivet College

Amy Jo Parish *Accolades for Botti*

Well written. Good background info. I wanted more song -by -song reviewing of the performance though.

Columns

● Division 1

1st Place - Eastern Echo, EMU

Jason Idalski *Kerry Supporters Not Welcome at Bush Rally*

The columnist has a sense of humor, a weapon of more potential firepower. He makes his point with participation, too.

2nd Place - Central Michigan Life, CMU

Danielle Quisenberry *Columnists Are Supposed To Speak Their Minds*

The columnist subjects censorship by standing up for her opinion and her right to do it. Don't give an inch, Danielle.

3rd Place - The State News, MSU

Ed Ronco *I Wish You Could See What I See*

The columnist produces a moving account of his work and its influence on his life. That influence extends itself.

2005 Michigan Press Association College Contest Winners

Columns, cont.

● Division 2

1st Place - The Pleiad, Albion College
Jill Hindenach *Zero Tolerance Policy Needed*

Good discussion of an important issue. Perhaps you could have cited the number of sexual assaults on campus. Overall, very good.

2nd Place - The Valley Vanguard, SVSU
Paul White *Name Change Would Improve SVSU Image*

Nice writing. Seems like your piece would get people on campus talking.

3rd Place - The Herald, Cornerstone Univ.
Andy Taylor *My Vote Counts Too*

Good work citing numbers and stats from good sources. You did a nice job getting at the issue of voting for minor party candidates without getting distracted by bickering about major party candidates.

● Division 3

1st Place - Delta Collegiate
Issac DeVille *Political Theocracy*

Backs up opinions with hard-hitting quotes and facts; well defined and well supported arguments.

2nd Place - The Paper, Kirtland CC
Jil Schult *The Other Side of Spring Break*

Good use of contrast with carefree perception of spring break; sure to make the reader stop and think.

3rd Place - The Lookout, LCC
Jayne Michalek *The Uninformed*
Judge did not comment.

News Photo

● Division 1

1st Place - The State News, MSU
Clint Spaulding *200 Car Crash*

The action of people in the photo gave extra interest to a good news photo.

2nd Place - The State News, MSU
Amanda McCoy *Motorcade Protest*

Creative photo, nice light and attention getter.

3rd Place - The Michigan Daily, U of M
Mike Hulsebus *GSIs Walk Out*

Slows intensity, good composition with all the signs showing.

Hon. Mention - Central Michigan Life, CMU

Lindsey Wuepper *Men's Track Mac Champs*

Nice moment.

● Division 2

1st Place - Grand Valley Lanthorn
Lisa Marie Zavesky *War Protest*

Nice shot of rally.

2nd Place - The Valley Vanguard, SVSU
Brandon Kish *SVSU Hosts MORHA*

Crop out legs, but nice shot.

3rd Place - The Valley Vanguard, SVSU
Ashley Hart *State of Univ. Address*

Judge did not comment.

● Division 3

1st Place - The Voice, Washtenaw CC
Benjamin Ayer *Celebrate Peace*

Captured the mood of the event.

2nd Place - The Southwester, Southwestern CC
Loralee Mendez *Dance Café*

Good angle, nice light.

3rd Place - The Voice, Washtenaw CC
Victor Jiang *Scheduling Change*

Nice illustration.

Feature Photo

● Division 1

1st Place - The State News, MSU
Dave Weatherwax *Share a Bike*

Very nice, good composition. Right spot at right time.

2nd Place - The Michigan Daily, U of M
Ashley Harper *Through the Looking Glass*

Well seen! Different.

3rd Place - The State News, MSU
Jason Fiedler *Gospel Service*

Nice photo.

Hon. Mention - Central Michigan Life, CMU

Kate Zawala *Settling In*

Makes you really see it. Different.

2005 Michigan Press Association College Contest Winners

Feature Photo, cont.

● Division 2

1st Place - The Valley Vanguard, SVSU
Brandon Kish *NY Rapper Fabolous*
Nice, clean, well captured.

2nd Place - The Herald, Cornerstone Univ.
Crystal Richards *Soup Kitchen*
Nice light.

3rd Place - The Valley Vanguard, SVSU
Jody Reed *Art of Bartending*
Judge did not comment.

● Division 3

1st Place - The Southwester, Southwestern CC
Matt Wilder *Dance Ensemble*
Nice light, striking.

2nd Place - The Voice, Washtenaw CC
Ben Ayer *New Heights*
Well done.

