



2019 PRESS CLUB OF SOUTHEAST TEXAS EXCELLENCE IN THE MEDIA AWARDS CONTEST

The Press Club of Southeast Texas is pleased to announce the 28th 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 Each public relations categories.

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, 2018, and December 31, 2018, 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. 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 29, 2019.

If you have questions, contact:

Press Club of Southeast Texas Contest Administrator
Contests@PressClubOfSoutheastTexas.org

AWARDS CEREMONY AND BANQUET

The awards banquet will be held Friday, **June 7, 2019**, at the MCM Elegante Hotel in Beaumont. Sponsorships and table reservations are available now at www.PressClubofSoutheastTexas.org/events. Proceeds benefit the Lamar University Press Club Memorial Scholarship.

Call for Entries 2019

General Rules & Entry Information

Deadline: Entries must be uploaded by 11:59 p.m., March 29, 2019.

Entry Submission

Entries are uploaded at 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 2018 (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.

NEWSPAPERS (100)

All entries in this category must be published in actual printed newspapers. Online only entries must be made in either the open categories or online categories as relevant.

Categories are open to daily or non-daily newspapers unless specifically noted.

For this contest, Daily means published five times a week or more. Non-Daily means all others.

Please note. Non-Daily newspapers may compete in the Daily category if they wish but may not then enter as a non-daily in the same category.

101 News Story (Daily) Main story and any sidebars (Daily only)

102 News Story (Non-Daily). Main story and any sidebars. (Non-Daily only)

103 Feature Story. Main feature and any sidebars, or a series

104 General Column. An opinion piece that is the signed opinion of one writer.

Three examples constitute one entry

105 Sports News (Daily). Main story and any sidebars. (Daily only)

106 Sports News (Non-Daily). Main story and any sidebars (Non-Daily only)

- 107 Sports Feature. Main feature and any sidebars, or a series
- 108 Sports Column. An opinion piece that is the signed opinion of one writer
Three examples constitute one entry
- 109 News Photo. Single news photo
- 110 Feature Photo. Single feature photo
- 111 Sports Photo. Single sports photo
- 112 News Page Design/Layout (Daily). Single-page layout or doubletruck (Daily only)
- 113 News Page Design/Layout (Non-Daily). Single-page layout or doubletruck (Non-Daily only)
- 114 Feature Page Design/Layout. Single-page layout or doubletruck.
- 115 Daily Sports Page Design/Layout (Daily). Single-page layout or doubletruck (Daily only).
- 116 Daily Sports Page Design/Layout (Non-Daily). Single-page layout or doubletruck (Non-Daily only)
- 117 Overall Excellence Page Design/Layout. Submit three examples, one closest to Oct. 12, 2018, and two of your choice. Single pages or doubletruck only. Full editions not accepted.
- 118 Overall Excellence (Daily). Submit three issues, one closest to March 30, and two others (Daily)
- 119 Overall Excellence (Non-Daily). Submit three issues, one closest to March 30, and two others (Non-Daily)

OPEN CATEGORIES (200) Any newspaper, magazine or online platform may enter, unless specified. Magazines may enter any open category for which no category is provided under the Magazine heading (600s).

- 201 Business Story. Main story, 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
- 204 Environmental Reporting. Any topic
- 205 Faith-based/Inspirational. Story or commentary
- 206 Editorial/Commentary. Must be the unsigned opinion of the publication
- 207 Fine Arts Reviews/Critiques. Must be the signed opinion of one writer
- 208 Column. Published in any platform except print newspaper. Entry consists of three columns
- 209 Guest Column. Must be written by someone who doesn't work for the publication and represent the signed opinion of one writer
- 210 Overall Excellence—Special Supplements/Promotional Publications/Tabloids. Submit up to three examples (print only)
- 211 Graphic/Cartoon/Illustration. Any topic
- 212 Photo essay or picture page (print only)
- 213 Photo Portfolio. Submission should include five photos from any media platform.
Entries will be judged on their visual impact as well as their news value
- 214 Headline. Any topic (entries must include full story)

