

OKLAHOMA PRESS ASSOCIATION

2011 Newspaper Website contest

ELIGIBILITY: The OPA Website Contest is open to all OPA Business Members.

DIVISIONS: There are two contest divisions determined by newspaper's publication frequency: Daily and Weekly

ENTRY FEE: \$5
(entry fee may be included with Better Newspaper Contest payment)

JUDGING CRITERIA: Websites will be judged for news content and coverage, visual appeal, navigation (ease of finding material on the site), organization, integration of advertising, timeliness and updates to the site. Judges also will look at innovative ways the newspaper uses its website to compliment coverage in its newspaper.

HOW TO ENTER: Submit contest entry form. A letter to judges describing your website may be included but is not required. Letter may include information such as website's attributes, number of employees and/or hours spent on site, number of unique visitors per month and efforts made to promote website.

QUESTIONS: For clarification on rules contact Jennifer Gilliland or Lisa Potts at (405) 499-0020, or 1-888-815-2672 (toll-free in Oklahoma).



website contest entry form

Newspaper: _____

Web Address: _____

Contest Division: Daily Weekly

Number of employees who work on this website: _____

Number of hours per week spent working on this website: _____

The \$5 entry fee was included on same check as my Better Newspaper Contest entries.

My check for \$5 is enclosed.

NOTE: Although the OPA Website Contest is not part of the Better Newspaper Contest, the \$5 entry fee may be included in the same payment as contest entries.

POSTMARK DEADLINE: MON., JAN. 23, 2012

Mail* entry form and payment to:
Oklahoma Press Association
Attn: Website Contest
3601 N. Lincoln Blvd
Oklahoma City, OK 73105

*May be mailed with contest entries

OPA's Newspaper Website Contest is not part of the 2011 Better Newspaper Contest. Winners will be announced during the OPA Convention at the Reed Center in Midwest City, Okla., June 7-9, 2012.