



**SAN DIEGO PRESS CLUB 2010
EXCELLENCE IN JOURNALISM AWARDS
INSTRUCTIONS & CATEGORIES**

Important: For each entry, please submit ONE copy of your entry and TWO copies of the Entry Form. If you are submitting several entries, please write one check for all.

ELIGIBILITY

Competition is open to San Diego County residents who have material published, broadcast, aired or online during the contest period from July 1, 2009 to June 30, 2010. College journalism students may enter in all categories.

The Excellence in Journalism Awards recognizes outstanding achievement by individual professionals. Entries with by-lines or credits must be entered by those individuals. Publishers or corporate heads who wish to enter on behalf of writers or producers may do so, but at the corporate rate. The award in that case will go to the publication or station.

Entries in languages other than English or Spanish must include translation.

Entries must be received no
later than **5 p.m., Monday, August 2, 2010**

The mailing address and delivery address is
San Diego Press Club
2634 46th Street
San Diego, CA 92105

For more information call **619-231-4340**.

JUDGING

All entries will be judged by professional journalism organizations or individuals outside the contest area, except for college media, which will be judged by local journalists. The Awards Committee reserves the right to change the category in which entries are submitted and to refuse entries not meeting eligibility. In the case of an entry dispute, the decision of the committee will be final.

PREPARATION OF ENTRIES:

Each entry must be accompanied by **two (2)** completed entry forms and appropriate fees. Entries submitted in more than one category must include **two (2)** entry forms and fees for each category. Team entries are for a minimum of three people on one entry. Be sure to include the number / letters that identify the category on each entry as well as the category section and name.

Print, illustrations and photos • Place each entry in a letter-sized file folder with **two (2)** entry forms attached to left side and tear sheet, photocopy or print-out attached to the right side. Please do not submit notebooks or any material that cannot be folded to fit **INSIDE** a

standard manila file folder. Do not reduce type. Do not remove bylines. Layout entries require tear sheets. Photo entries require tear sheet or copy of insertion. For headline entries, include the stories they accompany.

Radio and Television • For Radio, submit CDs. For Television, entries accepted on **DVD only** with category name, number, station and entrant's name clearly marked on each DVD. Do not combine multiple entries on one DVD. Supply one DVD for each television entry. Entries should not exceed 60 minutes.

Web sites • Complete entries must remain on your web site server through the contest judging period (through September 15th) and will be reviewed on random dates by the judges. Entries must include screen prints and URL's of the home page and any other Web pages pertinent to the entry. Follow the same submission instructions as **Print, illustrations and photos.**

AWARDS

Winners' names will be listed in alphabetical order without regard to placement on the San Diego Press Club web site in September. The position of the win (first, second, third) will be withheld and later presented at the Journalism Awards Banquet on October 19, 2010 at the San Diego Hall of Champions in Balboa Park. Winners' names will also be released in press materials and in the banquet souvenir program. First, second and third will be awarded in each category at the judges' discretion.

ENTRY FEES

All forms of media - Per Entry

Members: \$15

Non-Members: \$30

College Students: \$15

Team or Staff Entries: \$50 (team coverage of a topic, 1 award presented)

Corporate Entry \$50 (award goes to the publication or station.)

1. An individual or organization may submit unlimited entries.
2. No one entry may be submitted in more than three categories.
3. Entries cannot be returned

SAN DIEGO PRESS CLUB
2010 EXCELLENCE IN JOURNALISM AWARDS
CONTEST CATEGORIES

EDITORIAL CATEGORIES

PRINT and WEB SITE

Entry must be original tear/printout or photocopy.

A DAILY NEWSPAPERS AND WEBSITES

Published a minimum of five times a week

B NON-DAILY NEWSPAPERS

C MAGAZINES

All stories may include sidebars.

A, B, C - 1 Breaking News

Story that breaks and is covered on deadline – single-day coverage. Include a description – one paragraph or less – of deadlines and coordination of coverage.

A, B, C - 2 General News

Regular news coverage, non-breaking news.

A, B, C - 3 Investigative Reporting

Single reporter or team. Brings hidden matter to light and shows initiative and depth of research. If coverage resulted in action or change, include a brief description.

A, B, C - 4 Series

Single reporter or team. Non-breaking news or features on same topic not to exceed three submissions per entry.

A, B, C - 5 Business & Financial

A, B, C – 6 Column

Must appear regularly. Maximum three columns per entry, out of sequence OK.

A, B, C - 7 Architecture and Design

A, B, C – 8 Arts & Entertainment Reporting

A, B, C - 9 Criminal Justice

A, B, C - 10 Education

A, B, C - 11 Essay/Commentary/Opinion

A, B, C - 12 Feature

A, B, C - 13 Food

Reviews or coverage.

A, B, C - 14 Gardening

A, B, C - 15 Health & Medicine

A, B, C - 16 History

A, B, C – 17 Humor

A, B, C – 18 Multicultural

A, B, C - 19 Political/Government

A, B, C - 20 Public Service/Consumer Advocacy

Coverage of significant public service or consumer issues. If coverage resulted in action or change, include a brief description.

