

2011 MPA

Better Newspaper Contest

College Results

NEWS STORY

Division 1

1st Place

The State News (MSU)

He's Back in Business

K. Confer and L. McKown

Top-notch election coverage. Thorough work on a tight deadline. Well-reported and written.

2nd Place

The Michigan Daily (U of M)

DPS delayed email alert

Haley Glatthorn

The author builds a strong story about a perplexing, slow response. Well done.

3rd Place

The State News (MSU)

Town in Transition

Pat Evans

In a diverse category, the work stood out for its writing and historic perspective.

Division 2

1st Place

The Collegian (Hillsdale)

Buzzard wipes out classes

Mary Petrides and Liz Essley

Facing weather and deadline challenges, the authors delivered compelling, thorough coverage.

2nd Place

The Collegian (Hillsdale)

Police search for car thieves

Caleb Whitmer

This is what beat coverage looks like. The author does commendable coverage on the cops beat.

3rd Place

The Collegian (Hillsdale)

Teacher pleads guilty

Joel Pavelski

The plea helps tell the larger story of sex offenders in the community. A real public service report.

Division 3

1st Place

The Washtenaw Voice

Trustee Absences

Quinn Davis and Matt Durr

In a competitive category, this is superior work. Outstanding reporting put it in first place.

2nd Place

The Echo (Olivet)

12-year-old assaults

Christine Moulton

The reporting is enough to make a community want to change. Excellent coverage.

3rd Place

The Washtenaw Voice

Saline Board Divided

Nicole Bednarski

In a tight race, the subject and depth of reporting edge the rest of the field.

INVESTIGATIVE REPORTING

Division 1

1st Place

The Eastern Echo (EMU)

Employee Pay

Katrease Stafford

The reporter used FOIA well. Thorough. This was by far the strongest entry in this category.

2nd Place

The Michigan Daily (U of M)

A Search for the Cure

Stephanie Steinberg

A solid, substantial look at medical research and the discoveries to be made.

3rd Place

The State News (MSU)

Stimulated Studies

Lauren McKown

Solid reporting. A deep look at a subject easy to just scratch the surface.

Division 2

1st Place

The Torch (FSU)

The Blunt Truth

Angela Walukonis

In the spirit of any good enterprising reporter, Walukonis went after a story that would have been easy to turn into a series of in-jokes. Instead, she treated the subject matter with respect and produced engaging work that made it stand out in this category.

2nd Place

The Collegian (Hillsdale)

Homosexuality on Campus

Elizabeth Essley

Working on a conservative campus, the author attempted to shine a light on life that would have been easy to ignore. The author shunned indifference and produced a thoughtful look into the subject.

INVESTIGATIVE REPORTING (CONT.)

Division 2

3rd Place *The Collegian (Hillsdale)*

Parents' Choice Could Mean Death for Schools

Marieke van der Vaart

Solid reporting, good selection of quotes and a good topic make this a worthy entry.

Division 3

1st Place *The Washtenaw Voice*

Penny for your Daughter

Nicole Bednarski

An excellent plunge into the world of human trafficking. Well told.

2nd Place *The Collegiate (GRCC)*

Students Abuse Financial Aid

Dana Mate

An age-old problem gets a new and thorough look in Mate's story.

3rd Place *The Washtenaw Voice*

A Frackin' Shame

Robert Conradi

The reporter dives into drilling and readers are rewarded.

FEATURE STORY

Division 1

1st Place *Central Michigan Life*

Tough Transition

Randi Shaffer

Important issue, comprehensive reporting and compellingly told story.

2nd Place *The Michigan Daily(U of M)*

Unexpected Return

Joseph Lichterman

Well-crafted story that humanizes and localizes major breaking news in the world.

3rd Place *The State News (MSU)*

Lifetimes of Service

Lauren McKown

Compelling story that deftly compares young and old soldiers in war time.

Division 2

1st Place *The Torch (FSU)*

My Ears Are My Eyes

Jessica Smith

A well-written and comprehensive profile of an interesting individual with a disability whose successful career inspired others.

2nd Place *The Torch (FSU)*

Dormcest

Rachel Szucs

A wry look at dorm life with entertaining facts to amuse the college reader.

3rd Place *The Chimes (Calvin)*

Medical Mile

Allison Schepers

Important news, supported with solid reporting and presented in a well-crafted narrative style.

Division 3

1st Place *The Washtenaw Voice*

All Gave Some

Matt Durr

A compelling story about one family that, in their grief over the loss of their son, a war casualty, created a living memorial to benefit the families of others like themselves.

2nd Place *The Washtenaw Voice*

Cuppa Joe

Benjamin Solis

A colorful musician whose life story is well-told in an illuminating profile.

3rd Place *The Varsity News (Detroit Mercy)*

Joyce

Joseph MacLean

Fascinating look, full of solid reporting, at one of America's most prolific novelists that reveals how her own story-telling began long ago.

SPORTS NEWS/FEATURE

Division 1

1st Place *The Michigan Daily(U of M)*

They call him Shoelace

Ryan Kartje

What can I say? This article has it all: flawless execution, great storytelling and suburb, detailed reporting. Keep writing.

2nd Place *The Michigan Daily(U of M)*

Mighty Mike Martin

Tim Rohan

This was a tough call. I really liked this feature. It had it all and props for writing about a type of player that's often overlooked. Great lead and a better finish. But, I feel like you have just a bit more in you than this story. It's great, but not excellent. Keep writing.

