

# Associate Member Publications Contest 2008 RULES

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## GENERAL INFORMATION

**A. CONTEST PERIOD:** Publications published during the calendar year 2007.

**B. DEADLINE FOR ENTRY:** All entries must be postmarked by or received at the ONPA office, 7150 SW Hampton St., Suite 111, Portland, OR 97223, by **5 PM on Monday, April 7, 2008. No extensions will be granted.**

**C. ELIGIBILITY:** The contest is open to all Oregon Newspaper Publishers Association (ONPA) Associate Member Publications that have paid their dues by March 31, 2008. Entries must be produced by full or part-time staff of the publication.

**D. DIVISIONS:** All entries will be grouped together for judging.

**E. AWARDS:** Awards will be given to first place, second place, and third place winners. No honorable mentions will be awarded. All awards will be presented at the Friday luncheon at the ONPA Summer Publishers Convention, July 17-18, 2008, at the Salishan Golf & Spa Resort, Gleneden Beach

**F. ENTRIES:** All entries in each category must be full tearsheets; sidebar material may be included. Photocopies may be submitted if absolutely necessary, but their images may not appear in presentations. Each entry must have an ONPA Associate Member Publications identification label **stapled (not glued or taped)** in the upper left-hand corner, listing newspaper and date of issue. Entry labels are to be printed from the online registration facility (see web address above). Entries must be unmounted. Please make no marks on the entries as the winners are photographed for presentation. If you must mark an entry, please use a nondestructive, removable label or include an unmarked copy of the entry.

**Preparation of entries.** Entries must be grouped by contest category. Each individual entry should be placed in a separate 9"x12" envelope to which is affixed a label (**printed from the online registration facility**) showing clearly the name of the category and of the publication. All envelopes, along with the completed contest registration form (printed from the online registration facility), should then be packaged together for shipment to the ONPA office by U.S. mail, UPS, FedEx or other service. Each publication may submit no more than the maximum number of entries specified for each category.

**G. VIOLATIONS:** Violations of these rules may disqualify entries from competition. Written complaints regarding alleged violations must be submitted to the Contest committee, c/o ONPA, within 10 days following the Summer Publishers Convention. Only written complaints will be considered. The decision of the Contest Committee will be final.

**H. ENTRY FEE: The basic entry fee is \$35.** Entry fee per category entered is \$5, regardless of the number of entries in the category. For example, if a publication enters one category, the fee is \$40; two categories, \$45. Publications are asked to send one check to cover all entry fees. Checks must be sent to ONPA under separate cover along with a copy of the entry form (printed from the online contest registration facility). **Do not include a check with your entries.** Please indicate "contest fee" on the face of the check.

**I. JUDGING:** Judging will be done by members of the Colorado Press Association.

**J. ENTRIES CANNOT BE RETURNED.** Be sure to send only those tearsheets, copies and materials which are dispensable.

## CATEGORY DESCRIPTIONS

### 1. Target audience

The single entry in this category consists of three complete issues, one from each of the months of March, August, and November 2007. Issues submitted should exhibit content that is intended for its target audience as defined by the publication. Please include a single-page description of intended audience.

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

### 2. Photography

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

Each entry consists of tearsheets of three photos by a single photographer, published in any issues during the contest period. 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.*

### 3. Writing

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

Each entry consists of tearsheets of three articles (**including jump pages**) written by one full- or part-time staff writer and 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.*

### 4. Design

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

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

### 5. 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 entry consists of a tearsheet of one sample (**including the story's jump pages**) from any issue. Each newspaper may submit up to three entries.

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

### 6. Sweepstakes

This award is based on a point system of 3 points per first place award, 2 points per second place award, 1 points per third place award. The recipient of this award will be the publication that has earned the greatest number of points in the entire contest.

*Judging will be based on points accumulated in the contest. **There is no fee for this category.***

Mail your entries to ONPA, 7150 SW Hampton St., Suite 111, Portland OR 97223. Make sure they are either postmarked by or in ONPA's office by **5 PM, Monday, April 7, 2008**. Remember, **NO EXCEPTIONS!** If you have any questions, please contact Julie Schmidt, (503) 624-6397 ext. 38.

**GOOD LUCK!**