

WIN RECOGNITION FOR YOUR PROFESSIONAL EXCELLENCE!

Attention, 2008 Communicators:

Illinois Woman's Press Association is calling for entries for the Mate E. Palmer Communications Contest. The competition is open to members. The IWPA member accumulating the highest number of points in the contest will receive the coveted Silver Feather Award. All first-place entries will be submitted to the National Federation of Press Women's Communications Contest for national judging. All state winners will be recognized at the May 17, 2008, awards banquet to be held in Chicago. First-place winners in each category and sub-category go on for judging in the National Federation of Press Women contest.

Purpose

Purpose of the NFPW communications contest is to improve professional skills by recognizing excellence in communicating. The "message" is what is important. The "message" — how well it communicates, how it is directed to its target audience, how well it achieves its objectives — is the judging standard.

Publication Dates

All entries must have been published, issued, broadcast, telecast or printed between Jan. 1, 2007 and Dec. 31, 2007. The governing date is the date the broadcast was aired, the date printed on the publication, or the date printed on the hard copy of material for Web pages. If the entry is a series, use publication date of the final article as entry date, which allows beginning article to have been published in previous contest year.

Eligibility & Contest Fees

Entrants must be professional, student or retired members of IWPA and the National Federation of Press Women. The cost for members to enter the state contest is \$25 for the first entry and \$10 for each additional entry. Dues for 2008 must be received at NFPW Headquarters by March 1, 2008. The combined NFPW and IWPA membership fee for professional members is \$78.00; students, \$25.00; and retired members, \$35.00, to be included with the entry unless you have already paid your 2008 dues. Corporate memberships are now available. For every four renewals and or new members a company pays for, it will get a fifth membership for free. If paying for membership with your entry, please make out a separate check or use the credit card option on the membership form.

Contest entries must be paid by check. Make one check for all entries payable to Illinois Woman's Press Association. IWPA pays for members' 1st place winning entries to the national contest.

Deadline

Entries must be postmarked by Jan. 12, 2008.

Contest Regulations

Entries in the wrong category or subcategory, not properly labeled or failing to have all the required statements will be disqualified. Judges may not change them to another category.

No entry may be submitted in more than one category or subcategory. **Clarification:** Stories may be entered in writing categories, while the page, supplement, publication or Web site that bears that story may also be entered in editing categories. It is not the intent to prevent a writer and an editor from entering their individual work when work by both contestants appears in the same publication or broadcast.

Entries in all categories except editing, producing, or public relations and advertising brochures must be entirely the work of the member. **Explanation:** In print media categories 11-16, the editor or producer may not have done all work on the page or publication. Also, few persons in advertising or PR are totally responsible for any item, ad, brochure, or direct mail. The team principle usually applies. Therefore, the entrant should be the creative planner, responsible for seeing "the message" through; the content director; or the writer of copy.

The contestant's entry form should list all of his/her roles in creating the entry. Example: Creative coordinator and copywriter; or copywriter and layout; etc.

Members who collaborate on material may enter together (co-entrants), but each must have paid NFPW dues for the entry to qualify. Duplicate certificates will be awarded those winners. Each co-entrant's role should be listed on the entry form.

Watch the special instructions for the following: print media, photography, electronic media (radio/television/Web), advertising, public relations/promotion/publicity and books/fiction/verse printed before each of these categories with explicit details. If the instructions call for a written statement to accompany the entry, **the lack of that statement will automatically disqualify the entry.**

Please note that categories 59-68 were created for college students only. However, college students can enter any of the other professional categories if they wish.

Packaging the entry

Each entry must be placed in a separate **9" x 12" open-end manila envelope with entry form.** If entry is too large to slip easily in and out of a 9" x 12" envelope, please use the next larger size that will accommodate the entry. **Do not use envelopes that open on the side** as entries are sorted and stored vertically.

