

Contest Details Inside! **Deadline Oct. 6**

Information & forms are also online at www.geocities.com/oklahomaspj

- Newspaper
- Television
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- Radio
- Public Relations
- Website
- Graphics



Recognizing Excellence in:

2003 Open Awards Annual Contest



*Society of Professional Journalists
Oklahoma Pro Chapter*



Society of Professional Journalists

Oklahoma Pro Chapter

c/o Carol Cole

P.O. Box 21903

Oklahoma City, OK 73156-1903



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A Measure of Recognition

accolades

It comes in inches, footage, seconds and frames. But no matter how the news is measured in Oklahoma, few readers or viewers realize the effort we make or the extra steps we take to convert raw data — sight and sound bytes — into polished information that shines. Good journalism, after all, is inconspicuous.

All the more reason to savor the accolades that come from recognition by our peers in the annual statewide contest sponsored by the SPJ Oklahoma Pro chapter.

Each year SPJ sends Oklahoma's best clips, tapes, photos and public relations media to SPJ chapters in other states for judging.

Journalists like ourselves (writers, editors, photographers) pore over our work and tell us what they think is best. The results are both rewarding and fun.

The contest culminates with the awards banquet in February*, with special kudos for both winners and non-winners — and inspiration for everyone who has committed mind and muscle to the media.

*All entrants will be notified by mail in January

Public Relations

public relations

Entries must be originals and should include a brief synopsis about the entry explaining goals for the specific project.

For each public relations entry, include two completed entry forms.

1. Newsletter: Submit three newsletters. Judging will be based on overall content, appearance and readability. Include budget information.

2. Promotional Material: Submit one item. The category includes fliers, posters, special projects, brochures and advertisements. Include budget information.

3. Annual Reports: Submit one report. Include budget information.

4. Press Release Writing: Submit one press release on a news item or feature story relating to any organization. Press releases promoting products are ineligible.

Radio

radio

Each entry must be on a separate cassette tape or CD with an accompanying cover letter attached. Both cassette or CD and letter should be clearly labeled with the name, station location, category, producer and entry title, and placed inside a manila envelope.

For each radio entry, include two completed entry forms.

5. Investigative: Must be a part of a regularly scheduled newscast or public affairs program. Entry must be more than an enterprise reporting of details that were already breaking.

6. Spot News: Reporting of a spontaneous occurrence from the scene of the action.

7. Series/Documentary: A series or report on a single issue.

8. Sports Reporting: Any sports story or feature.

9. Sports Play-by-Play: Sports reporting as the event unfolds. Limit reports to 30 minutes or less.

10. Feature: A report included in a newscast that is considered to be a relief or contrast to news reporting.

11. General News Reporting: General reporting on any topic.

12. Best Newscast: Best overall radio newscast. Limit entry to no more than one hour.

13. Best News Talk Show: Any topic eligible. Limit entry to no more than one hour.

14. Best Radio Reporting Portfolio: Submit five stories by one reporter that were broadcast within the contest period. Judges will determine an all-around best reporter based on reporter's skills to gather information and report clearly.

Television

television

Broadcast entries must be material locally originated and produced during the contest period. Each video entry must be on a separate VHS cassette or DVD, labeled with the entrant's name, station name, title of entry and category name and number.

For each television entry, include two completed entry forms.

15. Investigative: A piece or series on one topic. Entry must be more than a simple enterprise reporting of details that were already breaking.

16. Spot News: Reporting of a spontaneous occurrence from the scene. Includes breaking news of any kind, including weather reports.

17. Special Program, Documentary or Series: Special newscast, program or

documentary produced on a single topic.

18. Feature: A report included in a newscast and considered a relief or contrast to news reporting.

19. Sports Reporting: Report of a sporting event or sports topic. Limit play-by-play reports to 30 minutes or less.

20. Best Sportscast: Submit entire sportscast.

21. Best Weathercast: Entry can be a weathercast from any regularly-scheduled newscast.

22. Best Newscast: Submit one regularly scheduled newscast. Indicate broadcast times.

23. Best Anchor Team: Submit entire newscast. Entry will be judged on the anchors' teamwork along with the clarity of relaying information to the public.

