

# **Michigan Press Association**

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**PRESERVING PRESS FREEDOM SINCE 1868**

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## **2012 COLLEGE BETTER NEWSPAPER CONTEST RESULTS**

# News Story

## Division 1

### 41 ENTRIES

#### 1st Place

#### Eastern Michigan University Eastern Echo

EMU GRADUATION RATES  
LOW/RETENTION RATES GROW (2  
PART SERIES)  
Katrease Stafford

*This comprehensive, two-part series did a thorough job explaining graduation and retention rates at EMU. The writer outlines the problem, seeks an explanation from the university, but admirably digs deeper to offer a rebuttal from faculty. Congratulations to the writer for not accepting the university's answer at face value and providing more clarity to the real issue.*

#### 2nd Place

#### Grand Valley State University Grand Valley Lanthorn

DON'T BE AFRAID TO TELL  
Anya Zentmeyer

*The writer turned an unfortunate issue "false reports of sexual assaults" to reiterate the serious nature of sexual assaults that do in fact occur. The writer did an excellent job explaining why reporting sexual assault cannot be neglected, and interviewed numerous campus sources that would prove helpful to anyone who has been assaulted.*

#### 3rd Place

#### Eastern Michigan University Eastern Echo

DISMISSAL EMAIL SENT OUT BY  
ACCIDENT

Danielle Willman  
*Imagine receiving an email from your university that your days as a student were over. The writer did a nice job covering the reactions of both university officials and the 7,000-plus students who were "sacked."*

#### Honorable Mention

#### Eastern Michigan University Eastern Echo

HEIGHES RENAMED INTERIM AFTER  
CHIEF O'DELL'S DEATH  
Bryan K. Alfaro

*At first glance, this would seem to be a mundane story about the naming of an interim police chief, but the writer compassionately deals with the issue of police officer suicides and the impact this one had on campus. Great job of tackling a sensitive subject and turning it into a meaningful story.*

## Division 2

### 10 ENTRIES

#### 1st Place

#### Hillsdale College The Collegian

HIGH AND DRY: BENZING RESIDENTS  
FACE NIGHTLY WATER WOES  
Emily Johnston

*Proof that you have to be at the top of P1 to be the pick of the litter! Good, strong story that got me hooked early and kept me all the way through. I particularly liked the way you balanced the "expert" with those left high and dry and the seemingly clueless resident administrator. Wonder where she's getting her water?*

#### 2nd Place

#### Hillsdale College The Collegian

HUNDREDS OF DOLLARS IN  
ELECTRONICS STOLEN  
Caleb Whitmer

*Another non-lead story rising to the top. Great use of the English language ... you did your early journalism teachers proud! I can just hear the victim scream "Oh, my God!" when that Chai tea hit the upholstery! You were a very close second.*

#### 3rd Place

#### Hillsdale College The Collegian

CAIN SPEAKS ON FOREIGN POLICY,  
ALLEGATIONS  
Marieke van der Vaart, Sarah  
Leitner, Caleb Whitmer  
*Nice package, but do two questions constitute a "Q&A"?*

## News Story (cont.)

### Division 3

#### 42 ENTRIES

#### 1st Place

#### University of Detroit Mercy The Varsity News

CUTS IN WORK-STUDY MONEY UPSET STUDENTS

Joe Maclean

*This story had good sources and was a great examination of how a national problem - the rising federal debt - affects students at this college. This is what true college journalism is about.*

#### 2nd Place

#### Washtenaw Comm. College The Voice

RAPES PUT A2 ON EDGE, SHAPE 'NEW REALITY'

Adrian Hedden

*This article was a great way to localize a city-wide crime spree and full of useful information for the students - the primary audience of this or any college newspaper.*

#### 3rd Place

#### University of Detroit Mercy The Varsity News

ALUM MCCOTTER DROPS BID TO BECOME NATION'S PRESIDENT

Tommy Zimmer

*This profile of McCotter had a good variety of sources and an excellent sidebar in the Q and A.*

#### Honorable Mention

#### Lansing Community College The Lookout

LCC'S EARLY COLLEGE ROBOTICS TEAM DREAMS BIG

Nathan Wilson

*This piece did a great job explaining the robotics competition and highlighting success for the college's team.*