When looking at the front or "address" side of the envelope, hold it vertically with the open end up and clearly write the entrant's name, affiliate state, category number and sub-category letter in the **upper right-hand front corner.** Do not fasten or seal the envelopes. Fold flaps in and behind the entry.

Example:

OPENING ON TOP

Name
State
Category

Return of Entries

Entries, including books, are not returned. Never send a "one-and only" or irreplaceable entry. Duplicate your slides, photos, CDs, video or audio tapes.

Awards

Awards can be given in each category and subcategory for 1st, 2nd, 3rd, and Honorable Mention, with no ties. Judges decide the number of awards to be given within these limits and only if they deem them merited.

Entries must be **postmarked by Jan. 12, 2008.**

Send entries to:

Ann Heinrichs
IWPA Contest Chair
P.O. Box 408670
Chicago, IL 60640-8670

NOTE:

UPS, DHL, FedEx, etc. cannot deliver to a post office box. If you are using one of these shipping methods and need a street address, call Ann at 773 769 4890.

Questions?

Call: 773 769 4890
Email:
alh5456@sbcglobal.net
Or iwpa@comcast.net

2008 COMMUNICATIONS CONTEST: CATEGORIES AND RULES

PRINT MEDIA

Categories 1 through 17

(Paid or unpaid circulation)

A tear sheet (full page or pages containing the article, special page, etc.) must be submitted for entries published in newspapers or other publications. Clearly mark the tear sheet by highlighting or underlining the headline or title. Photocopies of tear sheets are permitted when originals are not available, but they must show publication name and date of issue printed on the page. Sections, special editions and publications must be submitted in their entirety. Sections and supplements should clearly indicate that they are part of a larger publication.

1. News reporting

Submit ONE (1) article. Judges will consider planning and general organization of story, initiative in obtaining story, news writing, readability and impact.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication for general or specialized circulation, including internal publications

2. Continuing coverage or unfolding news

Open competition. Submit a maximum of SIX (6) articles representing the course of the story. Judges will consider the writer's ability to stick with the story, the handling of the subject, writing style, readability and thoroughness of coverage (e.g., a trial under way with daily coverage, or surprising new facts discovered at a later date on a story that is not a planned series). A one-page written summary noting general chronology of the unfolding news and any special circumstances or events related to the topic MUST be included with the entry.

3. Investigative reporting

Open competition. No sub-categories. Entry should demonstrate entrant's ability to provide treatment of an issue that has an impact on publication's coverage area but that has not received prior coverage or would not have been told without the reporter's diligence in uncovering or reporting of the subject. Submit a maximum of SIX (6) articles representing the course of the story. Judges will consider the initiative, thoroughness of research, documentation, clarity of writing and/or presentation and technical excellence. A one-page written summary MUST accompany the entry. The summary should include the entrant's role in preparing the coverage, chronology of events, events of coverage, current status of issue covered and any unusual circumstances or difficulties encountered in preparation of the series.

4. Enterprise reporting

Open competition. No sub-categories. Entry should demonstrate entrant's ability to expand on and add in-depth information to an issue that already has been reported and had an impact on publication's coverage area. Submit a maximum of six (6) articles representing the course of the story. Judges will consider the initiative, thoroughness of research, documentation, clarity of writing and/or presentation and technical excellence. A one-page written summary MUST accompany the entry. The summary should include the entrant's role in preparing the coverage, chronology of events, events of coverage, current status of issue covered and any unusual circumstances or difficulties encountered in preparation of the series.

5. Special series

Open competition. No sub-categories. Submit a minimum of THREE (3) but not more than SIX (6) developed articles. The final article must have appeared by Dec. 31, 2007. Use publication date of the final article as entry date. (This allows beginning article to have been published in the previous contest year.) The articles must be numbered or must otherwise indicate (e.g., an editor's note or a logo) that the articles were INTENDED as a series.

