

CALL FOR ENTRIES

Magazine

Print

Public Relations

Radio

Still Photography

Television

Contest Opens:

Friday, Jan. 7.

Entry Deadline:

2 p.m.

Monday, March 17

Awards Banquet:

Thursday, May 29

Joslyn Castle



Dear Media Professional:

This is the fifth year for the Omaha Press Club Excellence in Journalism Awards Competition. This year's contest will honor outstanding work in five separate media classifications.

The Omaha Press Club has a long history of recognizing and promoting journalism excellence, including sponsorship of professional development seminars and Noon Forums for media professionals and the business community. This awards contest recognizes excellent writing, reporting and photography.

This year's contest promises to be bigger and better — and a portion of the proceeds will again be donated to further the educational goals of journalism students. More than \$2,000 has been donated to the OPC Foundation thus far.

Our newest category this year is "Best Blog" (in the Magazine, Public Relations, Television, Radio and Print classifications). This category is designed to recognize well-written, well-designed blogs that are created and maintained with passion and personality.

Contest Entries are due by **2 p.m. on Monday, March 17, 2008**. Awards will be presented at an Awards Recognition Event on Thursday, May 29, 2008.

Sincerely,

Daisy Hutzell-Rodman
Contest Chair

P.S. – If you are not yet a member of the Omaha Press Club, please consider joining. If you are a member, tell your friends to join, and send us the names of other individuals we should contact with information on how to become part of this growing organization! For a membership form, visit www.omahapressclub.com or call Jeanie at (402) 345-8587. (OPC members receive a discount on their awards entry fee.)

RULES AND FORMATS

1. All entries must have been published, broadcast or transmitted in Nebraska and/or Nebraska's eight-county metro area (Cass, Douglas, Sarpy, Saunders and Washington counties in Nebraska; Harrison, Mills and Pottawattamie counties in Iowa) during 2007.
2. **Each entry must include two copies of the submission** (two copies of the entry itself, and two of the entry form). One of the entries should be an original (if possible); the second may be a copy. One entry will be sent off for judging; the other will be retained by the committee for possible use at the banquet. Attach the copies to the front of your submission. Improperly prepared or incomplete entry forms may result in disqualification.
3. The same story, series or photo may be submitted in more than one category, but each such submission is a separate entry and requires a separate original copy, separate entry form and appropriate fee.
4. There is no limit to the number of entries any individual or organization may submit, but each entry requires a separate form and fee. If an entrant requests changes and the OPC agrees, the entrant is responsible for any additional cost.
5. If any category has fewer than three entries, the OPC reserves the right to eliminate that category and return entries (and entry fees), or allow the judges to decide whether an award is merited.
6. OPC individual and corporate members in good standing pay a \$20 fee for each entry, and nonmembers pay \$35 per entry, payable on submission. **Entries without payment will not be judged.** Bylines and other identifiers need not be concealed, as judging is done out of the area. The decisions of the judges are final.
7. OPC may shift the category of an entry if — in the opinion of the awards committee members — it was entered incorrectly, or may reject the entry entirely.
8. All rights to the entries remain the property of the entrants, who may promote, publicize and advertise OPC awards. The OPC reserves the right to use entries, in whole or in part, for exhibition, to promote the awards and the OPC.
9. Judges and the OPC are not responsible for the loss or damage to entries. Accepted entries will not be returned. Entries must be presented as described in PREPARATION OF ENTRIES.
10. The deadline for submitting entries is 2 p.m. on **Monday, March 17, 2008**. Entries must be received or postmarked by that date, and must include completed forms and proper fees. The OPC has the right to reject any entries which it deems unsuitable.
11. Awards will be presented at an Awards Recognition Event on **Thursday, May 29, 2008**. First Place awards and certificates for Second Place and Honorable Mention. The

top five finishers in each category will be notified in advance, but the winners will not be announced until the evening of the event.

12. Please do not submit more than four (4) samples with each entry.

Omaha Press Club Excellence in Journalism Awards Competition **PREPARATION OF ENTRIES**

Remember to submit two copies/originals for each entry.

PRINT: Each print or photographic entry should be neatly contained inside a letter or legal-size file folder, with the entire contents of the entry attached inside, and a completed entry form stapled or securely attached to the front of each folder. (No paper clips.) Entries may be photocopies, but they must be reproduced at the same size as originally published and be of excellent quality. Include a copy or photocopy of a portion of the page the submission originally appeared on which shows at least part of the submission and the publication date. If there are multiple pages as part of a single entry, please note a page number and total (i.e., Page 1 of 3) on each page.

PHOTOS: Photos presented inside a file folder may be no larger than 11" x 14" and no smaller than 8" x 10". Do not mount. Color and B&W prints are acceptable. Entrant's name, category and affiliation must appear on the back of each photo, accompanied by a clipping or photocopy of the page showing the date and a portion of the photo. A completed entry form should be stapled or securely attached to the folder.