## Investigative Story

### Division 1

#### 6 ENTRIES

#### 1st Place

#### Central Michigan University CM-Life

EVENTS CENTER INVESTIGATION

Catey Traylor, Justin Hicks,  
Lonnie Allen, Aaron McMann,  
Eric Dresden

#### 2nd Place

#### Grand Valley State University Grand Valley Lanthorn

BANNED

Anya Zentmeyer

#### 3rd Place

#### Western Michigan University The Western Herald

HUMAN TRAFFICKING STILL PREVALENT PROBLEM TODAY

Erin Gignac

#### Honorable Mention

#### Central Michigan University CM-Life

FOOTBALL PRETENDENCE

Matt Thompson

### Division 2

#### 4 ENTRIES

#### 1st Place

#### Cornerstone University The Herald

LEAD ACTOR TELLS ALL, EXPLAINS MYSTERIES BEHIND ACCIDENT

Rachel Hunter

#### 2nd Place

#### Hillsdale College The Collegian

HILLSDALE LOANS DEFY NATIONAL TRENDS

Shannon Odell

#### 3rd Place

#### Hillsdale College The Collegian

LOW GRADES IMPERIL FUTURES

Emily Johnston

#### Honorable Mention

#### Ferris State University The Torch

HIGH VS. DRUNK

Ashley Meyer

### Division 3

#### 13 ENTRIES

#### 1st Place

#### Washtenaw Comm. College The Voice

HOMELESS BUT STILL HOME

Jared Angle

#### 2nd Place

#### Lansing Community College The Lookout

FIRE COACH FIRES BACK

Dominick Mastrangelo

#### 3rd Place

#### Washtenaw Comm. College The Voice

A QUEST FOR SHELTER

Chuck Denton

#### Honorable Mention

#### Washtenaw Comm. College The Voice

TOO MUCH CHEATING, STUDENTS SAY

Anne Duffy

# Feature Story

## Division 1

### 40 ENTRIES

#### 1st Place

#### Grand Valley State University Grand Valley Lanthorn

GV PROFESSOR BRINGS FUNK TO GR

Chris LaFoy

*Rather than a simple recap of a yearly event, the writer delves a bit deeper, focusing on how the event began and what drives it. The writer pulls readers in with his colorful description of the event's founder, allowing readers to create a vivid picture of the event and its founder.*

#### 2nd Place

#### Grand Valley State University Grand Valley Lanthorn

IN GOOD FAITH

Lizzy Balboa

*While religion is a hot button topic nationwide, it is not often something covered by college newspapers. It is a great human-interest story that draws readers in by focusing on how two people with very different beliefs can co-exist rather than the merits of either belief.*

#### 3rd Place

#### Central Michigan University CM-Life

DAGORHIR AT CMU PUTS THE

FIGHTER IN FANTASY

Connor Sheridan

*The author does a great job painting a picture throughout the article. The story offers a quirky, refreshing break from typical feature stories.*

#### Honorable Mention

#### Grand Valley State University Grand Valley Lanthorn

THE TRUTH UNLEASHED

Hannah Matro

*A different, intriguing spin on a what could have been a mundane story about pit bull awareness month.*

## Division 2

### 6 ENTRIES

#### 1st Place

#### Hillsdale College The Collegian

SMALL TOWN ROMEOS

Morgan Sweeney

*This is such a light, fun story. The sentences can get a little long at times, but the quotes are great. I can tell that it was just as much a treat to write as it was to read this story.*

#### 2nd Place

#### Hillsdale College The Collegian

CARD MAGICIANS

Betsy Woodruff

*This story made me laugh out loud. I normally don't like feature stories written in first person, but this was done really well. I think there might have been a better word choice than calling the card game "a cancer" though.*

#### 3rd Place

#### Hillsdale College The Collegian

ANDY FERGUSON: FROM WANNABE

ROCKSTAR TO SUCCESSFUL WRITER

Patrick Timmis

*I think the writer did a great job of pulling out the best quotes. The writing wasn't terribly exciting, but the quotes kept me moving through the story.*

#### Honorable Mention

#### Ferris State University The Torch

30 MINUTES TO LIVE

Katelyn Crain

*A nice topic, but I think the writer could have used the quotes more wisely. Some grammatical errors, but overall, I like this one.*

## Division 3

### 49 ENTRIES

#### 1st Place

#### University of Detroit Mercy The Varsity News

MUSIC TO HIS EARS

David Foreman

*This piece made me want to go back to college to take a course under this man.*

#### 2nd Place

#### Washtenaw Comm. College The Voice

WAR INJURIES CHANGE LIVES FOREVER

Anne Duffy

*Excellent illustration of the veteran's viewpoint.*

#### 3rd Place

#### Olivet College The Echo

OLIVET IS NO LONGER JUST A ONE-

LIGHT TOWN

Alexander deFinta

*Meat and potatoes kind of story that should fill our community papers. Excellent.*

