

The 2008 Osman C. Hooper Newspaper Show

A Competition for Weekly Newspapers



The ONA Weekly Newspaper Committee

Keith Rathbun, *Sugarcreek Budget*, chairman; Anna Brewster, *Paulding Progress*;
Jeff Donahue, *ThisWeek Community Newspapers*; Don Hemple, *Delphos Herald, Inc.*; Mary Huber,
Archbold Buckeye; David Keller, *Morgan County Herald*; Bill Lange, *West Union People's Defender*;
Mary Jane Skala, *Chagrin Herald Sun*; Fred Steiner, *The Bluffton News*

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Class 1 - NEWS COVERAGE

The News Coverage class is judged on the overall quantity and quality of community coverage, including hard news and features (excluding advertising). An entry shall consist of three issues:

- One issue from the specified month, September 2006.
- Two additional issues of your choice within the Aug. 1, 2006 to July 31, 2007 year.
- No special editions. Your newspaper may enter this class only once per year.

Class 2 - IN-DEPTH REPORTING

An In-Depth Reporting entry will be 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. An entry shall consist of:

- Tearsheets of one entire article or series of articles from the Aug. 1, 2006 to July 31, 2007 year.
- All tearsheets must be clearly marked with hash marks. Your newspaper may enter this class only once per year.

Class 3 - LOCAL FEATURES

The Local Features class will be judged on the overall impact of the feature story or series of stories to include content, writing quality, photography and layout. An entry shall consist of:

- Tearsheets of three different feature stories, or one entire series, selected from the Aug. 1, 2006 to July 31, 2007 year.
- All features must be clearly marked with hash marks and your newspaper may enter this class only once per year.

Class 4 - ORIGINAL COLUMNS

The Original Columns class is judged on the overall quality of writing, clarity and local interest. An entry shall consist of:

- Three tearsheets from different issues of your newspaper from the Aug. 1, 2006 to July 31, 2007 year.
- Three tearsheets by the same columnist equal one entry and must be clearly marked with hash marks.
- **The number of participating columnists is not limited, however each columnist is restricted to one entry per year.**

Class 5 - EDITORIAL WRITING

The Editorial Writing class is judged on the overall quality of writing, clarity and local impact. An entry shall consist of:

- Tearsheets of three different editorials from your newspaper from the Aug. 1, 2006 to July 31, 2007 year.
- All editorials must be clearly marked with hash marks. Your newspaper may enter this class only once per year.
- **In this class, all entries will be judged together, with no division by circulation.**

Class 6 - SPORTS COVERAGE

The Sports Coverage class is judged on all aspects of local sports, writing and photo quality and overall appearance of the sports section. An entry shall consist of three issues:

- Three sports sections of your choice within the Aug 1, 2006 to July 31, 2007 year.
- Your newspaper may enter this class only once per year.

Class 7 - BEST SPORTS SPECIAL EDITION

A Best Sports Special Edition entry shall consist of:

- Any special edition or special section produced by your sports staff promoting a single season preview, sport or tournament. Examples: Fall Sports Preview Issue, State Championship Collector's Edition, Annual Golf Guide, etc.
- Entries must be selected from the Aug.1, 2006 to July 31, 2007 year.
- Your newspaper may enter this class only once per year.

Class 8 - DESIGN

The Design class is 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 frequency, quality and appropriate uses of color, original art and original graphics. An entry shall consist of three issues:

- One issue from the specified month, September 2006.
- Two additional issues of your choice within the Aug. 1, 2006 to July 31, 2007 year.
- No special editions. Your newspaper may enter this class only once per year.

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Class 9 - ADVERTISING

The Advertising class is judged on the overall design and content of paid advertising. No house ads. Ads from special editions or sections are allowed. An entry shall consist of:

- Tearsheets of five different ads. One ad per tearsheet, clearly marked with hash marks.
- One complete issue from the Aug. 1, 2006 to July 31, 2007 year.
- Ads must be prepared entirely by the newspaper staff. Your newspaper may enter this class only once per year.

Class 10 - PHOTOJOURNALISM

The Photojournalism class is judged on the overall quality and impact of photos as an integral part of the newspaper. An entry shall consist of:

- Tearsheets of five different photographs. One photograph per tearsheet, clearly marked with hash marks.
- One complete issue from the Aug. 1, 2006 to July 31, 2007 year.
- Your newspaper may enter this class only once per year.