3rd Place *Central Michigan Life*

Strength within

Kristopher Lodes & Brandon Champion

Sometimes a story writes itself and sometimes it takes a skilled journalist to write it. I can't tell the difference with this piece, which is a good thing. My only complaint is that a lot of these details could have been fleshed out a bit more < more quotes and reaction to the details in the story.

SPORTS NEWS/FEATURE

Division 2

1st Place *The Valley Vanguard (SVSU)*

Tragic accident doesn't spell defeat for Eisenga

Anthony Fontana

Of all the stories in this category, your article stood out above them all. In addition to being a top-notch subject, the detail and story-telling was suburb. I like that you mixed up sentence length and that there was a clear path throughout the story. I can tell you put in a lot of time into this feature and it reads very well. My only complaint is that I want him to talk about basketball a bit more. How did not having the sport in his life affect him mental and most importantly when will he return and how might that affect him and his journey. Other than that, I can't add much. Well done. Keep writing.

2nd Place *The Collegian (Hillsdale)*

Alentado back to work

Michael Mayday

A very compelling feature. Nicely retold and the way you start and finish the story with the details about the Facebook email were risky, but well done. I almost stopped reading when I saw Facebook and I kept reading until I hit those last couple of paragraphs. You didn't get first because I thought the feature was missing a few pieces mainly why he likes coaching now and why med school? Is there a connection to his injury and his career path now? Also, never start a story with a date. I would have started it with something like: Vincent Alentado couldn't move his toes. The doctor kept asking, but he just couldn't. In fact, he couldn't feel most of his lower leg. It was the morning of April 18 ... etc. When you start a story, make sure the reader doesn't have any visual roadblocks and a date or statistics are the biggest obstacles. Well done. Keep writing.

3rd Place *The Collegian (Hillsdale)*

Globetrotting pitcher joins team as coach

Sarah Leitner

I love the detail and the beefy quotes in this story. Well, reported and the on the scenes detail really put me in the story. But, I was hoping for some in-game detail. Also, remember that conflict is the driving force behind great features. Find a time where he really struggled with the sport or staying motivated. Or tell me about the time he realized he didn't want to do anything else. Also, I would have liked to get to him sooner in the feature rather than have to sort through details and jabber at practice. Otherwise a solid effort and a well written feature.

Division 3

1st Place *The Collegiate (GRCC)*

Program offers players second chance

Austin Metz

Of all the stories in this category, your article stood out above them all. In addition to being a top-notch subject, the wealth of sources and detail really hit home with the reader. I would however, suggestion taking this story one step further by talking to the community or the players' parents. I would also like to know how the team is performing or if the students go on to play in other colleges or university. Keep up the good work. Stories like this aren't hard to come by, I challenge you to go out and find them.

2nd Place *The Collegiate (GRCC)*

Price Tag for Football at GRCC

Ariel Christy

Great lead and source development. This team seems to be ripe with stories. Good work finding a way to tell story not many think about. However, the reason it did not take first place is because of the last third of it. This is important information that should be weaved throughout the story, not lumped at the end. Also, I hear too much of your voice, find a student saying these things and quote them. Remember, nobody is reading this to hear what you have to say, they want to know about the players and issues. Otherwise a good take on a worthy subject. Keep improving.

3rd Place *The Varsity News (Detroit Mercy)*

The Runner

Michael Martinez

Clearly, this is a person worthy of a feature. He is something out of a movie and his story translates well to paper. However, this feature is lacking a theme that drives all great features < major conflict. Yeah, he didn't want an ordinary life, but surely this young man had some sort of struggle to get where he is today. Did he ever think about giving up on his sport? On his dreams? If he doesn't care about the accolades then why continue? I'm left with a lot of questions despite reading for a while. Also I would have liked more quotes from him. The closing paragraph is a good quote, but it leaves me wanting more. Feed me throughout the story and don't expect any reader to get to the end of a feature. Burying the good stuff at the bottom is a sin. Other than that, this is a very well written feature and it deserves a nod. Nice touch getting a hold of some other sources to add to it. Try tackling harder stories next time you'll grow as a journalist and as a writer.

MULTIMEDIA REPORTING

Division 1

1st Place *The State News (MSU)*

Summer Ballentine/ Josh Sidorowicz

No comments given.

2nd Place *The State News (MSU)*

He's Back in Business

No comments given.

3rd Place *Central Michigan Life*

Med School

M. Amante

No comments given.

Division 2

1st Place *The Torch (FSU)*

Turn Up The Great?

No comments given.

2nd Place *The Torch (FSU)*

Ferris Fest

No comments given.

3rd Place *The Torch (FSU)*

Crunchtime Showtime

No comments given.

MULTIMEDIA REPORTING (CONT.)

Division 3

1st Place

Threat Diffused
D. Mastrangelo/ M. Caterina
No comments given.

The Lookout (LCC)

2nd Place

Dr. Feelgood
Ben Solis/Chris Ozminski
No comments given.

The Washtenaw Voice

3rd Place

Welcome Day
Matt Durr
No comments given.

The Washtenaw Voice

COLUMN, REVIEW OR BLOG, NEWS OR SPORTS

Division 1

1st Place

Free Speech
Krista Gjestland
You take a brave stand. You make a good argument. Well written. Voice is evident, which makes for a great column.

Eastern Echo

2nd Place

Many years of therapy
Garrett Pelican
This is very funny. Your voice is really evident. It's well written, too.

