



## **2018 PRESS CLUB OF SOUTHEAST TEXAS EXCELLENCE IN THE MEDIA AWARDS CONTEST**

The Press Club of Southeast Texas is pleased to announce the 27th Annual Excellence in the Media Awards competition. Each year, The Press Club receives hundreds of entries from individuals and media outlets from across the region, including print, electronic media, magazines/trade press and public relations categories. This year, we have added a Tropical Storm Harvey Category.

### **Eligibility**

The contest is open to members and potential members of the Press Club—full-time and part-time journalists and public relations professionals in Chambers, Hardin, Jasper, Jefferson, Liberty, Newton, Orange, Polk and Tyler counties.

Work published, aired or released between January 1, 2017, and December 31, 2017, is eligible for entry.

Benefits of membership include reduced contest entry fees. Individuals may check their membership status, join or update their memberships online at [PressClubofSoutheastTexas.org](http://PressClubofSoutheastTexas.org). Membership dues can be paid online using the PayPal link provided. Organizations may make arrangements to pay multiple memberships by check.

**PLEASE READ THE ENTRY INSTRUCTIONS CAREFULLY.**

**DEADLINE FOR UPLOAD OF ENTRIES is March 31, 2018.**

If you have questions, contact:

Press Club of Southeast Texas Contest Administrator  
[Contest@PressClubOfSoutheastTexas.org](mailto:Contest@PressClubOfSoutheastTexas.org)

### **AWARDS CEREMONY AND BANQUET**

The awards banquet will be held Friday, **June 8, 2018**, at the MCM Elegante Hotel in Beaumont. Sponsorships and table reservations are available now at [www.PressClubofSoutheastTexas.org/events](http://www.PressClubofSoutheastTexas.org/events). Proceeds benefit the Lamar University Press Club Memorial Scholarship.

**Call for Entries 2018**

## General Rules & Entry Information

Deadline: Entries must be uploaded by March 31, 2018.

### Entry Submission

Entries are uploaded at [PressClubofSoutheastTexas.org/enter-contest](http://PressClubofSoutheastTexas.org/enter-contest)

Some categories, such as PR Campaign, may not be practical in digital-only format. However, it is very expensive for the club to mail entries to judges, so please consider photographing oversized materials (signs, banners, etc.) in lieu of submitting actual items for judging.

### Entry Fees and Payments

Each entry must be covered by an entry fee. Contest entries will NOT be released for judging until entry fees have been received. After each successful entry, the "Official entry form & label" will be presented. You should print a copy for your record and a second copy to submit with your entry fee.

Entry fees are \$10 per entry for Press Club members, \$30 per entry for non-members. For organizations submitting 20 or more entries for members, the fees are \$8 per entry. For example, 19 entries will cost \$190 while 20 entries will cost \$160. Twenty-four entries will cost \$192. Non-members DO NOT receive a discount for multiple entries.

For your convenience, the club will provide a means of paying online using PayPal. **This is the preferred method of payment.**

For organizations that cannot pay online, a check for the total may be made payable to "Press Club of Southeast Texas." Please be sure to list the name of the organization on the check, provide copies of the "official entry forms & label" for each entry (so we know which entries are covered by the payment) and submit it to:

Press Club of Southeast Texas  
P.O. Box 1922  
Beaumont, TX 77704-1922

### GENERAL RULES:

1. An entry may not be submitted in more than one category.
2. Entries must be from the calendar year 2017 (unless otherwise specified). Entries must have been locally published or broadcast within the Press Club's representative counties.

3. Entries may be submitted by individuals, news “teams,” or media outlets. Team entries with more than three names may be considered “staff” entries on plaques, certificates and in published winner lists.
4. Judging will be based on significance, clarity, writing, enterprise, effectiveness, originality and other criteria deemed appropriate by the judges.
5. Judges normally will award first through third place from entries submitted, but may decline to name winners for all places at their discretion.
6. Judges reserve the right to move any entry to a more appropriate category.
7. Judges reserve the right to withdraw an entry that does not meet the contest criteria. The entry fee will not be returned.
8. Judging will be done by impartial organizations from across the country not associated with the Press Club of Southeast Texas.
9. All entries become the property of the Press Club and will not be returned.