6. Editorial/Opinion

In addition to considering local interest of the publication for the readers, judges will consider clarity of style, sound reasoning and effort to influence readers' opinions in what the writer believes to be the right direction. DO NOT SUBMIT personal columns; this category is for pieces that generally are not bylined and appear on editorial or op-ed pages.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication for general or specialized circulation, including internal publications

7. Feature story

Judges will consider interest and unusual aspects of the feature material itself and/or the handling of it, writing style, readability and thoroughness of coverage. DO NOT ENTER interview as feature (see Category 8/Personality Profile).

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication for general or specialized circulation, including internal publications

8. Personality profile

Open competition. No sub-categories. Submit ONE (1) article that gives a portrait of an individual based on interviews with one or more persons. Judges will consider how well the writer reveals the personality of the subject by exploring the subject's actions, background, motivation and character.

9. Special articles

Open competition. Submit TWO (2) articles on the same basic subject for each sub-category. The two articles equal one entry and both should be listed on the same entry form and placed in one envelope. Entrants may enter one or all lettered sub-categories, but the two articles that make up an entry must be on the topic of that sub-category. Example: sub-category M (Sports), both articles may cover various sports topics; each may focus on a particular sport, e.g., basketball; or each article may cover a different sport – one on basketball and one on hunting, etc. Or, as in sub-category K (Reviews), one article may be a review of a play, while another is a review of a concert. Judging will be on the same criteria as for news or feature stories, but will include the author's ability to write knowledgeably on the subject.

- A. Business
- B. Agriculture, Agribusiness, Aquaculture
- C. Arts and entertainment
- D. Health and fitness
- E. Education
- F. Science, ecology, environment, energy
- G. Food
- H. Government or politics
- I. History
- J. Home (interior decoration, furniture, architecture, fashion)
- K. Religion
- L. Reviews (any subject, personal opinion must be expressed)
- M. Social issues (family, minority affairs, welfare, women, the elderly, or consumerism)
- N. Sports
- O. Hobby or crafts
- P. Travel
- Q. Advertorials (writing done for special advertising supplements or special sections)
- R. Rotating Subject: Nature

10. Personal Columns

Open competition. No sub-categories for type of publication or circulation. Submit TWO (2) columns. Column should have a head that indicates it is a regular feature of the publication; should entertain and/or educate; should reveal author's style.

- A. Humorous
- B. General
- C. Informational (how-to, Q&A, advice)
- D. Specialized (critique or review on one continuing subject, such as gardening)

11. Single page or pages regularly edited by entrant – Lifestyle or Entertainment

Specify frequency of page's appearance and submit TWO (2) samples of the same type or subject (i.e., two editorial pages, two youth pages, etc.). Judges will consider the planning and general organization of the page, the power of original editorial material, suitability and appeal of feature material, informational value, editing and headline writing.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication for general or specialized circulation, including internal publications

12. Single page or pages regularly edited by entrant – other than Lifestyle or Entertainment

Submit TWO (2) samples. Judges will consider the planning and general organization of the page, the power of original editorial material, suitability and appeal of feature material, informational value, editing and headline writing.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication for general or specialized circulation, including internal publications

13. Section edited by entrant – frequent or regular sections

Specify frequency of section or supplement and submit TWO (2) samples. Regardless of frequency, newspaper supplements (such as Sunday magazines) MUST be entered in the appropriate newspaper sub-category below, not in magazine sub-category. Judges will consider planning and general organization, the power of original editorial material, suitability and appeal of feature material, informational value, editing and headline writing, cohesiveness, and thoroughness of coverage.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication for general or specialized circulation, including internal publications

14. Sections/supplements edited by entrant – infrequent (one-time, annual, semi-annual, quarterly)

Submit one (1) sample. Regardless of frequency, newspaper supplements (such as Sunday magazines) must be entered in the appropriate newspaper sub-category. Entry must specify the larger publication in which the section appeared. Judges will consider planning and general organization, the power of original editorial material, suitability and appeal of feature material, informational value, editing and headline writing, cohesiveness, and thoroughness of coverage.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication for general or specialized circulation, including internal publications

15. Publications regularly edited by entrant

Submit TWO (2) issues in their entirety. Note that there are categories for public relations magazines and other types of publications in the Public Relations Entries section. Judges will consider writing, editing, design and content.