Grand Valley Lanthorn

3rd Place

Costs of Bin Laden's death
Ryan Taljonick
This is a subtle take that hits hard. It's well written and concise. It's easy to read.

Central Michigan Life

Division 2

1st Place

Serving with a God twist
Ryan Wenger
This is very well written. It's easy to read, which makes it fun to read. You make a good argument. You lay out your point and you prove it. I like the source you used because he's knowledgeable and local. I enjoyed reading this.

The Herald (Cornerstone)

2nd Place

'King Stag' charms and enchants
Serena Howe
This is well written and easy to read. I like the conciseness of the review. There are no wasted words. The author's voice shows through. You get enough background on the show to understand what it's about. Good job.

The Collegian (Hillsdale)

3rd Place

The Michigan Times (U of M-Flint)
A 'Battle' not easily won, or enjoyed
Jordan Climie
This is a well written review. It gives the reader an ample amount of story description to figure out what the movie is about. Your voice is evident, which makes for a good review. Although the movie does not interest me, I enjoyed reading the review.

Division 3

1st Place

American Idiots
Quinn Davis
This is a well-written column on an important issue. You take a brave stance and don't let up. Good job. This is concise. There are no wasted words. Good argument. Thanks.

The Washtenaw Voice

2nd Place

Controversial mosque reveals prejudice
Morgan Hofbauer
Your voice is evident, which makes for a good column. You cover an important topic. You make some brave statements about the connection between Christianity and terrorism. You could be a little more concise.

The Agora (Monroe)

3rd Place

MLK: Parental guidance
Benjamin M. Solis
Your voice is evident in this, which makes for a good column. It's very concise, no wasted words. This is well written and easy to read. It's an important topic and you tell the story well.

The Washtenaw Voice

EDITORIAL

Division 1

1st Place

History Denied
Emanuel Johnson
A great and timely point, economically and completely explored, leading to a solid conclusion.

Grand Valley Lanthorn

2nd Place

Not Quite Enough
Michael L. Hoffman
Good point, good lead, tight writing -- but needs a bit more development, as in the somewhat vague graphs about the medical school.

Central Michigan Life

3rd Place

Hardly Presidential
Brad Canze
What you have here is something that needs to be said (and you write well) but without the economy of words necessary to imbue it with highly effective editorial power.

Central Michigan Life

EDITORIAL (CONT.)

Division 2

1st Place

The Collegian (Hillsdale)

Heroes of Icemageddon
Collegian Editorial Board

An excellent example of an editorial in praise of those who often hear only criticism. Good job.

2nd Place

The Torch (FSU)

State of Emergency
Benjamin Thayer

Timely, well written, nice flow and a good beginning -- but the ending lacks the power needed to drive the point home.

3rd Place

The Chimes (Calvin)

From The Editor
Amy Surbatovich

You've got something really worthwhile to say here, and you would give it the power it needs to be highly effective as an editorial if you cut at least 30 to 40 percent of the words out.

Division 3

1st Place

The Varsity News (Detroit Mercy)

Muslim Students ...
Bill Pringle

Timely, intelligent, well written, to the point, good lead wrapped to strong, terse ending, nice flow.

2nd Place

The Washtenaw Voice

Tolerating Intolerance

Weak in spots, e.g. the graph on the newsroom makeup and the somewhat cliched first graph, but overall good writing and a very nice ending. Good writing.

3rd Place

The Echo (Olivet)

Minutes to Remember

Timely and makes a good point, but remember, readability diminishes in proportion to line length, which in this case, robs the editorial of the power it should have. So does the gray screen.

NEWS PHOTO

Division 1

1st Place

Central Michigan Life

Scenes from Sidelines
Sara Winkler

Excellent use of composition skills, capturing a moment that tells a story. Photographer demonstrates ability to turn away from the action on the field to capture the story of the game. Wide angle lense, shutter speed and composition all work well in this low light photo. Hundreds of faces + one central character – this photo screams!

2nd Place

Central Michigan Life

Journey to Sisterhood
Jeff Smith

Excellent use of composition skills, capturing a moment that tells a story. B & W only adds to this photo – including shading, subject matter and contrast.

3rd Place

The State News (MSU)

Making It Better
Matt Hallowell

Excellent use of composition skills, low light photography and telling a story.

NEWS PHOTO

Division 2

1st Place

The Torch (FSU)

Sprucing Up
Brock Copus

Excellent composition and action which added to what could have been a pretty dull picture. Appears to be spontaneous, not posed. Simple colors and framing of the paint brush close to edge ad motion.

2nd Place

The Chimes (Calvin)

Sweet Skittles
Tabitha Lim

Good framing, action, choice of subject. Faces helps tell a story. Well lit shot for an apparent existing light situation.

3rd Place

The Torch (FSU)

Complex Machines
Kate Dupon

Good framing, action shot. Composition leads to discovery of subject of story. Students obviously not posed and very involved with creation while being photographed.

Division 3

1st Place

The Washtenaw Voice

Hash Bash
Jared Angle

At first, this photo looked like a reprint from a 1970 demonstration. On second look, it is a well-composed shot demonstrating the crowd size and commitment from the 2011 event – with an old school feel from the B & W choice and somewhat fuzzy texture. Perspective, a sense of anonymity for participants and action in the picture tell the story. Bravo!

