

TIPS FOR PREPARING ENTRIES IN THE 2011 OKLAHOMA PRESS ASSOCIATION

BETTER NEWSPAPER CONTEST



CHANGES TO CONTEST

- **CONTEST PERIOD:** This year's contest period is longer due to the switch of the annual OPA Convention to June. This year's contest period is Sept. 1, 2010, through Dec. 31, 2011. Next year's contest period will be on a calendar year: Jan. 1 through Dec. 31, 2012.
- **ELIMINATION OF RULE:** The rule that prevents more than one weekend edition from being submitted in the News Content, Layout & Design and Advertising events has been eliminated.

GENERAL TIPS

1. **MAKE CONTEST PREPARATION A TEAM EFFORT!** Ask everyone to help select entries for the contest. Staying late to work on the contest? Order a pizza and make it a party!
2. **MAKE SURE ALL ENTRIES ARE WITHIN THE CONTEST PERIOD:** September 1, 2010, through December 31, 2011.
3. **READ THE DIVISION RULES.** Circulation divisions 1-7 will be determined when all entries have been received. Entries will be divided as equally as possible into three daily and four weekly divisions. Semi-, twin or tri-weekly newspapers will compete in Division 8. Sustaining Member Newspapers will compete in Division 9. College newspapers compete in Division 10.
4. **READ ALL RULES CAREFULLY.** Before you begin assembling entries for the contest, review the rules and make sure you understand them.
5. **READ THE EVENT REQUIREMENTS.** When an event requires three tear sheets or complete issues, send one tear sheet or issue from the three specified dates (including your choice). Place all required tear sheets for the event in one envelope.
6. **CHECK DATES ON ALL ENTRIES.** Entries will be disqualified if required dates are missing from Events 1, 2, 3 and 10.
7. **A LETTER TO THE JUDGE** is required in EVENT 4, SALES PROMOTION, and EVENT 12, COMMUNITY LEADERSHIP. You may include letters in other events if explanation is needed, although it is not required.
8. **EVENT 10, SPORTS COVERAGE,** is judged as a package. Enter your newspaper's entire sports page, pages or section.
9. **CLEARLY MARK ARTICLES TO BE JUDGED** in events 5 through 9. Prominently outline one article per tear sheet to be judged. We suggest outlining articles in red, black or dark blue ink.
10. **MARK ALL PHOTOS TO BE JUDGED** in Event 11, Photography. Rules require full-page tear sheets with the photo(s) to be judged labeled as News, Sports or Feature.
11. **COMPLETE ENCLOSED LABELS** for each event. Make sure to write the Newspaper Name and Town on each event label.
12. **PLACE EACH EVENT'S ENTRY** in a separate envelope (please use 9x12 or 10x13 envelopes). Tuck the envelope flap; do not seal envelopes. Bundle all entries together to send as one package to OPA.
13. **COMPLETE THE OFFICIAL ENTRY FORM** clearly marking the events entered and the name of a contact person at your newspaper.
14. **INCLUDE PAYMENT** when sending entries to OPA. Newspapers enclosing one check for multiple newspapers must list the newspapers on the check or on a sheet of paper.
15. **POSTMARK YOUR ENTRIES** by Monday, Jan. 23, 2012. OPA staff recommends mailing contest entries by USPS First Class, UPS or FedEx. Entries sent by Parcel Post may be delayed and disqualified if received one week after postmark deadline. Check the OPA website (www.OkPress.com) to verify entries were received.
16. **REMEMBER TO ENTER** the OPA Website Contest, Print Quality Contest and Outdoor Writer of the Year (only OPA business members may enter these three contests).
17. **QUESTIONS?** Contact Lisa Potts or Jennifer Gilliland at (405) 499-0020 or 1-888-815-2672 (toll-free in Oklahoma).