- A. Non-daily newspaper
- B. Daily newspaper
- C. General or specialized magazines including internal publications
- D. Newsletters (not internal or public relations)

16. Page layout

Submit TWO (2) examples of pages regularly laid out by entrant. Entry may consist of front pages, youth pages, editorial pages, sports pages, family pages or others, all of one type or in combination. Judges will consider the overall layout and design of the pages, typefaces, use of photographs and arrangements of the various elements to appeal to readers.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication for general or specialized circulation, including internal publications

17. Headlines, caption writing, original graphics, and editorial cartoons

Judges will consider appropriateness to story, originality and appeal to the reader. Open competition. No sub-categories as to type of publication or circulation.

- A. Headline writing (submit four (4) samples on marked tear sheets).
- B. Caption writing (submit four (4) samples on marked tear sheets).
- C. Original graphics (submit two (2) samples on marked tear sheets).
- D. Editorial cartoons (submit one (1) cartoon).

PHOTOGRAPHY

Categories 18 through 23

In all categories, a photo, laser print or copy of original (no larger than 8" x 10") must be submitted. For digital work, a CD may be submitted, but the entry also must include a printed copy (laser copy is acceptable) for ease of judging. DO NOT MOUNT PHOTOS. Prints and CDs will not be returned. Tear sheet or photocopy of entire printed page must be attached, but judging is on the photo, not the reproduction. Except for category 23 (Photographer-writer), text will not be considered. For prints published in B/W, originals may be color or B/W.

18. Photography in non-daily newspaper

- A. News photo
- B. Feature photo
- C. Sports photo
- D. Photo essay (photographs in a layout that either have a narrative quality or present points of view on a single subject)

19. Photography in daily newspaper

- A. News photo
- B. Feature photo
- C. Sports photo
- D. Photo essay (photographs in a layout that either have a narrative quality or present points of view on a single subject)

20. Photography in printed publication other than newspaper

- A. News photo
- B. Feature photo
- C. Sports photo
- D. Photo essay (photographs in a layout that either have a narrative quality or present points of view on a single subject)

21. Photography on the Web or electronic publishing

Open category; no sub-categories. A printed copy (print, laser print, etc.) needs to be included in entry. In addition, submit a CD with the digital photo as it appeared on the Web or e-publishing site, including all supportive files to be able to view the photo as it was "published" electronically. Care should be taken to ensure the photo has not been electronically altered from the version published. Entries should remain true to ethical standards followed by professional photographers.

22. Advertising photography

- A. Black/white
- B. Color

23. Photographer-writer

Judges will consider the quality of both the photos and the copy, the relationship of one to the other, and the completeness of the package. Both the photos and the copy must be the work of the entrant. Layout will not be considered.

RADIO/TELEVISION

Categories 24 through 32

Audiocassette tapes, VHS videotape cassettes or CDs are required for submission of entries. In instances where more than one person contributed to the report, and only the person submitting the entry is an NFPW member, the entrant must have had an equal or the major role in creating/delivering the broadcast. Unless otherwise noted, a one-page written summary, detailing circumstances surrounding coverage of stories and entrant's participation, MUST accompany the entry. The tape or CD, the case, the entry form and the envelope must be labeled with the following information: name of entrant, number and letter of the category/sub-category, length of cut.

24. On-the-scene spot report (news, features, sports)

Entry may be edited and is limited to 15 minutes. Narratives or voice-overs are allowed only if they were part of the original piece that aired. A one-page written statement, detailing circumstances surrounding coverage of story and entrant's participation, MUST accompany the entry. Judges will consider reporter's ability to provide enterprising coverage of one unscheduled event.

