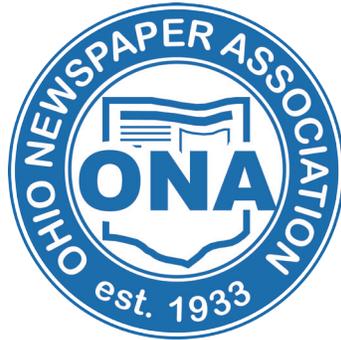


# Ohio Collegiate Newspaper and Web Site Competition

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A Competition for Collegiate Newspapers presented by  
The Ohio Newspaper Association and The Ohio Newspapers Foundation



## Awards & Judges' Reports

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# 2012

As presented at The Ohio Newspaper Association Annual Convention  
February 9, 2012



# Collegiate Newspapers 2012

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The following Ohio Newspaper Association member newspapers  
entered this year's competition:

The Collegian	Ashland University
The BG News	Bowling Green State University
Cedars	Cedarville University
The News Record	University of Cincinnati
The Pulse	University of Findlay
Daily Kent Stater	Kent State University
Aviso AVW	Malone University
The Lantern	The Ohio State University
The Post	Ohio University
The Transcript	Ohio Wesleyan University
Tan & Cardinal	Otterbein University
The Jambar	Youngstown State University

# Class 1: News Coverage

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Judged by Keith Rathbun, Publisher, The Budget, Sugarcreek

## Division A

**First Place:** The Post - Ohio University

**Second Place:** The Lantern - The Ohio State University

**Third Place:** The BG News - Bowling Green State University

## Division B

**First Place:** The Pulse - University of Findlay

**Second Place:** The Jambar - Youngstown State University

**Third Place:** Tan & Cardinal - Otterbein University

# Class 1: News Coverage

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## Judge's Comments

### Division A

**First Place: The Post - Ohio University** - This newspaper knows its reader and community, and delivers a news package right up their alley. *The Post* contains a great mixture of campus and community news relative to the campus reader (including endorsements of local candidates). Good balance of news, sports, and life/entertainment features, a strong op/ed page, and very consistent in its graphics and presentation.

**Second Place: The Lantern, The Ohio State University** - This newspaper is the “metro” of Ohio’s collegiate newspapers, covering a campus of nearly 60,000 enrolled students. But it meets this task head-on. *The Lantern* boasts a great story selection, standout Page One stories and graphics, and a thought-out and consistent presentation throughout its pages. Claims on its front page to be “the student voice of The Ohio State University,” then walks the walk with a strong “studentvoice” opinion page anchored consistently on page 4.

**Third Place: The BG News - Bowling Green State University** - This paper treats its readers like “adults,” mixing world, national and state news in with its campus and city news. Maybe a little too much “real world” content for some BGSU readers, but it’s contained responsibility in a couple inside pages, keeping Page One pure with campus news. A strong “forum” page, but the sports coverage is diluted by too many Associated Press by-lines.

### Division B

**First Place: The Pulse - University of Findlay** - Newspaper boasts a strong reporting style (and great ledes), presented in a clean and consistent layout. Have strong facing “Opinions” and “Perspectives” pages, comprehensive sports and other “products,” e.g. entertainment, a food critic and even weather projections for the week. Also, it’s an aptly named paper with its finger on its readers’ collective pulse. Give ‘em what they want.

**Second Place: The Jambar - Youngstown State University** - Solid writing and strong photography, and a stellar Page One. Good sports coverage. Weak opinion page except for a op/ed piece always tied-in to one of the Page One stories. The rest of the page is lazy.

**Third Place: Tan & Cardinal - Otterbein University** - Strong writing style and crisp editing, good story selection and solid news presentation/layout. But supporting photography is weak and drags down the paper’s overall mark. Tabloid’s Page One is uninspiring.

# Class 2: Arts and Entertainment

Judged by Erica Peterson, Executive Editor, Weekly Div. Record Publishing Co., Stow, Ohio

## Division A

**First Place:** The News Record - University of Cincinnati

**Second Place:** The Post - Ohio University

**Third Place:** The Lantern - The Ohio State University

## Division B

**First Place:** The Collegian - Ashland University

**Second Place:** Cedars - Cedarville University

**Third Place:** The Jambar - Youngstown State University

# Class 2: Arts and Entertainment

## Judge's Comments

**Overall Comments:** Strong arts and entertainment pages are ones where all elements - writing, photography and graphics, and layout - are equally important. The winning pages best exemplified quality in all three areas.

