

# GENERAL RULES

*Please read carefully!*

- A. All entries MUST have been published or aired in **2007**.
- B. An award will be presented in each of the following: "Best in Category (1st place)" will receive a certificate with seal and blue ribbon; "Second Place" will receive a certificate with seal.
- C. The contest is open to all journalists working in the following 21 counties of New York State: Onondaga, Madison, Cortland, Cayuga, Oswego, Jefferson, St. Lawrence, Lewis, Herkimer, Oneida, Otsego, Delaware, Chenango, Broome, Tompkins, and Seneca counties; and as far west as State Route 14 in Tioga, Chemung, Wayne, Schuyler and Yates counties.
- D. Each contestant (or team of contestants) may enter up to three entries per category. (Please note: entries will NOT be returned.)
- E. The same story may not be entered twice. It is up to each contestant to decide which category any given story best belongs based upon these rules.
- F. Each entry MUST have the official" entry form attached.
- G. Please include payment as follows for EACH entry: \$20 fee for non-members; \$15 fee for Syracuse Press Club members.
- H. BROADCAST ENTRIES: Each entry must be on a separate DVD or CD unless there is more than one entry from the same contestant in the same category. (TV entries should be on DVD; radio entries on CD-ROM.) Please submit TWO copies of the official" entry form." One should be attached to the disc. Also, please make sure each disc box is identified inside and out. Please make photocopies, as necessary.
- I. PRINT and PHOTO ENTRIES: Please submit TWO copies of each entry-- each with an official" entry form attached. Submit entries as originals or photocopies, preferably in a plastic cover. Photos should also have a photocopy of page placement to illustrate context.
- J. Entries may be mailed to the Syracuse Press Club; P.O. Box 5424; Syracuse, N.Y. 13220-5424 [Please use US Mail! The Post Office will NOT accept Fed-Ex, UPS, DHL, etc.]  
**OR...**  
you may drop off at, or ship entries [via Fed-Ex, UPS, DHL, etc.] to: Evelyn Clayton, c/o The Post-Standard, 1 Clinton Square, Syracuse, or Joe Picciotto, c/o WSYR-TV, 5904 Bridge St., East Syracuse.
- K. DEADLINE FOR ENTRIES: **February 9, 2008**. Awards will be presented during a dinner on **May 17, 2008** at the Sheraton University Inn.

*To ensure fairness, the SPC will try wherever possible to use panels of judges for each category selected from outside the SPC contest area.*

## RADIO CATEGORIES

*(Please enter on CD-ROM)*

- R1 SPOT NEWS Coverage of an unscheduled news event for which there is no advance notice. Entry should include explanation of any problems reporter had to overcome in obtaining the story and meeting deadline, etc.
- R2 INVESTIGATIVE STORY Must show unusual enterprise and initiative in uncovering story. May be a single report or series of reports on an investigation conducted by the entrant(s).
- R3 NEWS FEATURE A feature of a harder nature not falling under "spot news" or "investigative story" categories. (This category could include such things as medicine, law enforcement, politics, economics, etc.)
- R4 "HUMAN INTEREST" FEATURE A "slice of life" or whimsical feature with no significant hard news value.
- R5 SPORTS STORY Story that concentrates on particular sport and/or its participants.
- R6 SPORTS SHOW A single program or series of programs on same subject.
- R7 MINI-SERIES Three or more segments dealing with the same topic; longer than usual newscast story; presented in successive, regular news shows.
- R8 REGULARLY SCHEDULED LOCAL NEWSCAST Entry may be a single complete newscast or a number of complete newscasts to illustrate scope of coverage on a single story or series of stories.
- R9 REGULARLY SCHEDULED SPORTSCAST Entry may be a single complete sportscast or a number of complete sportscasts that regularly air as segment on scheduled newscast. This is different from a "sports show," in that a sportscast includes multiple sports news stories.
- R10 DOCUMENTARY A specially-produced program or series of programs providing information, understanding and/or analysis on a specific topic of significant interest.
- R11 PUBLIC AFFAIRS PROGRAM May be a single program or series of programs on same subject. A "Public

Affairs" program deals with specific issues of interest to a community, and can be presented in a talk, discussion, or panel format, usually with "community" participation. This is not a documentary.  
R12 SPECIAL PROGRAM A program not regularly scheduled on a specific event that does not fall into the "Documentary" or "Public Affairs" categories. This would be informational in nature, but not necessarily issue-oriented. (Coverage of a parade, or anniversary celebration, preview of some event are examples).

