



2017 Osman C. Hooper Newspaper Awards

Annual Newspaper Competition for ONA Weekly Newspapers

ENTRY DEADLINE IS MONDAY, OCTOBER 10, 2016

~~~~GENERAL REQUIREMENTS~~~~

Contest period is August 1, 2015 to July 31, 2016

1. Go to www.newspapercontest.com/ohio to register and submit entries. The Association Code is: **ONACONTEST** (all caps).
2. Convert entries to multi-page PDFs, where applicable. PDFs can be merged using the free website www.foxyutils.com. Entry titles must be clearly identified on the PDF or in the "Explanation or Outline" section.
3. For Category 1-News Coverage and Category 8-Newspaper Design, one issue must be from **AUGUST 2015**.
4. Newspapers having multiple publications or editions under one ownership with pages in common (news and/or advertising) may only enter the shared content under the title having the largest circulation.
5. Entry fee remains \$8.00 per entry. It is suggested that payment be made online by credit card when entries are completed. **Entries are not valid until payment is received.** If payment is made by mail, be sure to include the printed page of entries available on the Entry Billing page.
6. Under **Category Type**, Categories 6, 9, 14 and 16 are listed under "Divisions Combined," Best Website category is listed under "Website Group-Independent," all other categories are listed under the "By Division" heading. Circulation divisions are assigned and based on circulation information previously provided by your newspaper and currently in the ONA database. Circulation questions? Contact ONA at 614-486-6677.

IMPORTANT NOTICE!

Incomplete submissions will not qualify for judging and fees will not be refunded. If you have submission questions, contact Sue Bazzoli at 614-486-6677, ext. 1018, or sbazzoli@ohionews.org

~~~~Newspaper of the Year Award Requirements and Points Chart~~~~

Your newspaper **must** be entered in News Coverage, Newspaper Design and Advertising to be eligible for the Newspaper of the Year award. Winners of Newspaper of the Year are determined on a points basis. The order of finish in the 17 categories below carries specific points. After all judging is completed in categories 1 through 17, each qualifying newspaper is awarded appropriate points which determine the Newspaper of the Year division winners.

| | CATEGORY | 1 ST | 2 ND | 3 RD | 4 TH |
|--------------|-------------------------------|-----------------|-----------------|-----------------|-----------------|
| | **1 – News Coverage | 20 | 15 | 10 | |
| NEW CATEGORY | 2 – Best News Story | 10 | 7 | 5 | |
| | 3 – In-Depth Reporting | 10 | 7 | 5 | |
| | 4 – Best Local Feature | 10 | 7 | 5 | |
| | 5 – Original Columns | 10 | 7 | 5 | |
| | 6 – Best Editorial | 10 | 7 | 5 | 3 |
| | 7 – Sports Coverage | 10 | 7 | 5 | |
| | **8 – Newspaper Design | 20 | 15 | 10 | |
| NEW CATEGORY | 9 – Best Page Design | 10 | 7 | 7 | 3 |
| | **10 – Advertising | 20 | 15 | 10 | |
| | 11 – Best News Photo | 10 | 7 | 5 | |
| | 12 – Best Feature Photo | 10 | 7 | 5 | |
| | 13 – Best Sports Photo | 10 | 7 | 5 | |
| | 14 – Best Headline | 10 | 7 | 5 | 3 |
| | 15 – Special Edition/Section | 10 | 7 | 5 | |
| | 16 – Community Awareness | 10 | 7 | 5 | 3 |
| | 17 – Best Website | 10 | 7 | 5 | |

**** You must be entered in the three categories highlighted in red to be eligible for Newspaper of the Year award.**



Category Descriptions and Requirements

For multiple pages, submissions must be submitted as multi-page PDFs

Category 1: NEWS COVERAGE – One entry per newspaper

- **You must be entered in this Category to be eligible for Newspaper of the Year**
- Submit three (3) multi-page PDF issues: one (1) from **AUGUST 2015** and two (2) additional issues within the contest period.
- Judged on the overall quality of community news coverage.
- No special editions.

NEW! Category 2: BEST NEWS STORY – Multiple entries per newspaper

- Submit a single story (sidebar may be included) within the contest period. Entry title must be clearly identified on the PDF or in the "Explanation or Outline" section.
- Judged on quality of writing and reporting and obvious extra effort that sets this news story apart from usual news coverage.

Category 3: IN-DEPTH REPORTING – Multiple entries per newspaper

- Submit one entire article or series of articles within the contest period. Entry title must be clearly identified on the PDF or in the "Explanation or Outline" section.
- Judged on the depth of reporting on a single issue or series of related issues. These may include investigative reporting, enterprise reporting or an analysis of a subject or issue.

Category 4: BEST LOCAL FEATURE – Multiple entries per newspaper

- Submit one (1) complete feature story (include jump), or one entire series, within the contest period. Entry title must be clearly identified on the PDF or in the "Explanation or Outline" section.
- Judged on the overall impact of the feature story or series of stories.

Category 5: ORIGINAL COLUMNS – Multiple entries per newspaper

- *An entry consists of 3 different columns per columnist* within the contest period. Entry title must be clearly identified on the PDF or in the "Explanation or Outline" section.
- Only one entry per columnist.
- Judged on the overall quality of writing, clarity and local interest.