## Division A

**First Place: The News Record - University of Cincinnati** - Attractive layouts, strong visuals and good writing make these energetic and enjoyable arts and entertainment sections. The photo of Anthony Green is especially terrific.

**Second Place: The Post - Ohio University** - Both entertaining and informative stories are handled well and supplemented by strong graphics. A good example of how to make visually interesting packages without photos.

**Third Place: The Lantern - The Ohio State University** - The Bon Jovi and Elvira layouts are done well and capture reader interest.

## Division B

**First Place: The Collegian - Ashland University** - Both amusing and informative subjects are handled well. The roommate stories and dorm game packages are creative and visually appealing, and fun to read.

**Second Place: Cedars - Cedarville University** - The short, informative blurbs with strong visual elements on Lessons Learned and 5 Books are pleasing to the eye and fun to read.

**Third Place: The Jambar - Youngstown State University** - A good variety of feature stories are highlighted.

# Class 3: Editorial Writing

Judged by David Lange, Editor, Chagrin Valley Times, Chagrin Falls, OH and Peter Comings, Managing Editor, WestLife, Westlake, OH

## Division A

**First Place:** The Lantern - The Ohio State University

**Second Place:** The News Record - University of Cincinnati

**Third Place:** The Post - Ohio University

## Division B

**First Place:** Tan & Cardinal - Otterbein University

**Second Place:** The Jambar - Youngstown State University

**Third Place:** The Transcript - Ohio Wesleyan University

# Class 3: Editorial Writing

## Judge's Comments

**Overall Comments:** A mix of traditional editorials representing the official positions of newspapers and personal opinion columns was submitted in this category. These are very different functions of a newspaper, and judging them head to head was somewhat like comparing apples to oranges. Overall the writing quality was quite good, and points of view were well taken.

## Division A

**First Place: The Lantern - The Ohio State University** - Two unsigned editorials and one personal piece in the sports section were included in this entry. An explanatory editorial on the killing of Osama bin Laden was especially noteworthy in that it told readers how and why *The Lantern* covered the story from a campus perspective. Another very good editorial gave “lukewarm” congratulations to Ohio Gov. John Kasich on his election and cautioned him against raising tuition at state universities, making a good case for the value of affordable higher education. Taking up the cause of students’ best interests is something that student newspapers ought to do.

**Second Place: The News Record - The University of Cincinnati** - This entry consisted of three personal opinion columns. An examination of a UC student’s Fourth Amendment rights in protesting airport security, written by James Sprague, was well done. Sam Green made a rational argument in defense of a Cincinnati police officer who accidentally ran over and killed a sleeping homeless woman.

**Third Place: The Post - Ohio University** - Three solid editorials were submitted in this entry, all of them congruous with the college environment. The one about Ohio Senate Bill 5 and how it would have unfairly impacted low-wage public employees on college campuses was exceptional.

## Division B

**First Place: Tan & Cardinal - Otterbein University** - The submissions draw national issues to local readers and express developed opinion on local issues. I want to write like this.

**Second Place: The Jambar - Youngstown State University** - Editorials take on day-to-day needs and issues. It’s a nice touch to reference related stories outside the flow of the editorial itself.

**Third Place: The Transcript - Ohio Wesleyan University** - Entertaining (and hopefully rare) use of the phrase “Well, duh” in an editorial.

# Class 4: Sports Coverage

Judged by Larry Phillips, Editor, Mansfield News Journal and Bucyrus Telegraph-Forum

## Division A

**First Place:** The Post - Ohio University

**Second Place:** The Lantern - The Ohio State University

**Third Place:** The News Record - University of Cincinnati

## Division B

**First Place:** The Jambar - Youngstown State University

**Second Place:** Cedars - Cedarville University

**Third Place:** The Pulse - University of Findlay

# Class 4: Sports Coverage

## Judge's Comments

### Division A

**Overall Comments:** The writing in this division showed a consistent understanding of sports in general, and particularly where athletics fits in the culture of the specific campuses. Photos were also above average and design showed courage to the point of boldness in several entries. Each entry showed an understanding of the highest profile sport on campus, and played their sections, accordingly. There was also a strong effort to reach beyond game coverage, and feature writing in this division was exceptional. Each of these sections was worthy of an honor. Critique: Some sports editors should take another look at how they are utilizing their respective staffs. Professional sports and in one case high school sports (although it was posted online) do not warrant coverage by the campus newspaper. Columns on that subject matter are one thing, but byline coverage robs resources and space from touching other sports taking place at the university involving your students and of interest to your readers. All sports sections should be sure to refer to online coverage in even greater detail.