Class 11 - HEADLINE WRITING

The Headline Writing class is judged on the creativity and effectiveness of the headline. An entry shall consist of:

- Five tearsheets which must include the headline, article and date of the article (not handwritten).
- One headline per tearsheet, clearly marked with hash marks.
- Your newspaper may enter this class only once per year.
- **In this class, all entries will be judged together, with no division by circulation.**

Class 12 - SPECIAL EDITION OR SECTION

A Special Edition or Section entry shall consist of:

- An entire newspaper, section, page or series of consecutive pages, including editorial and advertising material promoting a single theme. The entry may include any statement the editor cares to make concerning the success achieved. An entry may include related examples from one or more issues.
- Entries must be selected from the Aug. 1, 2006 to July 31, 2007 year.
- Your newspaper may enter this class only once per year.

Class 13 - COMMUNITY SERVICE

A Community Service entry shall consist of:

- A brief written statement of a single project which should clearly describe the community's need and how results of the newspaper project or campaign addressed that need.
- Include clips and all supporting documentation.
- A complete issue of your newspaper related to the specific project. Entry must be selected from Aug. 1, 2006 to July 31, 2007 year (if series started before Aug. 1, 2006 use entire series.)
- Your newspaper may enter this class only once per year.
- **In this class, all entries will be judged together, with no division by circulation.**

BONUS: Earn 3 Points for General Excellence

"75 Years of Excellence"

Submit at least one tearsheet example (photocopies acceptable) of something of interest from an issue of your newspaper in 1933. If you were not yet established in 1933, you may include a tearsheet from your first year of existence. Entries may be related to any aspect of the newspaper.

You'll receive an automatic three points towards your score for General Excellence. (Group-owned newspapers, each newspaper must submit an entry in order to receive the points.) Entries will be used in a special display at the 75th Anniversary ONA Convention Feb. 13-15 at the Hilton Columbus at Easton.

Description of General Excellence Awards

PLEASE READ CAREFULLY: To be considered for the General Excellence Awards, your newspaper must be entered in NEWS COVERAGE (CLASS 1) AND AT LEAST TWO OTHER CLASSES of your own choice. No special set of newspapers will be required for the General Excellence class. Instead, any newspaper submitting entries in News Coverage and at least two other classes will be **entered automatically** in the General Excellence competition.

Winners of General Excellence are determined on a points basis. The order of finish in the other 13 classes carries specific points (**see point chart on back**). After all judging is completed in Classes 1 through 13, each qualifying newspaper finishing in first, second or third positions is entered into the General Excellence competition.

The points are totaled for all newspapers in each circulation category and from each class: As an example, if a newspaper would finish second in Class 2 (5 points), first in Class 3 (10 points) and second in Class 6 (5 points), that paper would have 20 points in the General Excellence competition. Its point total would be compared against other newspapers in its circulation division.

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Circulation Divisions

Based on postal statements and audit documents sent in with the entries, newspapers will be assigned to circulation divisions with equal numbers of newspapers and entries in each, by descending order (largest circulations in Division A).

Awards

The Hooper Newspaper Show awards presentation is **Thursday, Feb. 14, 2008**, at the Hilton Columbus at Easton Hotel, as part of the ONA Convention. First, second and third place awards will be presented in each class for each circulation division. In classes 5 (Editorials), 11 (Headline Writing), and 13 (Community Service) only one first, second and third place award will be presented. General Excellence winners in each circulation division will each receive a plaque. The winning newspaper's name will also be engraved on a plaque permanently displayed in the ONA office. Certificates will be presented for all other classes.