2nd Place

The Lookout (LCC)

Cuts Unwelcome
Courtney Baker

Obvious attention to the action, personalities and facial expressions make this a winning pix. Good composition. Shutter speed captures the action and lighting is balanced and does not appear forced on the subject. Framing of the LCC logo helps tell the story to the uninformed.

3rd Place

Schoolcraft Connection

Jump, Turn, Stretch!
Anita Mishra

Blurred action shots are often hard to pull off, mundane and overdone. This one hits the mark for telling a story. It's well composed – with a center of attention that guides the eye. Excellent use of B & W, low light and obvious planning for camera location.

FEATURE PHOTO

Division 1

1st Place

Helping Haiti
Libby March

Wow. These judges were very impressed with Ms. March's photograph. She is going to become a world-beater photojournalist. Ms. March... keeping working hard. Keep searching for lens position and please, continue honoring your subjects with your wonderful gift as a visual story teller.

Central Michigan Life

2nd Place

Micha's Story
Paige Calamari

Wow. Again. Really tough to choose this as second place. This should have been awarded First Place 1A. So close to the winning photograph. Central Michigan is doing something right in their photojournalism degree program. Ms. Calamari is a terrific shooter. Great subject - photographer relationship in this photograph. A master of composition this Ms. Calamari. What a great story. What a great photo. These judges can't wait to see Ms. Calamari's work as she sets about documenting this world we love.

Central Michigan Life

3rd Place

Playing in the Snow
Matt Hallowell

Almost perfect lens position. Don't know why the blue sign is in the background. This is a really nice photograph. This young boy shows readers how to enjoy snow through the mastery of Mr. Hallowell's lens. Mr. Hallowell has a good relationship with his subject as shown in this captured critical moment. Good work, sir.

The State News (MSU)

Division 2

1st Place

Slopfest
Kelly Gampel

Excellent lens position. Was the correct photo to run large on the page. Love the egg shell on the ground telling these readers there were multiple attempts at dropping the eggs into the cup. A fun photo to look at. Clearly the first place winner.

The Herald (Cornerstone)

2nd Place

Snow Bowl
Abbey Young

The composition was what put this photo into the second place award. Extremely cropped... not a positive but it really worked for this photograph. These judges look forward to seeing more of Ms. Young's work in the near future.

The Herald (Cornerstone)

3rd Place

Full House
Brock Copus

Gotta watch titling a photograph "Full House" when the full house isn't shown. How hard is it to make an image of a performer? Pretty tough. Judges would have liked to see more emotion in the performance. Photo is technically stellar... sharp, good exposure. Judges feel Mr. Copus has a great future as a photojournalist.

The Torch (FSU)

Division 3

1st Place

Hash Bash Musician
Jared Angle

Though the judges did not understand what a "crowded diag" is the photograph moved the judges to easily rate this photograph as the first place winner. Nicely captured moment. Lens position is nearly perfect. Well seen by the photographer, Jared Angle.

The Washtenaw Voice

2nd Place

I Know I Can Make It
Tyler Eagle

Nice Moment between mom and child. Had to read the caption to understand the image and the photograph was cropped which are the reasons it was moved to second place. Photographer should have used light and not fight light. If you are shooting into a window you must use fill flash to rid the frame of the hot upper right corner. That said a very nice image to accompany a really nice story.

The Agora (Monroe)

3rd Place

Family Reunion
Jocelyn Gotlib

A very wonderful moment of emotion. Captured with good lens position. Subjects are unaware of Jocelyn Gotlib's presence which is a great gift this photographer possesses.

The Washtenaw Voice

SPORTS PHOTO

Division 1

1st Place

The Rough Stuff
Victoria Ziegler

This is a great sports action photograph. Photographer Victoria Ziegler (named is spelled Ziegler on the entry form and Zegler on the tear sheet... let's go with Ziegler). This photograph would find space in Sports Illustrated. Very good work.

Central Michigan Life

2nd Place

Beating The Odds
Sean Proctor

Wow. What's going on at Central Michigan University? What a great group of shooter that university has. Mr. Proctor's soccer photo should have been place First 1A. Great shot. Keep up the good work.

Central Michigan Life

3rd Place

Too Little, Too Late
Josh Radtke

This is a first place photograph that wound up third because it should have been entered in Sports News/Features. It was entered in Sports (10). Oh, well. This is a fantastic image, a quiet moment that screams the pain of defeat. Excellent work Mr. Radtke.

The State News (MSU)

SPORTS PHOTO (CONT.)

Division 2

1st Place

The Torch (FSU)

Career High

Brock Copus

Definitely the first place photograph. Mr. Copus captured the key player of the game who had a career high of 21 points. Very smart sport photojournalism. These judges look forward to seeing more good sports action photography from Mr. Copus.

2nd Place

The Herald (Cornerstone)

Kicking Hard

Alyssa Bowerman

Advice to the shooter... shoot longer lens. Eliminate depth of field. Shoot wide open... Nice image. The photo is a good soccer moment. Good work, Ms. Bowerman.

3rd Place

The Chimes (Calvin)

Glove Save

Steve Vos

Hockey moves very fast. Even the slow players are fast. Mr. Vos did an excellent job of capturing the goalie's glove save. Nice work, Mr. Vos.

Division 3

1st Place

The Collegiate (GRCC)

GRCC Freshman...

Victoria Fanning

A G R E A T photograph at home plate. It seems to these judges Ms. Fanning's name kept rising to the top of the sports category. Excellent work.