- A. Radio
- B. Television

25. Prepared report (news, investigative, feature or sports)

Entry may be limited to a single report or may include excerpts from a related series. Entry is limited to 15 minutes. A one-page written statement, detailing circumstances surrounding coverage of story and entrant's participation, MUST accompany the entry. Judges will consider reporter's ability to obtain a story with impact, clarity of writing/production, and concise assembly.

- A. Radio
- B. Television

26. Special programming (documentary, public affairs or editorial)

Entry may be a single report or editorial, or may be a series of stories on the same subject. In addition to considering entrant's ability to provide comprehensive and effective in-depth coverage of a community problem or significant news event, judges will consider creativity, clarity of writing and/or presentation, and technical excellence. Entry may be edited, but narratives or voice-overs are allowed only if they were part of the original piece that aired. Documentary or public affairs are limited to 30 minutes. Editorial is limited to 15 minutes. A one-page statement MUST accompany the entry and should include a synopsis of the subject matter, entrant's role in preparation and how entrant's coverage addressed the community/market need, a summary of any follow-up reports, and any unusual circumstances or difficulties encountered in preparation of the original piece.

- A. Radio
- B. Television

27. Special reporting series (Investigative or Enterprise Reporting)

Submit coverage of a single subject reported in TWO (2) or more parts. Entry should demonstrate entrant's ability to provide treatment of an issue that has impact on the station's coverage area but has not received prior coverage or would not have been told without the reporter's enterprise in uncovering it. Judges will consider initiative, thoroughness of research, documentation of any allegations, clarity of writing and/or presentation, and technical excellence. Entry may be edited and must not exceed a total of 30 minutes. Narratives or voice-overs are allowed only if they were part of the original piece that aired. A one-page statement MUST accompany the entry and should include entrant's role in producing series, chronology of events, effect of coverage on community, current status of issue covered, a summary of any follow-up reports, and any unusual circumstances or difficulties encountered in preparation of series.

- A. Radio
- B. Television

28. "Personal column on the air" or critic's review

Entry clearly must indicate the broadcaster's viewpoint. No written statement is required.

- A. Radio
- B. Television

29. Interview

Delete all commercial breaks, but no other editing may be done. If interview exceeds 30 minutes with commercial breaks removed, submit only the first 30 minutes of the program. No written statement is required.

- A. Radio
- B. Television

30. Talk Show

Delete all commercial breaks, but no other editing may be done. If talk show exceeds 30 minutes with commercial breaks removed, submit only the first 30 minutes of the program. No written statement is required.

- A. Radio
- B. Television

31. Best newscast (commercial or non-commercial station)

Newscast must be under the overall supervision of the entrant. Judges will consider excellence of news content and production values. Delete all commercial breaks, but no other editing may be done. Narratives or voice-overs are allowed only if they were part of the original piece that aired. If newscast exceeds 45 minutes with commercial breaks removed, submit only the first 45 minutes of the program. No written statement is required.

- A. Radio
- B. Television

32. Best presentation (anchor, sportscaster or play-by play sports reporter)

Judging will be based on presentation only (style of delivery, diction, authoritative presence, and credibility)—not content. No written statement is required.

- A. Radio
- B. Television

WORLD WIDE WEB

Categories 33 through 35

See specific instructions under each category. Questions about these entries should be directed to the contest director. Digital photography is covered under the photography entries. Every attempt should be made to enable the judge to view the article or pages under the form in which it was intended to be viewed. The entry should reflect the material as it appeared during the contest period (Jan. 1, 2007 - Dec. 31, 2007).

33. Writing for the Web

Submit hard copy printed from the Web AND a one-page statement defining the goal of the project, the site's purpose and target audience. If the entry is still accessible to the public on the Web site, circle or write URL on the top of the printed copy. If not, entry must be accompanied by a CD with the entry viewable via the original site (include all appropriate files to enable the site to be viewed). Entries must have been created for use in electronic form; material written for print publication and reused on the Web is NOT eligible. Judges will consider clarity of message, appropriateness to audience and adherence to principles of Web-based communication.