3rd Place - The Southwester, Southwestern CC
Arthur Coleman *Ninja Dance*
Nice to see something different.

Sports Photo

● Division 1

1st Place - Central Michigan Life, CMU
Victor Fitzsimons *Collisions*
Nice angle, almost like two pictures.

2nd Place - The State News, MSU
Dave Weatherwax *St. Louis Blues*
Nice, tight, pretty, clear.

3rd Place - Central Michigan Life, CMU
Linsey Wuepper *Blur*
Nice trying something different.

● Division 2

1st Place - Grand Valley Lanthorn
Jaslyn Gilbert *Rejected*
Nice angle, good faces.

2nd Place - Grand Valley Lanthorn
Kate Brown *Pitching a Fit*
Nice composition.

● Division 3

1st Place - Delta Collegiate
Ben Murphy *One for the Team*
Great moment to catch, doing something different when you can get close.

2nd Place - The Connection, Schoolcraft College
Rena Laverty *Eye On The Prize*
Nice tight shot.

3rd Place - The Voice, Washtenaw CC
Cyan James *Chelsea Wins Big*
Nice angle.

Original Cartoon

● Division 1

1st Place - The Michigan Daily, U of M
Sam Butler *Scuse Me*
Cautionary.....and funny. No other words needed. The message is strong, the drawing style is simple, disarming. Loved it.

● Division 2

1st Place - Grand Valley Lanthorn
Kari Smith *Computer*
A cartoon with an actual punchline. The expressions on the character's face are great!

● Division 3

1st Place - Delta Collegiate
Josh Rogna *Harold the Crayon*
Some clever links; made us chuckle.

2nd Place - The Connection, Schoolcraft College
Rena Laverty *Political Post*
Clear message.

3rd Place - Delta Collegiate
Chad Panek *Micheal Moore*
Good likeness.

News Graphic

● Division 1

1st Place - Central Michigan Life, CMU
Mark Smith *The Face Book*
Makes you want to stop and look.

2nd Place - Central Michigan Life, CMU
Jeffrey Irwin *A Few Good Men*
An effective graphic.

2005 Michigan Press Association College Contest Winners

News Graphic, cont.

● Division 2

1st Place - Grand Valley Lanthorn

Jaslyn Gilbert *Dollar Breakdown*

Creative departure from the standard bar chart.

● Division 3

1st Place - Delta Collegiate

Delta Collegiate Graphic Staff *Political Survey*

Information is easy to digest. Color and arrangement help the reader move through the graphic.

2nd Place - The Paper, Kirtland CC

Sheryl Bidwell *BB Preview*

Ambitious but lacks a clear entry point. Lots of good information.

News Special Section

● Division 1

1st Place - The Michigan Daily, U of M

Michigan Daily Staff *Arthur Miller Special Edition*

The section content was thorough and thoughtful. Writers contributed obligatory bio, sense on campus, but Miller's own words and thoughts weren't overshadowed. Design was clean and attractive.

2nd Place - The State News, MSU

Lindy O'Donnell, Erica Frederick *Election Guide*

Quick, easy read full of pertinent information. I would have liked the "where do you vote" box bigger and more inclusive.

3rd Place - The State News, MSU

State News Staff *Housing Guide*

Thorough, easy-to-read, gets students voices in there as well. Color front was attractive but design maybe not as effective.

● Division 2

1st Place - The Valley Vanguard, SVSU

Brian Santhany, Paul White, Brandon Kish *Considering the Cost of Living*

Valuable information presented in interesting stories; good use of graphics.

2nd Place - Calvin College Chimes

Joo Eun Kim *Dr. William Spoelhof*

A loving tribute well written and well illustrated. Very nice layout.

3rd Place - The Valley Vanguard, SVSU

Jason Wolverton, Brandon Kish

Anchors Away

Interesting boat show promotion story. Needed some facts or economics impact.

● Division 3

1st Place - The Paper, Kirtland CC

The Paper Staff *Kirtland's Warbler Festival*

Includes everything anyone could want to know about Kirtland's warblers - all through section. Good planning, beautiful color art on front. Helpful info inside on festival events.

2nd Place - Collegiate, GRCC

Collegiate Staff *90th Anniversary*

Attractive section, good information, just not enough of it. Nice old photos and facts. I would have liked to see more than one story.

General Excellence

● Division 1

1st Place - Central Michigan Life, CMU

CM Life Staff

Good looking although type and graphics seem stretched to fill. Good reporting on local issues. Need to watch editorializing in headliner.

