



## **2021 OCNA Better Newspapers Awards** **Rules of Entry**

### **1. DEFINITION OF AN ENTRANT:**

Entrants must be Ontario Community Newspapers Association (OCNA) Active Members or OCNA College/University Associate members in good standing. Student entries must be produced by full time students who have achieved passing grades during the evaluation period.

### **2. SCOPE OF THE COMPETITION:**

All entries must be selected from your work published between October 1, 2020 and September 30, 2021.

### **3. ENTRY DEADLINES:**

The final entry deadline is November 1, 2021 at midnight. All entries must be submitted and paid in full by the deadline in order to qualify.

All hardcopy entries must also be received no later than the deadline of November 1, 2021.

Please send to:

OCNA Awards  
104 Lavender Drive  
Ancaster, ON, L9K 1B1

**NOTE:** Do NOT send packages to the OCNA Toronto office.

### **4. CIRCULATION CLASS FIGURES:**

Newspapers shall compete in the circulation class applicable to them. Circulation figures are the latest audited or sworn figures OCNA has on record. Your circulation class had already been determined for you based on these figures.

### **5. ENTRY REQUIREMENTS:**

All PDF files entered must be the original file as printed. All entries must include all pages of the article and be full pages as published. Newspaper Folio & Date must be present on entry. If entry was published in a member publication (Special Section, Vertical Product) which does not have a folio, a publisher letter must accompany the entry stating date of publication. Entrants guarantee that the file has not been altered in any way. Incomplete or incorrect articles will be disqualified.

**ONLINE ENTRIES:** Online articles may be submitted for many of the categories. Any changes made to the article after original posting should be noted. The article should be significantly different than that which was printed. Please include a username and password if required to view the entry. If the judge cannot access the entry at the time of judging, either due to a broken link or a password protected site, the entry will be disqualified.

**6. LETTERS OF EXPLANATION:**

Letters of explanation / reports to the judges are prohibited except where noted in category criteria.

**7. FILE FORMATS ACCEPTED:**

PDF, JPEG, DOC, GIF, XLS, PPT, FLV, MPG, WMV, MPEG, PNG, MOV, MP4.

A **URL** link to your website can be uploaded for website entries/online in the most categories. Please see individual category descriptions for details on which categories will allow online entries.

To minimize server errors, please remove spaces from file names before uploading them into the entry system (Ex. OCNA July Issue.pdf should be OCNA\_July\_Issue.pdf). Each file uploaded to a category must have a different file name.

**Please do not exceed a maximum file size of 5MB.**

**8. ENTRY FEES:**

OCNA Active Members

Entrants wishing to compete in their General Excellence category must pay the entry fee of \$45.00 + HST (\$50.85 total), for one entry. Entrants wishing to compete in the Premier Awards must pay a fee of \$65.00 + HST (\$73.45 total). For this one-time fee, you may enter as many of the Premier categories (one entry per category) you are eligible to participate in.

OCNA College & University Papers

Entrants wishing to compete in the General Excellence Class 8 category must pay the entry fee of \$35.00 + HST (\$39.55 total). Entrants wishing to compete in the College/ University Premier Awards must pay a base fee of \$60.00 + HST (\$67.80 total). You may enter up to three (3) different student entries in each category (each student is only permitted to enter each category once) in Student Feature Writing, Student News Story and Student Photography, and one (1) entry in the Best College/University Newspaper Website category for this one-time fee.

PAYMENT METHOD:

Payment can be made by Visa or MasterCard through our online entry site. You will be forwarded to a paypal site for credit card payment, but do not require a paypal account. OCNA will also accept cheques. Cheques are to be made payable to OCNA and must be accompanied by a copy of your entry form. All payments are to be made no later than the entry deadline – November 1, 2021. Please email Karen Shardlow at [k.shardlow@ocna.org](mailto:k.shardlow@ocna.org) and indicate your newspaper name, amount owing and when the cheque will arrive.

CHEQUES CAN BE MAILED TO:

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**9. GENERAL EXCELLENCE:**

Circulation Classes Available:

Class 1: Circ. 1,999 and under  
Class 2 & 3: Circ. 2,000 - 6,499  
Class 4: Circ. 6,500 - 12,499  
Class 5: Circ. 12,500 - 22,499

Class 6: Circ. 22,500 – 44,999  
Class 7: Circ. 45,000 and over  
Class 8: College & University

OCNA Active Members (Class 1 to 7): Members wishing to enter this category can either submit four (4) hard copies or a digital link to the pdf edition of one (1) issue from each of two (2) months (*October 2020 and July 2021*). Please attach entry tags to each hard copy submitted. Entry tags can be found at: [BNC Awards Entry Tags](#)

OCNA College/University Members (Class 8): College/University Associate Members wishing to enter this category are required to submit either a pdf copy or url link to entry. Entry should be made through the contest website and should include one (1) issue from each semester. *Fall semester* – October to December 2020 and *Winter semester* – January to April 2021.

#### **10. HARDCOPY ENTRIES:**

When submitting entries, the following categories require hard copies to be submitted. Please follow the instructions below:

- General Excellence
- Best Vertical Product
- Special Section, circ. over 10,000
- Special Section, circ. under 9,999

Fill out your entry form online and upload the front page pdf(s) of your entry. Print and attach the tags to each hard copy submitted. Entry tags can also be printed from the OCNA member site at [BNC Awards Entry Tags](#). Consult the description of each category you are entering for materials to be submitted.

Send all hardcopy entries in one package to:

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104 Lavender Drive  
Ancaster, ON L9K 1B1

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#### **11. WORKS PUBLISHED IN MULTIPLE PUBLICATIONS:**

Any work published in more than one newspaper may only be entered by the OCNA member newspaper with the highest circulation. The work must be entered in the over 10,000 circulation category for that newspaper.

#### **12. ETHNIC NEWSPAPERS**

Ethnic newspapers published in a language other than English are not eligible to enter the General Excellence awards. If entering Premier awards, they must provide an English translation of the submission along with the original entry.

#### **13. PHOTOGRAPHIC ILLUSTRATIONS:**

Technically altered or manipulated photos are not eligible in the following categories: Best Photo Layout, Best Spot News Photo and Best Sports Photo. Technically altered images are permitted in the advertising categories, and in the Photo Category - Best Feature Photo (see Premier criteria for complete description).

#### **14. JUDGES:**

The decision of the judges shall be final. Judges will be chosen by the Association. Judges are newspaper professionals, instructors or recent retirees of the industry. General Excellence Class 1 to 7 categories are assigned three judges, with final results being agreed by all three. All other categories will be assigned one judge.

**15. ENTRY COPIES:**

All entries become the property of the Ontario Community Newspapers Association and may be reproduced by OCNA in any of its publications.

**16. WINNING PLAQUES**

Along with the name of the winning newspaper, OCNA will be adding the name of the reporter/photographer to the plaques presented for first, second and third place. When filling out your entry information, please include only the name(s) you wish to have placed on the plaque (ie/ Writer, Columnist, Photographer, Artist, Graphic Artist). If you do not wish to have a name included, please enter NO NAME in writer area. General Excellence and group categories will not have names added.

**17. WINNER ANNOUNCEMENTS:**

Winners of the first, second and third place awards will be posted in alphabetical order on the OCNA website on February 14th, 2022. Final results will be announced at the Awards Gala Dinner to be held in the spring of 2022. More details to follow.

If you have any questions, please contact Karen Shardlow at the OCNA office toll-free at 1-800-387-7982 ext. 4432 or email [k.shardlow@ocna.org](mailto:k.shardlow@ocna.org).