### **PRINT AND ONLINE MEDIA (100, 200, 300)**

#### **RULES:**

1. Please read the general rules above.
2. Awards are made separately for Daily and Non-Daily News Organizations. Daily is defined as published (in print or online) five days a week or more. Non-daily is defined as published (in print or online) fewer than five days a week.
3. For entries submitted to Open Categories, Open is defined as any news organization or magazine. (Please note that Magazines also have separate entry categories–600s–as well.)
4. In all categories, ONE article or photo constitutes an entry unless stated otherwise.

### **NEWS ORGANIZATIONS–DAILY (100)**

- 101 News Story. Main story and any sidebars
- 102 Feature Story. Main feature and any sidebars, or a series
- 103 General Column. An opinion piece that is the signed opinion of one writer
- 104 Sports News. Main story and any sidebars
- 105 Sports Feature. Main feature and any sidebars, or a series
- 106 Sports Column. An opinion piece that is the signed opinion of one writer
- 107 News Photo. Single news photo
- 108 Feature Photo. Single feature photo

- 109 Sports Photo. Single sports photo
- 110 News Page Design/Layout. Single-page layout [or doubletruck].
- 111 Feature Page Design/Layout. Single-page layout [or doubletruck].
- 112 Daily Sports Page Design/Layout. Single-page layout [or doubletruck].
- 113 Overall Excellence Page Design/Layout. Submit three examples, one closest to Oct 1, 2017, and two of your choice. Single pages or doubletruck only. Full editions not accepted.
- 114 Overall Excellence. Submit three issues, one closest to Oct 1, 2017, and two of your choice.

**OPEN CATEGORIES (200)**

Any newspapers, magazines, broadcast or online publications may enter if no category exists under their normal heading. Magazines may enter any open category for which no magazine category (600) is provided. Online and broadcast may enter categories as marked by including a link to article or video.

- 201 Business Story. Main story and any sidebars, or a series
- 202 Investigative Reports. Main story and any sidebars, or a series
- 203 Special Reports. Main story and any sidebars, or a series (includes online and broadcast)
- 204 Environmental. Any topic
- 205 Faith-based/Inspirational (includes online and broadcast)
- 206 Editorial/Commentary. Must be the unsigned opinion of the publication (includes broadcast)
- 207 Fine Arts Reviews/Critiques. Must be the signed opinion of one writer (includes online and broadcast)
- 208 Guest Column. Must be written by someone who doesn't work for the publication and represent the signed opinion of one writer
- 209 Opinion Column Not for Newspaper (includes online and broadcast)
- 210 Overall Excellence–Special Supplements/Promotional Publications/Tabloids. Submit up to three examples

- 211 Graphic/Cartoon/Illustration. Any topic (includes online and broadcast)
- 212 Photo essay or picture page
- 213 Headline. Any topic

**NEWS ORGANIZATIONS—NON-DAILY (300)**

- 301 News Story. Main story and any sidebars
- 302 Feature Story. Main feature and any sidebars, or a series
- 303 General Column. An opinion piece that is the signed opinion of one writer
- 304 Sports News. Main story and any sidebars
- 305 Sports Feature. Main feature and any sidebars, or a series
- 306 Sports Column. An opinion piece that is the signed opinion one writer
- 307 News Photo. Single news photo
- 308 Feature Photo. Single feature photo
- 309 Sports Photo. Single sports photo
- 310 News Page Design/Layout. Single-page layout [or doubletruck].
- 311 Feature Page Design/Layout. Single-page layout [or doubletruck].
- 312 Sports Page Design/Layout. Single-page layout [or doubletruck].
- 313 Overall Excellence Page Design/Layout. Submit three examples, one closest to Oct 1, 2017, and two of your choice. Single pages or doubletruck only. Full editions not accepted.
- 314 Overall Excellence. Submit three issues, one closest to Oct 1, 2017, and two of your choice.

**BROADCASTING (400 & 500)**

**RULES:**

1. Please read general rules above.

2. Television entries should be uploaded to a server (organization, or YouTube, Vimeo, etc.) with links provided for judging.
3. Radio entries must also be uploaded to a server and links provided.
4. Radio entries for talk show and public affairs should be on a one-hour maximum.
5. Recordings must be true copies of work as originally broadcast.

