

## 2017 Associate Member Publications Contest

# CONTEST RULES

**Who can enter?** The contest is open to all ONPA Associate Member Publications that have paid their dues by March 28, 2017.

**What can be entered?** Publications published during the calendar year 2016 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 PM Friday, March 24, 2017**, at which time we will also close the online registration facility. No extensions will be granted.

**Where is the online registration facility?** Go to [betternewspapercontest.com](http://betternewspapercontest.com) and click "contestant login" at the top of the page or "Newspaper login" under "Are you a contestant?" User name and password are the same as last year.

**What are the costs for entering?** A general registration fee of \$35 plus \$5 per entry.

**How should payment be made?** Once you have finished submitting your entries, click on "Calculate Entry Fees" on the Manage Entries page of your account. Check the boxes for all the entries so they are calculated in the total, then click the "Pay Now with Card" or the "Pay by Check" button. Enter your credit or debit card info (or the check number for check payments) in the fields that appear, then click "Pay Now". Make checks payable to "Oregon Newspapers Foundation" or "ONF", indicate "Contest fee" on its face, and mail it to ONPA along with the registration form. If you're paying by credit card, fill in the information requested on the registration form and fax or mail it to ONPA. Do not include a check or payment information with printed entries.

**What 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. We will contact you if payment has been significantly delayed.

**How are competitions defined?** No circulation or other groups are defined. All entries in each category are judged together.

**Who will judge the contest?** Volunteer staff from member newspapers of the Pennsylvania Newspaper Association will judge this contest.

**What awards will be given?** Judges will designate a first-, second-, and third-place winner for each competition.

**When will winners be announced?** Judging should be completed by Friday, May 12, 2017. As soon as possible thereafter, ONPA will notify participating publishers which of their entries received awards.

**When will awards be presented?** Awards will be presented at the Thursday evening awards banquet during the Annual Convention, July 13, 2017 at the Tetherow Resort in Bend, 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 following 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 pages. **Record every entry at the online registration facility.**

#### 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 — which may include multiple items — in a separate envelope at least 9"x12". If necessary, the entry may be folded and/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 facility, with tape or adhesive to the outside of each envelope, and staple an identical label to one of the items inside the envelope.

Group all envelopes in one large envelope or box, along with a copy of the contest registration form, and ship or deliver it to the ONPA office.

Printed entries will not be returned.

## Category descriptions

In 2017, all categories are again grouped under one “General” division. Submit entries in all categories as PDF files except where indicated below with “Printed entries”.

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### 101 GENERAL: **Target audience**

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**PRINTED ENTRIES.** The *single entry* in this category consists of three complete issues, one from each of the months of March, October, and November 2016. 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 GENERAL: **Photography**

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Photos must be taken by full- or part-time newspaper staff. No commercial photos are eligible.

Each PDF entry highlights the work of a single photographer and consists of three full pages, published in any issues during the contest period, each containing a photo by that photographer. Also, include originals of the photos in baseline JPEG format for judges' review. Each newspaper may submit up to **three entries**.

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

### 103 GENERAL: **Writing**

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The emphasis of this category is exclusively on writing, and entries should represent your newspaper's best writing.

Each PDF entry highlights the work of a single full- or part-time staff writer and consists of three articles (including jump pages) published in any issues during the contest period. Each newspaper may submit up to **three entries**.

*Judging will be based on craftsmanship, creativity, and level of interest.*

### 104 GENERAL: **Design**

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**PRINTED ENTRIES.** The *single entry* in this category consists of three complete issues, one from each of the months of February, July, and November.

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

### 105 GENERAL: **Graphics**

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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.*

### 106: **Best Story of the Year**

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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.*

### 107: **Sweepstakes**

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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 105. **There is no fee for this category.**

*Judging will be based on points accumulated in the contest.*