



Heart of America Awards for 2010

CONTEST CATEGORIES

BROADCAST TELEVISION

TWO CLASSES BASED ON MARKET SIZE. SEE ENTRY FORM

- 1. Newscast:** A single regularly scheduled news broadcast. Limit three entries per station. The award goes to the station.
- 2. Breaking News:** Coverage of a developing story over a period of time. Entries shall be from regular newscasts or special reports (three or less), and should demonstrate excellence in the timely and accurate reporting of new developments. Award given to station.
- 3. Spot News:** A single story or series of stories (five or less) covering one unplanned news event. Award given to reporter or team.
- 4. General Reporting:** A single story or series (no more than five) on a single news event by a reporter or team.
- 5. Investigative Reporting:** A story or series (no more than five) uncovering current situations and/or problems. Submissions should describe research and the story's effect on the community.
- 6. Feature:** A single story or series (no more than three) on a single feature topic, including stories of human interest by a reporter or team.
- 7. Photojournalism:** A single video news story or feature on a single subject by an individual.
- 8. Sports:** A single story or series (no more than three) on a single sports topic or event by a reporter or team. No play-by-play broadcasts.
- 9. Public Service Project:** A project intended to bring a cause, problem or situation to the community's attention. Entry must include a brief written overview of the project's aim and impact.
- 10. Documentary Program:** A program produced to stand alone and dealing with a single subject.
- 11. Regular Franchise Feature:** A regular, signature series broadcast under a standing title at least once a week. Enter three samples.

BROADCAST RADIO

- 1. News Program:** A single regularly scheduled news broadcast. Limit three entries per station. The award goes to the station.
 - 2. Breaking News:** Coverage of a developing story over a period of time. Entries shall be from regular newscasts or special reports (no more than three), and should demonstrate excellence in the timely and accurate reporting of new developments. Award given to station.
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3. **Business Reporting:** A single story or series (no more than five) on a business enterprise or economic issue.
4. **Talk Radio:** Local, regularly broadcast call-in program. Judges consider quality of information and how opinions are expressed. Submit no more than three, five-minute segments from separate programs.
5. **Feature:** A single story or series (no more than three) on a single feature topic, including stories of human interest, by a reporter or team.
6. **Investigative Reporting:** A story or series (no more than five) uncovering current situations and/or problems. Submissions should describe research and the story's effect on the community.

PRINT

SEPARATE CLASSES FOR CIRCULATION, SIZE AND PUBLICATION FREQUENCY FOR CATEGORIES 1-16. SEE ENTRY FORM.

1. **Deadline Reporting:** A single story or series (no more than three) on the same breaking story or event. Entries must be of unscheduled events.
2. **General Reporting:** A single story or series (no more than five) on a single news topic or issue.
3. **Business Reporting:** A single story or series (no more than five) on a business enterprise or economic issue.
4. **Investigative Reporting:** A story or series (no more than five) uncovering current issues and/or problems.
5. **Feature:** A single story or series (no more than three) on a single topic.
6. **Profile:** A single story on a person, persons or organization.
7. **Sports Writing:** A story or series (no more than three). Can be news, features or column.
8. **Photojournalism, Breaking News:** A single photo or series of an unscheduled news event.
9. **Photojournalism, Feature:** A single photo or photo series.
10. **Sports Photography:** A single sports photo.
11. **Editorial:** A single piece by an individual. Must be entered under author's name.
12. **News column:** A regularly appearing news-related column (submit three examples) written by one person.
13. **Non-News column:** A regularly appearing feature column including but not limited to such topics as humor, food, lifestyle, personality (submit three examples) written by one person.
14. **Entertainment:** A single story or series of news, features or columns about entertainment.
15. **Beat reporting:** Three stories on a single beat by the same reporter.
16. **Public service project:** A project intended to bring a cause, problem or situation to the community's attention.
17. **Magazine story:** A single story or series (no more than three). Can be investigative, general reporting or feature.