- A. Web content written for not-for-profit or educational organization sites
- B. Web content written for corporate or for-profit organization sites
- C. Web content written for personal, vanity, or hobby sites
- D. News articles written specifically for the Web
- E. Feature articles written specifically for the Web
- F. Commentary (includes columns, reviews, and editorials) written specifically for the Web
- G. Headlines written for the Web
- H. Captions written for the Web

34. Web site edited by entrant

Submit hard copy of home page with URL at the top so the judge can go immediately to the site. Each entry MUST be accompanied by a one-page written statement defining the site's purpose and target audience, frequency of update, role in editing page, number of visitors per month and any additional comments about maintenance of the site. Judges will consider clarity of site, interaction options, design, relevance to audience and adherence to principles of Web-based communication.

- A. News
- B. Features/entertainment
- C. Not-for-profit or educational organization sites
- D. Corporate or for-profit sites
- E. Personal, vanity or hobby sites
- F. Professional sites

35. Web site development/creation

Submit hard copy of home page with URL at the top so the judge can go immediately to the site. Each entry MUST be accompanied by a one-page written statement defining the goal of the project, site's purpose and target audience, launch date of the site, evaluation of project, number of visitors per month and any additional comments relevant to the development or creation of the site. Judges will consider adherence to purpose, clarity of site, interaction options, design, and adherence to principles of Web-based communication. Entries must have been created for use in electronic form. Material written for print publication and reused on the Web is NOT eligible.

- A. Not-for-profit or educational organization sites
- B. Corporate or for-profit organization sites
- C. Personal, vanity, or hobby sites
- D. Professional Sites

ADVERTISING

Print Media Advertising

Categories 36 through 39

Submit tear sheet(s) of the ad or campaign/series. For electronic ads, submit printouts or CDs for Web sites, CDs or e-newsletters in which this ad or campaign series appeared. Each entry MUST be accompanied by a one-page statement including reason for the ad or campaign, special strategies used, effectiveness in terms of results, and the role of the entrant in carrying out the project. Judges will consider the originality of the selling idea or promotion, adaptability and suitability of idea to the advertiser, appropriate choice of medium, makeup and appearance, style and content of copy, and results.

36. Newspaper, trade paper, magazine, newsletter or Web site – black/white print or electronic display (single ad)

- A. Retail product or service
- B. Institutional or image

37. Newspaper, trade paper, magazine, newsletter or Web site – color or spot color print or electronic display (single ad)

- A. Retail product or service
- B. Institutional or image

38. Newspaper, trade paper, magazine, newsletter or Web site – print or electronic campaign or series built around one subject (b/w, color or spot color)

Series may feature same product or service, or different products/services for same advertiser. Series must be related by theme or design format.

- A. Retail product or service.
- B. Institutional or image.

39. Single-sheet poster / Poster Campaign / Billboard / Banner (any size, black and white or color)

- A. Single-sheet poster (any size, black/white or color). Submit poster OR send photo no larger than 8" x 10" of entry.
- B. Poster campaign – Submit posters or send photo no larger than 8" x 10" photo of each poster in campaign.
- C. Billboard – Submit photo no larger than 8" x 10" of entry.
- D. Banner (any size) – Submit photo no larger than 8" x 10" of entry.

Electronic Media Advertising

Categories 40 and 41

Submit audiotape cassettes or CDs for radio entries and VHS videotape cassettes, CDs or DVDs for television entries. Each entry must be accompanied by a brief statement including reason for the commercial or campaign, special strategies used, effectiveness in terms of results, and the role of the entrant in carrying out the project.

