



4000 Kruse Way Place
Bldg 2- STE 160
Lake Oswego, OR 97305
v 503-624-6397 • f 503-624-9811
onpa@orenews.com
www.orenews.com

2015 Collegiate Newspaper Contest

CONTEST RULES

This year, for the first time, most entries in the contest must be uploaded in PDF format at the online registration facility. See individual category rules for exceptions. For a step-by-step walkthrough of this process, click "Virtual tour" on the contest page of the ONPA web site. For other assistance, see "How should entries be prepared?" below.

Who can enter? The contest is open to all ONPA Collegiate Press members currently in good standing. It is not open to individual students.

What can be entered? All issues published from Monday, March 17, 2014 through Friday, February 27, 2015 are eligible for entry. 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 Monday, March 9, 2015**, 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 initial contest mailing contained login instructions.

What are the costs for entering? After you indicate the number of entries in each category and press "Register", the online registration form will compute a fee of **\$5 per category entered**, regardless of the number of entries submitted in the category. Submit a copy of that form to ONPA along with payment.

How should payment be made? Print the completed online registration form that shows the computed fees. If you're paying by check, make it payable to "Oregon Newspapers Foundation" or "ONE", 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? In each category, entries are grouped as described below, and each combination of category and 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 group within that category.

How are the groups defined? Entries in each category will be judged in three groups, sometimes called "Circulation groups":

Group 1: Four-year college or university, daily newspapers

Group 2: Four-year college or university, non-daily newspapers

Group 3: Two-year college, non-daily newspapers

Who will judge the contest? Entries will be judged by the staff of ONPA member newspapers.

What awards will be given? Judges will designate a first- and a second-place winner for each competition. Honorable mentions will be awarded at the discretion of the judges.

When will winners be announced? Judging should be completed by Monday April 13. As soon as possible thereafter, ONPA will notify advisers which of their entries received awards.

When will awards be presented? All awards will be presented during the ONPA Collegiate Day program

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. For specific instructions, click "Creating PDF entries" on the contest page of the ONPA web site.

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.

REGISTER ONLINE at www.betternewspapercontest.com

Category descriptions

In the 2015 contest, categories are grouped into four divisions: 100 General, 200 Editorial, 300 Photography, and 400 Graphics. 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 are to be submitted as PDF files** unless the category description begins with "Printed entries".

101 GENERAL: **General Excellence**

PRINTED ENTRIES. This category represents the highest award presented to Oregon college newspapers. Entries should truly be the best examples of the collegiate press in Oregon.

Each newspaper may **submit one entry consisting of three complete issues** of the newspaper. Issues must be selected as follows:

Dailies: Submit two consecutive issues from one of the following weeks — October 6-10, 2014, November 3-7, 2014, February 2-6, 2015, — plus one issue from another of those weeks. Do not duplicate days of publication. For example, if you submit the Monday and Tuesday issues from the week of April 23-27, your third issue should not be a Monday or Tuesday issue.

Non-dailies: Choose two consecutive issues from one of the following periods — October to November 2014 or January to February 2015 — plus one issue from the other period.

All: Please include with your entry a one-sentence statement regarding your newspaper's mission to its constituency, and whether or not your college or university has a formal journalism program.

Judging will be based on general and departmental news, mechanical excellence, advertising enterprise, editorial comment, general appearance and makeup, graphics, and thoroughness of campus coverage.

102 GENERAL: **Best Section**

PRINTED ENTRIES. Each entry consists of two examples of the section as described below, and each newspaper may submit up to **three entries**. All entries **MUST** have been published between September 2, 2014 and February 13, 2015. Submit entire sections or tearsheets of section pages. Any regularly designated section of the newspaper, such as features, arts and entertainment, sports, or editorial page, is eligible in this category.

Dailies: Submit two examples of the same section, and do not duplicate the day of publication if the section appears more than once a week. (For example, do not submit two Tuesday sections.)

Non-dailies: Submit one section or tearsheet from each of two different months within the designated period.

Judging will be based on writing quality, breadth of content coverage, photography, headlines, and layout.

103 GENERAL: **Best Special Section**

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

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

201 EDITORIAL: **Best Headline Writing**

Each entry must include four headlines by the same headline writer, along with their accompanying stories, including any jump pages. Each newspaper may submit up to **two entries**.

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

202 EDITORIAL: **Best Writing**

This category's emphasis is exclusively on writing, and entries should represent the best writing in the Oregon collegiate press. The nature of the event covered should not dictate the value of the writing. Any type of story or feature may be submitted.

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

Judging will be based on craftsmanship and writing excellence.

203 EDITORIAL: **Best News Story**

Each entry consists of a single news story that appeared in only one issue, including jump pages. It may be an example of spot, investigative, or enterprise reporting. Each newspaper may submit up to **two entries**.

Judging will be based on the quality of reporting, significance of information, effectiveness of quotes, clarity of writing, importance of story to readers, timeliness, and impact of headline and lead.