2nd Place

Schoolcraft Connection

Battling For Position

Mandy Getschman

This photograph could easily have been first place. This was a tough category to judge with the two top winners so close in excellent storytelling moments. Ms. Getschman took a very big chance with panning her camera for this shot. These judges would like to encourage you to keep taking chances. Way to go. Great that you got out of your comfort zone. Continue to work hard for you have a great future as a shooter.

3rd Place

The Lookout (LCC)

To The Hoop

Michael Caterina

Very Nice. Good sports action. Mr. Caterina has a good eye and a great sense of what is about to happen. Excellent placement on the court paid off with this award. Keep shooting sports because you have a wonderful way of seeing.

VIDEO PRODUCTION OR ONLINE AUDIO SLIDE SHOW PRODUCTION

Division 1

1st Place

The State News (MSU)

The Cab Man

Josh Radtke

No comments given.

2nd Place

The State News (MSU)

The Dream Job

Matt Hallowell

No comments given.

3rd Place

The State News (MSU)

Prognosticating Pigs

Kat Petersen

No comments given.

Division 3

1st Place

The Washtenaw Voice

Chocolate Holiday

B. Steinberg/C. Ozminski

No comments given.

2nd Place

The Washtenaw Voice

Take Back The Night

Eric Hill

No comments given.

3rd Place

The Washtenaw Voice

Turkey Talk

Q. Davis/ E. Hill

No comments given.

ORIGINAL CARTOON—EDITORIAL OR ENTERTAINMENT

Division 1

1st Place

Eastern Echo

Guillermo Lopez

Sharp wit, great drawing. Excellent work.

2nd Place

The Eastern Echo (EMU)

Caleb Zweifler

Nice drawing, good concepts and composition; but the punch in samples 2 and 3 are just so-so in comparison with sample one (the toaster).

3rd Place

The Eastern Echo (EMU)

Zac Smith

Good concepts, simply drawn, composed and executed. Third sample is rather obtuse, though, and sample 2 is just there. Sample 1 works!

Division 2

1st Place

The Chimes (Calvin)

Trouble across the lake

Mary Seerveld

Simple, effective, well drawn and composed. Learn to spell managers, though.

2nd Place

The Torch (FSU)

Projectors

John Vestevich

Good drawing and composition, but the humor falls a bit short of a first-place finish.

ORIGINAL CARTOON—EDITORIAL OR ENTERTAINMENT (CONT.)

Division 2

3rd Place

The Torch (FSU)

Brain Dead

John Vestevich

Good concept, well drawn and composed -- but the punch line doesn't work.

Division 3

1st Place

The Washtenaw Voice

Coddle Me

Frances Ross

Smart, edgy, great artwork, original concepts well conceived and presented.

2nd Place

The Varsity News (Detroit Mercy)

Six & 'Nois

Paolina Barker & Timmy Nelson

Good drawing and composition, but the humor needs more punch. Currently, it's mildly amusing.

3rd Place

The Washtenaw Voice

Ninja Smokers

Tiffany Goodman

Good concept; should be better drawn, composed and executed, though.

NEWS PAGE DESIGN

Division 1

1st Place

Central Michigan Life

Chelsea Kleven

Clean, easy to read, eye-catching title. Great colors.

2nd Place

Grand Valley Lanthorn

Alana Holland

Bold colors, interesting photos, interesting section header.

3rd Place

The Michigan Daily(U of M)

Sarah Squire

Clean layout, easy to read, but lacking imagination. Good use of colors.

Division 2

1st Place

The Herald (Cornerstone)

Very clean design. Really nice color composition and flow between photos. Well-done graphics. Maybe too much space in header.

2nd Place

The Collegian (Hillsdale)

Joel Pavelski

Great use of a pull-out photo, interesting graphic on top of story. Too much space between top story and "Collegian."

3rd Place

The Michigan Times (U of M-Flint)

Amanda Emery

There is too much space in the header. It makes it look like filler. I know which article is the most important, but I'm uninspired to read it. Spruce it up a bit!

Division 3

1st Place

The Washtenaw Voice

Kate Bizer

Clean design, clearly identified top story. Photos/graphics have color consistency, clarity, focus. Full, but not too busy.

2nd Place

Schoolcraft Connection

Party like it's 1773

Eric Matchette

Good use of photos, interesting colors, clearly identifies the lead story.

3rd Place

The Agora (Monroe)

Marissa Beste

This is very busy, I'm not sure which is the most important story and it could be better organised.

SPORTS PAGE DESIGN

Division 1

1st Place

The State News (MSU)

Tied Up

Cory Pitzer and Sam Mikaloris

Impressive photo. Clean cut article layout.

2nd Place

Central Michigan Life

Red Blockbuster

Aaron McMann

Lots of information, well laid out. Not too busy. Good use of color throughout. The headline maybe inverse Head and scores. Flow was not smooth.

3rd Place

The Michigan Daily(U of M)

Mighty Mike Martin

Sarah Squire

The picture is really nice and clear, but not interesting enough to be that big; there is too much blank space. The article is nice and clean, but not attention grabbing enough to want to read it next to the picture.

Division 2

1st Place

The Collegian (Hillsdale)

Nathan McClullen

Well-Structured. Appealing to the eye.

2nd Place

The Torch (FSU)

A lot of blank space at the top. Also, it is hard to follow the stories and where they go. The table on page 11 should be under the story because the story gets lost under it.

3rd Place

The Herald (Cornerstone)

Nothing especially eye-catching about the page. Running photo is too dark. Good layout, structure, quote works.