Points Awarded for General Excellence

CLASS	1st	2nd	3rd
1. News Coverage	20	15	10
2. In-Depth Reporting	10	5	1
3. Local Features	10	5	1
4. Original Columns	10	5	1
5. Editorial Writing	10	5	1
6. Sports Coverage	10	5	1
7. Best Sports Spec. Ed.	10	5	1
8. Design	15	10	5
9. Advertising	15	10	5
10. Photojournalism	10	5	1
11. Headline Writing	10	5	1
12. Spec. Ed./Section	10	5	1
13. Community Service	10	5	1

BONUS: 3 points for entries in the special category, "75 years of excellence"

Preparing Your Entry

- 1.) Any non-daily newspaper in good standing as an active member of ONA is eligible for judging and awards.
- 2.) All entries must be taken from issues between Aug. 1, 2006 through July 31, 2007.
 - * **The specified month for entries in Classes 1 and 8 is SEPTEMBER 2006.**
 - * 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.
- 3.) **ENTRY LABELS**: A sheet of labels is included with this mailing. Additional labels may be photocopied.
 - * **Caution: All classes are limited to one entry with the exception of Original Columns.**
 - * Please affix the corresponding entry label to the outside of each entry. If a single entry consists of more than one tearsheet or issue, please bundle them together. Tearsheets must bear the name of the newspaper & date of the issue.
 - * Please type or print clearly.
- 4.) All tearsheets must be clearly marked with hashmarks.
- 5.) **ENTRY FEE**: \$8.00 per entry, with checks payable to the Ohio Newspaper Association. Fees must be paid at time of entry. If you enter more than one class you may write one check to cover all entries. *There is no fee for the General Excellence category or the Bonus category.*
- 6.) Include a copy of your Oct. 1, 2006 postal statement or audit document showing total circulation and distribution in Ohio.
 - * The circulation figure used for each newspaper from the postal statement is:
15g: "Total Distribution (Sum of 15c and 15f)"
- 7.) Send entries, entry fees and a copy of your 2006 annual postal statement or audit document to:
Osman C. Hooper Newspaper Show, c/o Sue Bazzoli, Ohio Newspaper Association, 1335 Dublin Road, Suite 216-B Columbus, Ohio 43215

POSTMARK DEADLINE: MONDAY, OCTOBER 8, 2007

If you have questions, contact Sue Bazzoli, ONA administrative assistant at:
TEL: 614-486-6677 or email: sbazzoli@ohionews.org

Introducing The Hooper Newspaper Show's "Best Website" Awards Competition

A competition for Weekly Newspapers

The Ohio Newspaper Association's Weekly Newspaper Committee is pleased to announce this new program designed to showcase the best among the growing list of Websites serving the subscribers of Ohio's weekly newspapers. Winners will be announced during the Hooper Awards ceremony at the ONA Convention on Thursday, February 14, 2008 at the Hilton Columbus at Easton.

This is an optional category of the Hooper Awards and does not count toward Hooper General Excellence scores.

HOW TO ENTER:

The ONA "Best Website" Awards Competition is open to any ONA member weekly newspaper with a currently active Website address. There is no entry fee required. Fill out the entry form on the reverse side of this sheet and mail or fax the entry to: ONA "Best Website" Awards Competition, Ohio Newspaper Association, 1335 Dublin Road, Suite 216-B, Columbus, Ohio 43215. Fax: 614-486-4940. DEADLINE IS OCTOBER 8, 2007.

JUDGING & AWARDS:

Participating Websites will be divided into two categories: one for independent or stand-alone Websites, and one for Websites with shared content among group-owned newspapers or Websites sharing resources like reporting, designing or advertising resources as part of a larger corporate operation.

Websites will be randomly "visited" by our judges a minimum of 5 times between December 1, 2007 and December 31, 2007.

Websites will be judged according to the following criteria:

- **CONTENT**—Quality of the news & editorial matter, selection and organization of the items.
- **NAVIGATION**—How easy it is to retrieve information from the Website.
- **VISUAL/DESIGN**—Layout, use of graphics, photographs, animation, color & related elements.
- **ADVERTISING**—Innovative strategies and/or evidence of revenue generation.
- **COMMUNITY**—Demonstration that the Website fulfills a "gatekeeper to the community" role.

The first place winners in each category will be presented with an overall "Best Website" plaque.

An "ONA Best Website Certificate" will be presented to the second and third place winners in each of the two categories. A matching "ONA Best Website" button will be designed and presented so you can post the winner's graphic on your Website for subscribers to see.