**First Place: The Post - Ohio University** - Excellent graphics and solid to good writing throughout these sections. Refers to online content are a nice touch and necessary when further coverage is available online. Coverage of men's and women's basketball reveals an understanding of the subject and reporting offers strong context. Critique: Even online coverage of local high schools is unnecessary for a college newspaper. There is little to no audience for such coverage. As a sports person, applaud 1A play for sports stories, but multiple sports stories on 1A is probably a bit of overkill.

**Second Place: The Lantern - The Ohio State University** - Writing and art is good to very good throughout the sections. Writing and reporting offers good context in the chosen subject matter. Photo play and creative layout offers a bold flair that spices the sports section. Design was the best among the sections presented. Critique: Why so much coverage of The Memorial golf tournament and Columbus Crew pro soccer teams? OSU has biggest athletic department in the nation, begging for more coverage of its 30-plus sports. No need to go off campus for pro sports, and little readership for it. More refers needed for online content.

**Third Place: The News Record - University of Cincinnati** - This entry offered the best job of spreading around coverage to the variety of sports going on all over campus. This shows outstanding planning and a sports staff with its finger on the pulse of the university. Provocative columns each day add to the section. The writing for this entry shows an analytical edge across the board. Good use of photos in the layout and design. Critique: Reverse type can be effective, but this section overdoes it. More refers to online coverage are needed to show what else is available and how students can obtain it.



# Class 4: Sports Coverage

## Judge's Comments (Continued)

### Division B

**Overall Comments:** Photos were good to excellent in a couple of entries, and the top two sections in particular showed strong writing, with insightful looks into student-athletes from the campus. This division did a better job than Division A of spreading coverage around to a number of sports. Critique: Layout seemed a bit erratic and headline fonts were jarring in some sections. Use of Q-As and multiple entry points would add even more life to some of these sections.

**First Place: The Jambar - Youngstown State University** - This is what a college sports section should look like. Tremendous package on a rugby story with art, layout, and the best lead of any sports piece in the contest. Penguin Spotlight is an excellent idea. Breakout boxes of polls and schedules gives the reader lots of entry points into stories and enhances context. Refer to online video was the only one of that type noted among the entries. Many of the principles here should be emulated in other sports departments. Critique: Layout could be a bit more overwhelming with reverse type lost in use with swimming story. A bit more disciplined approach to layout would make this section even stronger.

**Second Place: Cedars - Cedarville University** - Superb story on the history of football at Cedarville University. This was the top story written in any of the divisions, showed extensive research and a thorough understanding of an intriguing topic. The writing throughout this section really stood out. Very good use of space with capsule preview on spring sports. Solid photos and good feature writing here elevate this section above its available resources. Column on Jim Tressel from a Christian perspective was thought provoking. Critique: Quote lead should be avoided at all costs. Refer to other online sites for schedules and/or statistics and standings involving league play, etc.

**Third Place: The Pulse - University of Findlay** - Good call and good play of new basketball coach on Page 1A. There is a strong effort here to touch on multiple sports across campus, use of roundup stories to handle more than one game is precisely how to handle the topic. This section shows the writers are engaged and aware of sports on campus and the students' place in them. Critique: Refers and more detailed information of what's available online should be accessible to the reader in this section.

# Class 5: Design

Judged by Monica Nieporte, Publisher, The Athens Messenger, Athens, Oio

## Division A

**First Place:** The News Record - University of Cincinnati

**Second Place:** The Post - Ohio University

**Third Place:** The Lantern - The Ohio State University

## Division B

**First Place:** Cedars - Cedarville University

**Second Place:** Tan & Cardinal - Otterbein University

**Third Place:** The Jambar - Youngstown State University

# Class 5: Design

## Judge's Comments

### Division A

**First Place: The News Record - University of Cincinnati** - Clean, contemporary layout; easy to follow, good use of graphics and local art. Very professional-looking and creative without appearing cluttered or disorganized.