204 EDITORIAL: **Best Series**

PRINTED ENTRIES. Submit your best examples of investigative, enterprise, analytic, or news feature reporting, or continuing coverage of a sport news event, that extended over at least two issues of your newspaper.

Each entry should include your complete coverage, including jump pages, of one event or subject during the contest period. Each newspaper may submit up to **two entries**.

Judging will be based on the quality of reporting, clarity of writing, importance of story to reader, timeliness, and impact of headlines, lead and graphics.

205 EDITORIAL: **Best Feature Story**

Each entry consists of a single feature story, including jump pages, that appeared in one issue of your newspaper. Each newspaper may submit up to **three entries**.

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

206 EDITORIAL: **Best Editorial**

Entries in this category **MUST** have been published between September 2, 2014 and February 13, 2015. Editorials should reflect the opinion of the newspaper and are normally unsigned. If desired, the editor, publisher, or adviser may submit a short statement of conditions bringing about the publication of the editorial.

Each entry consists of a single editorial, including jump pages. Each newspaper may submit up to **three entries**.

Judging will be based on the subject matter, significance and importance to readers, quality of writing, originality and imagination, and impact or effectiveness of editorial.

207 EDITORIAL: **Best Sports Story**

Each entry consists of a single sports story, including jump pages, that appeared in one issue. Each newspaper may submit up to **three entries**.

Judging will be based on the quality of reporting, significance of information, effectiveness of quotes, clarity of writing, importance of the story to readers, timeliness, and impact of headline and lead.

208 EDITORIAL: **Best Review**

This broad category may include reviews of music, movies, restaurants, theatrical performances, or any other cultural experience typical of campus life. Each entry consists of a single review, including jump pages. Each newspaper may submit up to **three entries**.

Judging will be based on clarity of opinion, selection of significant features, and engaging writing.

209 EDITORIAL: **Best Columnist**

Each entry in this category represents a single columnist's work on any of a variety of topics, including sports, politics, student life, or entertainment. Each columnist must be a regular staff member of the newspaper, and each column must be a regular feature of the newspaper. Columns should reflect the opinion of the columnist and are normally signed.

Each entry consists of two columns by a single columnist, including jump pages. Each newspaper may submit up to **two entries**.

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

301 PHOTOGRAPHY: **Best Spot News Photo**

The subject must be unposed for this category, as this is a competition for spot news photos. No commercial photographs are eligible.

Each entry consists of one photo on the complete page on which it was published. Each newspaper may submit up to **two entries**.

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

302 PHOTOGRAPHY: **Best Sports Photo**

No commercial photos are eligible as entries in this category.

Each entry consists of one sports photo on the complete page on which it was published. Each newspaper may submit up to **two entries**.

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

303 PHOTOGRAPHY: **Best Feature Photo**

This is the category for posed or unusual photos, including photo collages. No commercial photos are eligible.

Each entry consists of one feature photo on the complete page on which it was published. Each newspaper may submit up to **two entries**.

Judging will be based on news value or human interest quality, originality and imagination, and technical quality.

304 PHOTOGRAPHY: **Best Photography**

The emphasis in this category is exclusively on photography, and any type of photo may be submitted. The nature of the event covered should not dictate the value or quality of the photography. Entries should represent the best photography in the Oregon collegiate press.

Each entry in this category consists of three examples of a single photographer's work on the complete pages on which the photos were published. Each newspaper may submit up to **three entries**.

Judging will be based on craftsmanship and photographic excellence.

401 GRAPHICS: **Best Design**

PRINTED ENTRIES. The **single entry** in this category consists of **two complete issues**, one published in November 2014 and one published in February 2015.

Judging will be based on the quality of page design, makeup, and typography; the relationship of design to content; and effective use of photography and illustrations.

402 GRAPHICS: **Best Graphic**

Entries consist of locally produced hand-drawn or computer-generated graphics, color or black and white, including illustrations, photo illustrations, charts, graphs, or supporting art (but not including cartoons) designed to help explain the news, feature, or sports story it accompanies.

Each entry consists of one graphic, including the story's jump pages. Each newspaper may submit up to **three entries**.

Judging will be based on impact, attractiveness and relevance.

403 GRAPHICS: **Best Cartooning**

Cartoons may be editorial or entertainment oriented, or a combination thereof, but they must appear as a regular feature of the newspaper.

Each entry includes three examples of the work of a single cartoonist. Each newspaper may submit up to **three entries**.

Judging will be based on the quality of the ideas expressed, draftsmanship, imagination, and originality.

404 GRAPHICS: **Best House Ad**

This category represents the best of the ads you ran on your newspaper's behalf, regardless of what part of your operation you are promoting. You may submit any size ad, single or series, black and white or color.

Each entry consists of one ad on the complete page on which it was published. Each newspaper may submit up to **three entries**.

Judging will be based on originality and execution of the idea.

405 GRAPHICS: **Best Web Site**

The **single entry** in this category is the address of your newspaper's home page.

Judging will be based on design, content, interactivity, ease of use, and connection with school community.