TELEVISION (300)

- 301 Investigative Report. May include a single story or series of stories, which show initiative and in-depth research.
- 302 In-depth Report. Report aired inside a regular newscast.
- 303 Special Reports: Environmental.
- 304 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.
- 305 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.
- 306 Spot Story–Individual. A report entered by a reporter-photographer team depicting a single, unplanned news event.
- 307 Breaking News. Any general assignment news story produced within 24 hours of the event.
- 308 General News. Any general assignment news story.
- 309 Deadline Feature (Serious). A single story produced within 24 hours of the event.
- 310 Feature (Serious). A single story.
- 311 Deadline Feature (Light). A single light or humorous story produced within 24 hours of the event.
- 312 Feature (Light). A single light or humorous story.
- 313 Continuing Coverage. Series of stories on any subject. Length may be edited.
- 314 Sports Story. A single story, spot sports news item or feature. The entry will be judged on writing, creativity and presentation.
- 315 Photojournalism–Individual. Submit a portfolio of photographic work by an individual. Maximum of 10 minutes.
- 316 Documentary. News, Public Affairs, or Entertainment program broadcast outside of a regularly scheduled newscast. Can be any length.
- 317 Best Newscast
- 318 Best Sportscast
- 319 Best Weather Presentation
- 320 Best Station Promotion
- 321 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.
- 322 Video Editing. Best single story judged solely on editing, pacing, sound, and use of special effects.
- 323 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.
- 324 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 (400)

Call for Entries 2019

401 Newscast. 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.

402 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.

403 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.

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

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

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

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

MAGAZINES (500)

501 Magazine Feature Story

502 Magazine News Story

503 Magazine Personal Profile/Interview

504 Magazine Writing Portfolio. Submit three samples with stories attached

505 Magazine Photography Engaging photo, relevant to the story

506 Magazine Layout. Submit one example

507 Overall Excellence. Submit up to three issues

PUBLIC RELATIONS (600)

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

602 Brochure. Printed material. Submit one example.

603 Newsletter. Printed newsletter. Submit one example.

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

605 Special Events Materials. Materials printed, designed or developed for a onetime event.

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

607 Electronic Newsletter. Submit three examples.

608 Internal Public Relations Campaign. Targeted to internal audience.

609 Internal Publications/Individual Story. Targeted to internal audience

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

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

612 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.

613 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.

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

ONLINE (700) RULES: 1. Please read the general rules above. 2. Unless otherwise indicated, submit a screen capture that includes publication date and time.

701 Website-News. Category is open to web sites produced by any Southeast Texas-area news organization, including newspapers, magazines, television, and news radio stations. Submit URL address. Because of the nature of Internet-based journalism, entrants will be judged on work through April 2019.

702 Website-Public Relations. Submit URL address. Because of the nature of Internet-based media, entrants will be judged on work through April 2019.

703 Online News Story. Work published only on an online platform

704 Online Feature Story. For work published only on an online platform.

705 Online Sports Story. Work published only on an online platform

706 Website Photography. Work published only on an online platform

707 Non Broadcast Online Video. Work published only on an online platform

708 Broadcast Online Video. Published online only

709 Institutional Blog. Any blog by the Southeast Texas-area blog affiliated with a recognized news publication or broadcast station. Submit 3-5 blog posts. Because of the nature of Internet-based journalism, entrants will be judged on work through April 2018.

710 Independent Blog. Any blog based in the Southeast Texas area by an individual not affiliated with a recognized news publication or broadcast station. Submit 3-5 blog posts. Because of the nature of Internet-based journalism, entrants will be judged on work through April 2018.

711 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.

712 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. Entrants should submit URLs and/or screenshots where appropriate.

713 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. Entrants should submit URLs and/or screenshots where appropriate.

High School Journalism Media (800)

801 Best use of student-produced high school media. Entries may include print, broadcast and/or online platforms. Work must have been published in 2018 calendar year. Submit 3-5 examples.