(see reverse side for entry form)

Entry Form

The Hooper Newspaper Show's "Best Website" Awards Competition

___ Yes, I would like our Website to be judged from Dec. 1 to Dec. 31, 2007

Name of Newspaper: _____

Website Address: _____

What kind of Website do you operate?

___ We are independent and stand-alone

___ We share content among group-owned newspapers **OR**
We share resources like reporting, designing or advertising resources as part of a
larger corporate operation

Authorizing Signature: _____

Print Name & Title of Person Authorizing: _____

Address: _____

Email Address: _____

Telephone & Fax Numbers: _____

Mail or Fax to: Sue Bazzoli
The Ohio Newspaper Association
1335 Dublin Road, Suite 216-B
Columbus, Ohio 43215
Fax: 614-486-4940

DEADLINE: OCTOBER 8, 2007

2008 Osman C. Hooper Newspaper Show Entry Form

A Complete Hooper Show Entry Includes:

1. This Entry Form
2. Completed entries clearly labeled and bundled with entry tags provided
3. Postal Statement or Independent Audit
(If you have neither, contact Sue Bazzoli at 614.486.6677 or sbazzoli@ohionews.org)
3. Payment

Newspaper Name _____
(As you would like to see it printed on awards materials)

Contact Name and Title _____
(In case of questions or if any additional materials are needed)

Contact email _____ Contact phone number (____) _____

Entry Fees – Each entry is \$8

- | | |
|---|---|
| <input type="checkbox"/> Class 1: News Coverage | <input type="checkbox"/> Class 8: Design |
| <input type="checkbox"/> Class 2: In-Depth Reporting | <input type="checkbox"/> Class 9: Advertising |
| <input type="checkbox"/> Class 3: Local Features | <input type="checkbox"/> Class 10: Photojournalism |
| <input type="checkbox"/> Class 4: Original Columns - # of entries _____ | <input type="checkbox"/> Class 11: Headlines |
| <input type="checkbox"/> Class 5: Editorials | <input type="checkbox"/> Class 12: Special Edition or Section |
| <input type="checkbox"/> Class 6: Sports Coverage | <input type="checkbox"/> Class 13: Community Service |
| <input type="checkbox"/> Class 7: Best Sports Special Edition | <i>Bonus & General Excellence entries have no fee</i> |

Total number of entries _____ x \$8.00 = _____ Are you a paid or free paper? _____

Payment: Credit Card Visa/AmEx/MC Card # _____ Exp __ / __
 Cash Enclosed Check Invoice Me Check is on the way

If you are paying for and/or have enclosed entries from multiple newspapers, or your paper's fees are included in another entry, or there is anything else we need to know, please make a note of that here:

Return Completed Entries to:
Ohio Newspaper Association
1335 Dublin Road, Suite 216-B
Columbus, OH 43215

Entry Deadline is October 8, 2007

Newspaper: _____

Class: _____

Affix the label to the outside of each entry.

If the entry consists of more than one tearsheet or issue, please bundle them together.

Entry Deadline is October 8, 2007

Newspaper: _____

Class: _____

Affix the label to the outside of each entry.

If the entry consists of more than one tearsheet or issue, please bundle them together.

Entry Deadline is October 8, 2007

Newspaper: _____

Class: _____

Affix the label to the outside of each entry.

If the entry consists of more than one tearsheet or issue, please bundle them together.

Entry Deadline is October 8, 2007

Newspaper: _____

Class: _____

Affix the label to the outside of each entry.

If the entry consists of more than one tearsheet or issue, please bundle them together.

Entry Deadline is October 8, 2007

Newspaper: _____

Class: _____

Affix the label to the outside of each entry.

If the entry consists of more than one tearsheet or issue, please bundle them together.

Entry Deadline is October 8, 2007

Newspaper: _____

Class: _____

Affix the label to the outside of each entry.

If the entry consists of more than one tearsheet or issue, please bundle them together.

Entry Deadline is October 8, 2007

Newspaper: _____

Class: _____

Affix the label to the outside of each entry.

If the entry consists of more than one tearsheet or issue, please bundle them together.

Entry Deadline is October 8, 2007

Newspaper: _____

Class: _____

Affix the label to the outside of each entry.

If the entry consists of more than one tearsheet or issue, please bundle them together.

Entry Deadline is October 8, 2007