## **TELEVISION (400)**

- 401 Investigative Report. May include a single story or series of stories, which show initiative and in-depth research.
- 402 In-depth Report. Report aired inside a regular newscast.
- 403 Special Reports: Environmental.
- 404 Series. A multi-part story with a single subject presented within a regularly scheduled news program. The entry will be judged on writing, production and presentation.
- 405 Spot Coverage–Station. This category requires an entry that reflects an overall station effort (as opposed to individual entries from reporter-photographer teams). It may be several reports aired on the same day relating to a single, unplanned news event.
- 406 Spot Story–Individual. A report entered by a reporter-photographer team depicting a single, unplanned news event.
- 407 General News. Any general assignment news story.
- 408 Breaking News. News story produced on the same day.
- 409 Feature (Serious). A single story. The entry will be judged on creativity, writing, production and presentation.
- 410 Feature (Light). A single light or humorous story. The entry will be judged on creativity, writing, production and presentation.
- 411 Continuing Coverage. Series of stories on any subject. Length may be edited.
- 412 Sports Story. A single story, spot sports news item or feature. The entry will be judged on writing, creativity and presentation.
- 413 Photojournalism–Individual. Submit a portfolio of photographic work by an individual. Maximum of 10 minutes.

414 Documentary. News, Public Affairs, or Entertainment program broadcast outside of a regularly scheduled newscast. Can be any length.

415 Best Newscast

416 Best Sportscast

417 Best Weather Presentation

419 Best Station Promotion

419 Anchor. Overall quality of a television news anchors performance contained within a single regularly scheduled newscast or news program. Judging will be based on style creativity and overall presentation. A maximum of two entries per station. This category is exclusive to news anchors and does not include sports or weather anchors.

420 Video Editing. Best single story judged solely on editing, pacing, sound, and use of special effects.

421 Talk Show. Overall quality of a locally produced TV talk show. Judging will be based on significance of issues, style and presentation. Entries need to be in a talk show format with a host and guests.

422 Sports Show. A regularly scheduled sports show airing outside a newscast. Entry should be submitted excluding commercials and edited to a maximum of 30 minutes. Judging based on content, creativity, and style.

## **RADIO (500)**

501 Newscast / News Story. Single newscast. (3 to 10 minutes in length) Local news and state news with an impact on the local community. Entry should contain actualities and be judged on delivery, creative editing, writing and production technique.

502 News Story. Breaking news story or feature story from a newscast - single or series. A breaking news story to be judged on the reporter's handling of a story, ad-lib ability, live sound and delivery. Or a feature story to be judged on creativity, writing, production and presentation.

503 Investigative Report. May include a single story or series of stories, which show initiative and in-depth research. Impact of the story on the local community along with the production values and quality of storytelling.

504 Talk Show. Includes call-ins. One hour maximum.  
Judged on creativity, production and presentation.

505 Music/Humor/Entertainment Show. Morning show, drive time, etc. Team or individual. Locally originated. One hour maximum.  
Judged on creativity, production, entertainment and presentation.

506 Public Affairs Program. Includes guests. One-hour maximum.  
Public affairs, opinions and newsmakers exploring current issues in Southeast Texas.

507 Sports. Single story  
Story pertaining to sports to be judged on creativity writing, production, use of sound and presentation.

## **MAGAZINES (600)**

### **RULES:**

1. Please read general rules above.

## **MAGAZINES (600)**

601 Magazine Feature Story.

602 Magazine News Story.

603 Magazine Personal Profile/Interview.

604 Magazine Writing Portfolio. Submit three samples with stories attached.

605 Magazine Photography. Engaging photo, relevant to the story or stand alone wild art

606 Magazine Layout. Submit one example demonstrating visually appealing with a variety of design elements including pull-out quotes, infographics, images, illustrations, graphs, bars, lines, fonts and colors to present content in an intriguing way.

607 Overall Excellence. Submit up to three issues exemplifying overall editorial and layout excellence. The three magazines should demonstrate consistently high standards issue after issue.



## **PUBLIC RELATIONS (700)**

### **RULES:**

1. Please read general rules above.
2. The bulk of material submitted must be from calendar year 2017; however, a campaign may extend up to 30 days into 2018 or 30 days into 2016.
3. Entries must include the names of all participants.

## **PUBLIC RELATIONS (700)**

701 Public Relations Program. Any campaign that uses multiple media to enhance the organizational or corporate image of an organization.

702 Brochure. Printed material. Submit one example.

703 Newsletter. Printed newsletter. Submit one example.

704 Posters and fliers. Materials printed for use with either external or internal audiences. Submit one example.

705 Special Events Materials. Materials printed, designed or developed for a one-time event.

706 Internal Publications/Printed Materials. Newsletters, brochures or other printed materials targeted to internal audiences. Submit one example.