**Second Place: The Post - Ohio University** - Great use of illustrations. Very nicely done. Could use a little more variety on page one - the main story is so dominant if it isn't of interest to a reader there isn't much else to get them to pick up the paper and look inside.

**Third Place: The Lantern - The Ohio State University** - Great local content. Could use more white space, smaller fonts, appears cluttered at times but still above average overall package.

### Division B

**First Place: Cedars - Cedarville University** - Congratulations for thinking outside the box - which is what grads must do in the real world everyday. Love the creative covers, use of graphics and pull-out calendar of events.

**Second Place: Tan & Cardinal - Otterbein University** - Nice-looking, well-organized tab format. Easy to navigate, sharp graphics.

**Third Place: The Jambar - Youngstown State University** - Good packaging of main stories and sections. At times it feels like maybe they're trying to do too much on one page - use less variation in fonts and colors. Overall, nice paper.

# Class 6: Photojournalism

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Judged by Kenneth Amos, former Director of News & Operations for the Cincinnati Enquirer/Cincinnati.com

## Division A

**First Place:** The News Record - University of Cincinnati

**Second Place:** The Lantern - The Ohio State University

## Division B

**First Place:** Cedars - Cedarville University

**Second Place:** Tan & Cardinal - Otterbein University

**Third Place:** The Pulse - University of Findlay

# Class 6: Photojournalism

## Judge's Comments

**Overall Comments:** It was especially heartening to find true photojournalistic attention to details and standards on the pages of these newspapers. Have to believe there is evidence of some solid guidance being offered. Photographers need to be ever vigilant and follow their own images to press (or at least have a collective discussion with their newspaper's Photo Editor) about how often type is being placed over their images, and how some unwanted affects – glows, screens, etc. – might be compromising the integrity of their images.

## Division A

**First Place: The News Record - University of Cincinnati** - Each of the five individual entries convey emotions-anger, power, solitude, joy and fear. About the image of the Egypt protest on campus; readers like to know the names and background of the people in photos. Get this information. Photographers clearly thought out their positions and were ready for the shots, whether in the context of news gathering, setting up for a feature portrait or within a sporting event. Cover of full-issue submission could have benefited from one or two fewer images; nine photos (including one integrated into the flag) and two graphics lead to clutter. Go with your best and leave out the rest, particularly if you already have a talking head as your lede image. Really appreciated the assist from a true designer that was given to the football package “Raging Bulls” (although white type on a black background needs more size than given for optimal legibility. Have to believe this is some burgeoning talent within this staff.

**Second Place: The Lantern - The Ohio State University** - Some fine individual moments captured by this staff, particularly the dominant Sugar Bowl exhalations, as well as the tender moment of Ohio Gov.-elect John Kasich offering his wife a peck on the cheek. Football images are fairly standard fare. Students' reaction to Osama bin Laden's death seems to have been given small play (although it was difficult to tell inasmuch as it and three other photos were submitted at cutouts rather than full-page tearsheets). Front-page images of full section were hurt by type intrusion, cropping choices and color-correction. Toning issues hamper the presentation of black-and-white photographs. “Moving America Forward Rally” photo page easily had news section's best photographs. Sports shots standard fare (was cropping of main Sports front, and second-page photo intentionally loose?; I might buy it if the intent was to show the crowd on the section front, and to convey a forlorn /lonely feeling on Page 2. I really hope such thinking went into these (and other) photo decisions.



# Class 6: Photojournalism

## Judge's Comments (Continued)

### Division B

**First Place: Cedars - Cedarville University** - Easily the strongest individual and collective representation of photojournalism in this competition. Photographers obviously edit in their viewfinders (or camera backs) and look for intelligent angles, composition, subject matters and light sources. This likely is a result of taking more of a magazine-style approach when considering photo elements. Solid photography hampered by sometimes poor toning and reproduction considerations. Magazine designers could give photography a lift by making better choices about selecting dominant images for each spread. Also, would be nice to see if color is available for your center spreads (it should be), because there seems to be more care (in terms of color correction) taken with the full-issue's front- and back-page photos.