SPORTS PAGE DESIGN (CONT.)

Division 3

1st Place *The Varsity News (Detroit Mercy)*

Three-Mendons
Michael Martinez
Clean, professional, well-placed content.

2nd Place *The Lookout (LCC)*

Crosstown Showdown
Michael Caterina
Really good use of photos, especially header photo. Great Landscape, sets the whole page up. Mascot graphics take up more space than necessary. Color would have helped.

3rd Place *Schoolcraft Connection*

Flipping Awesome
Ryan Camilleri
Really like your header graphic, very interesting. The articles are not lined up well and articles are not appealing to read.

FEATURE PAGE DESIGN

Division 1

1st Place *Grand Valley Lanthorn*

Alana Holland
Very interesting photo and clear and interesting headline. Drop Cap adds interest to the story. Would be better if "Circus" text box were opaque so the image can be seen through it.

2nd Place *The Michigan Daily(U of M)*

Culture of Home Brewing
Sarah Squire
Nice concept, well-executed on "graph paper." Graphics reflect theme of instruction manual. Clear visual sequence along text steps. Well done.

3rd Place *Central Michigan Life*

Internet Memes
Chelsea Kleven
The title is confusing on how it's laid out and what you mean to say. Also, the layout is not the best. The main article does not seem important to read.

Division 2

1st Place *The Chimes (Calvin)*

Art Prize
Kate Hall and Jackson Hall
Interesting, creative photo sets the page apart from news. Clearly a feature page. Not entirely clear which is the most important story or lead story for the page.

2nd Place *The Torch (FSU)*

Kate Dupon
I like that it is not entirely a news page. Also, the background is effective. The problem is that there is nothing else on the page.

3rd Place *The Collegian (Hillsdale)*

Brewing
Marieke van der Vaart
Good use of photos. The header in the ____ box gets washed out on the right. The overall look is fairly newsy.

Division 3

1st Place *Schoolcraft Connection*

Thanksgiving Special
Eric Matchette
Really like the flow; the picture matches the call outs. The call outs are really clean with that shape. It's very clean and colorful.

2nd Place *The Collegiate (GRCC)*

Grand Rapids gets a little Foxy
Mattie Kropf
Good use of photos, photos fit well into story. Top photo is blurry.

3rd Place *The Washtenaw Voice*

Santa's Workshop
Kate Bizer
Playful, colorful, interesting, but not much depth. Clearly captured theme.

GENERAL EXCELLENCE

Division 1

1st Place *Central Michigan Life*

This newspaper provides thorough and interesting coverage of CMU and the community. I was impressed by its enterprise reporting--from the hassle created by the of the Central Box Office to how many students have exceeded their print quotas. The design is clean and professional with strong photos played well. Mixture of stories provide something for every interest. Strong emphasis on sports. Features were very creative. The editorials were thoughtful. Excellent content all-around.

2nd Place *The Michigan Daily(U of M)*

A professional newspaper with a crisp, clean and modern design and a variety of interesting news and features. No question it covers the campus and community well. Arts and sports are well covered. This would be first place if it provided a bit more personality and creative elements--be a bit more unpredictable at times. This is a serious newspaper that deserves kudos for covering a wide variety of issues in a thorough and thoughtful manner.

3rd Place *The State News (MSU)*

Good news stories in this newspaper. I particularly liked the reporting on the "Bridge Card" story. The layouts were fairly traditional and the front pages were a bit too "gray" and text-heavy. The "Bridge" layout was creative, but probably more appropriate for inside page. A good variety of campus news offered inside.

GENERAL EXCELLENCE (CONT.)

Division 2

1st Place

The Collegian (Hillsdale)

Good creative layouts on front pages and section fronts. Nice use of images. Headlines were fun as well. Good mix of campus and city news. The opinion page provided a variety of viewpoints. I enjoyed reading this newspaper--finding it informative and entertaining. A good balance. The arts coverage had pleasant, unexpected twists as well.

2nd Place

The Torch (FSU)

Nicely designed newspaper with good play, given the photos. The news was interesting, with an emphasis on crime news. Also encouraged readers to go to website for video on arts and news events, etc. Opinion pages had a variety of viewpoints. Good newsy aspects to this paper.

3rd Place

The Chimes (Calvin)

Strong on campus news--I wish it would be played higher and on page 1. (Commentary pieces and international stories without clear local connections and sources should go inside.) I like the arts and sports sections as well. So the main advice is to play up your strengths--the coverage of your campus.

Division 3

1st Place

The Washtenaw Voice

A quality newspaper. Overall easy to read with a professional design. It has extensive news and features. The editorials were good. The arts section was extensive. The headlines and skyboxes were eye-catching. The newspaper also had extensive enterprise reporting. I liked how it all comes together. The newspaper's arts and sports sections also are noteworthy.

2nd Place

The Collegiate (GRCC)

A well-designed newspaper, with clean layout along with some playful elements. It had a good blend of news and features.

3rd Place

The Agora (Monroe)

This newspaper had really nice enterprise stories. It plays up interesting features nicely. The design is a bit old-fashioned, but uses images as well. Main photographs, though, should be more interesting than buildings or cars. I liked the arts and sports sections as well as the local angles to national stories.

B&W AD, ANY SIZE

Division 1

1st Place

Central Michigan Life

Addiction Solutions

Joe Hamood

This ad has the impact of a much larger ad, but gets the job done in a small space. It is simple, clean and the service the ad is selling is obvious. It pops off the page because of white space, clean graphics and just the right amount of text.

