

2020 ASSOCIATE MEMBER CONTEST

CONTEST RULES

Register Online: www.betternewspapercontest.com

Who can enter?

The contest is open to all ONPA Associate Member Publications that have paid their dues by February 6th, 2020.

What can be entered?

Publications published during the 2019 calendar year are eligible to enter. Entries must be produced by full- or part-time staff of the publication.

What is the entry deadline?

Any printed entries must be postmarked, or hand-delivered to the ONPA office, by **5:00 pm Friday, March 20, 2020**, at which time we will also close the online registration. No extensions will be granted.

Where is the online registration?

Go to the BNC website and click "contestant login" at the top of the page or "Newspaper login" under "Are you a contestant?". Username (your email) and password is "Amc2020".

What are the costs for entering?

A general registration fee of \$35 plus \$5 per entry.

How should payments be made?

Phone: You may either call into the ONPA office at (503) 624-6397 and speak to Allie Tikerpuu at ext 35 or Edward Wistos at ext 30.

Check: Make checks payable to "Oregon Newspapers Foundation" or "ONF", indicate "Contest fee" on it's face, and mail it to ONPA along with the registration form.

Do not include a check or payment info with printed entries.

When is the deadline for payment?

We don't specify a deadline for payment. We will accept your entries and refer them for judging regardless of whether we've received payment yet. We would prefer to payment by the July convention.

How are the competitions defined?

No circulation or other groups are defined. All entries in each category are judged together.

Who will judge the contest?

Entries will be judged by members of a TBD fellow state newspaper association

What awards will be given?

Judges will designate a first-, second-, and third-place winner for each competition.

When will awards be presented?

Judging will be completed by April 30, 2020. As soon as possible thereafter, ONPA will notify participating publishers which of their entries received awards.

Awards will be presented at the Thursday evening banquet during the Annual Convention on July 16, 2020 at Mt. Hood Oregon Resort in Welches, Oregon.

What if something goes wrong?

Any entry submitted in violation of these rules may be disqualified. Written complaints regarding disqualifications or alleged rules violations must be submitted to the Contest Committee c/o ONPA within 30 days after award presentation. Only written complaints will be considered, and the decisions of the Contest Committee will be final.

How should entries be prepared?

Submit all items in every entry, printed or electronic, as full PDF pages. **Record every entry at the online registration site.**

PDF Entries

Include only pages related to the entry, in a logical order, and use that order when typing the entry title in the online form. If an entry consists of more than one PDF file, upload the files in that same logical order.

Render all PDF files as small as possible for online judging.

Printed Entries

Submit each entry in a separate envelope (at least 9"x12") with the individual entry label attached to the front of the envelope. If necessary, the entry may be folded or a larger envelope may be used. Staple together related tearsheets, such as jump pages.

Do not make marks on printed pages. If you must mark the location of a headline, photo, or story on a printed page, use a removable label such as a Post-It® Note.

Attach an entry label, printed from the online registration site, with tape/adhesive to the outside of each envelope, and staple an identical label to one of the items inside the envelope. Group envelopes into one large envelope or box, along with a copy of the registration form, and send to the ONPA office.

CATEGORY DESCRIPTIONS

In 2020, all categories are again grouped under one "General" division. Submit entries in all categories as PDF files except where indicated below with "**Printed Entries**".

101: Target Audience Publication General Excellence

Printed Entries. The **single entry** in this category consists of three complete issues, one from each of the months of April, September, and November 2019. Issues submitted should exhibit content that is intended for the target audience defined by the publication. Include a single-page description of intended audience.

Judging will be based on level of interest, relevance, creativity, and commitment to target audience.

102: Best News Photo

Photos must be taken by full- or part-time newspaper staff or by a dedicated free-lancer (shooting specifically for our newspaper). No commercial photos are eligible. Each entry may be news or sports. Each PDF entry consists of a full published page containing the entered photo in context, and an original of the photo in baseline JPEG format for judges' review per the digital entry rules for photography. Each newspaper may submit up to **three entries**.

Judging will be based on news value/human interest quality, originality and imagination, and photo technical quality.

103 General: Best News Writing

This category emphasizes news reporting-government, breaking news, educational, business, sports, etc. Focus should be on an actual event rather than a trend or personality. Each PDF entry should be an individual story (and sidebars). Writer must be a staff member or dedicated free-lancer (writing specifically for your newspaper). Each newspaper may submit up to **three entries**.

Judging will be based on quality and clarity of writing, content, originality, imagination and thoroughness of reporting.

104 General: Best Feature Writing

In this category, reporting about a trend or a personality (including sports) and sidebars may be included. Each PDF entry should be an individual story (and sidebars). Writer must be a staff member or dedicated free-lancer (writing specifically for your newspaper). Each newspaper may submit up to **three entries**.

Judging will be based on quality and clarity of writing, content, originality, imagination and creativity connecting the reader to the subject, and overall quality of research, including heads, art, and photos.

105 General: Best Editorial/Column

Each PDF entry consists of three full-page examples (including jump pages) of editorials or columns written by a staff member or dedicated free-lancer (writing specifically to your paper).

Column entries must be a regular feature of your newspaper. Columns may be on a single topic or a variety of topics (sports, arts, general, etc). Each newspaper may submit up to **three entries**.

Judging will be based on quality of writing, original

106 General: Design

Printed Entries. The **single entry** in this category consists of three complete issues, one from each of the months of February, September, and November.

Judging will be based on use of headlines, effective use of photography, content, makeup, and typography.

107 General: Graphics

Entries in this category represent the best use of hand- or computer- generated graphics produced by full- or part-time staff. This can include color or black-and-white illustrations, charts, graphs, or other supporting art.

Each PDF entry consists of the page containing the graphic, plus all jump pages. Each newspaper may submit up to **three entries**.

Judging will be based on impact, attractiveness, and relevance.

108: Best Story of the Year

The emphasis in this category is on pure journalistic excellence: writing, information gathering, and being in the right place at the right time.

It is open to both General Circulation and Associate Members in three groups: Daily, Multi-weekly, and weekly. It recognizes one story as the most outstanding - based on both presentation and topic.

Entries must be a **SINGLE STORY**, but may be one of a series. These stories may be entered in other categories as well. Each newspaper is limited to a **single entry**.

There will be no entry fee for this category.

Judging will be based on the compelling qualities of the story and how well it holds the reader's interest, quality of reporting, clarity and quality of writing, and the story's impact - plus any other criteria judges deem applicable.

109: Sweepstakes

This award is based on a point system: 3 points per first place award, 2 points per second place award, and 1 point per third place award. The recipient of this award will be the publication that has earned the greatest number of points in categories 101 through 107. There is no fee for this category.

Judging will be based on points accumulated in the contest.