A, B, C - 21 Profile

A, B, C - 22 Science/Technology

A, B, C - 23 Sports

Sports reporting, not a column.

A, B, C - 24 Travel

A, B, C - 25 Real Estate
A, B, C – 26 Reviews: Theater
A, B, C - 27 Reviews: Restaurants
A, B, C - 28 Reviews: Music
A, B, C - 29 Reviews: Other

A, B, C, F, J, K – **30 Wildcard Category** – “THE FOURTH ESTATE: Reframing the New Reality”
This category open to all print, website, radio and television.

On June 8, 2009, Dirk Smillie wrote in Forbes.com “*If you want a glimpse of what local news may soon look like in big cities with shrinking newspapers, head to San Diego.*” Smillie went on to explore the possibilities for then start-up San Diego News Network, Voiceofsandiego.org and the San Diego Union-Tribune which had just been purchased by Platinum Equity. Well, much has changed in a year so it’s time to consult your crystal ball. Submit your idea of what you think journalism will look like in San Diego in five years. How will people get their news? How will news gathering change? What will happen with investigative journalism? How will national news be covered and delivered? Take whatever approach you wish but it must be of broadcast or publication quality. This category will be judged on creativity, clarity and persuasiveness.
There will be a \$500 cash prize for this category.

GRAPHICS/LAYOUT DESIGN CATEGORIES

Newspapers, Magazines, Websites

A- DAILY NEWSPAPERS

B- WEEKLY NEWSPAPERS

A or B - 31 Drawing or Illustration

A or B - 32 Political Cartoon

A or B - 33 Front Page Design

A or B - 34 Feature Layout Design

Best page design for feature story includes photos and /or graphics.

A or B - 35 Headlines

Include five submissions to reflect body of work.

D- MAGAZINE

D - 36 Drawing or Illustration

D - 37 Front Page Cover Design

D - 38 Feature Layout

F- WEBSITE

F - 39 Overall Use of Design

PHOTOGRAPHY CATEGORIES

PRINT AND TELEVISION

E – NEWSPAPERS AND MAGAZINES

E-40 Breaking News

E-41 News

E-42 Feature

E-43 Sports

E-44 Photo Essay

E-45 Portrait

K- TELEVISION

- K-46 Photography Live or Breaking
- K-47 Photography Pre Produced
- K-48 Photo Essay

H TRADE PUBLICATIONS

Submit up to three examples of the publication.

- H-49 Internal: *In-house or employee publications.*
- H-50 Association/Member publication
- H-51 Special interest or one-time publications.

F WEB SITES

- F-52 Overall News Site
- F-53 Overall Entertainment Site
- F-54 General Interest Site
- F-55 Public Service or Consumer Advocacy Site
- F-56 Integration of Media
Includes audio and video effects.
- F-57 Blog for/by journalists
- F-58 Topic-based Blog (Travel, Food, Family, etc)

G COLLEGE NEWSPAPERS

- G-59 News
- G-60 Feature
- G-61 Column
- G-62 Opinion/Commentary
- G-63 Reviews
Movie, theater, performing arts, books, restaurant, television, etc.
- G-64 Sports
- G-65 Photography
- G-66 Drawing, Illustration or Cartoon
Includes political cartoon.
- G-67 Cover design
- G-68 Feature story layout

J RADIO

- J-69 Newscast
- J-70 Breaking News
- J-71 General News Story
- J-72 Enterprise/Investigative Reporting
Single reporter or team. Brings hidden matter to light and shows initiative and depth of research. If coverage resulted in action or change, include a brief description.
- J-73 Series
Single reporter or team. Non-breaking news on same topic not to exceed three submissions per entry.
- J-74 Feature
- J-75 Use of Sound
- J-76 Talk/Interview/Call-in Programs
Includes morning shows
- J-77 Reviews
Movie, theatre, performing arts, books, restaurant, television, etc.
- J-78 Specialty Reporting – single report
- J-79 Specialty Reporting – series (maximum three)
Single report or series on business, consumer, health, medicine, high-tech, etc.

K TELEVISION

K-80 Newscast half hour

K-81 Newscast hour

K-82 Breaking News

K-83 Live Report

Live coverage on the scene of a single news story.

K-84 News Feature Same Day

K-85 News Feature Pre Produced

K-86 News Feature - Series

(Not to exceed three submissions per entry.)

K-87 Specialty Reporting – Single Report

K-88 Specialty Reporting – Series *(Not to exceed three submissions per entry.)*

Reports on business, consumer, health, medicine, high-tech, etc.

K-89 Investigative Reporting – Single Report

K-90 Investigative Reporting – Series, *(Not to exceed three submissions per entry.)*

Single reporter or team. Brings hidden matter to light and shows initiative and depth of research. If coverage resulted in action or change, include a brief description.

K-91 Community Service/Public Affairs Report

K-92 Interview/Talk Show

K-93 Documentary

K-94 Sports Program

K-95 Sports Reporting