#### Honorable Mention

#### Schoolcraft College The Connection

AROUND THE WORLD IN 300 MINUTES

Kim Poma

*Graphically excellent, and gave me a good "word tour" of the event.*

## Sports News/Features

### Division 1

#### 20 ENTRIES

<b>1st Place</b> <b>Central Michigan University</b> <b>CM-Life</b> CMU'S FOOTBALL 'PRETENDANCE' Matt Thompson	<b>2nd Place</b> <b>Central Michigan University</b> <b>CM-Life</b> FLIPPING ROLES Seth Newman	<b>3rd Place</b> <b>Grand Valley State University</b> <b>Grand Valley Lanthorn</b> COOL RUNNINGS Brady Fredericksen	<b>Honorable Mention</b> <b>Grand Valley State University</b> <b>Grand Valley Lanthorn</b> CARRERI COURTS CRAWFORD Stephanie Deible
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### Division 2

#### 5 ENTRIES

<b>1st Place</b> <b>Hillsdale College</b> <b>The Collegian</b> WELCOME TO THE KAPPA BOWL Caleb Whitmer	<b>2nd Place</b> <b>Ferris State University</b> <b>The Torch</b> HEAD FOOTBAL COACH SACKED Alex Wittman	<b>3rd Place</b> <b>Cornerstone University</b> <b>The Herald</b> MEN'S SOCCER UNDEFEATED IN WHAC CONFERENCE GAMES Emily Anderson	<b>Honorable Mention</b> <b>Hillsdale College</b> <b>The Collegian</b> ASHLEE CROWDER: AN ALL-AMERICAN THROUGH ADVERSITY Sarah Leitner
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### Division 3

#### 18 ENTRIES

<b>1st Place</b> <b>University of Detroit Mercy</b> <b>The Varsity News</b> NO POTBELLY AND CIGARS David Foreman	<b>2nd Place</b> <b>University of Detroit Mercy</b> <b>The Varsity News</b> REMEMBERING CHARLIE Michael Martinez	<b>3rd Place</b> <b>University of Detroit Mercy</b> <b>The Varsity News</b> FIGHTING BACK Joe Maclean
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## Multimedia Reporting

### Division 1

#### 2 ENTRIES

<b>1st Place</b> <b>Central Michigan University</b> <b>CM-Life</b> REMEMBERING 9/11 Jackie Smith, Adam Kaminski, Matt Thompson, Ben Harris, Mike Nichols, Annie Harrison <i>This entry does exactly what a solid multimedia story should do. It stirs emotions through the use of solid writing, photos, videos and spoken word. Good job.</i>	<b>2nd Place</b> <b>Central Michigan University</b> <b>CM-Life</b> STUDENT OVERCOMES COMA, NEAR DEADLY FALL Mike Nichols
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### Division 3

#### 11 ENTRIES

<b>1st Place</b> <b>University of Michigan-Flint</b> <b>The Michigan Times</b> EMMERICH FILM SPARKS DEBATE Beth LeBlanc	<b>2nd Place</b> <b>Washtenaw Comm. College</b> <b>The Voice</b> CINDY JOHNSON-A CHRISTMAS TREE STORY Jen Gentner	<b>3rd Place</b> <b>Lansing Community College</b> <b>The Lookout</b> DRAGON BOATS IGNITE GRAND RIVER Nathan Wilson	<b>Honorable Mention</b> <b>Grand Rapids Comm. College</b> <b>Collegiate</b> ART AND BEV'S Austin Metz
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# Column, Review or Blog—News or Sports

## Division 1

### 29 ENTRIES

#### 1st Place

#### Grand Valley State University Grand Valley Lanthorn

THE KIDS ARE ALL WRONG

Anya Zentmeyer

*Just a nice take on an event that has been happening on college campuses for decades. In today's world where media themselves are too often shouting instead of listening, this column speaks volumes. Bold and insightful.*

#### 2nd Place

#### Eastern Michigan University Eastern Echo

FOCUS ON STRENGTH, NOT FAULTS

*The conclusion of this piece is its strength, as is the powerful image the writer creates of heroes charging into the fire. Thoughtful wisdom from a young journalist.*

#### 3rd Place

#### Eastern Michigan University Eastern Echo

GUNS ALLOWED AT SCHOOL?