ONLINE

- 1. News Web Site:** A Web site representing a news organization. Judged on content, timeliness, graphics and ease of access. Submit URL and photocopy of home page.
- 2. Multi-Media Package:** A written story supplemented by audio and/or video content, accessible in its entirety only on a media organization's Web site. Submit a written description of the project and a disk.
- 3. Blog:** A regularly updated column that appears only on a media organization's Web site. Submit a week's worth of the blog on hard-copy printouts or on a disk.

TRADE AND SPECIALTY PUBLICATIONS

OPEN TO MAGAZINES, NEWSPAPERS OR OTHER PUBLICATIONS DEVOTED TO INDUSTRIES, BUSINESSES OR GROUPS.

- 1. Business-to-Business Publication:** Submit three complete issues.
- 2. General Reporting:** See description under Print Category 2.
- 3. Business Reporting:** See description under Print Category 3.
- 4. Investigative Reporting:** See description under Print Category 4.
- 5. Feature:** See Print Category 5 description.
- 6. Editorial:** See Print Category 11 description.
- 7. Column (Non-News):** See Print Category 13.

SPECIAL AWARDS

Joe McGuff Lifetime Achievement Award

Given to a person who has demonstrated a longtime commitment to journalism and who is a leader in the profession. Recommendations should be sent to the Kansas City Press Club.

Journalist of the Year: Given to a person who demonstrates outstanding abilities, talent and commitment to the profession. Submit up to eight examples of work from 2008 with a nomination letter from the nominee's supervisor.

Publication of the Year

TV Station of the Year

Radio Station of the Year

Each of these awards will be determined by totaling points earned by winning awards in individual categories. Each first-place award equals five points; second, three points; third, two; and honorable mention, one. There is no entry fee for special awards nominees.

KANSAS CITY PRESS CLUB HEART OF AMERICA CONTEST RULES

Who may enter: The Kansas City Press Club's Heart of America Awards competition is open to Missouri journalists working from or serving communities west of U.S. 63 and to Kansas journalists working from or serving communities east of U.S. 81. Entrants need not be members of the Kansas City Press Club or the Society of Professional Journalists.

Contest period: The contest recognizes work published or broadcast between Jan. 1 and Dec. 31, 2009.

How to enter: Complete the entry form found in this brochure. You may use photocopies of the entry form. Submit two entry forms for each entry submitted. Entries must be entered in only one category. Entries without a completed entry form attached to them will not be judged. Each entry must have a corresponding entry fee.

MAIL ENTRIES TO:

**KC Press Club, c/o Dick Nelson,
2051 Dole Center, 1000 Sunnyside Ave.,
Lawrence, KS 66045**

Entry fee: \$15 for SPJ members; \$20 for nonmembers. At least one SPJ member must have worked on the entry to qualify for the SPJ rate. Companies with multiple entries may submit one check. Make checks and money orders payable to **The Kansas City Press Club**.

Print submission rules: Print entries must be full-page tearsheets or photocopies of tearsheets. Tearsheets may be quarter-folded. Arrange entries in order by category number. A news organization may elect to compete in a higher class, but may not compete in a lower division. Each entry must be submitted in an unsealed 9 x 12 envelope with one copy of the entry form attached to the outside of the envelope and another copy inside the envelope.

Photo entry rules: Provide a tearsheet along with a print or a digital version of the photograph. Each entry must be submitted in an unsealed 9 x 12 envelope with one copy of the entry form attached to the outside of the envelope and another copy inside the envelope.

Broadcast entry rules: Broadcast entries must include a written summary of the piece and the names of the individuals who contributed. All radio entries must be submitted on CD playable on any standard consumer-grade CD player. All television entries must be submitted on DVD playable on any standard consumer-grade DVD player. Stations unable to submit DVD entries may submit entries on VHS tape with a \$1 additional handling fee for each tape submitted. Each radio or television entry must be enclosed in an envelope or case that is clearly marked with the entrant's name, station, division (market size), category and category number. The disk must also be labeled. Please note the length of each entry. Each entry must be submitted in an unsealed 9 x 12 envelope with one copy of the entry form attached to the outside of the envelope. A news organization may elect to compete in a higher market size, but may not compete in a lower market size division.

