

2018 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 23, 2018.

What can be entered? Publications published during the calendar year 2017 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 23, 2018**, 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 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 Montana 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 11, 2018. 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 19, 2018 at the Brasada Ranch 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 in a separate envelope at least 9"x12" with the entry label attached to the front of the envelope. 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 2018, 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 GENERAL: **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 February, September, and November 2017. 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: **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**

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 in connecting the reader to the subject and 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 for your newspaper). Column entries must be a regular feature of your newspaper. Each newspaper may submit up to **three entries**.

Judging will be based on quality of writing, originality, imagination, subject matter and importance to readers.

106 GENERAL: **Design**

PRINTED ENTRIES. The *single entry* in this category consists of three complete issues, one from each of the months of April, September, and December.

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.