Category 6: BEST EDITORIAL – Multiple entries per newspaper

- Submit one (1) editorial from your newspaper within the contest period. Entry title must be clearly identified on the PDF or in the "Explanation or Outline" section.
- No individual columns accepted.
- Judged on the overall quality of writing, clarity and local impact.
- No division by circulation in this category.

Category 7: SPORTS COVERAGE - One entry per newspaper

- Submit three (3) sports sections of your choice within the contest period.
- Judged on all aspects of local sports, writing and photo quality and overall appearance of the sports section.

Category 8: NEWSPAPER DESIGN - One entry per newspaper

- **You must be entered in this Category to be eligible for Newspaper of the Year**
- Submit three (3) issues: one (1) from **AUGUST 2015** and two (2) additional issues within the contest period.
- Judged on the overall look of the newspaper with emphasis on placement and organization of headlines, photos, stories, art and ads. Judges will also consider quality and appropriate uses of color, art and graphics.
- No special editions.



Category Descriptions and Requirements

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NEW! Category 9: BEST PAGE DESIGN – Multiple entries per newspaper

- Submit a single or double-page spread.
- Judged on the overall look of the page with emphasis on placement of visual elements that may include headlines, photos, graphics, infographics, advertising, color, etc.
- No division by circulation in this category

Category 10: ADVERTISING - One entry per newspaper

- **You must be entered in this Category to be eligible for Newspaper of the Year**
- Submit five (5) different ads (print or web), clearly identified, within the contest period.
- Entries should be a full newspaper page PDF with each ad identified or a screen shot of the web page.
- Ads must be prepared entirely by the newspaper staff.
- No house ads. Ads from special editions or sections are allowed.
- Judged on the overall design and content of paid advertising.

Category 11: BEST NEWS PHOTO - Multiple entries per newspaper

- Submit one (1) photograph included on the full newspaper page PDF or a screen shot of the web page with photo clearly identified on the PDF or in the "Explanation or Cutline" section. Entries will be judged on PDF as it appeared in print or online. We also request a JPEG of the photo to be used for presentation purposes only (JPEG format will not be judged).
- Judged on the overall quality and impact of a news photo as an integral part of the newspaper.

Category 12: BEST FEATURE PHOTO - Multiple entries per newspaper

- Submit one (1) photograph included on the full newspaper page PDF or a screen shot of the web page with photo clearly identified on the PDF or in the "Explanation or Cutline" section. Entries will be judged on PDF as it appeared in print or online. We also request a JPEG of the photo to be used for presentation purposes only (JPEG format will not be judged).
- Judged on the overall quality and impact of a feature photo as an integral part of the newspaper.

Category 13: BEST SPORTS PHOTO - Multiple entries per newspaper

- Submit one (1) photograph included on the full newspaper page PDF or a screen shot of the web page with photo clearly identified on the PDF or in the "Explanation or Cutline" section. Entries will be judged on PDF as it appeared in print or online. We also request a JPEG of the photo to be used for presentation purposes only (JPEG format will not be judged).
- Judged on the overall quality and impact of a sports photo as an integral part of the newspaper.

Category 14: BEST HEADLINE - Multiple entries per newspaper

- Submit the headline with full article and date within the contest period. The headline must be clearly identified on the PDF or in the "Explanation or Cutline" section.
- Judged on the creativity and effectiveness of the headline.
- No division by circulation in this category.

Category 15: SPECIAL EDITION OR SECTION - Multiple entries per newspaper

- This entry consists of an entire newspaper, section, page or series of consecutive pages, including editorial and advertising material promoting a single theme. Submit as multi-page PDFs.
- The entry may include any statement the editor cares to make concerning the success achieved and any related examples from one or more issues within the contest period.



Category Descriptions and Requirements

For multiple pages, submissions must be submitted as multi-page PDFs

Category 16: COMMUNITY AWARENESS - Multiple entries per newspaper

- This entry shows how your newspaper brought awareness to a community issue. Last year's winners included the struggle to save Lake Erie, community diversity, human trafficking and healthier lifestyles.
- The entry shall consist of a description of the community need and how results of the newspaper project addressed that need.
- Include all published documentation.
- No division by circulation in this category.

Category 17: BEST WEBSITE

- Websites are divided into two categories: independent, and websites with shared content among group-owned newspapers. Websites will be judged on content, ease of navigation, layout, design and advertising.
- Websites will be randomly "visited" by our judges a minimum of 5 times between October 17 and December 9, 2016.
- Subscription-based websites MUST include login information in comments section for judging purposes.
- No division by circulation in this category.

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Recognition and Awards at the 2017 Ohio Newspaper Association Convention

The Osman C. Hooper Newspaper Awards will be presented as part of the ONA Convention, February 8-9, 2017 at the Hilton Columbus Polaris. First, second, third and fourth (where applicable) place awards will be presented in each category for each circulation division. Newspaper of the Year winners in each circulation division will each receive a plaque. Certificates will be presented for all winners in each category.

Ohio Newspaper Association Weekly Newspaper Committee

Mary Huber, *Archbold Buckeye*; Chairperson
Diane Chiddister; *Yellow Springs News*
Doug Dixon, *ThisWeek Community News*, Columbus
Bev Keller, *The Budget*, Sugarcreek
David Keller, *Morgan County Herald*, McConnelsville
Ellen Kleinerman, *Douthitt Communications*, Chagrin Falls
Jerry Mossbarger, *The Telegram*, Jackson
Erica Peterson, *Record Publishing Co*, Kent