### **PRINT MEDIA CATEGORIES**

D=DAILY (Daily general circulation newspaper)  
ND=NON-DAILY (General circulation periodical not published daily)  
S=SPECIAL INTEREST (Periodical for specific audience [i.e., institutional, religious, or trade])  
P=All PRINT media (All print categories judged together)

- D1/ND1/S1 SPOT NEWS Coverage of an unscheduled news event for which there is no advance notice. This can be a single story or group of stories appearing on the same day, which clearly demonstrates reporter's, or team of reporters', ability to deal with breaking story under deadline pressure. Weight will be given to superior coverage provided against nearest deadline. Reporter(s) should indicate difficulties in covering story.
- D2/ND2/S2 INVESTIGATIVE STORY May be a single report or series of reports on an investigation conducted by the entrant(s). Reporter(s) should indicate time spent on story and problems associated in gathering information. Also indicate what resulted from bringing the investigation subject to light.
- D3/ND3/S3 NEWS FEATURE / SERIES A feature of harder nature not falling under "spot news" or "investigative story" categories. (This category could include such topics as medicine, law enforcement, politics, economics, etc.) Reporter can enter one story or series of stories on one subject.
- D4/ND4/S4 "HUMAN INTEREST" FEATURE A "slice of life" or whimsical feature with no significant hard news value.
- D5/ND5/S5 COLUMN Single column that best exemplifies columnist's work. Any columnist (news, sports, lifestyle, etc.) may enter. (Robert R. Haggart Award presented to winner of D5 category in memory of the Syracuse Post-Standard columnist.)
- D6/ND6/S6 SPORTS STORY Story or series of stories on one subject concentrating on particular sport and/or its participants.
- D7/ND7/S7 FRONT PAGE DESIGN At least three examples of newspaper front pages should be submitted. Entry will be judged on layout and design, graphics, typography, and ease of use.
- P1 EDITORIAL A print editorial showing quality of writing, clearness of intent, and call to action. Entry may indicate what effect editorial had on subject.
- P2 CRITIQUE A critique of entertainment topic (including TV, radio, movies, stage shows, books, etc.)
- P3 HEADLINE WRITING Entry should include three samples of headlines and accompanying articles. Entry will be judged on creativity, relevance to article, and concise writing.

### **STILL PHOTOGRAPHY / GRAPHICS**

- G1 Carl Single Award for SPOT NEWS PHOTOGRAPHY Single photo of unscheduled news event with no advance notice. (Awarded in memory of Syracuse Post-Standard photographer Carl Single).
- G2 FEATURE PHOTO Single photo of human interest" or slice of life."
- G3 PHOTO ESSAY Series of photos telling/showing a story.
- G4 COLOR PHOTO Single photo that is enhanced by being in color.
- G5 SPORTS PHOTO Single photo of a sporting event.
- G6 SCENIC PHOTO Single photo that illustrates a scenic" view (natural or man-made, including structures).
- G7 PHOTO ILLUSTRATION Photo or photos that illustrate text. (Entry should include text).
- G8 PORTRAIT Single photo of person or group of people.
- G9 CARTOON Single political or entertainment cartoon. Judges will consider artistic quality and how message is communicated.
- G10 TECHNICAL ILLUSTRATION Illustration or group of illustrations on one subject showing how something works. (i.e., drawings of effect of earthquake; or how a machine works).
- G11 ART ILLUSTRATION Drawing, painting, sketch illustrating text. (Entry should include text).