RADIO: Radio entries should be submitted on CD; one entry per CD. An envelope or case containing the CD must include the entrant's name, date first broadcast, station ID, length and the category name.

TELEVISION: TV Entries should be submitted in DVD format, if at all possible (one entry per DVD). An envelope or case containing the DVD must include the entrant's name, length of the entry and the category name. Multiple reports submitted for a single entry must be combined on one DVD.

PUBLIC RELATIONS: Each entry should be neatly contained inside a letter or legal-size file folder, with the entire contents of the entry attached inside, and two copies of the completed entry form stapled or securely attached to the front. (No paper clips.) All entries must include a brief statement (250 words or less) explaining the public relations objective of the project and its results, in addition to the target or demographic market. Entries submitted without an objective will be disqualified.

Category Descriptions

MAGAZINE —

- M1. **Best Column**—A one-time column or series of columns written on any subject for commentary, opinion and/or humor. If a series, submit no more than three columns.
- M2. **Best Layout and Design**—A page or group of pages on a related subject published in one issue that demonstrates art direction, layout, use of space, graphic ability or page design. Must incorporate locally produced photographs, graphics or illustrations.
- M3. **Best Magazine Cover Design**—A magazine cover using locally produced graphics, photographs or illustrations published on the cover of one issue that demonstrates art direction, layout, use of space, graphic ability and design.
- M4. **Best Cartoon or Illustration**—A locally produced cartoon or illustration, used alone or in conjunction with a story.
- M5. **Best Feature Story**—A nonfiction article with original or enterprise reporting that may be a personality profile or that may cover lifestyle, trends and other subjects of general interest. May be by one reporter or a team.
- M6. **Best Blog**—Best use of a blog associated with a magazine. Judged by content, design and personality (ease of navigation, voice and tone, useful/unique information). Provide blog URL and one post/page printout.

PUBLIC RELATIONS —

- PR1. **Print Newsletter**—Periodical publications produced for a business or an organization with content relevant to its target audience. Please include two issues that offer an overall representation of the publication.
- PR2. **Media/Press Kits**—News releases, photographs and other items that a business or an organization compiled for media use. Include one copy of kit. (If an electronic media kit, submit on CD.)
- PR3. **Annual Report**—Publications reporting on the annual performance of a business or an organization. If a print publication, submit one complete copy. If an electronic publication, submit as a PDF on CD.
- PR4. **Brochure/Direct Mail**—Brochures, pamphlets, booklets or other small publications produced for a business or an organization. Submissions may include — but are not limited to — direct mail pieces. Include one copy.
- PR5. **Web Site**—Entries must be Web sites used to educate a target audience about a business or an organization. Submissions will be judged on the basis of design and content and their effectiveness in the eyes of the judges. Submit URL and printout of first page of Web site.
- PR6. **Best Blog**—Best use of a blog associated with a business or organization. Judged by content, design and personality (ease of navigation, voice and tone, useful/unique information). Provide blog URL and one post/page printout.

TELEVISION —

- T1. **Best Investigative Report**—Coverage of significant news that shows enterprise, initiative, research or a combination of any of those elements. Include details on any results from the report. By one reporter or a team. Can be one report within a newscast or a related series.
- T2. **Best Spot News**—Reporting on crime, politics, breaking news, or other important events or issues. By one reporter or a team. Can be one report within a newscast or a related series.
- T3. **Best Sports Story**—Coverage of a sports-related news story, event, personality, competition or other relevant subject. By one reporter or a team. Can be one report within a newscast or a related series.
- T4. **Best Evening Newscast**—A regularly scheduled local evening newscast of not less than 30 minutes in length.
- T5. **Best Feature Story**—News feature, behind-the-scenes report, personality profile or other feature subject. Includes lifestyle or community-related topic not of immediate news impact. By one reporter or a team. Can be one report within a newscast or a related series.
- T6. **Best Videography**—Video of a news or feature story in its edited state that is successful in telling a story while displaying superior photographic skills.
- T7. **Best Public Service Announcement**—Announcement for a nonprofit agency or entity.
- T8. **Best Public Affairs Program/Documentary**—A locally produced public affairs or documentary series (submit one program). Or a one-time public affairs or documentary program.
- T9. **News Media Web Site**—Entries must be Web sites used by a news media entity as an extension of their news delivery. Submissions will be judged on the basis of content, design and effectiveness in the eyes of the judges. Submit URL and printout of first page of Web site.
- T10. **Best Blog**—Best use of a blog associated with television station. Judged by content, design and personality (ease of navigation, voice and tone, useful/unique information). Provide blog URL and one post/page printout.

RADIO —

- R1. **Best Newscast**—Judges will consider excellence of news content and production values. If newscast exceeds 30 minutes, submit only the first 30 minutes of the program.
- R2. **Best Service to Community**—Involves only one subject. May be a public service activity coordinated by the station or any form of gratis community outreach which is a public service of the station to serve its local community. Include tape and written summary (no more than one page) addressing why the station addressed the project, initiatives implemented and the outcome.