2nd Place - Eastern Echo, EMU

Eastern Echo Staff

Strong reporting, design a bit cluttered.

3rd Place - The Michigan Daily, U of M

Michigan Daily Staff

Good looking generally, but too much gray inside. Writing needs more attention, but good subjects.

● Division 2

1st Place - The Collegian, Hillsdale College

Collegian Staff

Strong on local news; pleasing appearance. Needs better ad design.

2nd Place - Calvin College Chimes

Chimes Staff

Nice page one mix; good news coverage. Could use more care in reproduction.

3rd Place - The Herald, Cornerstone Univ.

Herald Staff

Creative use of color; need better reproduction. Some photos in graphics used larger than quality allows.

2005 Michigan Press Association College Contest Winners

General Excellence, Div. 1, cont.

Hon. Mention - Grand Valley Lanthorn Lanthorn Staff

Strong coverage and generally well-done stories. Especially good political and sports coverage. Needs to re-examine design, font mix and head sizes.

● Division 3

1st Place - *The Voice*, Washtenaw CC Voice Staff

Exceptional layout and use of graphics. Interesting mix of stories.

2nd Place - The Lookout, LCC Lookout Staff

Strong local content. Interesting content. Generally pleasing design.

3rd Place - The Connection, Schoolcraft College Connection Staff

Traditional look, but clean layout and good mix of content.

Hon. Mention - Collegiate, GRCC Collegiate Staff

Design too dense and stories need more editing.

Journalist of the Year

● Division 1

1st Place - The Michigan Daily, U of M Donn Fresard

These news stories are clear and concise and do a great job zeroing in on topics that are important to students. I'm glad this writer is in a position to mentor others.

● Division 3

1st Place - Delta Collegiate Deborah Brown

For dedication, leadership and talent.

Best Online Newspaper

● Division 1

1st Place - Central Michigan Life, CMU

CM Life Staff cm-life.com

Because of limitations in the newspaper's web-publishing system, archived copies of past issues were not available for review as complete entities, although the content is searchable by date. Thus, the judging is based on the pages of the current issue.

CML's home page is bright and lively. We're impressed by the color palette, based on the school colors, as bringing a warm feeling to the page. There's a good selection of stories with lead paragraphs (or more) readable on the home page before having to click on a link to read further. There's a handy rail on the left for sections of interest and then a high-utility list of additional headlines and references and resources at the bottom.

All of the stories appear to have been edited well prior to posting and we didn't find any extraneous material, such as editing or coding that carried over from the print publication.

One suggestion: The "face-to-face" icon indicating a feedback link on stories was a new one to us. If one follows a link to a story (or the rest of a story), there's a key to the icons (e-mail and print were the familiar ones), but there's no key on the front page. There ought to be one.

2nd Place - The State News, MSU State News Staff statenews.com

In fairness, because of the limitations on the other entry in the category, we looked at both the archived dates and the current issues of the The State News.

There's a lot less to look at on the pages of The State News. Pages are pretty sparse, frequently limited to the lead graf of a single story. A minimal set of subject links is available at the top but the content-management system – commendably developed in-house – apparently is limiting the content (or at least the presentation). We had the feeling that some effort was going into trying to keep pages to a single-screenful of content. There's a lot of research that says that's a good thing to do. But, if that was the intent, it's pretty inconsistent from section to section.

When working with the archived editions, we were a bit frustrated by the lack of a navigational tool to get us back to the top page of the edition which we were reading. Using our own "back" button seemed to be the only way to accomplish that. Using the "home" link in the bottom navigational bar took us to the top page of the current day's edition, not to the archived one. A nit, but worth thinking about.

We were happy to see photos used with stories other than those on the very first page. That's a worthwhile thing. And you used them at readable sizes, instead of the postage stamps found on many commercial sites. Good for you.

2005 Michigan Press Association College Contest Winners

Best Online Newspaper, cont.

● Division 2

1st Place - The Valley Vanguard, SVSU **Valley Vanguard Staff** svsu.edu/vanguard

This is a newsy web publication with lots of information and a good menu of choices on the top page of each edition. The menu of section links is pretty lean; might consider expanding that. Access to the archives was easy (something we appreciated), but, once into an archived edition, the only way back to the top page of that edition was through the use of one's "back" button. Not the friendliest way to do one of these.

You use a lot of pictures, reasonably sized, and that helps the appearance of your pages, which are pretty clean overall.