Sammy DeMarco

*I disagree completely with this writer, but that's also why I picked this column as the third place entry. The argument was presented in a very un-emotional tone, which was powerful in its own way. Going against the grain is, in its own way, one of the tenets of old-school journalism, especially when it is done with reason instead of emotion.*

#### Honorable Mention

#### Grand Valley State University Grand Valley Lanthorn

TAKE BACK THE NIGHT: A LESSON ON HUMAN SYMPATHY

Bryan Cebulski

*This piece was a great example of what I call a "transformational" column, where the writer starts out in one frame of mind and is moved to another position by an event. That's a very convincing writing technique, and it's what made this piece stand out.*

## Division 2

### 10 ENTRIES

#### 1st Place

#### Hillsdale College The Collegian

REPUBLICAN IDEOLOGY OR ACADEMIC HONESTY?

Michael Blank

*Winning entry makes a hugely important point, affirming academic honesty over spoon-fed ideology, and has the courage to do so against the college's grain.*

#### 2nd Place

#### Hillsdale College The Collegian

DIVING INTO THE DEBATE

Sarah Leitner

*Succinctly and persuasively, the writer makes a good argument for splitting swimming and diving in NCAA competition.*

#### 3rd Place

#### Hillsdale College The Collegian

REIST FOR GRAD SPEAKER

Betsy Woodruff

*Quirky column is colorful and humorous, with an off-beat point of view and a good eye for detail.*

#### Honorable Mention

#### Hillsdale College The Collegian

RUB SOME DIRT ON IT

Tory Cooney

*A good plea for the return of allowing children to play outside, buttressed by facts and not just generalities.*

## Division 3

### 70 ENTRIES

#### 1st Place

#### Schoolcraft College The Connection

PEOPLE FOR THE UNETHICAL

TREATMENT OF PEOPLE

Ramon Razo

*An unusual column, but a good one nonetheless. I like the different approach taken here to the argument against PETA. Very well thought out and written.*

#### 2nd Place

#### Washtenaw Comm. College The Voice

TIM TEBOW AND THE BUSINESS OF

SPORT

Matt Durr

*A great argument on one of the most polarizing figures in sports.*

#### 3rd Place

#### Grand Rapids Comm. College Collegiate

KEEP YOUR GAVEL OUT OF OUR

MOUTHS!

Justin Dawes

*Nice column with great supporting details on your opinion, which is conveyed with clarity.*

#### Honorable Mention

#### Grand Rapids Comm. College Collegiate

CLASS ASSIGNMENTS ON BLACKBOARD

TO BE DONE OVER WINTER BREAK?

Austin Metz

*A perfect column for a student-body newspaper. Well thought out and written.*

# Editorial

## Division 1

### 5 ENTRIES

#### 1st Place

**Grand Valley State University  
Grand Valley Lanthorn**

SIZE ISN'T EVERYTHING

Anya Zentmeyer, Samantha  
Butcher

*Really enjoyed this eddy. I, too, attended a Division II school that, because of enrollment, was down the financial food chain and your editorial brings back those memories. You made excellent use of your financial data and statistics and present a really good case for your position. Good job!*

#### 2nd Place

**Grand Valley State University  
Grand Valley Lanthorn**

GRAND CONFUSION

Samantha Butcher

*Nice job. My gosh, what a situation for someone COUNTING on the money. Good call for better communications to ease the news.*

#### 3rd Place

**Central Michigan University  
CM-Life**

LONG-TERM MISREPRESENTATION, NOT MISCOMMUNICATION

Aaron McMann, Mike Nichols, Connor Sheridan, Eric Dresden  
*Way to use FOIA. Hope you got someone's attention on the state college board as to how this guy runs the show and uses sleight of hand to slide money in and out of his cubbyholes. Congrats on perserverance.*

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## Division 2

### 4 ENTRIES

#### 1st Place

**Hillsdale College  
The Collegian**

THE COLLEGIAN WEEKLY: DEAR RICK  
Collegian Editorial Board

#### 2nd Place

**Hillsdale College  
The Collegian**

THE COLLEGIAN WEEKLY: COLD  
CAMPUS  
Collegian Editorial Board

#### 3rd Place

**Cornerstone University  
The Herald**

MARRIED HOUSING  
Rachel Hunter

#### Honorable Mention

**Ferris State University  
The Torch**

HOW ROMANTIC  
Jax Anger

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## Division 3

### 10 ENTRIES

#### 1st Place

**Olivet College  
The Echo**

WHAT IT MEANS TO SERVE

Alexander deFinta

*Easily the best, strong writing produced by someone who obviously knows the subject.*