2nd Place

Grand Valley Lanthorn

Save Energy - Jan 13, 2011

Valentina Valdes

This ad utilizes an element of dimension not typical in small space black & white ads. The perspective of the art draws the reader's attention to the ad, and the public service message is captured in the headline and re-iterated in the body copy. The only thing we might do differently is make it clear that students can contact the Facility Services department for more tips on cost-effective energy savings. The font on the website makes it difficult to read, but overall, the ad is attention-getting.

3rd Place

Central Michigan Life

MP Ice Arena

Casey Booying

Good use of white space, art that explains the ad and simple text that conveys the message. The ad's headline makes it seem like it's an advertisement for college courses or a dream job or something other than hockey, but the picture helps tie the objectives together. The contact information is clear and the text is concise. The use of white space helps the ad to stand out on an otherwise busy page.

Division 2

1st Place

The Torch (FSU)

Brown's Barber Shop

Emily Watz

There isn't much to say about this ad - it's clean, it's simple and it communicates the message. Exactly what an ad should do. This ad proves that size doesn't matter.

2nd Place

The Torch (FSU)

B-Tan

Sam Lehnert

No comments given.

Division 3

1st Place

The Washtenaw Voice

Orchard Radio

Kate Bizer

This is one ad that should make radio want to advertise in print! Exceptional use of black space with just enough art elements to draw the reader's attention. A reader doesn't need to read any further than the first sentence to know that Orchard Radio exists. Simple. Classy. Communicates a message without saying anything at all.

2nd Place

Schoolcraft Connection

Job Shop

Brian Camilleri

A traditional job fair ad, but with nice graphics to draw the reader's attention. Utilizing a big cut-out of a well-known local face personalizes the ad, but also gives the job fair credibility and legitimizes the event. Good job communicating the message, giving clear contact information and drawing students in.

B&W AD, ANY SIZE (CONT.)

Division 3

3rd Place

Schoolcraft Connection

Wutizzit?

Mandy Getschman

Good use of a fun and interactive ad to engage readers and incentivize them to play. The font is too small to make people pay attention to the instructions. Either a larger ad or fewer words are necessary to really make this ad work, but the concept is good and unique.

SPOT/FULL COLOR DISPLAY AD

Division 1

1st Place

Central Michigan Life

Unleash the Power

Shawn Wright

Shawn Wright could have just as easily designed this ad for a major metro daily as he did Central Michigan Life. There is a lot going on in the ad, but creative transitions between the players and the coach really make it work. There's a lot going on, but it flows nicely without being too crowded. The printing is outstanding and top-quality printing made the difference between this ad being a first-place winner and maybe not placing at all. With so much complex color and so many individual faces and outlined words, a bad press day would have ruined the effect. Outstanding work worthy of recognition at much bigger newspapers.

2nd Place

Central Michigan Life

Saginaw Chippewa Indian Tribe

Justin Mack

This ad is a great combination of art and people and a fantastic color combination that really matches the subject of the ad. The use of space and juxtaposition of the human face and the building give the ad a lot of dimension. The font choice for the quote is questionable, both from a printing reproduction and readability standpoint. A slightly less artistic font might have driven the quote home in a better fashion. Overall, an outstanding ad that resonates beauty and harmony. The ad makes me want to visit the new events center.

3rd Place

Central Michigan Life

The Grotto

Julie Bushart

This ad worked on an otherwise too busy page because it had dominant art, clean text and enough open space. The picture choice seems to miss the audience - we might have chosen a college student for the photo, but the idea of dominant, simple art was right.

Division 2

1st Place

The Torch (FSU)

Katke/Tee Up

Emily Watz

This ad is a classic take on a Christmas theme, but it works because of white space and the limited use of color in the ad. This small-space ad stands out on the page.

2nd Place

The Torch (FSU)

Joy Tree Yoga

Emily Watz

Color reproduction in printing hurt this ad. The design is clean, gives a very strong holiday feel and the name of the yoga studio plays into the season. The greens and reds didn't pop as the artist probably intended. A challenge of using red and green blends on pages with spot brilliant red is sometimes less-than-great color reproduction. Nice concept.

3rd Place

The Torch (FSU)

Arts/Seddiqui

Emily Watz

This ad utilizes color in a way that demonstrates that the ad is for the arts. The abstract use of the shapes and colors gives it the right feel.

Division 3

1st Place

The Washtenaw Voice

Student Activities - Winter

Gino Detone

Nice use of color to signify the season and the give the ad a nice clean, crisp feel. The ad is a pretty straight forward schedule of events, but it's clean, conveys the message and makes good use of the space.

2nd Place

The Washtenaw Voice

Student Activities - Valentines

Rachelle Malaney

This ad makes nice use of February/Valentine colors and conveys the message of the season. The art was an interesting choice and maybe not as appealing as more contemporary graphics might be to the college audience, but the message was communicated.

3rd Place

Schoolcraft Connection

School Daze

Brian Camilleri

Nice use of fall images to convey the season. The pictures at the bottom of the ad give a good representation of the types of things liberal arts encompasses. Effective. Good use of color.

