

2020 COLLEGIATE NEWSPAPER CONTEST

CONTEST RULES

Who can enter?

The contest is open to all ONPA Collegiate Press members currently in good standing. It is not open to individual students.

What can be entered?

All issues published from Jan 1, 2019 to Dec 30, 2019, are eligible. Entries must be produced by full or part-time employees of the newspaper. You may not submit an entry that was submitted in the 2019 Collegiate Contest.

What is the entry deadline?

Any printed entries must be postmarked, or hand-delivered to the ONPA office, by **5:00 pm Monday, March 9, 2020**, at which time we will close the online registration. No extensions will be granted.

Where is the online registration?

Go to www.betternewspapercontest.com and click "contestant login" or "Newspaper login" under "Are you a contestant?". Username is your email address and password is "Cnc2020".

What are the costs for entering?

The online registration form will compute a flat fee of **\$85** per paper. Submit a copy of that form along with payment.

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.

Who will judge the contest?

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

How are the groups defined?

Entries in each category will be judged in three groups, sometimes called "Circulation Groups":

Group 1: Four-year college or university, daily newspapers

Group 2: Four-year college or university, non-daily newspapers

Group 3: Two-year college, non-daily newspapers

Register Online: www.betternewspapercontest.com

Entries are separated into these groups and each combo of category and group is considered a competition. If the number of entries in a given competition is insufficient, those entries will be judged with those in the next higher group in that category.

When will awards be presented?

All awards will be presented during the 2020 ONPA Collegiate Day program. Location and date TBD.

What awards will be given?

Judges will designate a first and a second place winner for each competition. Honorable mentions will be awarded at the judges discretion.

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

Categories are grouped into four divisions: 100 General, 200 Editorial, 300 Photography, and 400 Graphics. When submitting an entry online, you'll choose the division and then the category, so each category name below is preceded by its division. **Entries in all divisions are to be submitted as PDF files** unless the category description begins with "**Printed Entries**".

101 General: General Excellence

Printed Entries. This category represents the highest award presented to Oregon college newspapers. Entries should truly be the best examples of the collegiate press in Oregon.

Each paper may submit **one entry consisting of three complete issues** of the newspaper. Issues must be selected as followed:

Dailies:

Submit two consecutive issues from the same week and then a third issue from a different week. Do not duplicate days. For example, if you submit the Monday and Tuesday issues from a week, the third issue should not be a Monday or Tuesday issue.

Non-Dailies:

Choose two consecutive issues anytime from Jan thru Dec 2019, plus one issue from a completely different month.

Please include with your entry a one-sentence statement regarding your newspaper's mission to its constituency, and whether or not your college or university has a formal journalism program.

Judging will be based on general and departmental news, mechanical excellence, advertising enterprise, editorial comment, general appearance and makeup, graphics, and thoroughness of campus coverage.

102 General: Best Section

Printed Entries. Each entry consists of two examples of the section as described below, and each paper may submit up to **three entries**. Submit entire sections or tearsheets of section pages. Any regularly designated section of the paper, such as features, arts and entertainment, sports, or editorial page, is eligible for this category.

Dailies:

Submit two examples of the same section, and do not duplicate the day of publication if the section appears more than once a week. (For example, do not submit two Tuesday sections)

Non-Dailies:

Submit one section or tearsheet from each of two different months within the designated period.

Judging will be based upon writing quality, breadth of content coverage, photography, headlines, and layout.

103 General: Best Special Section

Printed Entries. Any progress, historical, building, anniversary or other special section may be entered, in any format. Each entry consists of a complete copy of one section, and each newspaper may submit up to **three entries**.

Judging will be based on excellence and depth of supporting editorial material; skillful handling of tie-in advertising; and makeup and typography.

201 Editorial: Best Headline Writing

Each entry must include four headlines by the same headline writer, along with their accompanying stories, including any jump pages. Each newspaper may submit up to **two entries**.

Judging will be based on clarity, aptness and creativity, versatility, and consistent quality among entries.

202 Editorial: Best Writing

This category's emphasis is exclusively on writing; entries should represent the best writing in the Oregon collegiate press. The nature of the event covered should not dictate the value of the writing. Any type of story or feature may be submitted.

Each entry consists of **three examples** of a single writer's work, including any jump pages. Each newspaper may submit up to **three entries**.

Judging will be based on craftsmanship and writing excellence.

203 Editorial: Best News Story

Each entry consists of a single news story that appeared in only one issue, including jump pages. It may be an example of spot, investigative, or enterprise reporting. Each newspaper may submit up to **two entries**.

Judging will be based on the quality of reporting, significance of information, effectiveness of quotes, clarity of writing, importance of story to readers, timeliness, and impact of headline and lead.