40. Radio single commercial or campaign built around one subject

41. Television single commercial or campaign built around one subject.

PUBLIC RELATIONS / PROMOTION / PUBLICITY

Communications programs and campaigns

Categories 42 through 46

Each entry MUST be accompanied by a one-page statement that includes the research or reason for the program or campaign; audience; strategies used to reach this audience; theme, if any; timetable; budget, and how program or campaign was evaluated. Attach major supporting items including brochures, press releases, speeches, videotape, audiotape, CD (limit sample to five (5) minutes). Displays too large to include in the 9" x 12" envelope may be photographed and submitted if photos are no larger than 8" x 10". Materials submitted in this category also may be entered in categories 47-54. Entry must have been under the overall supervision of the entrant, with role defined in statement. Judges will consider clearly stated objectives, success in meeting objectives and in relating to audience, effective use of media, general impact of program, evaluation of effectiveness, and technical quality. The program or campaign must have been completed by the contest deadline.

42. Community or Institutional relations

Program or campaign designed to improve an organization's relationship with key publics or a community.

43. Public service

Program or campaign for the public good.

44. Internal communications

Program or campaign designed to improve relations within an organization.

45. Marketing program or campaign for new or existing service or product

46. Audiovisuals

Entry must be creatively directed, edited and executed by the entrant. Submit appropriate format (i.e. slides, VHS videos or CDs with viewable PowerPoint or similar presentation). Each entry MUST be accompanied by a one-page written statement that includes general objectives; audience; theme, if any; timetable; budget, and how entry was evaluated. Entrant must state her/his role in carrying out project. In audiovisuals, for example, entrant must document role to state whether it included scripting only, scripting and photography, photography only, production, etc. Judges will consider clearly stated objectives, success in meeting objectives and in relating to audience, effective use of media, general impact, evaluation of effectiveness and technical quality.

- A. Still illustration or multi-image slides
- B. Video productions
- C. PowerPoint or similar presentation method

PR Printed Materials

Categories 47 through 54

This sub-division Includes PR print materials and those produced for CD-ROM and e-mail. Materials created for the Web should be entered in Categories 33 – 35. Entry must be creatively directed, edited and executed by the entrant. Submit one sample. Each entry MUST be accompanied by a one-page statement that includes description of entrant's role in carrying out project; general objectives; audience; theme, if any; frequency; budget; how entry was evaluated. Judges will consider clearly stated objectives, success in meeting objectives and in relating to audience, effective use of media, general impact and technical quality. If the cover of a publication is 4-color but the body is 1- to 3-color (or vice-versa), the body of the publication determines the sub-category.

47. Annual Report

- A. External
- B. Internal
- C. CD - Electronics

48. Magazine

- A. One- to three-color
- B. Four-color
- C. CD - Electronics

49. Magapaper/tabloid

- A. One- to three-color
- B. Four-color
- C. CD - Electronics

50. Newsletter

- A. One- to three-color
- B. Four-color
- C. CD - Electronics

51. Brochure

- A. One- to three-color
- B. Four-color
- C. CD - Electronics

52. Catalog

- A. Retail or Manufacturing
- B. Educational institutions
- C. CD - Electronics

53. Direct mail marketing

54. Manuals and handbooks

Information for the Media

Categories 55 through 57

55. News or feature release – single release

Submit a copy of original release and clippings of ONE (1) to THREE (3) published articles resulting from release, or reports of placement if used by electronic media. Each entry MUST be accompanied by a one-page statement that includes general objectives, media contacted, audience targeted, theme (if any), timetable, budget and follow-up.

- A. News release
- B. Feature release

56. News or feature releases – multiple releases

Submit TWO (2) news or feature releases dealing with the same topic or campaign. Submit copies of original releases and clippings of ONE (1) published article or reports of electronic placement, which resulted from each release. Releases may have been rewritten by publication. Each entry MUST be accompanied by a one-page statement that includes general objectives, media contacted, audience targeted, theme (if any), timetable, budget and follow-up.

57. Media kit -- tools to gain media coverage

Submit TWO (2) to SIX (6) examples that make up a single media kit, which may include, but not be limited to, tip sheets, expert lists, media advisories and feature suggestion packets. In addition to the examples, results must be documented with at least two clippings, or reports of placement if used by electronic media resulting from the media kit. Each entry MUST be accompanied by a one-page statement that includes objectives, media contacted, follow-up and results.