**Second Place: Tan & Cardinal - Otterbein University** - Individual photo submissions average or ordinary. Very little excitement generated visually. Photographers need to be acutely aware when they have an assignment that could be destined for the cover of the newspaper. The nameplate, in two instances, obscures individuals important to the photo; other typography does little to guide readers. The cover of the complete issue submission does the best job integrating photography and typography. Designers could do photographers a favor by closely watching the background horizons. There were full-issue toning and color-correction issues. Color page dedicated to Homecoming seemed to be more a collection of snapshots rather than an attempt at serious photojournalism (Although the presentation could have assisted the photography by at least presenting a more interesting and more dominant lede image.

**Third Place: The Pulse - University of Findlay** - When considering your efforts over 52 weeks, I have to imagine better individual images were made. Fall colors and river-water notwithstanding, odd camera angles, head-on eye-to-eye photography and inconsistent cropping of mugs were issues that need to be addressed. Some more than adequate sports photography within the full issue, which was hampered by poor toning and reproduction. Photographers: talk with your designers about the need for at least a dominant front-page image (and certainly within one of the inside spreads) – and then deliver worthy images.

# Class 7: Headline Writing

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Judged by Jerry Mossbarger, Publisher, The Telegram, Jackson, Ohio

## Division A

**First Place:** The News Record - University of Cincinnati

**Second Place:** The Lantern - The Ohio State University

**Third Place:** The Post - Ohio University

## Division B

**First Place:** The Collegian - Ashland University

**Second Place:** Cedars - Cedarville University

**Third Place:** The Pulse - University of Findlay

# Class 7: Headline Writing

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## Judge's Comments

### Division A

**First Place: The News Record - University of Cincinnati** - "Threat Level Orange...Syracuse Looks to Spoil UC Homecoming" - Great use of terrorist threat level reference to indicate imminent danger of UC team losing to The Orange of Syracuse.

**Second Place: - The Lantern - The Ohio State University** - "Roses are red, Sugar is green" - Wonderful utilization of universal poem to connote the loss of money in the Rose Bowl while indicating the Sugar bowl was profitable.

**Third Place: - The Post - Ohio University** - "Citizens Talk Trash at Town Hall Meeting"

### Division B

**First Place: The Collegian - Ashland University** - "Students diagnose Health Center" - Creativity displayed by putting the students in the position of diagnosing the Health Center when the reverse should be true! Effective because the content of the story is evident immediately upon reading the headline!

**Second Place: - Cedars - Cedarville University** - "Texting, Facebook murdering the English Language (JK, but seriously) - Creative with the "JK" reference but effective by drawing you into the article.

**Third Place: - The Pulse - University of Findlay** - "Womens Soccer bites Ferris State Bulldogs, 3-1"

# Best Collegiate Newspaper Web Site

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Judged by Rick Markus, RickMarkus.com, Front-End Web Developer, Chicago, Illinois

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## Division A

**First Place:** The News Record - University of Cincinnati  
[www.newsrecord.org](http://www.newsrecord.org)

**Second Place:** The Lantern -The Ohio State University  
[www.thelantern.com](http://www.thelantern.com)

**Third Place:** The BG News - Bowling Green State University  
[www.bgnews.com](http://www.bgnews.com)

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## Division B

**First Place:** Aviso AVW -Malone University  
[www.theaviso.org](http://www.theaviso.org)

**Second Place:** Tan & Cardinal - Otterbein University  
[www.otterbein360.com](http://www.otterbein360.com)

**Third Place:** The Collegian - Ashland University  
[www.ashlandcollegian.com](http://www.ashlandcollegian.com)

# Best Collegiate Newspaper Web Site

## Judge's Comments

### Division A

**First Place: The News Record - University of Cincinnati** - Nicely organized navigation bar. Good hover treatments on navigation anchor links. Multimedia box is excellent, but the polls link doesn't go anywhere. Videos and Weekly Headlines both go to the same place. Related stories box under each article post is nice. So is the popular stories box in the right sidebar. Stories are well-written. Good range of topics. Featuring staff member blogs gives the site a personal touch. The design and implementation are both fantastic. Color scheme works well. Nice columnar layout. Everything balances well. The View Print Edition link at the top right is attention grabbing but not over the top. Very professional looking.