#### 2nd Place

**Washtenaw Comm. College  
The Voice**

TRUSTEES STRIVE TO MAKE

TRANSPARENCY TOP PRIORITY

Ben Solis

*Transparency deserves a pat on the back. Well done.*

#### 3rd Place

**Washtenaw Comm. College  
The Voice**

MEMO TO THE PRESIDENT: STUDENTS

ARE TAPPED OUT

Matt Durr

*I understand the sentiment, but pointed comment would be stronger if it included an alternative to a tuition increase.*

#### Honorable Mention

**Grand Rapids Comm. College  
Collegiate**

LOSS OF FOOTBALL MEANS LOSS OF

HOME

Austin Metz

# News Photo

## Division 1

### 14 ENTRIES

#### 1st Place

**Western Michigan University**  
**The Western Herald**

PRO-LIFE ACTIVISTS TAKE A STAND

Bethany Bohlen

*Photo illustrates the occasion with ease. A reader looks at the photo and instantly knows what is being told before reading a word.*

#### 2nd Place

**Eastern Michigan University**  
**Eastern Echo**

WOMEN'S BASKETBALL MAC

CHAMPIONSHIP

Anmmar Alnimar

*The photo captures the jubilation of the moment, and would only have been better if no words were typed on it.*

#### 3rd Place

**Eastern Michigan University**  
**Eastern Echo**

KWAME SPEAKS OUT AT EMU

Lukas Burch

*The mics at the face tell the story - he is speaking.*

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## Division 2

### 1 ENTRY

#### 1st Place

**Hillsdale College**  
**The Collegian**

HERMAN CAIN SPEECH

Chuck Grimmett

*Only photo entered in this category. I'd like to see the photo cropped tighter. It is a pretty standard podium photo.*

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## Division 3

### 16 ENTRIES

#### 1st Place

**Washtenaw Comm. College**  
**The Voice**

DESTRUCTION IN DEXTER

Robert Conradi

*Disasters like tornadoes are, unfortunately, good fodder for news photos. You can capture and convey a tremendous amount of material in a single shot and I think the winner here did just that. It still takes an enterprising journalist to do more than just snap photos. I think this winner met all the criteria -- and makes a huge impact on the reader. Well done.*

#### 2nd Place

**Washtenaw Comm. College**  
**The Voice**

ON TARGET FOR RACIAL TENSION?

Adrian Hedden

*I think this runner-up photographer did an excellent job capturing the crux of the matter with a single photo. The impact of seeing three such targets in a row is more than unsettling -- even if no racism was intended.*

#### 3rd Place

**University of Detroit Mercy**  
**The Varsity News**

AWESOME NIGHT, BABY

Michael Martinez

*Not hard news, this is still news that affects a community at large. Photographer did a great job thinking outside of the box and moving behind Vitale for the crowd shot with Vitale in the center.*

#### Honorable Mention

**Washtenaw Comm. College**  
**The Voice**

CYCLONE OF CHAOS

Robert Conradi

*The story is that folks weren't warned about the tornado and the photo shows just how destructive the tornado was.*



## Feature or Sports Photo

### Division 1

#### 11 ENTRIES

<b>1st Place</b> <b>Eastern Michigan University</b> <b>Eastern Echo</b> EMU GYMNASTICS PHOTO GALLERY Anmmar Alnimar	<b>2nd Place</b> <b>Grand Valley State University</b> <b>Grand Valley Lanthorn</b> GRADUATE STUDENTS, RUNNERS RELY ON EACH OTHER IN FINAL SEASONS Robert Mathews	<b>3rd Place</b> <b>Eastern Michigan University</b> <b>Eastern Echo</b> CHAMPS! Sean Salminen	<b>Honorable Mention</b> <b>Eastern Michigan University</b> <b>Eastern Echo</b> NOT A HAIR OUT OF PLACE Kyla Ford
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### Division 2

#### 5 ENTRIES

<b>1st Place</b> <b>Ferris State University</b> <b>The Torch</b> FERRIS FEST Brock Copus	<b>2nd Place</b> <b>Hillsdale College</b> <b>The Collegian</b> HILLSDALE COUNTY FAIR Shannon Odell	<b>3rd Place</b> <b>Ferris State University</b> <b>The Torch</b> SLAMMING SAGINAW Brock Copus
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### Division 3

