



Florida Awards of Excellence

Call for Entries

The North Central Florida Pro Chapter of the Society of Professional Journalists is pleased to announce the **Florida Awards of Excellence** contest, open to all print (newspapers, magazines), broadcast (television, radio) and online journalists in Florida.

DATES: All entries must have been published or broadcast between Aug. 1, 2007 and July 31, 2008.

FEES: \$25 per individual entry (except “all media” categories). If you are a member of SPJ, fees are \$20 per entry. ID number is required per entry to get discount. Full payment must accompany your entries by the contest deadline or your entries will be disqualified.

For “all media” categories - Public Service, Young Journalist of the Year, Journalist of the Year and Multimedia Presentation of the Year - the fee is \$35 per entry, \$25 if a member of SPJ (again, ID number required)

DEADLINE: Contest entries must be **postmarked no later than Friday, October 10, 2008**. All entries must be mailed to **Larry Savage/SPJ contest, North Central Florida SPJ, P.O. Box 140743, Gainesville, FL, 32614-0743**.

Make checks payable to North Central Florida SPJ. Please send all entries at one time and in one package. **Questions? E-mail Larry Savage at lars062@gmail.com or call (352) 374-5050.**

DIVISIONS: For newspapers, there are three divisions based on circulation figures and frequency of publication, according to the latest Editor & Publisher Yearbook. Wire service entries will be judged in the highest circulation class.

Division A: Daily under 100,000

Division B: Daily over 100,000

Division C: Non-daily

When entering a category, please indicate the category number and either A (under 100,000 circulation), B (over 100,000) or C (non-daily). For example, in newspapers, general reporting, single story category for the largest circulation would be 5-B. You may submit any given article to as many relevant categories as you wish, but must pay entry fee for each additional category.

For **television** entries, there are also two divisions, based on latest designated market areas as defined by Nielsen Media Research.

Division A: Pensacola/Fort Walton Beach, Fort Myers/Naples, Tallahassee, Panama City, Gainesville

Division B (top 5 Florida markets): Tampa/St. Pete/Sarasota, Miami/Fort Lauderdale, Orlando/Daytona Beach/Melbourne, West Palm Beach/Fort Pierce, Jacksonville

Magazine, radio and online competition are each in one division.

Four categories – Public Service, Young Journalist of the Year, Journalist of the Year and Multimedia Presentation of the Year – are open to all media.

JUDGES: Will be out-of-state newspaper editors and journalists, television anchors and reporters, radio reporters and magazine editors. Decisions by the judges are final.

AWARDS: Judges will select first, second and third place winners in each category. No entries will be returned. Judges may elect to not award a category or a particular place in a category. Each winner (except all media categories) will receive an engraved plaque at the **North Central Florida SPJ banquet at the Clarion Hotel in Gainesville on Jan. 17, 2009**. A list of winners will be posted on the chapter's Web site (www.spj.org/northcentralflorida) by mid-November and also e-mailed to you. Winners of all media categories – Public Service, Young Journalist, Journalist of the Year and Multimedia Presentation of the Year – will each receive a trophy.

Entry format requirements

Please follow these instructions carefully. Entries incorrectly marked or not submitted according to the guidelines will be disqualified. No entry fees will be refunded and no materials will be returned. Photo copies of entry forms are acceptable.

FOR ALL ENTRIES

All entries must include two copies of the entry form. Staple one entry form to the inside left side of a standard 8½ x 11 inch manila folder. Please do not use paper clips, only one staple. Place the other entry form on the front of the folder (taped securely). Make sure you fill in all required information on your entry forms or your entry will be disqualified. Please write clearly on the forms. Entry fees will not be refunded.

Newspapers/Magazines

Staple the entry (one staple) in the appropriate manner on the right side inside the folder. You may fold the entry.

Submit tearsheets for layout entries. Date of publication must be included. **Printed color PDFs are acceptable, but photocopies are not.**

For writing entries, tearsheets are preferred, but PDFs and photocopies will be accepted. Date of publication must be included with entry (handwritten OK, but not on entry).

Design entries should be neatly folded.

Photography

Entries must include the entire page(s) on which the photo(s) appeared. If prints are entered, proof of publication (photocopies OK) must be attached. Place the entry in a manila folder.

Television

Entries must be in DVD or VHS format. Information relating to the entry may be included as narration at the lead of the tape or DVD. Label each VHS tape or DVD with the name of entry, station and entrants.