707 Electronic Newsletter. Submit three examples.

708 Internal Public Relations Campaign. Targeted to internal audience.

709 Internal Publications/Individual Story. Targeted to internal audience

710 News Release. Submit one example to illustrate how media used the release.

711 Feature Release. Submit example to illustrate how media used the release.

712 Radio PSA. Promotional announcement prepared for public service, nonprofit, community service entity, cause or project. Submit single spot or series not to exceed five spots.

713 Television PSA. Promotional announcement prepared for public service, nonprofit, community service entity, cause or project. Submit single spot or series not to exceed five spots.

714 Corporate/Institutional Video. A non-broadcast program produced locally by a corporation or institution for internal or external audiences.

## **WEB SITE (800)**

### **RULES:**

1. Please read the general rules above.
2. Unless otherwise indicated, submit a screen capture from 2017 that includes publication date and time.

## **WEBSITE (800)**

801 Website-News. Category is open to web sites produced by any Southeast Texas-area news organization, including newspapers, magazines, television, and news radio stations. Judges will consider overall style, ease of use, relevance, and voice, timeliness of news content, overall attractiveness and download time. Submit URL address for access by the judges, as well as a telephone number in case of access difficulty. Because of the nature of Internet-based journalism, entrants will be judged on work through April 2018.

802 Website-Public Relations. Submit URL address for access by the judges, as well as a telephone number in case of access difficulty. The entire web site will be judged on the quality of the design and content, including photos, writing, videos and organization, at the time it is accessed by judges. Because of the nature of Internet-based journalism, entrants will be judged on work through April 2018.

803 Website Photography individual photo or single-topic slideshow

804 News Organization Internet Video — **content only available online**

805 Broadcast Internet Video — **content only available online**

806 Blog. Any blog by the Southeast Texas-area blog affiliated with a recognized news publication or broadcast station. Judges will consider overall content and relevance. Submit 3-5 blog posts. Entries will be judged on quality, creativity, originality and interest.

807 Independent Blog. Any blog by the Southeast Texas -area blog done by an individual not affiliated with a recognized news publication or broadcast station. Judges will consider overall content and relevance. Submit 3-5 blog posts. Entries will be judged on quality, creativity, originality and interest.

808 Breaking News Online. Submit screen capture of stories/photos and/or links to videos from a spot news event posted within four hours of the event.

809 Best Use of Social Media by an Organization. Best use of social media platforms by a business, nonprofit or news organization to support, supplant or enhance original reporting. This can include, but not is not limited to Facebook, Twitter feeds, Google, podcasts, photo sharing websites, video sharing websites, web chats and other Internet-related media. Entries that include only automated aggregate posting of headlines that link back to the original site, such as an RSS feed, will not be considered. Entries will be judged on the quality and creativity of the various media and how they stimulate engagement with the intended audience. Entrants should submit as many URLs and/or screenshots where appropriate.

810 Best Use of Social Media by an Individual. Best use of social media platforms by an individual to support, supplant or enhance original reporting. This can include, but not is not limited to Facebook, Twitter feeds, Google, podcasts, photo sharing websites, video sharing websites, web chats and other Internet-related media. Entries that include only automated aggregate posting of headlines that link back to the original site, such as an RSS feed, will not be considered. Entries will be judged on the quality and creativity of the various media and how they stimulate engagement with the intended audience. Entrants should submit as many URLs and/or screenshots where appropriate.

### **TROPICAL STORM HARVEY (900) (NEW for 2018)**

#### **RULES:**

1. Please read the general rules above.

### **TROPICAL STORM HARVEY (900)**

901 Harvey News Story. Any Tropical Storm Harvey related news story.

902 Harvey Feature Story. Any Tropical Storm Harvey related feature story.

903 Harvey News Photo. Any Tropical Storm Harvey related photo.

904 Harvey Opinion Story. Any Tropical Storm Harvey related print or broadcast editorial, opinion or column.

905 Harvey Sports Feature Story. Any Tropical Storm Harvey related sports story.

906 Harvey Broadcast TV Story. Any Tropical Storm Harvey related TV story.

907 Harvey Radio Story. Any Tropical Storm Harvey related radio story.

908 Harvey Public Relations – Open. Any Tropical Storm Harvey related PR release, campaign, piece, etc.

### **Call for Entries 2018**