2019 Better Newspaper Contest
CONTEST RULES

Who can enter? The Better Newspaper Contest is open to all ONPA General Press members currently in good standing.

What can be entered? All issues published during the calendar year 2018 are eligible. Entry content must be produced by full or part-time employees of the newspaper.

What is the entry deadline? Any printed entries must be postmarked, or hand-delivered to the ONPA office, by *5 PM Wednesday, March 13, 2019,* 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?" The User name and password are the same as you used last year.

What are the costs for entering? A *general registration fee of $25 plus $7 per entry.* Submit a copy of that form to ONPA along with payment.

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 entries so they are included in your 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 payble 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 would appreciate getting payment after entries have been made but before the convention. We will contact you if payment has been significantly delayed.

How are competitions defined? In each category, entries are grouped according to newspaper circulation (see below), and each combination of category and circulation 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 circulation group within that category.

How are circulation groups defined? Except as otherwise noted, entries in each category will be judged in the following circulation groups:
Group A: Dailies, 25,001 or more circulation
Group B: Dailies, 10,001-25,000 circulation
Group C: Dailies, 10,000 or less circulation
Group D: Multi-issue weeklies, any circulation

Group E: Weeklies, 3,001 or more circulation
Group F: Weeklies, 2,001-3,000 circulation
Group G: Weeklies, 1,001-2,000 circulation
Group H: Weeklies, 1,000 or less circulation

Who will judge the contest? Volunteer staff from member newspapers of the Kentucky Press 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 April 30, 2019. As soon as possible thereafter, ONPA will notify publishers which of their entries received awards.

When will awards be presented? Awards for all categories except General Excellence will be presented at the Thursday evening awards banquet during the Annual Summer Convention, July 18th, at Mt. Hood Oregon Resort in Welches, Oregon. General Excellence awards will be presented during a luncheon the following day, July 19th.

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 it's own separate envelope at least 9"x12" with it's own entry label attached to 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.

REGISTER ONLINE at www.betternewspapercontest.com

Category descriptions

Categories are grouped into four divisions: 100 General, 200 Editorial, 300 Graphic Arts, and 400 Online. 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 except Online are submitted as PDF files unless the category description begins with "Printed entries".

101 GENERAI: **General Excellence**

PRINTED ENTRIES. This category represents the highest award presented to Oregon newspapers, and entries should truly be the best examples of the industry. Submit three complete issues, selected as follows:

Dailies: Choose an issue from April 2018, plus one issue from the week of October 15-21, 2018 OR November 5th-11th. and one issue from December 2018. Do not duplicate any days of publication. For example, if you submit a Sunday issue from February 2018, your other two issues should be from days other than Sunday.

Non-dailies: Choose an issue from each of the following months; February 2018, July 2018, and November 2018.

Judging will be based on general and departmental news; repro duction excellence; advertising enterprise; editorial comment; general appearance, makeup and style; photos and graphics; and thoroughness of local coverage.

102 GENERAI: **Best Special Section or Issue**

PRINTED ENTRIES. Any progress, historical, building, anniversary, festival or other special edition may be entered, in any format. Each entry consists of a complete copy of one section or issue. Each newspaper may submit up to ***three entries***.

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

201 EDITORIAI: **Best Coverage of Business and Economic issues**

This category emphasizes the newspaper's role in covering America's free enterprise system, with emphasis on local activity. Coverage may include local business, agribusiness, employment/labor issues, or general economics.

Each PDF entry may include an individual story, feature, editorial, or series of articles. Each newspaper may submit up to ***three entries***.

Judging will be based on quality of reporting; originality of idea; clarity of writing; importance of issue to readers; and impact of headlines and graphics.

202 EDITORIAI: **Best Editorial**

Each PDF entry consists of up to three full-page examples (including jump pages) of editorials written by one individual. Each newspaper may submit up to ***three entries***. Multiple entries by the same writer are not allowed.

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

203 EDITORIAI: **Best Editorial Page**

The ***single PDF entry*** in this category consists of three full-page editorial pages published any day or month in 2018. Dailies: Each editorial page should be from a different day of the week.

Judging will be based on strength and relevance; editorial leadership; local interest (as shown by letters, guest and staff columns); and presentation.

