

2012 HEART OF AMERICA AWARDS



CONTEST CATEGORIES: RADIO, TV, PRINT, ONLINE, BUSINESS-TO-BUSINESS

NEWSPAPERS

SEPARATE CLASSES
(SIZE/FREQUENCY FOR 1-16. SEE
ENTRY FORM)

Deadline Reporting: Single story or series (three or fewer) on the same breaking story or event. Entries must be of unscheduled events.

General Reporting: Single news story or series (up to five) on one topic.

Business Reporting: Single story or series (up to five) on an enterprise or economic issue.

Investigative Reporting: Single story or series (up to five) uncovering current issues.

Feature: Single story or series (up to three) on one topic.

Profile: Story on a person, persons or group.

Sports Writing: Single story or series (up to three). Can be news, features or column.

Photojournalism, Breaking News: Single photo or series of an unscheduled news event.

Photojournalism, Feature: Single photo or photo series.

Sports Photography: Single sports photo.

Editorial: A single piece by an individual. Enter under author's name.

News Column: Regularly appearing news-related column (submit three examples) written by one person. One entry per person.

Non-News Column: Regularly appearing feature column including but not limited to such topics as humor, food, lifestyle, personality (submit three examples) written by one person. One entry per person.

Entertainment: Single story or series of news, features or columns about entertainment.

Beat Reporting: Three stories on a single beat by the same reporter.

Public Service Project: A project intended to bring a cause, problem or situation to the community's attention.

Magazine Story: Single story or series (up to three). Can be investigative, general reporting or feature.

RADIO

News Program: A single regularly scheduled news broadcast. Limit three entries per station. The award goes to the station.

Breaking News: Coverage of a developing story over a period of time. Entries must be from regular newscasts or special reports (three or fewer), and should demonstrate excellence in timely reporting of new developments. Award to station.

Business Reporting: A single story or series (five or less) on a business enterprise or economic issue.

Talk Radio: Local, regularly broadcast call-in program. Judges consider quality of information and how opinions are expressed. Submit up to three, five-minute segments from separate programs.

Feature: A single story or series (three or fewer) on a single feature topic, including stories of human interest, by a reporter or team.

Investigative Reporting: A story or series (five or fewer) uncovering current situations and/or problems. Describe research and story's community impact.

Rules change this year: News organizations may no longer arbitrarily choose to move "up" to a bigger market division. In other words, a newspaper with 45,000 daily circulation cannot choose to compete in the 50,000-plus division, or a TV station in market 125 cannot move up to the top-100 the division. The divisions are determined by circulation/viewership, publication frequency and medium. A news organization must compete in the division dictated by the facts.

TELEVISION

TWO CLASSES
(BASED ON MARKET SIZE, SEE
ENTRY FORM)

Newscast: A single regularly scheduled news broadcast. Limit three entries per station. The award goes to the station.

Breaking News: Coverage of a developing story. Entries shall be from regular newscasts or special reports (three or fewer), and should demonstrate timely reporting of new developments. Award to station.

Spot News: Single story series of stories (five or fewer) covering one unplanned news event. Award to reporter or team.

General Reporting: Single story or series (five or less) on a single news event by a reporter or team.

Investigative Reporting: Story or series (five or fewer) uncovering current situations. Describe research and story's community impact.

Feature: Single story or series (three or fewer) on a single feature topic, including stories of human interest by a reporter or team.

Photojournalism: Single video news story or feature on a single subject by an individual.

Sports: Single story or series (three or fewer) on a single sports topic or event by a reporter or team. No play-by-play.

Public Service: 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.

Documentary: A stand-alone program dealing with a single subject.

Regular Franchise Feature: A regular signature series broadcast under a standing title at least once a week. Enter three samples.

ONLINE

News Web Site: A Web site representing a news organization. Judged on content, timeliness, graphics and ease of access. Submit URL.

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 URL.

Blog: A regularly updated column that appears only on a media organization's Web site. Submit URL.

TRADE & SPECIALTY PUBLS

FOR ANY PUBLICATIONS DEVOTED TO INDUSTRIES BUSINESSES OR GROUPS I.

Business-to-Business

Publication: Submit three complete issues.

General Reporting: See print category 2.

Business Reporting: Single story or series (up to five) on an enterprise or economic issue.

Investigative Reporting: Single story or series (up to five) uncovering current issues.

Feature: Single story or series (up to three) on one topic.

Editorial: A single piece by an individual. Enter under author's name.

Column (Non-News): Regularly appearing feature column including but not limited to such topics as humor, food, lifestyle, personality (submit three examples) written by one person. One entry per person.

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 2011 and 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. If no station or paper scores at least 15 points in a category, there will be no winner in that category. 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.