Judging: Entries will be judged by journalists from news organizations outside the contest eligibility area. Judges' decisions are final.

Deadline: All entries must be received or postmarked no later than February 19, 2010.

Awards: For each category, 1st-, 2nd-, 3rd-place awards and honorable mentions will be given at the judges' discretion. The first-place awards will be a plaque, and the others will be certificates. Winners will be announced at the Kansas City Press Club awards banquet to be held in June. Entry forms and this information is available on the Web site: <http://www.spj.org/KCpress/>

Questions should be directed to Dick Nelson, (785) 864-0601 or dicknelson459@gmail.com.

Judges will consider these elements as a basis for picking award winners:

Accuracy and completeness. Are all essential facts presented? Do they appear accurate? Does the submission answer all questions raised by the author? Does the reader/viewer become better informed as a result of the submission?

Style and composition. Is the submission concise, clear and well organized? Does it use effective language that creates interest in the subject?

Interest. Is the topic timely? Does the submission present new information or known information in a different light?

Production value. Do the graphics and editing contribute to the quality of the submission? Does the submission indicate technical excellence?

Creativity. Does the submission offer a different approach to its subject material? Does the submission invoke an emotional response from the reader/viewer?

Analysis. Does the submission display a knowledgeable, well thought-out approach? Does it reflect a good understanding of the issues and back up opinion with fact? Are both sides presented clearly?

Significance and commitment (public service/documentaries).

How important to the community is the information presented in the submission? Does it perform a service to the community? Does the project show a willingness to tackle a tough issue, subject or problem?

Winners: The 2009 Heart of America Awards will be presented at the Kansas City Press Club's annual banquet in June. Finalists will be selected and announced prior to the banquet.

Other information: All entries must be original work. Although there is no limit on the number of entries a news organization may submit, the work should be the best there is to offer. Failure to follow entry guidelines will result in disqualification. All entries become property of the Kansas City Press Club.

For more information:

dicknelson459@gmail.com



For more than 50 years, the Kansas City Press Club has offered area journalists professional support and innovative programs offering peer networking and fellowship. The Press Club includes some of the area’s top journalists in television, radio, print and online, and educators and communications professionals.

Through the Press Club’s affiliation with the Society of Professional Journalists, members can tap into a national network of support and professional development.

A variety of career services and support comes with an SPJ membership, including Jobs for Journalists; discounts on insurance, travel and car rental; opportunities for fellowships; and paid internships. SPJ also wages battles for access to information and to protect the First Amendment through its Freedom of Information Committee, Legal Defense Fund and Project Sunshine.

Complete your professional standing by becoming a member of the Society of Professional Journalists. For a free brochure and other information, contact Jack Miles at (913) 385-6089.



“Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for the redress of grievances.”

– The First Amendment to the U.S. Constitution, adopted as part of the Bill of Rights in 1791



Heart of America Awards for 2010
ENTRY FORM

Check one:

- | | |
|---|--|
| <input type="checkbox"/> • Print, Daily, 50,000 circ. or more | <input type="checkbox"/> • TV, Under 100 Markets |
| <input type="checkbox"/> • Print, Daily, 50,000 circ. or less | <input type="checkbox"/> • Business-to-Business |
| <input type="checkbox"/> • Print, Non-daily | <input type="checkbox"/> • Online |
| <input type="checkbox"/> • TV, Top 100 Markets | <input type="checkbox"/> • Radio |

Category Name: _____ **Category No.:** _____

Nominee: _____

List all contributors who should be listed on plaque/certificate. Use separate sheet if necessary.

Employer and Address: _____

Include city, state and ZIP code

Nominee's phone number: _____

Work/home/cell

Email: _____

Submitted by: _____

SPJ Member? (\$15)

Nonmember? (\$20)

Name: *(If different from nominee)* _____

Entry Headline/Title: _____

Materials Submitted: _____

- Clippings/Tearsheets*
- Photo(s)*
- DVD*
- Audio CD*
- VHS Cassette (add \$1 to entry fee)*

Pronunciation of entrant's names (use common sound-alike words or syllables, such as bah-ROCK oh-BOMB-ah):