## **TELEVISION CATEGORIES**

*(Please enter on DVD)*

- T1 SPOT NEWS Coverage of an unscheduled news event for which there is no advance notice. Entry should include explanation of any problems reporter and/or photographer had to overcome in obtaining the story and meeting deadline, etc.
- T2 INVESTIGATIVE STORY Must show unusual enterprise and initiative in uncovering story. May be a single report or series of reports on an investigation conducted by the entrant(s).
- T3 NEWS FEATURE A feature of a harder nature not falling under "spot news" or "investigative story" categories. (This category could include such things as medicine, law enforcement, politics, economics, etc.)
- T4 "HUMAN INTEREST" FEATURE A "slice of life" or whimsical feature with no significant hard news value. (Strong picture/word coordination is important).
- T5 SPORTS STORY Story that concentrates on particular sport and/or its participants. (Strong picture/word coordination is important).
- T6 SPORTS SHOW A single program or series of programs on same subject.
- T7 MINI-SERIES Three or more segments dealing with the same topic; longer than usual newscast story; presented in successive, regular news shows.
- T8 REGULARLY SCHEDULED SPORTSCAST Entry may be a single complete sportscast or a number of complete sportscasts that regularly air as segment on scheduled newscast. This is different from a "sports show," in that a sportscast includes multiple sports news stories.
- T9 DOCUMENTARY A specially produced program or series of programs providing information, understanding and/or analysis on a specific topic of significant interest.
- T10 PUBLIC AFFAIRS PROGRAM May be a single program or series of programs on same subject. A "Public Affairs" program deals with specific issues of interest to a community, and can be presented in a talk, discussion, or panel format, usually with "community" participation. This is not a documentary.
- T11 SPECIAL PROGRAM A program not regularly scheduled on a specific event that does not fall into the "Documentary" or "Public Affairs" categories. This would be informational in nature, but not necessarily issue-oriented. (Coverage of a parade, an anniversary celebration, preview of some event are examples).
- T12 PHOTOGRAPHY General excellence in news photography. Photographer must submit minimum of three to a maximum of five stories showing work in news, sports, or weather-related photography as one entry. (These entries may not be duplicated in other photo categories).
- T13 PHOTO ESSAY Highly visual story without narration utilizing natural sound and/or music. (Entry may include anchor introduction, if necessary).
- T14 NEWS PROMO General excellence in news promotion. Individual or team must submit minimum of three to a maximum of five promos as one entry. Judges will consider writing, visual/photographic effects, and graphics.
- T15 REGULARLY SCHEDULED LOCAL NEWSCAST Entry may be a single complete newscast or a number of complete newscasts to illustrate scope of coverage on a single story or series of stories.

## **NEWSLETTER CATEGORY**

- N1 NEWSLETTER Entries may be in-house or general distribution. Entries judged on writing quality, layout, and graphics. Entries may not exceed two 8-page signatures. (Please note that a newsletter is not a newspaper or magazine.)

## **MAGAZINE CATEGORY**

- M1 MAGAZINE Entries judged on overall writing quality, layout, and graphics. Entries must be in "magazine format" including a cover and contents page with entire publication saddle-stitched or perfect bound.

### **INTERNET WEB SITE CATEGORY**

*Send two official entry forms including web address of entry. Each web site is considered one entry. Entries will be judged on ease of use, graphic design, information offered, and functionality of content.*

W1 NEWS WEB SITE: Web sites operated by a news organization for the purpose of disseminating news and information.

W2 INSTITUTIONAL/PROMOTIONAL WEB SITE: Web sites operated for the purpose of promoting an organization or service.

W3 BLOGS: Commentary on news and events related to the public interest, written by a journalist. This may be personal, chatty or serious.

W4 PHOTOS: Dramatic use of images and graphics on the Web site.

W5 BREAKING NEWS: Scope and depth of online coverage of breaking news story, including use of multimedia content.

W6 PUBLIC SERVICE: Web site offering readers more than news, such as information related to school and public events, health, social services and other matters serving the public interest of a community.

W-7 ONLINE CRITICISM: Published online only. May be reviews of movies, theater, music, or other performing arts.