24. Best TV Reporting Portfolio: Submit five stories by one reporter that were broadcast within the contest period. Judges will determine an all-around best reporter based on reporter's skills to gather information and clarity of reporting.

VIDEOGRAPHY

25. Series/Documentary.

26. Feature/General News.

27. Spot News: Live coverage from the scene of the action. Includes weather reports.

Websites/Graphics

websites/graphics

Open to all organizations. All entries must be in-house work.

For each website/graphics entry, include two completed entry forms.

28. Best Website: Entries will be judged on original content, design, creative use of technology, ease of navigation and originality. Submit the URL and a synopsis of how the site originated, how often it is updated and the number of staff members required for its upkeep. Special features should be explained.

29. Best use of Informational Graphics: Originally-produced graphics by an individual for any type of publication. Include accompanying story. This category is open to all organizations.

Magazines

magazines

General interest, including newspaper supplements printed on a regular basis that are independent and separate from features sections.

For each magazine entry, include two completed entry forms.

30. Best Magazine: Entry will be judged on design, photography and overall excellence. Submit one publication.

31. Feature Writing: An article or package judged on the quality of reporting and writing.

32. News Writing: An article or package judged on the quality of reporting and writing.

33. Magazine Photography: Single feature photo or photo spread. Include a brief synopsis.

Newspapers

Entries may be tear sheets, photocopies or electronic print-outs. Each entry must be securely fastened together and include story jumps. Each entry must be enclosed in a manila folder.

- DIV. A — Circulation of 18,000 or more
- DIV. B — Circulation of 7,000 to 17,999
- DIV. C — Circulation of less than 7,000

For each entry, include two completed entry forms.

GENERAL

34. Investigative/Individual: An article, package or series of stories, on one topic, that demonstrates exceptional investigative effort. One byline only.

35. Team Investigative Reporting (two or more writers): An article, or a package or series of stories, on one topic, that demonstrates exceptional investigative effort.

36. In-Depth Enterprise Reporting/Individual: An article, package or series of stories, on one topic, that demonstrates a considerable in-depth reporting effort and is not considered an investigative piece.

37. In-Depth Enterprise Reporting/Team (two or more writers): An article, package or series of stories, on one topic that demonstrates a considerable in-depth reporting effort and is not considered an investigative piece.

38. Political/Governmental Reporting: Coverage of city, county, state and federal government. Can be an article or package on one topic. Supplemental stories to help judges understand the topic may be included if clearly marked as such. No more than three bylines.

39. Spot News: First-day coverage of a

breaking hard news event. Sidebars may be included. No more than two bylines.

40. Feature Writing: Single story or package of a topical nature. No more than two bylines.

41. Personal Column: A single column on any topic by an individual.

42. Editorial/Commentary: A single piece on a single topic by an individual.

43. General News Reporting: A single story on any topic. Sidebars may be included. No more than two bylines.

44. Special Projects: A tabloid or special section produced by a newspaper staff. Include letter explaining the project.

45. Criminal Justice Reporting: Coverage of any police or crime topic including court reporting. Sidebars may be included. No more than two bylines.

46. Education: An article, package or series on an education-related topic. No more than three bylines.

BUSINESS

47. Health/Science & Technology: An article, package or series on health, medicine, or science and technology. No more than two bylines.

48. Business Reporting: An article, package or series. Includes business news or features. No more than two bylines.

ENTERTAINMENT

49. Entertainment Feature: This category includes personality profiles. Submit a single story. No more than two bylines.

50. Arts Criticism: Submit three reviews by one person on theater, movies, music or book reviews, food or related topic.

SPORTS

51. Sports Reporting: Single story (and sidebars). No more than two bylines.

52. Sports Features: Single story (and sidebars). This includes profiles. No more than two bylines.

53. Sports Column: A single sports column by an individual.

OVERALL

54. Best Page One Layout and Design: Submit front page of one edition.

55. Feature Page Layout and Design: One page per entry.

56. Headlines: For each entry, submit three headlines written by one person. Please include related stories.

57. Best Newspaper Reporting Portfolio: Submit five newspaper stories by one reporter that were published within the contest period. Judges will determine an all-around best reporter based on the reporter's skills of information gathering, writing style and reporting clearly.

