

2008 Rules

Better Newspaper Contest

REGISTER ONLINE at www.orenews.com
Click "Contests", then "Online contest registration"

A. ELIGIBILITY: The contest is open to all 2007-2008 dues-paid, Oregon Newspaper Publishers Association (ONPA) General Press Members in good standing. Entries must be produced by full or part-time employees of the newspaper.

B. CONTEST PERIOD: Newspapers published during the calendar year 2007 are eligible for entry.

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

D. DIVISIONS: Except as otherwise noted in the category descriptions, entries will be judged in six circulation divisions:

Division A: Dailies, 25,001 or more circulation

Division B: Dailies, 10,001-25,000 circulation

Division C: Dailies, 10,000 or less circulation

Division D: Multi-weeklies (2 or more issues per week)

Division E: Weeklies, 3,501 or more circulation

Division F: Weeklies, 3,500 or less circulation

In any category, if the entries submitted in a given division are too few for adequate competition, those entries will be merged into the next higher division for judging.

E. AWARDS: Awards will be given to first place, second place, and third place winners. (No honorable mentions will be awarded.) Awards for most categories will be presented at the Friday luncheon during the ONPA Summer Publishers Convention, July 17-18, 2008 at the Salishan

Spa & Golf Resort, Gleneden Beach. General Excellence awards will be presented during the convention's Friday evening banquet.

F. VIOLATIONS: Violation of these rules, INCLUDING PACKAGING INSTRUCTIONS (below), 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. Decisions of the Contest Committee will be final.

G. ENTRY FEES: Basic entry fee is **\$35 for both dailies and non-dailies.** Entry fee per category entered is \$8 for dailies and \$7 for non-dailies, regardless of the number of entries submitted in the category. For example, for a daily entering one category, the fee is \$43; two categories is \$51; for a non-daily entering one category, the fee is \$42; two categories is \$49. **These fees are automatically computed by the online registration program.**

Newspaper groups entering more than one newspaper must treat each newspaper as a separate entity and pay the basic fee for each newspaper entered.

Newspapers are asked to send one check to cover all entry fees. **Do not include a check with entries.** Checks must be sent to ONPA under separate cover with a photocopy or separate printout of the entry form. Please indicate "contest fee" on the face of the check.

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

PREPARING AND PACKAGING ENTRIES

PREPARATION

Entries will not be returned, so please submit only expendable tearsheets and materials.

All items in every entry must be submitted as **full-page tear sheets** of published pages, or complete sections or issues where noted for individual categories. Sidebar material may be included. Photocopies may be submitted if absolutely necessary, but images of them may be omitted from presentations at the awards ceremony and online. Tearsheets must include the dateline/folio.

Please **make no marks on entries** as winning entries are scanned for online presentation. If you must mark an entry, please use a nondestructive removable label or include an unmarked copy of the entry.

PACKAGING

Each entry (which may consist of one or more tearsheets or sections) must be submitted in a **separate 9x12" envelope. A larger envelope may be used for General Excellence.** When submitting more than one entry in a category, use a separate envelope for each entry. Tearsheets may be folded to fit inside the envelope.

An entry label must be attached (with tape or adhesive) to the **outside** of each envelope, and an identical label must be stapled (**not** taped or glued) to one of the items **inside** the envelope. Related tearsheets, such as jump pages for writing entries, should be stapled together. **All entry labels must be printed from the online registration facility** referenced above.

All envelopes, grouped together in one large envelope or box, should then be sent to the ONPA office (see address in "Entry Deadline" above) by U.S. Mail, UPS, or FedEx, or delivered by hand.

2008 Better Newspaper Contest

How to avoid disqualification

Over the years, the ONPA staff has tried to do everything possible to ensure that the maximum number of newspapers were represented in the Better Newspaper Contest. This effort has often included significant leniency in enforcing the contest rules.

In recent contests, an increasing number of newspapers have essentially ignored the rules for preparing and packaging entries. This causes extra work, stress, and expense for ONPA staff.

This year, in an attempt to reverse this trend and to be fair to those who DO consistently prepare their entries correctly, we will enforce the rules more strictly and will more readily disqualify those who do not comply.

We want to be sure your best work is recognized, so, as a reminder, the following rules **MUST** be followed to avoid disqualification.

Important rules to remember

- DO** submit full-page tearsheets of published pages: the folio/dateline should be visible.
- DO NOT** submit clippings or photocopies.
- DO** include jump pages for writing and headline categories.
- DO NOT** include a whole newspaper unless the category instructions specifically call for it.
- DO NOT** make marks of any kind on the tearsheets: use removable labels if necessary.
- DO** staple together sets of related tearsheets (e.g., jump pages) within an entry.
- DO** use a separate 9x12" envelope for each entry. A larger envelope may be used for General Excellence.
- DO** tape or glue a single entry label to the outside of each envelope, and staple an identical label to one of the items inside the envelope.
- DO NOT** attach more than one label to any envelope or entry.
- DO NOT** hand-write entry labels: they must be printed from the online registration facility.

DO call Julie Schmidt at 503-624-6397 ext 38 if you have questions.

CATEGORY DESCRIPTIONS

1. General excellence

This category represents the highest award presented to Oregon newspapers, and entries should truly be the best examples of the industry. Each newspaper should submit **four complete issues**, selected as follows:

Dailies: Choose two **consecutive** issues from April 2007, plus one issue from the week of July 15-21 or July 22-28, 2007, and one issue from October 2007. Do not duplicate any days of publication. For example, if you submit Sunday and Monday issues from April 2007, your other two issues should be from days other than Sunday or Monday.

Non-dailies: Choose two consecutive issues from the month of April 2007 plus one issue from August 2007 and one from September 2007.

