

# 2008 Rules

## Collegiate Newspaper Contest



7150 SW Hampton Street, Suite 111 • Portland OR 97223-8395  
Phone: 503-624-6397, ext. 38 • Fax: 503-624-9811  
E-mail: [onpa@orenews.com](mailto:onpa@orenews.com) • Web: [www.orenews.com](http://www.orenews.com)

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Click "Contests", then "Online contest registration"

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**A. ELIGIBILITY:** The contest is open to all 2007-2008 dues-paid Oregon Collegiate Press (OCP) members in good standing. It is not open to individual students.

**B. CONTEST PERIOD:** Oregon college newspapers published from Monday, March 26, 2007 through Monday, March 17, 2008 are eligible for entry.

**C. ENTRY DEADLINE:** All entries must be sent to ONPA, 7150 SW Hampton St., Suite 111, Portland OR 97223, postmarked by **Tuesday, March 18, 2008**, or hand-delivered to the ONPA office by 5 p.m. that same day. **No exceptions to this deadline will be allowed.**

**D. DIVISIONS:** Entries in each category will be judged in three divisions:

1. Four-year college or university daily newspapers.
2. Four-year college or university non-daily newspapers.
3. Two-year college non-daily newspapers.

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:** Certificates will be awarded to first and second place winners in all categories. Honorable mentions will be awarded at the discretion of the judges. All awards will be presented during the ONPA Collegiate Day program on Friday, May 9, 2008 on the Oregon State University campus in Corvallis.

**F. JUDGING:** Entries will be judged by the staff of ONPA member newspapers.

**G. REGISTRATION:** **Entry information must be entered via the online registration facility** referenced at the top of this page, and all entry labels and the registration form must be printed from that facility. Complete instructions are provided there.

**H. ENTRY FEE:** The basic entry fee is included in the annual OCP membership fee. Participating newspapers must pay an additional \$5 for each category entered, regardless of the number of entries submitted in the category. These fees will be calculated during the online registration process.

Send one check to cover all entry fees. **Do not include the check with your entries.** Make the check payable to Oregon Newspapers Foundation (ONF) and mail it under separate cover with a duplicate of the entry form. Please indicate "Collegiate Newspaper Contest" on the check.

**I. DISQUALIFICATION:** **Violation of these rules, INCLUDING PACKAGING INSTRUCTIONS (below), will disqualify entries from competition.**

Exceptions may be made solely at the discretion of ONPA and the judges. Written complaints concerning alleged violations must be submitted to the Contests Committee c/o ONPA within 10 days following Collegiate Day. Only written complaints will be considered. All decisions of the Contests Committee will be final.

## 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. **Photocopies are not acceptable.** Tearsheets must include the date-line/folio.

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

### PACKAGING

Each entry (which may consist of one or more tearsheets) must be submitted in a **separate 9x12" envelope**. 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.**

All envelopes, grouped together in one large envelope or box, should then be sent to the ONPA office by U.S. Mail, UPS, or FedEx, or delivered by hand.

## 2008 Collegiate Newspaper Contest

# How to avoid disqualification

Over the years, the ONPA staff has done everything possible to ensure that the maximum number of college newspapers were represented in the Collegiate 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, and often causes delays in judging.

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 strictly and disqualify those who do not comply fully.

Because this relentless attitude is new, we have restated below, as a reminder, the rules that 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.

**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 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 22-26, 2007, November 26-December 3, 2007, or February 4-8, 2008 — **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 October 22-26, your third submission should not be a Monday or Tuesday issue.

**Non-dailies (both four- and two-year schools):** Choose **two consecutive issues** from one of the following periods — October to November 2007 or January to February 2008 — **plus one issue** from the other period.

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.*

## 2. Best Design

Submit **two complete issues**, one published in November 2007 and one published in February 2008.

*Judging will be based not upon decoration but upon the quality of page design, makeup and typography; the relationship of design to content; and the effective use of photography and illustrations.*

## 3. Best Section

Newspapers may enter up to three separate sections in this category. Each entry consists of two examples of the section as described below. All entries **MUST** have been published between September 3, 2007 and March 17, 2008. 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 (both four- and two-year schools):** 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.*

## 4. Best Special Section

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

Each entry consists of a complete copy of one section, and newspapers 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.*

## 5. Best Headline Writing

Each entry represents the work of one headline writer. Each newspaper may submit up to two entries.

Each entry must include four headlines with their accompanying stories, **including any jump pages**.

*Judging will be based on clarity; aptness and creativity; and versatility and consistent quality shown in the entries.*

## 6. 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. There are no limitations on the types of stories or features submitted.

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

*Judging will be based on craftsmanship and writing excellence.*

## 7. 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.*

## 8. Best Series

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 graphic display.*

## 9. 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 given by newspaper, including heads, art and photos.*

## 10. Best Editorial

Entries in this category **MUST** have been published between September 3, 2007 and March 17, 2008. 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 shown; and impact or effectiveness of editorial.*

## 11. 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.*

## 12. 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.*

## 13. Best Columnist

Each entry in this category represents a single columnist's work on a single topic or 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; imagination and originality.*

## 14. Best Photography

The emphasis in this category is exclusively on photography. The event covered should not dictate the value of the photography. Entries should represent the best photography in the Oregon collegiate press. There are no limitations on the types of photos submitted.

Each entry in this category consists of three, and only three, examples of a single photographer's work. Each newspaper may submit up to three entries. **Submit complete tearsheets.**

*Judging will be based on craftsmanship and photographic excellence.*

## 15. Best Spot News Photo

Subject must be unposed for this category; this is a competition for spot news photos only. No commercial photographs are eligible.

Each entry consists of one photo only. Each newspaper may submit up to two entries. **Submit complete tearsheets.**

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

## 16. Best Feature Photo

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

Each entry consists of one feature photo only. Each newspaper may submit up to two entries. **Submit complete tearsheets.**

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

## 17. Best Sports Photo

No commercial photos are eligible as entries in this category. Each entry consists of one sports photo only. Each newspaper may submit up to two entries. **Submit complete tearsheets.**

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

## 18. Best Graphic

Entries consist of locally produced hand-drawn or computer-generated graphics, color or black and white, including illustrations, photo illustrations, charts, graphs, and supporting art (but not cartoons). The graphic should 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.*

## 19. 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, and only 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.*

## 20. 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 (**submit the complete tearsheet**). Each newspaper may submit up to three entries.

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