58. Best Newspaper: Submit two entire newspaper editions that were produced within the contest period.

Photojournalism

Prints must be mounted and must have been published. Include a written caption and an explanation of the circumstances surrounding the photograph.

Two completed entry forms must accompany each photojournalism entry — one attached to the back of the entry and a second included.

59. Feature Photography: A single photo where original subject matter is enhanced by the presentation of the photographer.

60. Sports Photography: A single photo on a sports subject or in reaction to a sports event or subject.

61. General Photography: A single photo.

62. Story/photo essay: A group of photos that tell a story relating to any topic.

63. Spot News: A single photo of a breaking news event.

AWARD NOMINATIONS

Distinguished Service to the FIRST AMENDMENT

Nominate a journalist, group or news organization for exceptional service to protect the First Amendment. The Oklahoma SPJ Board of Directors will select the final honoree(s). Use nomination form on back page. Please explain the project and why the nominee(s) is/are deserving of special recognition.

LIFETIME ACHIEVEMENT AWARD

Nominate a journalist for commitment and service to the field of journalism. The Oklahoma SPJ Board of Directors will select the honoree. Use nomination form on back page. Include a short letter explaining why the nominee is deserving of special recognition.

Contest Rules

Eligibility: Entries may be submitted by employers, such as newspapers, or television stations, or by individuals working part-time, full-time or on a freelance basis. Student entries are encouraged. Membership in SPJ is not required to participate in the contest.

Contest Period: Submitted entries must have been published or broadcast between July 1, 2002, and June 30, 2003. Entries outside of the contest time frame will be discarded. No refunds will be issued and the entrant will not be notified.

Entry Fees/Deadline: Entry fee is \$12 per submission for all entries postmarked on or before Oct. 6, 2003. Late entries will be accepted until Oct. 13, 2003, and **MUST** be accompanied by an additional \$3 late fee per entry. No exceptions.

Entry guidelines: Follow category directions carefully. Fill out and send two completed forms with each entry. Incomplete entry forms may be discarded from judging. Make copies of entry form as needed. Two forms **MUST** accompany each entry. There is **NO** limit on the number of entries that may be submitted.

Please choose categories wisely as judges are not allowed to move entries to other categories. Each package of entries must be accompanied by a check, money order, purchase order or purchase order number for the appropriate entry fee amount and billing address. Entries become the property of SPJ and will not be returned.

Judging: Entries will be judged on overall excellence, service to the community and contributions to the public's understanding of issues and events. Judging criteria may also include readability, accuracy and completeness as well as depth of research, quality of presentation and difficulty in obtaining information.

Winners could be named for first, second, third place and honorable mention. Judging is done by members of professional SPJ chapters in other states. If, in the opinion of the judges, none of the entries in a particular category meets the standards of excellence, no award will be made in that category or judges can award a place based on merit. Judges' decisions are final.

Address: Mail entries to SPJ, c/o Carol Cole, P.O. Box 21903, Oklahoma City, OK 73156-1903

All questions may be directed to: Carol Cole at (405) 775-9922 or (405) 326-4539 or e-mail: oklaspj@yahoo.com

OFFICIAL ENTRY FORM

Include two forms with each entry (Photocopies may be made as needed.) If available, please also include two business cards.

Name(s) _____

(Please print name(s) as they should appear on an award)

e-mail address _____

Address _____

Telephone _____

(Day and night phone — include area code)

Current Organization _____

(if freelance, name of distributing media)

Was entry produced with this organization? YES/ NO _____

If no, where? _____

When was entry published or aired? _____

Division (circle one): • Radio • Television. • Newspaper A • Newspaper B • Newspaper C • Magazines • Public Relations • Website/Graphics

Category #: (circle one) 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63

COMPLETE headline or title of entry _____

Briefly describe entry _____

Payment Amount _____

(Payable to SPJ)

Check# _____

Source of check _____

P.O. # _____

P.O. Billing name and address _____

Person to notify if other than entrant (news manager, editor, etc.) _____

(Include address and telephone number if different from above.)

First Amendment nominee(s) (Include letter) _____

Lifetime Achievement nominee (Include letter) _____

Information & forms also can be found at www.geocities.com/oklahomaspj • Send entries to: SPJ Contest, Carol Cole, P.O. Box 21903, Oklahoma City, OK 73156-1903