204 EDITORIAI: **Best Educational Coverage**

This category is for your best examples of education-related reporting. The subject can be hard news or feature. Each PDF entry may consist of an individual article or short series reflecting coverage. Each newspaper may submit up to ***three entries***.

Judging will be based on importance to readers; originality; clarity of writing; and thoroughness of reporting.

205 EDITORIAI: **Best Enterprise Reporting**

PRINTED ENTRIES. This category is for your best examples of enterprise and investigative reporting. Keep the subject to "hard news." If the story carries to subsequent issues, include the continuation(s) as part of the entry. Each newspaper may submit up to ***three entries***.

Judging will be based on quality of reporting; clarity of writing; depth of research; timeliness; importance of story to readers; and impact of headline and lead.

206 EDITORIAI: **Best Feature story: General**

Each PDF entry consists of all pages of a single general feature story (including sports), and sidebars may be included. Each newspaper may submit up to ***three entries***.

Judging will be based on quality of writing; content; originality; imagination; amount and quality of research; and display quality including heads, art, and photos.

207 EDITORIAI: **Best Feature story: Personality**

Each PDF entry consists of a single feature story involving a personality (including sports), and sidebars may be included. Each newspaper may submit up to ***three entries***.

Judging will be based on quality of writing; content; originality; creativity in connecting reader to personality; and display quality including heads, art, and photos.

208 EDITORIAI: **Best Headline Writing**

Each PDF entry consists of six headlines by one headline writer. Include the full page containing each headline, plus all story jump pages. Each newspaper may submit up to ***three entries***.

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

209 EDITORIAI: **Best Lifestyle Coverage**

Each PDF entry consists of an individual article or a series on a single topic. Stories may originate from any section of the newspaper and should analyze or examine trends in the community or society. Each newspaper may submit up to ***three entries***.

Judging will be based on thoroughness; use of artwork/photographs; and relevance to a community.

210 EDITORIAI: **Best local Column**

Columns may be on a single topic or a variety of topics, including sports, business, general, music, the arts, etc. They must be written by a regular staff member and be a regular feature of your newspaper.

Each PDF entry consists of three columns highlighting the work of a single columnist. Each newspaper may submit up to ***three entries***.

Judging will be based on quality of writing; originality; and imagination.

211 EDITORIAI: **Best sports story**

Each PDF entry consists of the best single sports story (including jump pages) published in one issue. Each newspaper may submit up to ***three entries***.

Judging will be based on quality of reporting; clarity of writing;

importance and relevance to reader; and impact of headline and lead.

212 EDITORIAl: **Best spot news Coverage**

Entries in this category will consist of one or more stories related to a single news topic and appearing in a single issue of the newspaper or on a web page posted on a single date. Entry consists of full published page(s) and URl(s) where judges can access the entry. Each newspaper may submit up to **three entries**.

Judging will be based on quality of reporting; clarity of writing; timeliness; importance of story to readers; effective quotes; and impact of headlines and leads.

213 EDITORIAl: **Best Writing**

The emphasis of this category is exclusively on writing, and entries should represent the best writing in the industry. The nature of the event covered should not dictate the quality or value of the writing. There are no limitations on the types of stories or features that can be submitted, but entries must be written by a regular staff member.

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

Judging will be based on craftsmanship and writing excellence.

214 EDITORIAl: **Public service Journalism**

PRINTED ENTRIES. Public service journalism is journalism that achieves a positive result. This might be a focus on a problem or project that prompted government or community action to correct or accomplish it. Submit your **best single example** of public service journalism. Include a one-page summary describing how the newspaper's coverage led to the action. Coverage may span more than one year but must have a conclusion in 2017.

Oregon Judges selected by ONPA contest committee.

Judging will be based on significance of the result, and on the creativity, force, and clarity of effort shown by the newspaper.

215 EDITORIAl: **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 maybe one of a series. These stories may be entered in other categories as well. Each newspaper is limited to a **single entry**.

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.

216 EDITORIAL: **Best Government Coverage**

Each PDF entry consists of a single story (and any pertinent sidebars) that report(s) on actions of a state, county or city/local legislative elected or appointed body. One entry per paper.