204 Editorial: Best Series

Printed Entries. Submit your best examples of investigative, enterprise, analytic, or news feature reporting, or continuing coverage of a sport news event, that extended over at least two issues of your newspaper.

Each entry should include your complete coverage, including jump pages, of one event or subject during the contest period. Each newspaper may submit up to **two entries**.

Judging will be based on the quality of reporting, clarity of writing, importance of story to reader, timeliness, and impact of headlines, lead and graphics.

205 Editorial: Best Feature Story

Each entry consists of a single feature story, including jump pages, that appeared in one issue of your newspaper. Each newspaper may submit up to **three entries**.

Judging will be based on the quality of writing, content, original thinking, imagination, amount and quality of research, and emphasis on display including heads, art and photos.

206 Editorial: Best Editorial

Editorials should reflect the opinion of the paper and are normally unsigned. The editor or adviser may submit a short statement of conditions explaining the context of the editorial. Each entry consists of a single editorial, plus jump pages. Up to **three entries** allowed.

Judging will be based on the subject matter, significance and importance to readers, quality of writing, originality and imagination, and impact or effectiveness of editorial.

207 Editorial: Best Sports Story

Each entry consists of a single sports story, with jump pages, that appeared in one issue. Each paper may submit up to **three entries**.

Judging will be based on the quality of reporting, significance of information, effectiveness of quotes, clarity of writing, importance of the story to readers, timeliness, and impact of headline and lead.

208 Editorial: Best Review

This broad category may include reviews of music, movies, restaurants, theatrical performances, or any other cultural experience typical of campus life. Each entry consists of a single review, including jump pages. Each newspaper may submit up to **three entries**.

Judging will be based on clarity of opinion, selection of significant features, and engaging writing.

209 Editorial: Best Columnist

Each entry represents a single columnist's work on any of a variety of topics, including sports, politics, student life, or entertainment. Each columnist must be a regular staff member of the newspaper, and each column must be a regular feature of the paper. Columns should reflect the opinion of the columnist and are normally signed. Each entry consists of two columns by a single columnist, with jump pages. Each paper may submit up to **two entries**.

Judging will be based on the quality of writing, quality of information and thought, and imagination and originality.

301 Photography: Best Spot News Photo

The subject must be unposed for this category, as this is a competition for spot news photos. No commercial photos are eligible. Each entry consists of one photo on the complete page on which it was published. Each newspaper may submit up to **two entries**.

Judging will be based on news value, originality and imagination, and technical quality.

302 Photography: Best Sports Photo

No commercial photos are eligible in this category. Each entry consists of one sports photo on the complete page on which it was published. Each newspaper may submit up to **two entries**.

Judging will be based on news value, originality and imagination, and technical quality.

303 Photography: Best Feature Photo

This is the category for posed or unusual photos, including photo

collages. No commercial photos are eligible. Each entry consists of one feature photo on the complete page on which it was published. Each newspaper may submit up to two entries.

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

304 Classified: Best Photography

The emphasis in this category is exclusively on photography. Any type of photo may be submitted. The nature of the event covered should not dictate the value or quality of the photography. Entries should represent the best photography in the collegiate press. Each entry consists of **three examples** of a single photographer's work on the full pages which the photos were published. Each paper may submit up to **three entries**.

Judging will be based on craftsmanship and photographic excellence.

401 Graphics: Best Design

Printed Entries. The **single** entry in this category consists of two complete issues, one published in two completely different months.

Judging will be based on the quality of page design, makeup, and typography, the relationship of design to content, and effective use of photography and illustrations.

402 Graphics: Best Graphic

Entries consist of locally produced hand-drawn or digital graphics, color or black+white, including any illustrations, photo illustrations, charts/graphs, or supporting art (not including cartoons) designed to help explain the news, feature, or story it accompanies. Each entry consists of **one** graphic, with the story's jump pages. Each paper may submit up to **three entries**.

Judging will be based on impact, attractiveness and relevance.

403 Graphics: Best Cartooning

Cartoons may be editorial or entertainment oriented, or a combination, but they must appear as a regular feature of the newspaper. Each entry includes three examples of the work of a single cartoonist. Each newspaper may submit up to **three entries**.

Judging will be based on the quality of the ideas expressed, draftsmanship, imagination, and originality.

404 Graphics: Best House Ad

This category represents the best of the ads you ran on your paper's behalf, regardless of what part of your operation you are promoting. You may submit any size ad, single or series, black and white or color. Each entry consists of one ad on the complete page on which it was published. Each newspaper may submit up to **three entries**.

Judging will be based on originality and execution of the idea.

405 Graphics: Best Web Site

The **single** entry in this category is the address of your paper's home page.

Judging will be based on design, content, interactivity, ease of use, and connection with school community.