



## 2018 Osman C. Hooper Weekly Newspaper Awards Annual Newspaper Competition for ONMA Weekly Newspapers

**ENTRY DEADLINE IS MONDAY, OCTOBER 9, 2017**

### ~~~~GENERAL REQUIREMENTS~~~~

**Contest period is August 1, 2016 to July 31, 2017**

1. Register at [www.newspapercontest.com/ohio](http://www.newspapercontest.com/ohio) submit entries. Association Code is: **ONMACONTEST** (all caps).
2. Multiple page entries must be submitted as multi-page PDFs. Entry titles must be clearly identified on the PDF or in the "Explanation or Outline" section of the entry form.
3. For Category 1-News Coverage and Category 8-Newspaper Design, one issue must be from **MARCH 2017**.
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. Payment can 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. Please note that there are 3 **Category Types** in the drop down box - By Division, Divisions Combined, and Best Website.
7. Circulation divisions are assigned and based on circulation information previously provided by your newspaper and currently in the ONMA database. Circulation questions? Contact ONMA 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](mailto: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 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 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>	4 <sup>TH</sup>
<b>**1 – News Coverage</b>	<b>20</b>	<b>15</b>	<b>10</b>	
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	
<b>**8 – Newspaper Design</b>	<b>20</b>	<b>15</b>	<b>10</b>	
9 – Best Page Design	10	7	5	
<b>**10 – Advertising</b>	<b>20</b>	<b>15</b>	<b>10</b>	
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

**IMPORTANT!** Multiple page entries 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 **MARCH 2017** and two (2) additional issues within the contest period.
- Judged on the overall quality of community news coverage.
- No special editions.

### 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 Cutline" section of the entry form.
- 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 Cutline" section of the entry form.
- 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 Cutline" section of the entry form.
- 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 Cutline" 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 Cutline" section of the entry form.
- An editorial is an opinion piece written by the senior editorial staff or publisher of a newspaper. Editorials are supposed to reflect the opinion of the periodical, not any individual. 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.



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**IMPORTANT!** Multiple page entries must be submitted as multi-page PDFs

### 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) multi-page PDF issues: one (1) from **MARCH 2017** 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 9: BEST PAGE DESIGN – Multiple entries per newspaper **\*\*NEW THIS YEAR – Division by Circulation**

- 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.

### 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.
- All entries must be a result of newspaper production. Agency produced ads are not allowed.
- 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 of the entry form. 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 of the entry form. 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 of the entry form. 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 of the entry form.
- Judged on the creativity and effectiveness of the headline.
- No division by circulation in this category.



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**IMPORTANT!** Multiple page entries must be submitted as multi-page PDFs

### 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 also 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 16: COMMUNITY AWARENESS - Multiple entries per newspaper

- This entry shows how your newspaper brought awareness to a community issue. Last year's winners included topics on road safety, drug/opioid addiction, and domestic violence.
- 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 the judge October 23 through December 8, 2017.
- 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 2018 Ohio News Media Association Convention**

The Osman C. Hooper Newspaper Awards will be presented as part of the ONMA Convention, February 7-8, 2018 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 News Media Association Weekly Newspaper Committee**

Mary Huber, *Archbold Buckeye*; Chairperson  
Diane Chiddister; *Yellow Springs News*  
Amanda Crabtree, *The Telegram*, Jackson  
Doug Dixon, *Dispatch Media Group*, Columbus  
Mark Fortune, *Coshocton County Beacon*, Coshocton  
John Karlovec, *Geauga County Maple Leaf*, Chardon  
Bev Keller, *The Budget*, Sugarcreek  
David Keller, *Morgan County Herald*, McConnelsville  
Ellen Kleinerman, *Douthitt Communications*, Chagrin Falls