SPEECHES

Category 58

58. Speeches

Entry must be a minimum of FOUR (4) pages, typewritten and double-spaced. Each entry MUST be accompanied by a one-page statement that includes the title of speech, title of speaker, description of audience (including name of group and size), date, and goal of the speaker in reaching the audience. Judging will be on effective interpretation of subject matter, writing and well-balanced, credible discussion. The speech must have been delivered during the contest year (Jan. 1 2007 - Dec. 31, 2007).

COLLEGIATE

Categories 59 through 68

Open to students in either a two- or four-year program who are working on an undergraduate degree. Tear sheets must be submitted for print categories, and entries may have been published in either a campus or professional publication. For web entries, files suitable for viewing should be submitted on a CD or DVD for web categories whenever possible. In addition, a printout of the entry may be submitted as supplemental material.

59. News writing

- A. Newspaper
- B. Magazine or special supplement
- C. Web

60. Feature writing

- A. Newspaper
- B. Magazine or special supplement
- C. Web

61. Sports

- A. Newspaper
- B. Magazine or special supplement
- C. Web

62. Editorial

- A. Newspaper
- B. Magazine or special supplement
- C. Web

63. Column

- A. Newspaper
- B. Magazine or special supplement
- C. Web

64. Design

- A. Newspaper
- B. Magazine or special supplement
- C. Web

65. Graphics/illustrations

- A. Newspaper
- B. Magazine or special supplement
- C. Web

66. Photography

- A. Newspaper
- B. Magazine or special supplement
- C. Web

67. Advertising

- A. Newspaper
- B. Magazine or special supplement
- C. Web

68. Public relations

- A. Campaign for a non-profit or educational institution
- B. Campaign for a company or for-profit business venture

ACHIEVEMENT / RESEARCH

Categories 69 through 71

69. Individual achievement (print or broadcast)

Submit relative material but no more than TEN (10) pages or pieces, including samples of the work itself, supportive materials relative to the impact of the achievement AND a one-page written summary of the achievement. This category includes work by a reporter, editor or news team that reflects unusual creativity, unexcelled professionalism, courage under pressure, effectiveness in presentation and that which "got something done," i.e., helped to get a law changed or introduced, focus on inadequate water supply led to building of new reservoir, spurred an investigation of child abuse/neglect, etc.

70. Faculty adviser of student publications

Submit one example of a newspaper, literary journal or yearbook, AND a one-page statement about your role as adviser. The one-page statement also should give information about the publication, such as circulation or numbers printed, role of publication, brief background on the publication and any special comments the adviser would like to make regarding the publication.

71. Research (print, broadcast or public relations)

Research into historical, social or cultural topics related to media, communications or information systems or theory should demonstrate a comprehensive and balanced investigation of all relevant primary and secondary sources, and should offer original insights and analysis. Open category. No sub-categories.

BOOKS / FICTION / VERSE

Categories 72 through 78

Books, novels short stories, and poems must have been published during the contest year (Jan. 1, 2007 - Dec. 31, 2007). Books must be first editions. Novels or short stories not in book form must have been published for remuneration.

72. Non-fiction, book

- A. General
- B. Essay or chapter(s) appearing in book not written by entrant. Essay or chapter(s) judged on fit with the overall theme of the book.
- C. Biography and Autobiography
- D. History
- E. Cookbook
- F. Humor
- G. Instructional
- H. Religious or inspirational

73. Fiction, novel (full-length, 40,000 words and up)

74. Children's books

- A. Fiction
- B. Non-fiction

75. Young adult books

- A. Fiction
- B. Non-fiction

76. Short story (single story or collection)

77. Creative verse, including single entries or a book or chapbook of poetry

- A. Single entries
- B. Book or chapbook of poetry

78. Book edited by entrant including poetry books or poetry magazines

Editor in this category MUST include a one-page written statement about role in the project and the extent or type of editing done.