Judging will be based on clarity of writing and thoroughness of reporting, including any enterprise by the reporter in providing information not included in government handouts. If the entrant deems it necessary, a brief explanation of the situation (setting the context and explaining any obstacles encountered) may be included to help judges evaluate the entry.

301 GRAPHIC ARTS: **Best Page one Design**

Each newspaper should **submit one PDF** containing the front page from each of three issues published any three days during the contest period. J*udging will be based on use of headlines; use of photography; content; makeup; and typography.*

302 GRAPHIC ARTS: **Best Graphics**

Entries should exemplify the best use of locally produced hand- or computer-generated graphics. Each PDF entry consists of a full page (plus article jump pages) containing a color or black-and-white illustration, chart, graph, or other supporting art by one artist. Each newspaper may submit up to **three entries**.

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

303 GRAPHIC ARTS: **Best Feature Photo**

This is the category for "arty" and unusual photos, but no commercial photos are eligible. 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 or human interest quality; originality and imagination; and photo technical quality

304 GRAPHIC ARTS: **Best news Photo**

Subjects must be unposed for this category: this competition is for news photos only. Photo must be a breaking news photo, and no commercial photographs are eligible. 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. Each newspaper may submit up to **three entries.**

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

305 GRAPHIC ARTS: **Best Photo Essay**

Each entry may be made via PDF's of the newspaper page or web addresses. Online slide shows and commercial photos are not eligible. PDF entry consists of full published pages containing one example of a single story told through multiple photos, with or without text. 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 or human interest quality; originality and imagination; and photo technical quality.

306 GRAPHIC ARTS: **Best sports Photo**

Each entry consists of a PDF of one full published page containing a single photo or up to three photos in a continuous series and original(s) of the photo(s) in baseline JPEG format for judges' review. No commercial photos are eligible. Each newspaper may submit up to **three entries**.

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

SWEEPSTAKES AWARD

(3 groups: Daily [A+B+C], Multi-weekly [D], and Weekly [E+F])
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. (General Excellence and Best Story of the Year awards are not counted toward the Sweepstakes Award.) **There is no fee for this category.**

Judging will be based on the greatest number of points earned in the contest.

online categories

For all online categories, ***each entry must consist of a single web address*** (URl) from which the judge can gain access to the entry material.

For each entry in categories 403, 404, and 405, create a presentation whose link you will provide for the judge. Place copies of all materials in a temporary area on your newspaper's web site. They must remain in place until after the summer convention. If those copies span more than one web page, create another page that links to each page of materials. Judging will be based on the criteria given for the category, and not on the quality of the entry presentation itself.

Only one entry is allowed in each online category, and except for categories 401 and 402, no entry can be submitted in more than one category.

401 ONlINE: **Best overall Web site**

The entry in this category is the address of your newspaper's home page. The judge will view the site at an unspecified time during the judging period.

Judging will be based on design; content; interactivity; ease of use; and connection with the local community.

402 ONLINE: **Best Web Design**

The entry in this category is the address of your newspaper's home page. The judge will view the site at an unspecified time during the judging period. This category differs from Best Overall Web Site in that it is judged solely on design.

Judging will be based on attractiveness; logical design; and graphical quality.

403 ONLINE: **Best Web Project**

This entry consists of your online presentation of a single topic. Projects should be innovative, visually appealing, and sufficiently interactive to engage readers. The entry presentation may include a short verbal description of the project and a description or images of any promotion done in print.

Judging will be based on innovation; visual quality; interactivity; and effectiveness

404 ONLINE: **Online: Best Multimedia Element**

This entry is a single online element, such as a slideshow, video, or audio, used to tell a story that serves the community. It may be part of a larger project or stand on its own. The entry presentation may include a short verbal description of the entry.

Judging will be based on visitor experience and engagement, and on creative use of technology.

405 ONLINE: **Best Online Coverage of Breaking News**

This entry presents online coverage of a single news event within a 24-hour news cycle. This may include the first online news bulletin, any multimedia or social media elements through which the story was developed, and the ultimate web presentation of the story.

The entry presentation may include video, audio, photos or photo galleries, partial or full web pages, or screenshots of presentations (including Twitter or Facebook updates).

Judging will be based on quality and extent of coverage; interactivity; and creative use of technology.