



2021 EXCELLENCE IN THE MEDIA AWARDS CONTEST

The Press Club of Southeast Texas is pleased to announce the 30th 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, 2020, and December 31, 2020, 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. If doing so at contest time arrangements MUST be made at least TWO WEEKS before the contest deadline.

PLEASE READ THE ENTRY INSTRUCTIONS CAREFULLY.

DEADLINE FOR UPLOAD OF ENTRIES is May 30, 2021 at 11:59 p.m.

If you have questions, contact: Press Club of Southeast Texas Contest Administrator
Contest@PressClubOfSoutheastTexas.org

AWARDS CEREMONY AND BANQUET

Due to the COVID-19 pandemic the awards banquet has been canceled. Stay tuned for an alternative way for us to honor our winners. Proceeds benefit the Lamar University Press Club Memorial Scholarship.

General Rules & Entry Information

Deadline: Entries must be uploaded by 11:59 p.m., May 30, 2021.

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 oversized materials (signs, banners, etc.) must be photographed 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 records.

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.

The preferred payment method is via PayPal with either a credit card or Paypal account.

For organizations that cannot pay online, we can create an invoice for you to pay by check. Checks must be made payable to "Press Club of Southeast Texas." You MUST contact us at least TWO WEEKS prior to the contest entry deadline to make arrangements to be invoiced.

Invoiced payments may be sent 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 2020 (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.

Judging will be done by impartial organizations from across the country not associated with the Press Club of Southeast Texas.

8. 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. Some categories are divided into Division 1, for those published five times a week or more and Division 2, for those published less than five times a week.
3. Any news organization or magazine may enter "OPEN" categories. (Please note that Magazines also have separate entry categories in the 500 division as well.)
4. In all categories, ONE article or photo constitutes an entry unless stated otherwise.

NEWSPAPERS (100)

All entries in Newspaper Category entries must have been published in a printed newspaper. Online only entries must be made in either the open or online categories. Categories are open to all newspapers unless specifically designated as Division 1 (published more than five times a week) or Division 2 (published less than five times a week).

NOTE: Division 2 newspapers may "compete up" and enter a Division 1 category but may not then enter the Division 2 category.

101 - News Story – Division 1. Main story and any sidebars

102 - News Story – Division 2. Main story and any sidebars.

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 - Investigative Reports. Main story and any sidebars, or a series
- 106 - Special Reports. Main story and any sidebars, or a series
- 107 - Sports News – Division 1. Main story and any sidebars.
- 108 - Sports News – Division 2. Main story and any sidebars
- 109 - Sports Feature. Main feature and any sidebars, or a series
- 110 - Reporting Portfolio *Three examples constitute one entry*
- 111 - Sports Column. An opinion piece that is the signed opinion of one writer

Three examples constitute one entry

- 112 - News Photo. Single news photo
- 113 - Feature Photo. Single feature photo
- 114 - Sports Photo. Single sports photo
- 115 - News Page Design/Layout – Division 1. Single-page layout or double truck
- 116 - News Page Design/Layout – Division 2. Single-page layout or double truck
- 117 - Feature Page Design/Layout. Single-page layout or double truck.
- 118 - Daily Sports Page Design/Layout – Division 1. Single-page layout or double truck
- 119 - Daily Sports Page Design/Layout – Division 2. Single-page layout or double truck
- 120 - Overall Excellence Page Design/Layout. Submit three examples, one closest to March 5, 2020 and two of your choice. Single pages or double truck only. Full editions not accepted.
- 121 Overall Excellence – Division 1. Submit 3 issues, one closest to March 5, 2020, and two others
- 122 - Overall Excellence – Division 2. Submit 3 issues, one closest to March 5, 2020, and two others

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 (500s).

- 201 - Business Story. Main story and any sidebars, or a series
- 202 - Environmental Reporting. Any topic
- 203 - Faith-based/Inspirational. Story or commentary
- 204 - Travel Writing
- 205 - Editorial/Commentary. Must be the unsigned opinion of the publication. Entry must consist of three separate editorials.
- 206 - Fine Arts Reviews/Critiques. Must be the signed opinion of one writer
- 207 - Column. Published in any platform except print newspaper. Entry consists of three columns by ONE individual.

- 208 - Guest Column. Must be written by someone who doesn't work for the publication and represent the signed opinion of one writer
- 209 - Overall Excellence–Special Supplements/Promotional Publications/Tabloids.
Submit up to three examples (print only)
- 210 - Graphic/Cartoon/Illustration. Any topic
- 211 - Photo essay or picture page (print only)
- 212 - 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
- 213 - Headline. Any topic (entries must include full story and subheads.)
- 214 – General Blog (Any topic. Submit links to three posts.)

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 – Deadline (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 - Reporting Portfolio Three examples. Entry should not exceed 10 minutes in length
- 316 - Photojournalism–Individual. Submit a portfolio of photographic work by an individual. Maximum of 10 minutes.
- 317 - Documentary. News, Public Affairs, or Entertainment program broadcast outside of a regularly scheduled newscast. Can be any length.

318 - Best Newscast

319 - Best Sportscast

320 - Best Weather Presentation

321 - Best Station Promotion

322 - 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.

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

324 - 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.

325 - 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)

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.
- 615 – Promotional/Institutional Blog

DIGITAL (700)

RULES:

1. Entries must have been published online only. Work published in print or broadcast primarily is not eligible.
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 March 2021.

702 - Website-Public Relations. Submit URL address. Because of the nature of Internet-based media, entrants will be judged on work through March 2021.

703 - Digital News Story. Work published only on an online platform

704 - Digital Feature Story. Work published only on an online platform

705 - Digital Sports Story. Work published only on an online platform

706 - Website Photography. Work published only on an online platform

707 - News Organization Internet Video. Work published only on an online platform

708 - Broadcast Internet Video. Published online only

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

710 – Breaking News Digital Only (Stories published prior to print or air.)

711 - Best Use of Social Media by a News Media Organization (submit five or more examples)

712 - Best Use of Social Media by a Public Relations Organization (submit five or more examples)

713 - Best Use of Social Media by an Individual (submit five or more examples)

714 - Podcast (enter URL for three episodes that best represent the overall content of the podcast)

715 - Podcast Episode (enter URL of one individual episode)

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 2020 calendar year. Submit 3-5 examples.

2021 Special Reports: COVID-19 (900)

901 – Tropical Storm Imelda Coverage (Submit UP TO FIVE examples of an individual/news organization's coverage of the COVID-19 pandemic that exhibits overall excellence in the coverage of the broader implications of the coronavirus pandemic. Topics covered could include: How the pandemic impacted students and schools, feature profiles of relevant individuals, opinion pieces, flaws in data reporting and others. Each entry may

include no more than one breaking news story. A cover letter explaining the work that went into each piece and/or why it's relevant is optional. Each news organization and individual can submit only one entry. However, an individual can submit a separate entry regardless of if they were included in a news organization's entry.