



2010 New York Press Club Journalism Awards

nypressclub.org/awards.php

Entry period: February 1st to April 1st.
Fee per entry: \$50 through February 28th, \$75 thereafter.
Contact: mailbox@nypressclub.org

Each year the New York Press Club honors exemplary accomplishment in journalism by print, radio, TV and Web journalists based or published in metropolitan New York. Below you will find rules, categories and entry information for this year's competition.

ENTRY PERIOD: Monday, **February 1st** to close of business, Thursday, **April 1st**.

ENTRY FEE (Applies to each individual entry to be judged, not each "batch" of entries):
To encourage prompt submission and to acknowledge a difficult economy, a split entry fee schedule is again in effect this year.

Fee, per entry:

\$50 – through Sunday, February 28th.
\$75 – Monday, March 1st through Thursday, April 1st.
Late entries (after April 1st) are subject to a late-fee of \$25.

RULES

1. The competition is open to individuals and/or legitimate news organizations based or operating in New York, New Jersey and Connecticut and to individuals working elsewhere on behalf of New York metropolitan area-based news organizations.
2. All entries must have been published or broadcast between 1/1/2009 and 12/31/2009.
3. An entry may not be submitted in more than one category except when entered separately by different talents on the creation team. For example, in television, an entry may be submitted by a reporter for **one** of the editorial awards. The same entry may also be entered by the shooter for **one** of the videography awards.

*NOTE: news organizations often submit entries on behalf of employees. Employees may also submit **other work** on their own behalf, even in the same categories as employer submitted material. There is no limit on the number of **different entries** an individual or organization can make in a particular category.*

4. An entry submitted in an incorrect category will be disqualified. The judges are not able to re-classify incorrectly classified entries.
5. Entries must be submitted digitally to the New York Press Club Website. Acceptable formats: PDF or ASCII plain text for print entries; JPEG, TIF or BMP for photos; Flash Video (FLV) for TV entries; WAV or MP3 for audio entries. See specifics, below.
6. Entries must be submitted to our Awards Web server. An official entry form is part of the upload process. Entry fees may be paid electronically on our Web site by credit card or PayPal OR payment may be sent separately by mail to arrive no later than one week following upload.
7. Entries for which no entry fees have been received as detailed in Rule 6 will be disqualified.



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8. Multi-part or series entries must be limited to “the heart” of the material:

Print: 5 parts maximum and 5,000 total words, moreorless.

Broadcast: 5-minutes total running-time for individual stories, 10-minutes for series.
(Running-time limit does not apply to entries in the “Regularly Scheduled” TV category OR to non-hard-news pieces that otherwise fit an Awards category).

2010 Awards Categories

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.

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 a supervisor attesting to the entrant’s tenure must be submitted.

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

Spot News Award (one for each medium) Any unplanned, unscheduled news coverage 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 Award (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 focusing on business, finance, economics, trends or management.

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 Award (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.

PRINT-SPECIFIC AWARDS

Best Headline and Front Page Award Best use of editorial and layout to convey meaning and compel attention.

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-SPECIFIC AWARDS

Best Regularly Scheduled News Broadcast For the best single newscast aired in any daypart, based on news judgment, production, writing, editing and delivery. Only one entry per station; 60 minutes maximum, with commercials. **Entrants may opt (and are encouraged) to send the best continuous 35 minutes of a longer broadcast.** No "special programs." Only air-checks will be accepted.

News Special Award For excellence in producing a one-time news special, submitted "as aired" with no post edits or post effects. Entries should run a maximum of 35-minutes though leeway is provided in special cases.

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.

INTERNET-SPECIFIC AWARDS

Best Web Exclusive Content Award For content created specifically for the Web and produced by Web editors, reporters and producers. Material need not have been created ONLY for the Web. Entries can include Web coverage that complements / augments reports carried by a related TV, radio or newspaper component and that showcases "extras" that give the reader/viewer a broader understanding of a topic.

Outstanding Web Coverage Award Best overall coverage of a tri-state area news or feature story on any day during the contest year. 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.



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How to Submit Entries

Entries must be made in digital form and uploaded to our awards server. Most news organizations now digitize material as a matter of course. Digital entries are intended to lower the overhead and expense of preparing, delivering, handling and administering awards entries.

UPLOAD DIGITAL ENTRIES TO: <http://www.nypressclub.org/cgi/dropbox/dropbox.cgi>

Acceptable Digital Formats:

Print Material: Adobe PDF or plain ASCII text file (TXT).

Photos/Graphics: Adobe PDF or JPEG/TIFF/BMP at 72 or 150 dpi resolution.

Radio Material: WAV or MP3.

TV Material: Compress video files for **progressive streaming**.
FLV (Flash Video) codec: On2 VP6
320x240 or 400 X 300, 29.97fps
MPEG Layer III (MP3), 32kbps CBR (200kbps)

Web Entries: Complete a separate entry form for each entry and include its URL in the field indicated. You may also upload a cover letter. Please format cover letters as PDFs or plain ASCII text files. (e.g. "MyWebEntry1.txt" or "MyWebEntry1.pdf").

Upload Notes:

1. Complete and submit a separate entry form for each entry.
2. Maximum individual file size: 2GB. (Larger files will not transfer).
3. Only files with the following file-extensions will transfer:
PDF, TXT, BMP, TIFF, TIF, JPEG, JPG, FLV, WAV, MP3.
4. Name upload files consistently and if entering more than one, include an incrementing value (e.g., "MyName1.pdf", "MyName2.pdf", "NewsOrg1.flv", "NewsOrg2.flv", etc.)
5. Likewise, if you find it necessary to upload or email cover letters, name them consistently (e.g., "MyName1EntryForm.pdf", "NewsOrg1EntryForm.pdf", etc.)

If mailing entry fees: New York Press Club Awards
1636 Third Avenue (Box 188)
New York NY 10128

Checks payable to: The New York Press Club