The writing and editing did concern us. In the January 17 issue, the lead story is about the president's state-of-the-university address, a worthwhile and important event. The top headline is "Planning brings success," with a drop reading, "President Gilbertson gives State of the University Address." So far, so good. But the lead – and most of what follows – reads more like minutes of a meeting than a story.

We hope you've been working on that since, both in print and on the web.

● Division 3

1st Place - Delta Collegiate **Delta Collegiate Staff** delta.edu/collegiate

Your top page for each edition is like nothing we've seen before. Clever idea and refreshing, if somewhat off the beaten path of newspaper web page design. It's exciting – and carefully designed to stick within the screen format of a PC. Very nicely done. But we did find a couple of bad links. For example, the picture on the March 31 front, about the sisters, is linked to the Goodnow story. We figured it out, but you don't want your readers having to fret with such things.

We liked the content we found below the front page and especially the use of art. Clearly, you're designing all of your pages instead of using a content management system. CMS saves time, for sure, but you're doing things that are friendly and useful for your readers. Way to go!

Black & White Ad - less than 1/2 page

● Division 1

1st Place **The Michigan Daily, U of M** Michigan Daily Ad Staff [Angelos](#)

Simple yet effective use of space. Not cluttered and text does not take away from the smart photographs.

2nd Place **Central Michigan LIFE** Emily Domeyer [Sunsations](#)

Great use of background photo. Great choice and style worked well with overall theme.

3rd Place **The State News, MSU** Ana Zubac [A Jungle of Used Books](#) Nice use of art to exemplify theme. Would like to have ad as more of a book theme to tie into the jungle theme.

● Division 2

1st Place **Grand Valley Lanthorn** Tina Petiprin [Beekman Management](#) Great art.

2nd Place Jill Charbonneau [CD Exchange](#) Simple art that works.

3rd Place **The Herald, Cornerstone Univ.** Jenna McCurry [Write Night](#) Clean and easy to read.

● Division 3

1st Place **The Paper, Kirtland CC** Jeff Sarrach [Halloween Party](#) Good layout, nice use of art and copy.

2nd Place **The Lookout, LCC** Ben Riemersma [Doggy Day Care](#) Clean ad, good art work.

3rd Place **The Echo, Olivet College** Greg Mason [Dandi Lions](#) Great small simple ad. Try not to get too fancy with copy font, it starts getting hard to read.

2005 Michigan Press Association College Contest Winners

Black & White Ad - 1/2 page or more

● Division 1

1st Place

The Michigan Daily, U of M

Michigan Daily Ad Staff ***Mental Fiber***

Wonderful, great, smashing, smart, your ad really got us going! Better than #2.

2nd Place

Central Michigan LIFE

Jessica Lutey ***Minority Student Services***

Eye-catching ad, great use of images and reverse type, a close second.

3rd Place

Central Michigan LIFE

Casey Davies ***B-Tan***

Attention getting - Nice use of shading and art.

● Division 2

1st Place

Grand Valley Lanthorn

Meg Law ***Cottonwood Forest Apts.***

Too much use of reverse type.

● Division 3

1st Place

The Lookout, LCC

Jessica Laraway ***Capstone Commons***

Good layout, clean and easy to read, gets all points of interest over.

2nd Place

The Lookout, LCC

Adam Renault ***The State Place***

Nice layout, clean and crisp.

3rd Place

The Lookout, LCC

Ben Riemersma ***Hot Spots to Eat***

Hard to read copy in one picture.

Spot Color Display Ad

● Division 1

1st Place

The Michigan Daily, U of M

Michigan Daily Ad Staff ***Spring Commencement***

Wonderful use of color. Overall very effective ad. Love it.

2nd Place

The State News, MSU

Sabrina Egeler ***College Park Communities***

Correct use of color - especially with subject of ad. Nice art as well.

3rd Place

The State News, MSU

John Ostler ***Spartan Bookstore***

Nice use of color and white space. Try green ties next time too.

● Division 2

1st Place

Grand Valley Lanthorn

Meg Law ***RentGR.com***

Great use of spot color and white space.

Overall a terrific ad.

2nd Place

Grand Valley Lanthorn

Laura Gras ***Brians Books***

Great use of color, text and backward image.

3rd Place

Grand Valley Lanthorn

Tina Petiprin ***Campus West***

May want to try reverse text in dark purple.

Full Color Display Ad

● Division 1

1st Place

The Michigan Daily, U of M

Michigan Daily Ad Staff ***You Can Depend On It***

Great art and color, fantastic copy, fantastic ad.