#### 36 ENTRIES

<b>1st Place</b> <b>Schoolcraft College</b> <b>The Connection</b> NOTHING BUT NET Andrew Kieltyka <i>Nice framing. Almost like the foot is keeping the others at bay. Good moment caught in photo.</i>	<b>2nd Place</b> <b>University of Detroit Mercy</b> <b>The Varsity News</b> MERCY ME Michael Martinez <i>Nice crop of great celebration shot. Very good facial expression.</i>	<b>3rd Place</b> <b>Washtenaw Comm. College</b> <b>The Voice</b> CONQUERING THE CONCRETE JUNGLE Kelly Bracha <i>Should've been dominate photo. Nice landscape pic. Makes me wonder what's going on, so I studied it for more than a few minutes.</i>	<b>Honorable Mention</b> <b>Washtenaw Comm. College</b> <b>The Voice</b> SPRING BREAK IN HAVASU CANYON Robert Conradi
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## Original Cartoon—Editorial or Entertainment

### Division 1

#### 5 ENTRIES

<b>1st Place</b> <b>Grand Valley State University</b> <b>Grand Valley Lanthorn</b> SOPA Dan Sills <i>The cartoon is expertly drawn, has a clear point of view and is easy to understand. It also addresses a topic of interest to many, particularly college students who have grown up with the Internet. The artists style is fresh and new.</i>	<b>2nd Place</b> <b>Grand Valley State University</b> <b>Grand Valley Lanthorn</b> FACEBOOK TIMELINE Daniel Sills <i>Once again, the cartoon is creative and well-drawn. The satire is not lost on the readers, and it draws attention to an important issue that affects many students.</i>	<b>3rd Place</b> <b>Grand Valley State University</b> <b>Grand Valley Lanthorn</b> MICHIGAN WEATHER Dan Sills <i>The cartoon is germane to the lives of all the students as well as amusing and well-drawn.</i>	<b>Honorable Mention</b> <b>Central Michigan University</b> <b>CM-Life</b> KING OF CARTOONS: GEORGE ROSS Kim Patishnock <i>The skills of the artist are apparent, and intended satire of the university president comes across clearly. However, the overall subject matter is someone lost on readers without further information.</i>
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## Original Cartoon—Editorial or Entertainment (cont.)

### Division 2

#### 1 ENTRY

#### 1st Place

**Ferris State University**

**The Torch**

John Vestevich

### Division 3

#### 13 ENTRIES

#### 1st Place

**Schoolcraft College**

**The Connection**

THE PROFESSOR'S NIGHTMARE

Melody Nicklaus

*Cartoons usually get one shot at a reader's attention, both visually and to get the point, which therefore needs to be clear and something the reader can relate to. Reasonable artistic talent helps a lot. This cartoon meets all the criteria.*

#### 2nd Place

**Washtenaw Comm. College**

**The Voice**

MOM'S COMING OVER

Anna Hetherington

*Cartoon is a bit busy, but it makes its point quickly and humorously.*

#### 3rd Place

**Washtenaw Comm. College**

**The Voice**

STARBUCKS NOW AT BAKUZIO'S

Erik Steiger

*What college student can't identify with the worship of caffeine? Not profound, perhaps, but it makes its point easily.*

## Front Page Design

### Division 1

#### 3 ENTRIES

#### 1st Place

**Grand Valley State University**

**Grand Valley Lanthorn**

A1 NEWS

Valerie Waldbauer

*Art within words is a good concept, and the rest of the page has attraction to move the readers eye. Compelling appearance.*

#### 2nd Place

**Central Michigan University**

**CM-Life**

Amelia Eramya

*Top of the page gets the reader's attention. The lower half is innovative and accomplishes the goal.*

#### 3rd Place

**Eastern Michigan University**

**Eastern Echo**

Melissa Jasperse

*Big, dominant photos are always encouraged.*

### Division 2

#### 8 ENTRIES

#### 1st Place

**Hillsdale College**

**The Collegian**

A1 HILLSDALE COLLEGIAN 8 MARCH 2012

Bonnie Cofer

*This is a really eye-catching page. The stories are relevant to the campus and I like that the administration's statement is separated out from the rest of the rush story. Very nicely done.*

