



2008 New York Press Club Journalism Awards

Fee per entry:	\$75
Deadline:	Close of business, Tuesday, April 1 st , 2008.
Note:	Late-entries are subject to a \$25 late-fee.
More info:	awards@newyorkpressclub.org

MAIL ENTRIES TO:

New York Press Club Awards
1636 Third Avenue - Box 188
New York, NY 10128

Here are the **rules, categories and an entry form** for this year's Journalism Awards competition. You may enter your own work, or an employer may enter it. In either case (or both), the fee that must be submitted with **each entry** is \$75. **We recommend that you submit two copies of each entry.** You may physically submit the fee with each entry or you may submit it via credit card or PayPal at www.newyorkpressclub.org/pp-awards.html.

The Press Club awards honors for print, radio, television, and Web journalism. Please **carefully read the category descriptions** below to determine which is right for your entry. Entries submitted in the wrong category will be disqualified.

Awards Competition Rules and Regulations

1. The competition is open to individuals and/or legitimate news organizations in the tri-state area of New York, New Jersey and Connecticut.
2. All entries must have been published or broadcast between 1/1/2007 and 12/31/2007.
3. Do not submit the same entry in more than one category.

NOTE: many news organizations submit entries on behalf of employees. Sometimes employees disagree with those selection(s) and may wish to submit other work on their own behalf. This is allowed by the New York Press Club (though entrants should double-check employer policy on this question). Individuals may enter work of their own choosing even if it is in the same category as work submitted by an employer or publisher. Simply mark the entry form - in large bold print "INDIVIDUAL ENTRY." Your news organization may even cover your entry fee - check with them.

An entry submitted in an incorrect category will be disqualified.

4. There is a \$75 fee for each entry submitted by an individual or a news organization. Kindly make checks payable to 'The New York Press Club'. Checks **MUST** accompany the entries and application forms OR can be submitted via credit card or PayPal on our Web site.

5. Each entry must be clearly marked/labeled as to category and medium. **We strongly recommend that you submit two copies of each entry.**

6. Television entries must be submitted in VHS or DVD-5 format (regular, single-layer, 4.7GB DVD - **not** DVD-9, DVD-10, DVD-18, Blu-ray, HD-DVD, et. al.) Radio entries must be submitted on audio tape cassettes or CD (preferred digital formats: CDA, WAV, WMA, MP3). For both TV and radio, air checks of the actual broadcast are preferred.

7. Newspaper and magazine entries must be submitted in a good, legible format to provide the judges with easy reading. Please do not use large, elaborate binders to submit an entry.

8. Web entries can be submitted by providing a URL to a “live” site or by providing on CD an archived copy of a Web site, or excerpt from a Web site, that was “live” during the eligibility period for this year’s awards. In either case, the submitted link or archived site must be viewable in its entirety on a Windows XP-class computer running Internet Explorer v 6 or greater. Multimedia elements must be compatible with the most ubiquitous technologies available today, (e.g., Windows Media Player, Adobe FLASH, Apple Quicktime). Archived sites submitted on CD or data DVD must provide the file INDEX.HTM (or INDEX.HTML) in the root directory as the trigger for launch. The site must display in its entirety from the submitted disc without requiring the transfer of files to a host computer. Sites that are no longer “live” and that required server-side technologies such as PHP, ASP or Cold Fusion may be submitted as a URL that links to a non-public “minisite” created expressly by the applicant for this competition.

9. For DELIVERIES BY HAND: you **MUST** email the club in advance. Lobby attendants at 330 West 42nd Street **WILL NOT** accept deliveries. **awards@newyorkpressclub.org**.

10. Awards will be presented at the Club's annual Awards and Installation Dinner: **Monday, June 16th**, in the evening - The Water Club (The East River and the FDR, via E 23rd Street).



DESCRIPTION OF AWARD CATEGORIES FOR 2008

All media

Gold Keyboard Award (single award) For the story or series that constitutes outstanding enterprise or investigative reporting. The intention is to award a reporter or news team for digging up a story that otherwise would not have been told.

Spot News Award (one for each medium) Any unplanned, unscheduled news requiring an immediate response. The entry must have been published or broadcast within 24 hours of the event. Magazines, weeklies and news magazine programs may enter work done within their regular deadlines.

Anticipated News Story Award (one for each medium) For excellence in covering a major event that was scheduled or announced well in advance, allowing for newsroom planning.

Continuing Coverage (one for each medium) For coverage of an ongoing story or series, including background pieces, and reflecting a news operation's day-to-day coverage.

Feature Award (one for each medium) A single story or series showing human interest. No hard news here.

Business Award (one for each medium) For excellence in a story or series representing business, finance, trends or management.

Rev. Mychal Judge Award (one for each medium) For the story or series that is most complimentary of New York City. Good news about people, places, deeds.

Political Coverage Award (one for each medium) For excellence in covering politics, campaigns, government, municipal agencies, or civil service.

Consumer Award (one for each medium) For excellence in covering consumer trends, problems, scams or laws.

Crime Reporting Award (one for each medium) For excellence in covering crimes, police techniques, law enforcement, trends or profiles.

Sports News Awards (one for each medium) For excellence in covering professional and amateur athletics.

Entertainment News Award (one for each medium) For excellence in covering the performing arts, cinema, or the business of entertainment.

Nellie Bly Cub Reporter Award (single award) Best journalistic effort by an individual with three years or less overall experience. This is for newcomers to the profession, NOT newcomers to the tri-state area. A letter from the managing editor attesting to the reporter's tenure must accompany the entry.

Print, Television & Web

Art Award (one for each medium) Best journalistic effort in the visual arts - accompanying a story. This includes graphics, illustrations, courtroom drawings and editorial cartoons. Submit ONE tape, ONE illustration, or ONE cartoon - NOT a body of work.

Print

Spot News Photo Award Best photograph of a news story or event under breaking news conditions.

Feature Photo Award Best photograph depicting human interest or feature material.

Television

Regularly Scheduled Local News Program For the best single newscast based on news judgment, production, writing, editing and delivery. Only one entry per station; 60 minutes maximum with commercials. No "special programs," only air-checks will be accepted. Tapes must be VHS or DVD-5 - no other format will be accepted.

Regularly Scheduled Morning News Program For the best single local or national morning news program, aired live with no post edits or post effects such as music. Entries should be a minimum of 30 minutes and a maximum for 60 minutes.

News Special For excellence in producing a one-time news special, submitted as aired with no post edits or post effects. Entries should be a minimum of 30 minutes and a maximum of 60 minutes.

Spot News Video Award For the best news videography of a breaking story by an individual or crew. Entries must have been aired within 24 hours of the story or within regular deadlines of news magazine shows.

Feature Video Award For the best videography of a feature or human interest story.

News On The Web

Best Web Exclusive Content For content built specifically for your station/publication's web site and produced by Web editors, reporters and producers in addition to usual content, though not necessarily limited to stories produced solely for the digital platform. Also, any examples that complement coverage on the site's television, radio or newspaper component. The submission should be about extensive digital "extras" that give power to the reader/viewer to find out more about the topic.

Outstanding Web Coverage Best overall coverage of a tri-state area news or feature story on any day in 2007. Entries should include the lead story, any sidebars, interactive features and hyperlinks, graphics, archive material, and all other elements that pertained to that story and were live on the Web site on that particular day. Include the names of producers, editors, reporters and other key people.