**Second Place: The Lantern - The Ohio State University** - Very straight forward, simple navigation. Well done. Stories are generally well-written and informative. Variety and amount of stories are impressive. Nice use of video in multimedia section. Well organized, easy to find information. I'm not sure the significance of the image behind the title of *The Lantern* in the header image, but it looks nice. Colors and headings are consistent. Lots of room for ads, which is well utilized. The photographs complement the publication. The story thumbnails are nice. Story lists in main content column are crowded and may look less overwhelming if limited to four stories with a link to continue on the Campus page, for instance. Good use of both Twitter and Facebook widgets. Online Classifieds is a great resource, but perhaps they're over categorized on the site. Many category links yield 0 results when clicked. The benefits of the Wibiya toolbar could be added to the site manually. Not sure what the site gains from the third-party plugin on the bottom of the page.

**Third Place: - The BG News - Bowling Green State University** - Site seems incomplete. Special Sections page is blank. Blogs page is merely a placeholder. Social Networks page has a list of current stories instead of anything particular to a social network. Breaking News link landed on blank page. Nice variety of story content in feature stories slider. Story links on Home page are organized well. Timely issues are being addressed in the opinion section (same sex marriage - 11/16/11). Nice use of photography, header looks great. Column organization works well throughout the site. Sub level headers fit the site's theme nicely. Colors work well together. Locations for ads chosen well (should maximize their clicks). Nice highlighting of e-edition in sidebar. Social Networks are there.



# Best Collegiate Newspaper Web Site

## Judge's Comments (Continued)

### Division B

**First Place: Aviso AVW - Malone University** - Everything appears to be in its place and is easy to find. Main navigation bar choices are short and direct. Content is good. Site seems to be covering the important news areas. Great use of the RSS feed from *The Canton Repository* to round out the site's news coverage. I was immediately impressed with the look of the site upon landing on the front page. Great choice of theme. Choice of colors is great. Scrolling feature box looks very nice. The text for articles looks nice but may be a tad too light. Otherwise, article pages are full and well utilized. Nice use of pulled quote styling. Overall, an excellent entry to the website competition. Competes well with the larger schools.

**Second Place: Tan & Cardinal - Otterbein University** - Site's navigation is pretty straight forward. Main navigation bar is done well. Some of the sub-nav links take you to an archive search page when they should instead take you to specific content (Cartoons, Columns). Nice variety of well-written stories. Story on members of basketball team all growing mustaches was screaming for a photo (11/29). Nice multimedia section offering photos, audio and video. Very nice looking website. Ads, content and social elements are mixed well. Headlines fonts need to be stronger (i.e. bolder or bigger). They bleed into the copy too much. Nice organization of front page. Great styling of headings, balance and use of white space.

**Third Place: - The Collegian - Ashland University** - The main navigation links were chosen well, though multimedia goes to a blank page (11/28). Blogs section is incomplete. The sub-navigation gets too specific and overly fractures the content (there is a Greek Life sub-nav link under both News and A&E). A number of sub-navigation links go to a page with only one story and otherwise the same content as other pages (the polls are very redundant). Some well-written stories. "A Vigil for Mitch" by Justine Ackerman is one of them. A story titled "Secret Menu: The Powerbowl," about a student's late-night mixture of food, was strange. I'm not sure where it fit in a paper's journalism menu. The structure of the sight is good. Nice use of white space. Good color choices. Features story box is to the point. Photo galleries work well. Video gallery on front page is empty though (11/28). The calendar is not utilized. It is wasting valuable real estate. The popular/commented/Facebook widget is nice, but commented tab leads to a poll instead of recent comments.



# General Excellence Award

## Division A

The Lantern  
The Ohio State University

## Division B

The Jambar  
Youngstown State University



# Attention!

**The Collegiate Newspaper Competition for the entry period  
August 1, 2011 to July 31, 2012 will be an online platform.**

How can you prepare?

- Set aside contest-worthy digital content for those categories you wish to enter (e.g. create a folder on your desktop and save the page PDFs) **Entries will be from August 1, 2011 to July 31, 2012.**
- Select a single point of contact for your organization's contest entries, in case any communication is needed
- Plan on submitting your entries early during the contest, to avoid any last-minute rush

Benefits of an online contest platform:

- Digital entry for print and photo - no more forms to mail or shipping fees

**NOTE:** Some class entries may still require papers to be submitted for judging

- Online judging allowing easy winner review and selection
- Built-in administrative reporting and winner information retrieval for awards processing, saving time and resources

If you have any questions about our online contest platform contact Sue Bazzoli at sbazzoli@ohione-  
ws.org or 614-486-6677 Ext. 18.