#### 2nd Place

**Hillsdale College**

**The Collegian**

A1 HILLSDALE COLLEGIAN 1 DECEMBER 2011

Marieke van der Vaart

*Great packaging for the stories on Herman Cain. And the action shot behind the flag is really nice as well.*

#### 3rd Place

**Hillsdale College**

**The Collegian**

A1 HILLSDALE COLLEGIAN 12 APRIL 2012

Bonnie Cofer

*The photo behind the flag is really nice. I just wish there was a reference to a story somewhere in the paper with it. The stories are nice and the article on Santorum is an excellent example of making a national story work on the local level.*

#### Honorable Mention

**Hillsdale College**

**The Collegian**

Bonnie Cofer

*The photo behind the flag is beautiful. I'm not sure how well that printed. The six-column photo is interesting and there's great use of color on the page.*

## Front Page Design (cont.)

### Division 3

#### 11 ENTRIES

#### 1st Place

##### Schoolcraft College The Connection

Brian Camilleri

*This is a great way of connecting the new and old. I can tell a lot of thought was put into this front.*

#### 2nd Place

##### Schoolcraft College The Connection

SCHOOLCRAFT CONNECTION

Brian Camilleri

*Nice use of graphics. Although there's only one story on the front, it's relevant to college students and the layout makes it inviting for the reader.*

#### 3rd Place

##### Washtenaw Comm. College The Voice

Josh Chamberlain

*The photos are nice, but the star section of the page is the copy on the bottom half. It's eye-catching and a really nice round up.*

#### Honorable Mention

##### University of Detroit Mercy The Varsity News

IT'S ALMOST TIME, BABY

Michael Martinez

*I like that the centerpiece story is blocked out. The stories are nice. And who wouldn't want to pick up a copy of the paper that has Dick Vitale?*

## Non-Front Page Design

### Division 1

#### 4 ENTRIES

#### 1st Place

##### Eastern Michigan University Eastern Echo

KWAME KILPATRICK VISIT TO EMU

Melissa Jasperse

*Needed a drop head. Overall nice balance. Good use of the rails. Content driving design. Very inviting.*

#### 2nd Place

##### Eastern Michigan University Eastern Echo

TEDxEMU

Jerome S. Nichols

*Use of typography XX keeps page from graying out and becomes dominant visual element as 6 photos are played as grouping. Visually appealing page.*

#### 3rd Place

##### Grand Valley State University Grand Valley Lanthorn

Valerie Waldbauer

*Creative use of map and player cutouts.*

### Division 2

#### 7 ENTRIES

#### 1st Place

##### Ferris State University The Torch

BULLDOG HOCKEY

*This page is very appealing, well balanced with strong typography. The player cutouts provide white space and some visual energy, offsetting the static group shot. Screens are inobtrusive.*

#### 2nd Place

##### Hillsdale College The Collegian

ARTS

Bonnie Cofer

*I really wanted to give this the top spot but the screen is too dark and overwhelms the page. That said, there is a lot to like about the page. The bottle caps for rankings is clever and the layout of the rankings reader friendly. Horizontal photo at bottom would have worked better in middle. Overall though this is well done.*

#### 3rd Place

##### Hillsdale College The Collegian

ARTS HILLSDALE COLLEGIAN 5 APRIL 2012

Bonnie Cofer

*The page is inviting despite not having a hierarchy or dominant visual image to anchor it. I am not sure of the significance of the skyline -- almost looked like NYC. But I was drawn to the page.*

#### Honorable Mention

##### Hillsdale College The Collegian

Roxanne Turnbull

*The hand drawn bear is a little hokey but does catch your eye. This bear package is enticing and needed the screen to anchor it but the color is odd and too dark. The elements on the bottom 2/3 of the page compete.*

## Non-Front Page Design (cont.)

### Division 3

#### 16 ENTRIES

<b>1st Place</b> <b>Schoolcraft College</b> <b>The Connection</b> THE MANY FACES OF KARL MOORE Brian Camilleri <i>The photos used make the reader want to read this story. This is such a fun way to cover sports.</i>	<b>2nd Place</b> <b>University of Detroit Mercy</b> <b>The Varsity News</b> BIG QUESTION Michael Martinez <i>A very nice sports page with an issue that was important to students on campus as well as college basketball fans.</i>	<b>3rd Place</b> <b>Washtenaw Comm. College</b> <b>The Voice</b> '52' REASONS TO LOVE/HATE THE NEW DC COMICS UNIVERSE Josh Chamberlain <i>Nice use of color. This page really catches the reader and the content is fun.</i>	<b>Honorable Mention</b> <b>Washtenaw Comm. College</b> <b>The Voice</b> EDIBLE EXPEDITION Ashley Digiuseppe <i>This is a really fun way to showcase local eateries. I like the treasure map layout to help readers find the best places to dine.</i>
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## General Excellence