2nd Place

The State News, MSU

Staci Newcomb ***Photojournalists Wanted***

Really good ad, good artwork and photo use.

3rd Place

Central Michigan LIFE

Allana Bare ***Tallgrass Apts.***

Well done ad, color good, layout good.

● Division 2

1st Place

Grand Valley Lanthorn

Meg Law ***Hillcrest/County Place***

Good layout, good type of color.

● Division 3

1st Place

The Connection, Schoolcraft College

Rena Laverty ***Mock the Vote***

Great ad, makes you want to go to concert.

2nd Place

The Lookout, LCC

Patrick Carrigan ***Gibson's Bookstore***

Good ad, picture does tell the story.

2005 Michigan Press Association College Contest Winners

Display Advertising Campaign

● Division 1

1st Place

The Michigan Daily, U of M

Michigan Daily Ad Staff ***Michigan Daily House Ad***

Campaign is consistently excellent. Great work. Made effective statement.

2nd Place

The State News, MSU

Sabrina Egeler ***City of East Lansing***

Great design theme for campaign. Consistent look and color draws readers in.

3rd Place

The Michigan Daily, U of M

Michigan Daily Ad Staff ***CupidGrams***

Excellent use of white-space. Consistent in theme. Effective art.

● Division 2

1st Place

Grand Valley Lanthorn

Meg Law ***Heritage Towne Square***

Good campaign, nothing in group to judge against.

● Division 3

1st Place

The Voice, Washtenaw CC

The Voice Ad Staff ***Read the Voice***

Great campaign, a winner against any newspaper.

Display Advertising Promotion

● Division 1

1st Place

The State News, MSU

Ben Demey ***Photos.stateneews.com***

Clean crisp ad, good color.

2nd Place

The Michigan Daily, U of M

Michigan Daily Ad Staff ***The 2004 Student***

Good ad that gets the point across.

3rd Place

The State News, MSU

John Ostler ***The Dining Guide***

Good artwork and layout.

● Division 2

1st Place

Grand Valley Lanthorn

Meg Law ***Think When You Drink***

Good informative ad, should be run near a holiday.

● Division 3

1st Place

The Voice, Washtenaw CC

The Voice Ad Staff ***Pernicious Individuals***

Smart, witty - Great use of photography with theme.

2nd Place

The Echo, Olivet College

Eleni Mitropoulos ***Chance . . . Go***

Directly To Work for the Echo

Great idea. Ad is well understood and recognizable. Good use of theme.

3rd Place

Delta Collegiate

Deborah Brown ***Collegiate Online***

Excellent use of white-space. Computer frame helps theme, good bold fonts.

Special Advertising Section

● Division 1

1st Place

Central Michigan LIFE

Emily Domeyer, Kelly Johnson

Downtown Mt. Pleasant

Beautifully, intriguing cover, informative, good layout.

2nd Place

The Michigan Daily, U of M

Michigan Daily Ad Staff ***Student***

Handbook

Clever cover - Peaks curiosity, easy reference piece.

3rd Place

The Michigan Daily, U of M

Michigan Daily Ad Staff ***Football Saturday***

Cool cover! Unique field paragraph good center spread.

● Division 2

1st Place

The Torch, FSU

The Torch Ad Staff ***Local Business Guide***

Clean, unique, nicely modern with smart design.

2nd Place

The Torch, FSU

The Torch Ad Staff

Big Rapids Housing Guide

Good use of color in color ads.

2005 Michigan Press Association College Contest Winners

Special Advertising Section, cont.

3rd Place

Grand Valley Lanthorn

Meg Law [Back Page](#)

Unique cover art. Very eye-catching display ads. Great use of color.

Classified Section

● Division 1

1st Place

Eastern Echo, EMU

Eastern Echo Ad Staff

[Eastern Echo Classified Section](#)

Great classified page. Love the color.

2nd Place

The State News, MSU

The State News Ad Staff

[State News Classified Section](#)

Good use of line ads and block ads.

3rd Place

The Michigan Daily, U of M

Michigan Daily Ad Staff

[Michigan Daily Classified Section](#)

Greater of line ads.

● Division 2

1st Place

Grand Valley Lanthorn

Nick Easlick [Lanthorn Classified Section](#)

Clean and easy to read.

Student Sales Rep of the Year

● Division 1

1st Place

Central Michigan LIFE

Allana Bare

Great presentation, excellent sales person, also only entry.