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

2. Best page one design

Each newspaper should submit **one front-page tearsheet from each of three issues** published any three days during the year.

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

3. Best Section Front or inside page design

The single entry in this category consists of **three examples of the same section** (other than your main front section) published on different dates. Submit a **full tearsheet of page one** of each section submitted. In newspapers that consist of only one section, an entry can be a consistent topical page such as the sports page.

Judging will be based on how compelling the pages are and how effectively they present the news.

4. Best headline writing

Each entry consists of six headlines by one headline writer. Submit a full tearsheet (plus story jump pages) for each headline. Each newspaper may submit up to three entries.

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

5. Best graphics

(5 divisions: A-B-C-D and Weekly)

Entries should exemplify the best use of locally produced hand- or computer-generated graphics. Each entry consists of a color or black and white illustration, chart, graph, or other supporting art from one artist. Each newspaper may submit up to three entries.

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

6. Best special section or issue

Any progress, historical, building, anniversary, festival or other special edition may be entered. No limitations will be placed on 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.

7. 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 entry may include an individual story, feature, editorial, or series of articles, with optional accompanying artwork and photographs. 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.

8. Best educational coverage

This category is for your best examples of education-related reporting. The subject can be hard news or feature. Each entry may consist of an individual article, a series, or an ongoing issue with up to four stories 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.

9. Best lifestyle coverage

Each entry consists of an individual article, or a series of articles on a single topic, with optional associated artwork or photos. 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.

10. Best sports page

The single entry in this category consists of three examples of your sports pages or section, one from each of the months of January, May, and October, 2007, Monday through Saturday editions only. **Dailies:** Select each example from a different day of the week. Submit full tearsheets of your sports pages or the complete sports section.

Judging will be based on writing quality, breadth of sports coverage, photos and artwork, and typography.

11. Best sports story

Each entry consists of the best single sports story 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.

12. Best sports photo

Each entry consists of a single photo or up to three photos in a continuous series. No commercial photos are eligible. Submit full tearsheets only. Each newspaper may submit up to three entries.

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

13. Best feature photo

This is the category for “arty” and unusual photos, but no commercial photos are eligible. Each entry consists of a single photo (full tearsheet). 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.

14. Best photo essay

Each entry consists of one example (tearsheets only) of a single story told through multiple photos, with or without text. No commercial photos are eligible. 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.

15. 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 entry consists of one photo (full tearsheets only), and each newspaper may submit up to three entries.

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

16. Best spot news coverage

Each entry consists of tearsheets of one or more stories related to a single news topic and appearing in a single issue of the newspaper. 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.

17. Best enterprise reporting

This category is for your best examples of enterprise and investigative reporting. Keep the subject to “hard news.” Each entry constitutes coverage of one subject. If the story carries to additional issues, include the continuation(s) as part of the entry. Submit tearsheets only. 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.

18. Best religion coverage

This category is for your best examples of reporting on religion. The subject can be hard news or feature, and each entry can be an individual article, a series, or an ongoing issue with up to four stories reflecting coverage. Submit tearsheets only. Each newspaper may submit up to three entries.

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

19. Best feature story: Personality

Submit complete tearsheets of a feature story involving a personality (including sports). Each entry consists of a single story, but sidebars may be included. Each newspaper may submit up to **four** 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.

20. Best feature story: General

Submit complete tearsheets of a general feature story (including sports). Each entry consists of a single story, but sidebars may be included. Each newspaper may submit up to **four** entries.

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

21. Best editorial

Each entry consists of up to three examples of editorials written by one individual. For each entry, submit (in one envelope) up to three examples of one writer's work. Multiple entries by the same writer are not allowed. Each newspaper may submit up to three entries. (Note special instructions in online registration.)

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

22. Best editorial page

The single entry in this category consists of full tearsheets of three editorial pages published any day or month in 2007. **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.

23. 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 entry consists of three columns (tearsheets only) by a single columnist. Each newspaper may submit up to three entries.

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

24. Best writing

The emphasis of this category is exclusively on writing, and entries should represent the best writing in the industry. The event covered should not dictate the 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 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.

25. Best silk purse story

Here is your opportunity to show what your newspaper can do to make a routine story into something that will engage and excite your readers. This category is open to any subject matter, but entries should show creativity and enterprise in developing what otherwise would have been a routine story.

Each entry consists of one story (**including jump pages**). Each newspaper may submit up to three entries.

Judging will be based on relevance to readers, creativity in connecting story to readers, clarity, and brevity.

26. Oops!

Swallow your pride and submit your best "bloopers" of the year! You know what we mean: switched photo captions, typos, fact errors, headlines, etc. This category will be judged by delegates at the convention.

Each newspaper may submit one entry, and **there is no fee for this category.**

27. Sweepstakes award

(3 divisions: 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 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.

Special category

Public Service Journalism

Please include, with your contest entries, your best single example of public service journalism published during 2007. These submissions will not be judged with the rest of the contest entries, but rather will be evaluated by journalism professionals from the Northwest. Evaluation will be based on significance of the result, and on the creativity, force, and clarity of effort shown by the newspaper. Recognition of noteworthy efforts will be given at the awards banquet on Friday evening of the convention, along with the General Excellence and other special awards.

Public service journalism is high-quality journalism that achieves a result, and this special contest category is intended to reward newspapers for stories, photos, illustrations, editorials and/or columns that directly relate to a positive outcome. This might be a focus on a problem or project that prompted government or community action to accomplish or correct it. For example, it could result in new legislation, changes in policy at City Hall, or creation or restoration of a ball park. Coverage may span more than one year but must have a conclusion in 2007. Include a one-page summary describing how the newspaper's coverage led to the action.