### Division 1

#### 3 ENTRIES

<b>1st Place</b> <b>Central Michigan University</b> <b>CM-Life</b>	<b>2nd Place</b> <b>Eastern Michigan University</b> <b>Eastern Echo</b> Katrease Stafford and staff	<b>3rd Place</b> <b>Grand Valley State University</b> <b>Grand Valley Lanthorn</b>
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### Division 2

#### 3 ENTRIES

<b>1st Place</b> <b>Cornerstone University</b> <b>The Herald</b>	<b>2nd Place</b> <b>Hillsdale College</b> <b>The Collegian</b>	<b>3rd Place</b> <b>Ferris State University</b> <b>The Torch</b>
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### Division 3

#### 5 ENTRIES

<b>1st Place</b> <b>Schoolcraft College</b> <b>The Connection</b>	<b>2nd Place</b> <b>Washtenaw Comm. College</b> <b>The Voice</b>	<b>3rd Place</b> <b>Lansing Community College</b> <b>The Lookout</b>	<b>Honorable Mention</b> <b>Grand Rapids Comm. College</b> <b>Collegiate</b>
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## Single Ad

### Division 1

#### 7 ENTRIES

<b>1st Place</b> <b>Grand Valley State University</b> <b>Grand Valley Lanthorn</b> GVSU ENERGY Randi Ford <i>Clever idea and clean design.</i>	<b>2nd Place</b> <b>Grand Valley State University</b> <b>Grand Valley Lanthorn</b> HYATT PLACE Randi Ford <i>Nice modern look.</i>	<b>3rd Place</b> <b>Grand Valley State University</b> <b>Grand Valley Lanthorn</b> SHOUT OUT TO GRADS Randi Ford <i>Fun and good idea.</i>
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### Division 2

#### 9 ENTRIES

<b>1st Place</b> <b>Ferris State University</b> <b>The Torch</b> BLUE COW CAFE Sam Lehnert, John Vestevich	<b>2nd Place</b> <b>Ferris State University</b> <b>The Torch</b> FOUR GREEN FIELDS FARM Laura Pewinski	<b>3rd Place</b> <b>Ferris State University</b> <b>The Torch</b> ROGERS JEWELERS Laura Pewinski	<b>Honorable Mention</b> <b>Ferris State University</b> <b>The Torch</b> PATTERSON'S FLOWERS Laura Pewinski
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## Single Ad (cont.)

### Division 3

#### 8 ENTRIES

#### 1st Place

**Schoolcraft College**

**The Connection**

GREENING OF DETROIT

Brian Camilleri

*Great concept. Very well done*

#### 2nd Place

**Schoolcraft College**

**The Connection**

ROCK FOR AFRICA

Brian Camilleri

*Great concept. Very well done.*

#### 3rd Place

**Washtenaw Comm. College**

**The Voice**

THE WASHTENAW VOICE OPEN HOUSE

Hafsah Mijinyawa

*Clever idea. Unique approach.*

#### Honorable Mention

**Schoolcraft College**

**The Connection**

SCHOOLCRAFT COLLEGE STUDENT

ACTIVITIES OFFICE

Mandy Getschman

*Fun ad*

## Special Advertising Section

### Division 2

#### 1 ENTRY

#### 1st Place

**Ferris State University**

**The Torch**

HOUSING GUIDE

Sam Lehnert , Laura Pewinski

### Division 3

#### 1 ENTRY

#### 1st Place

**Washtenaw Comm. College**

**The Voice**

STREET VOICE

Anna Fuqua-Smith, Jael

Gardiner, Adrian Hedden, Josh

Chamberlain, Ashley

Digiuseppe, Hafsah Mijinyawa,

Jared Angle, Timothy Clark,

Robert Conradi, Chuck Denton,

Clarisse Heiligh, Alex Paris,

Porsha Poe, Allie Tomason

## Online Newspaper

### Division 3

#### 3 ENTRIES

#### 1st Place

**Washtenaw Comm. College**

**The Voice**

Ikram Fatah

#### 2nd Place

**Grand Rapids Comm. College**

**Collegiate**

#### 3rd Place

**Lansing Community College**

**The Lookout**