IN-HOUSE PROMOTIONAL AD

Division 1

1st Place

Central Michigan Life

Focused

Shawn Wright

This ad is clean, to the point, and college might be one of the prime places that people might really want novelty items with photos of friends on them. What a great promotion that highlights the strengths of the newspaper and is a revenue stream for the newspaper. Our suggestion, make the film strip on the bottom larger so that students might reasonably recognize someone so they know the photos all came from Central Michigan Life. Nice work.

IN-HOUSE PROMOTIONAL AD (CONT.)

Division 1

2nd Place

The State News (MSU)

Some Moments

This ad doesn't have great use of color, which makes it look a little bit old school, but the tagline is catchy and the message is captured. Merchandise for college students make great gifts and its a good revenue stream for a college newspaper. All caps is tough for audiences to read - the fonts could use some updating, but we get the point.

3rd Place

Central Michigan Life

Get Rowdie!

Alicia Branch

Unless we're missing something really hip or unique to the Chips, Rowdie appears to be spelled wrong in the headline. This was a first-place ad that received third-place because of the typo. Great job capturing exactly the image that you want to re-capture again and again. College students who support athletics love the opportunity to show off with their friends. This in-house promotion is a huge winner because of appeal to students, tie-in with big-name sponsors for the gift certificates and it has a schedule reminder.

Division 2

1st Place

The Torch (FSU)

Award Winning Moment

Sam Lehnert

This is a great promotional ad recognizing a Torch artist, but also recognizing the talent at the school newspaper. The ad is clean with a good minimalist use of color. I like the play on "rewarding opportunities" at the bottom, too. Nice ad that stands out on the page, recognizes someone for good work and calls to action others who might also want to demonstrate good work.

2nd Place

The Valley Vanguard (SVSU)

Cartoonist Needed

Howard McLean

This ad is a great way to showcase what the paper is actually looking for rather than just using words. An artist will identify with an artist, and this ad will catch the attention of a cartoonist in a way that a more traditional recruitment ad would not. It is clean, well-done and strongly illustrates the point.

3rd Place

The Chimes (Calvin)

Deer Santa

Aleesa Ribbens

This is a unique spin on a recruitment ad. It stands out on the page, because of its unusual nature. I like that the staff chose to recruit for a nation-world writer on the nation-world pages. What better place to recruit someone than where they already are. Good use of creativity and positioning within the paper. The only thing I might do differently is add the school paper logo or website address at the bottom or the whole email address for Abby. I wasn't 100% clear how to answer the call to action.

Division 3

1st Place

The Washtenaw Voice

March Ad-Ness

Josh Chamberlain

What a great way to drive revenue, engage your advertisers and play on a popular annual sporting event. I love the concept of engaging your advertisers in a project that pays dividends back to them in the form of advertising - it helps to create value in your product.

2nd Place

The Varsity News (Detroit Mercy)

White Space

Great use of little to convey a lot. This ad sends a message, but also asks for the engagement of the student body, gives them a quick way to engage (email address) and is placed on a sports page, which is a popular cologne draw.

3rd Place

The Washtenaw Voice

Open House

Kate Bizer

This ad is simple, catching and makes excellent use of a full page. The print quality is outstanding. The ad wouldn't have had the same effect in washed out shades of black.

SPECIAL ADVERTISING SECTION

Division 1

1st Place

Central Michigan Life

Events Center

This is a beautiful section that is nicer than similar sections in many community dailies and weeklies. The upgraded paper is a nice touch for such a special new building - it was a good choice. The ads are beautifully created and the use of lots of full and half-page ads makes the section have a higher-end feel. Just enough editorial content to make the section interesting, but the ads do an exceptional job of creating interest and wow factor. The entire section is very well done and something CMU should be very proud of.

2nd Place

The State News (MSU)

Finals Survival Guide

Nice to see lots of advertising in this section and many advertisers who have a wide appeal to students. From foods, drinks and massages to tutoring and faith-based support, this section really runs the gamut for advertising. Strong advertising support is a credit to the salespeople pushing this section. I am sure this section is a hit with students.

3rd Place

Grand Valley Lanthorn

We Built Grand Valley

Kevin Hausfeld

Nice use of full and half-page ads to give the section a more high-end feel. Solid work recruiting advertising support that is not run-of-the-mill and bringing in advertising dollars that are probably outside of the norm for the newspaper. Quality ad design throughout.

SPECIAL ADVERTISING SECTION (CONT.)

Division 2

1st Place

The Torch (FSU)

Housing Guide

Emily Watz

The Torch Housing Guide is a great look at housing options in a college town, which is something almost every college student needs. The Torch absolutely meets a student need with this section. The Torch might consider offering a premium spot to a housing property on the front page to showcase a home, apartment, etc. and really grab student attention. The text on the front is wordy and the reality is that the first sentence captured everything that needed to be said. Students know what a housing guide is - they don't need four grafs of explanation. Capitalize on that space to really highlight an advertiser or table of contents or something of value on your most newspaper real estate.

Division 3

1st Place

The Washtenaw Voice

Winter Wonderland

No comments given.

ONLINE NEWSPAPER

Division 1

1st Place

Central Michigan Life

An inviting, colorful and easy-to-navigate website for a "newsy" newspaper on a mission to inform, entertain and provoke the reader.

ONLINE NEWSPAPER

Division 2

1st Place

The Chimes (Calvin)

Solid journalism presented in a lively format that encourages readers to explore the newspaper's attractive and informative product.

ONLINE NEWSPAPER

Division 3

1st Place

The Washtenaw Voice

This newspaper's website reflects a dynamic and hardworking staff that covers campus news in all its variety.