Radio

Entries must be in the form of an audio cassette or CD. Information relating to the entry may be included as narration at the lead of the tape or CD. Place the entry inside the folder. To secure the entry to the folder, please fold the folder and place rubber bands around the entry folder.

Online

Entries must include Web address on entry form.

Entry Categories

ALL MEDIA

1-Public service: This award will go to a news organization, not an individual journalist. Judges will look for evidence of courage and initiative in overcoming opposition; effectiveness of the presentation; and results obtained, such as reforms effected or pledged. Entries will also be judged on readability, effectiveness of interpretation, accuracy and completeness, enterprise, clarity and style and adherence to the SPJ Code of Ethics. To read SPJ's Code of Ethics, go to the following link:
<http://www.spj.org/ethicscode.asp?>

2-Young Journalist of the Year: Open to journalists 30 years of age or younger. Submit five articles, five broadcasts or five photos, along with a one-page nomination by an editor or station manager. Entries will be judged on enterprise, initiative and depth. All published or broadcast material must be within the dates required.

3-Journalist of the Year: Open to all journalists (reporters, editors, photographers, anchors, online). This award recognizes someone who has broken new ground in a way that impacts the practice of good journalism or has provided outstanding service or leadership to the profession. Entries should include supporting material, such as articles or tapes (VHS, DVD, CD or audio cassette). A letter of nomination from an editor or colleague of the nominee, outlining the reasons why she or he should be considered as Journalist of the Year. All published or broadcast material must be within the dates required.

4-Multimedia Presentation of Year: This award will go to a news organization (newspaper, magazine, television radio), not an individual journalist. Focus is coverage of a particular story/event on one day (24 hours) using the various communication means available. Example: For newspapers, could be a story that breaks on the Web earlier in the day, updated either on Web or with a report that appears the following day in the newspaper. For TV station, could be a story that breaks on Web site, updated with noon or later broadcast. For radio, could be a story first reported on radio, updated on Web site, updated again on radio, etc. within 24 hours.

NEWSPAPERS - DAILY

Categories (Indicate A or B circulation class)

Writing

5-General Reporting, Single story: Submit one story on a non-deadline event.

6-General Reporting, Series: Submit 2 or more non-deadline stories on the same subject.

7-Spot News – General: Submit up to three news stories on a breaking event.

8-Feature, deadline: Submit one story that has a serious tone

9-Feature, non-deadline: Submit one story that has a lighter ton

10-Investigative Reporting: Submit one story or series of stories on one subject. Coverage should show

enterprise and in-depth research. May include relevant information on the impact of report, such as supporting editorials and letters to the editor. By a single reporter or a team of reporters.

11-**Team effort:** Staff coverage of a breaking event that has significant play, beginning on front page, with a main story along with sidebars, column and even an editorial. Minimum of three stories related to one breaking event. May include stories that appear in other section fronts. Staff award.

12-**Business Reporting:** Submit single story or series of stories on business events, trends

13-**Humorous Column Writing:** Submit up to three columns

14-**Serious Column Writing:** Submit up to three columns

15-**Sports Column:** Submit up to three columns

16-**Sports Reporting – Deadline:** One article, such as game story

17-**Sports Reporting – Non-deadline:** One article, such as feature or profile

18-**Arts/entertainment reporting:** Criticism or review of an entertainment event, preview or profile. Can submit up to three articles

19-**Religion reporting:** Submit up to three articles

20-**Travel writing:** Submit one article

21-**Environmental reporting:** Single article relating to environment

22-**Education reporting:** Single article about education

23-**Editorial:** Single entry

24-**Editorial cartoon:** Submit up to three entries

Photography (one image per category unless noted)

25-**Breaking News**

26-**Feature:** Standalone or with story

27-**Sports action**

28-**Photo illustration**

29-**News photo essay:** 3 or more images

30-**Feature photo essay:** 3 or more images

31-**Slide show** (online presentation, with or without sound): At least 10 photos in presentation by a single photographer or team of photographers

Design and copy editing

32-**Front page design**

33-**Local front design** (inside section front)

34-**Feature front design**

35-**Business front design**

36-**Sports front design**

37-**Special page design:** Can be from any section and can be an inside page

38-**News headline writing:** A single headline that is dramatic, witty or smart (can be a deck)

39-**Sports headline writing:** A single headline that is dramatic, witty or smart (can be a deck)

40-**Features headline writing:** A single headline that is dramatic, witty or smart (can be a deck)

41-**Graphic design:** Can submit up to three entries

42-**Special section:** Sections that appear on an irregular or annual basis.