Omaha Press Club
1620 Dodge St.
22nd Floor
Omaha, NE 68102-1561

CALL FOR ENTRIES

Deadline: March 17, 2008 (2 p.m.)

CATEGORY DESCRIPTIONS (continued)

- R3. **Best Commentary** – An example of opinion, critique, or editorial on an issue. Please provide one show (edit to 15 minutes or less). Can include talk show.
- R4. **Best Blog** – Best use of a blog associated with radio station. Judged by content, design and personality (ease of navigation, voice and tone, useful/unique information). Provide blog URL and one post/page printout.

STILL PHOTOGRAPHY—

- S1. **Best News Photo** – A single news photo relating to a spot, breaking or developing story.
- S2. **Best Photo Essay** – At least two images published the same day or as a series, which together support a related idea.
- S3. **Best Sports Photo** – A single sports news, event or feature image.
- S4. **Best Feature Photo** – A single image created for a feature story, or as a stand-alone. Image must reflect superior story-telling.

PRINT—

- P1. **Best Column** – One column, other than criticism and sports, with a point of view on the news, society, history, literature, culture, humor, lifestyle or other general-interest subjects.
- P2. **Best Editorial** – An example of unsigned opinion, presented on the editorial page, that reflects the institutional position of the newspaper.

- P3. **Best Enterprise Reporting** – Coverage of significant issues, showing enterprise, initiative and in-depth research. May include relevant information on the impact, or supporting editorials and letters to the editor. By a single reporter or team.
- P4. **Best Critical Writing/Review** – A review written by a single critic about a movie, TV program, book, music, dance, architecture, fine art or other art form.
- P5. **Best Graphic/Illustration** – Charted information, diagram or graph that effectively explains or tells a story, or an illustration that effectively explains or tells a story.
- P6. **Best Editorial Cartoon** – A single editorial cartoon commenting on an issue, idea, event or personality in the news.
- P7. **Best Special Section** – Fashion, health, technology, real estate, automotive or other special sections not covered in other categories. Single publication or regularly published.
- P8. **Best Sports Column** – A sports column expressing the views of the individual writer.
- P9. **Best Feature Story** – A spin-off of topical news, personality profile, lifestyle coverage, humorous sidebar written and edited by one person or a team.
- P10. **Best Blog** – Best use of a blog associated with a publication. Judged by content, design and personality (ease of navigation, voice and tone, useful/unique information). Provide blog URL and one post/page printout.



Official Entry Form

Entry Deadline:
Monday, March 17, 2008

Each individual entry must have a completed copy of this form attached. (Two forms and two submissions required per entry.) Please type or print clearly. Photocopies of the Official Entry Form may be used, if copied full size. If you have questions, contact Daisy Hutzell-Rodman daytime at 444-1328, or evenings at 712-527-2792 (Glenwood, Iowa). Her e-mail is sunflowerbutterfly@hotmail.com.

NAME OF ENTRANT(S) _____

COMPANY _____

PRIMARY AFFILIATION (Newspaper, Magazine, TV, Radio, Public Relations, etc.) _____

BUSINESS MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

BUSINESS PHONE _____ HOME PHONE: _____

E-MAIL ADDRESS _____ FAX _____

URL (ONLINE ENTRIES ONLY) _____

Current Omaha Press Club Member? Yes No

ARE YOU THE OFFICIAL CONTACT IF THIS ENTRY IS A FINALIST? Yes No

If No, please provide the following information

Name of Contact _____

Home Address _____ Home Phone _____

Business Phone _____ E-mail _____

NAME OF ENTRY (article title, segment title, etc.) _____

ENTRY NUMBER/CATEGORY (i.e., P8 – Best Special Section) _____

NAME OR NAMES TO APPEAR ON AWARD _____

HOW ORGANIZATION/INDIVIDUAL SHOULD BE ANNOUNCED AT DINNER: _____

NUMBER OF REPORTS, PHOTOS, OR A/V CLIPS SUBMITTED WITH ENTRY _____

DESCRIBE THIS ENTRY IN FEWER THAN 50 WORDS. Include purpose or results, if appropriate. (Write on back, if necessary)

ENTRY FEES:	Omaha Press Club Member	_____ entries @ \$20 each	=	\$ _____
	NonMember	_____ entries @ \$35 each	=	\$ _____
	Total Entry Amount			\$ _____

PAYMENT: **Check** (Make Checks Payable to: OMAHA PRESS CLUB) **Money Order** (*sorry, no credit cards*)

Mail entries to: Omaha Press Club • 1620 Dodge St., 22nd Floor • Omaha, NE 68102-1561
 Download additional copies of this entry form at: www.buildimage.com/OPCEntry2008.pdf
 ** Note: Payment **must** accompany entry; entries without payment will not be judged. **

FOR OFFICE USE ONLY: Date Entry Received _____ Check/Money Order No. _____