

2010

Call for Entries

The  
**FREWIN**  
**McCALL**

**MERVIS**  
competitions

The Frewin competition has been in existence for the past 59 years and recognises urban daily newspapers with a circulation above 50 000 that excel in the criteria laid down by the industry.

A panel of respected industry judges will allocate points in accordance with the criteria, which are as follows:

**1. Typography/Layout (30 points)**

- Balance between editorial and advertising content.
- Ease of reading, bearing in mind its particular style and likely audience (column width; suitable and variable use of headings; limited use of overflow; clearly defined news holes; readable body type).
- Use of fonts; uniformity in use of font size and readability.
- Layout and use of white space to enhance readability.
- Use of colour.

**2. Pictures/Graphics (30 points)**

- Technical quality (composition, sharpness and focus).
- Presentation/Application in news columns (clear link between photograph and news item).
- Quality of colour.
- Use of graphics as aid to comprehension.
- Picture cropping.

**3. Printing & Production (36 points)**

- Print density and uniformity (consistent and suitable ink density; unbroken borders; limited set-off, clean appearance).
- Halftone quality.
- Colour register.
- Page alignment, cut-off and fold.
- Printing quality, absence of scum, tint, set-off.
- Absence of other defects such as tears, wrinkles, Smudges, marks.

**4. Advertisements (18 points)**

- Positioning and layout throughout newspaper (prominent display without submerging news).
- Readability and indexing of classifieds.
- Layout and presentation.

The McCall competition has been in existence for the past 47 years and recognises urban daily newspapers with a circulation of 50 000 or less that excel in the criteria laid down by the industry.

A panel of respected industry judges will allocate points in accordance with the criteria, which is as follows:

### **1. Typography/Layout (30 points)**

- Balance between editorial and advertising content.
- Ease of reading, bearing in mind its particular style and likely audience (column width; suitable and variable use of headings; limited use of overflow; clearly defined news holes; readable body type).
- Use of fonts; uniformity in use of font size and readability.
- Layout and use of white space to enhance readability.
- Use of colour.

### **2. Pictures/Graphics (30 points)**

- Technical quality (composition, sharpness and focus).
- Presentation/Application in news columns (clear link between photograph and news item).
- Quality of colour.
- Use of graphics as aids to comprehension.
- Picture cropping.

### **3. Printing & Production (36 points)**

- Print density and uniformity (consistent and suitable ink density; unbroken borders; limited set-off, clean appearance).
- Halftone quality.
- Colour register.
- Page alignment, cut-off and fold.
  
- Printing quality, absence of scum, tint, set-off.
- Absence of other defects such as tears, wrinkles, smudges, marks.

### **4. Advertisements (18 points)**

- Positioning and layout throughout newspaper (prominent display without submerging news).
- Readability and indexing of classifieds.
- Layout and presentation.

The Mervis competition has been in existence for the past 14 years and recognises urban weekly newspapers irrespective of their circulation that excel in the criteria laid down by the industry. This competition is limited to weekly newspapers which have separate teams which produce it. Publications which are merely the sixth day extension of a daily newspaper, will therefore not qualify.

A panel of respected industry judges will allocate the points set out in accordance with the criteria, which is as follows:

### **1. Typography/Layout (30 points)**

- Balance between editorial and advertising content.
- Ease of reading, bearing in mind its particular style and likely audience (column width; suitable and variable use of headings; limited use of overflow; clearly defined newsholes; readable body type).
- Use of fonts; uniformity in use of font size and readability.
- Layout and use of white space to enhance readability.
- Use of colour.

### **2. Pictures/Graphics (30 points)**

- Technical quality (composition, sharpness and focus).
- Presentation/Application in news columns (clear link between photograph and news item).
- Quality of colour.
- Use of graphics as aids to comprehension.
- Picture cropping.

### **3. Printing & Production (36 points)**

- Print density and uniformity (consistent and suitable ink density; unbroken borders; limited set-off, clean appearance).
- Halftone quality.
- Colour register.
- Page alignment, cut-off and fold.
- Printing quality, absence of scum, tint, set-off.
- Absence of other defects such as tears, wrinkles, smudges, marks.

### **4. Advertisements (18 points)**

- Positioning and layout throughout newspaper (prominent display without submerging news).
- Readability and indexing of classifieds.
- Layout and presentation.

### **Entry Form**

Members who wish to participate in the McCall competition are requested to inform the Newspaper Association of their intention, by completing the attached entry form. Entry forms must reach NASA by no later than Friday, 15 January 2010

### **Procedure**

Entrants will be informed of the relevant dates, which have been selected during the months of December 2009 and March 2010. This communication will be in the form of an e-mail.

ONE copy of the relevant edition, along with all its inserts must be retained.

Once you have received the fourth and final date, you will be requested to forward all four editions to the Newspaper Association's offices before March 09, 2010

The judging will take place in April. No correspondence will be entered into once the results have been published.

The winners will be announced at the Mondi Shanduka Newspaper Awards which is scheduled to take place on May 05, 2010

Good luck - We look forward to receiving your entries!

**2010 FREWIN, McCall & MERVIS COMPETITIONS**

Entry Form

I hereby confirm that I would like to enter the following publication/s for this year's competition

Name of Publication	Frewin	McCall	Joel Mervis

Your Name & Surname:
Telephone number:
Alternate contact number:
* E-mail:

Return your entry form by fax or e-mail to:

Malesedi Dlamini  
 Newspaper Association of South Africa  
 PO Box 47180  
 PARKLANDS 2121

Fax: (011) 551-9650  
 E-mail: malesedid@printmedia.org.za  
 Telephone: (011) 551-9600

**DEADLINE: Friday, 15 January 2010.**