43-**Team effort:** Best overall effort on a page in design, use of graphics, headline writing. Can be from any section (news, sports, features)

NEWSPAPERS – NON-DAILY (Indicate C circulation class)

Writing

- 44-**General Reporting, Single story:** Submit one story on a non-deadline event.
- 45-**General Reporting, Series:** Submit 2 or more non-deadline stories on the same subject.
- 46-**Feature, non-deadline:** Submit one story that has a lighter tone.
- 47-**Business Reporting:** Submit single story or series of stories on business events, trends
- 48-**Humorous Column Writing:** Submit up to three columns
- 49-**Serious Column Writing:** Submit up to three column
- 50-**Sports Column:** Submit up to three columns
- 51-**Sports Reporting – Non-deadline:** One article, such as feature or profile
- 52-**Arts/entertainment reporting:** Criticism or review of an entertainment event, preview or profile. Can submit up to three articles
- 53-**Religion reporting:** Submit up to three articles
- 54-**Travel writing:** Submit one article
- 55-**Environmental reporting:** Single article relating to environment
- 56-**Education reporting:** Single article about education
- 57-**Editorial:** Single entry
- 58-**Editorial cartoon:** Submit up to three entries

Photography

- 59-**Feature:** Standalone or with story
- 60-**Feature photo essay:** 3 or more images
- 61-**Sports action**
- 62-**Photo illustration**
- 63-**Feature photo essay:** 3 or more images
- 64-**Slide show** (online presentation, with or without sound): At least 10 photos in presentation by a single photographer or team of photographers

Design and copy editing

65-**Front page design**

66-**Special page design:** Can be from any section and can be an inside page

67-**Headline writing:** A single headline that is dramatic, witty or smart (can be a deck)

68-**Graphic design:** Can submit up to three entries

MAGAZINES

General excellence

69-**Best Overall Magazine:** Judges to consider cover, content and design

70-**Best Web site:** Supply judges with Web address to review site

Writing excellence

71-**Best Written Magazine:** Submit 3 issues

72-**Best Feature**

73-**Best Feature Headlines:** Submit 3 examples

74-**Best Editorial/Commentary/Opinion**

75-**Best Column:** Submit 3 examples

76-**Best Humor Column/Feature**

77-**Best Public Service Coverage**

Design excellence

78-**Best Overall Design**

79-**Best Overall Use of Photography**

80-**Best Cover**

81-**Best Illustration**

82-**Best Feature Design**

83-**Best Photo Illustration**

84-Best Single, Original Color Photo

85-Best Single, Original B&W Photo

86-Best Photo Essay

TELEVISION

Categories (Indicate A or B market division)

87-Deadline reporting

88-General reporting: One report

89-General reporting – series: At least three parts

90- Feature reporting – serious

91-Feature reporting – light

92 Sports reporting: One report

93-Sports special: On a single subject and must be at least 30 minutes in length.

94-Weather reporting: One report or series (three parts) of reports on storm coverage

95-Business reporting: One report

96-Investigative reporting: One report or series (three parts) of reports

97-Consumer reporting: One report

98-Special/documentary: On a single subject and must be at least 30 minutes in length

99-Newscast: Regular scheduled newscast from a single day, at least 30 minutes in length

100-Photography General News (one report)

101-Photography Spot News (one report)

102-Photography Serious Feature (one report)

103-Photography Light Feature (one report)

104-Photography Sports (one report)

105-Photography Series (3-5 reports)

106-General Editing (one report)

RADIO

- 107-**General reporting (over 60 seconds)** – single story
- 108-**General reporting** – series
- 109-**Spot News (breaking)** – over 60 seconds
- 110-**Features – light (over 60 seconds)**
- 111-**Features – serious (over 60 seconds)**
- 112-**Sports reporting (over 60 seconds)**
- 113-**Sports special:** One subject, at least 30 minutes in length
- 114-**Investigative reporting:** single report or series
- 115-**Business reporting:** Single report
- 116-**Consumer reporting:** Single report
- 117-**Newscast:** Regular scheduled newscast from a single day

ONLINE

118-**Best Web site (open to newspapers, TV and radio only, magazine has separate category):** Indicate Web address so judges can view. Judges will consider design, ease of use and content (original articles written for Web and not just copied from previous newspaper). Judges will pick any day following the deadline period to review Web site.