

**THE SOCIETY FOR  
PROFESSIONAL JOURNALISTS  
OKLAHOMA PRO CHAPTER'S  
2011 CONTEST IS GOING DIGITAL.**

Contest entries will be submitted  
using a web-based program at  
**BETTERBNC.COM.**

The new electronic format will require  
less time for both contestants and judges.

For detailed instructions on how  
to submit entries, download an  
Entry Guide at **OKSPJ.COM**

**IMPORTANT:** BetterBNC.com works with  
Mozilla Firefox (3.0 or higher)  
and Internet Explorer.  
Be sure to have an updated  
Adobe Flash Player for your browser.

**NEW RADIO CATEGORIES:**

- Spot News
- Government Reporting
- Diversity Coverage
- Special Program
- Enterprise Series
- Live Broadcast

**NEW TELEVISION CATEGORIES:**

- Live Broadcast
- Illustration Graphic

**ONLINE:**

Interactive graphic and resource category now  
includes mobile applications.  
Community engagement category now includes  
email newsletters.

**MAGAZINE:**

Best photographic portfolio added.  
Best Magazine Category now allows only one  
entry per publication.

# 2011 SPJ AWARDS

*Celebrating Excellence in Oklahoma Journalism*



# CALL FOR ENTRIES

**EARLY BIRD ENTRY:**

MONDAY, JANUARY 30, 2012 (\$15 per entry)

**DEADLINE:**

MONDAY, FEBRUARY 6, 2012 (\$20 per entry)

# 2011 SPJ AWARDS INFORMATION

## ELIGIBILITY:

Entries may be submitted by employers or by individuals working full-time, part-time or on a freelance basis. Student entries are encouraged. Membership in SPJ is not required to enter. English entries only.

## CONTEST PERIOD:

All entries must have been published, broadcast or placed online in 2011 (Jan. 1 to Dec. 31). Entries outside the contest period will be discarded without notice or refund.

## DEADLINES:

**EARLY BIRD ENTRY:** Uploaded/Postmarked by Monday, January 30, 2012 (\$15 per entry)

**DEADLINE:** Uploaded/Postmarked by Monday, February 6, 2012 (\$20 per entry)

## ENTRY FEES:

\$15 per entry on or before Jan. 30, 2012. After that, \$20 per entry until Feb. 6, 2012. Entries cannot be submitted online after Feb. 6, 2012. There is no limit on the number of entries unless noted in the category description.

## PAYMENT:

Payment can be made online using a credit card at paypal.com or by mailing a check to the SPJ Oklahoma Pro Chapter.

**CALCULATION OF ENTRY FEES:** Once you have submitted all of your entries online, go to the Manage Entries page. Click the Calculate Entry Fee link located near the top right corner. A list of your submitted entries will be displayed, with the entry fee of \$15 or \$20 per entry. The Total Entry Fee Due is calculated at the bottom of the list. Print this report for your records.

**MAIL CHECK:** To mail a check for your entry fees, print this fee report showing the entry list and total amount due, and mail it with payment to: SPJ, 3601 N. Lincoln Blvd., Oklahoma City, OK 73105.

**PAY ONLINE:** Click the Pay Online link near the bottom of your Entry Fees report. It will direct you to Paypal where you can submit your credit or debit card information.

**PURCHASE ORDER:** Email the following info to spjcontest@gmail.com: PO number, contestant/organization name, mailing address for invoice, and total amount of entry fees due.

Payment info must be received by Feb. 13, 2012, or the entries may not be judged.

## ONLINE SUBMISSION:

Entries should be submitted electronically using the online entry submission tool at www.BetterBNC.com. Entries in all but four categories (see Entries to Be Mailed) must be uploaded as electronic files or linked to a working and accessible URL. See the Entry Guide at www.okspj.com for instructions on using the online submission tool. Password is "bnc" the first time you log in.

## CONTESTANT NAMES

We've included organizations and individuals that entered the SPJ-Oklahoma contest within the past two years. If your organization or individual name is not listed in the drop-down menu within the 2011 Oklahoma SPJ Contest, the contest coordinator will have to add it.

To be added, send an email to: spjcontest@gmail.com. Indicate if you are entering on behalf of a company or as an individual. Include a contact name, email, phone number and mailing address. Also include the contest division you plan to enter. You will be notified within 24 hours when the account is created.

## PR, MAGAZINE & NEWSPAPER ENTRIES

Entries are accepted in these formats: PDF, DOC, TXT, JPG, GIF and PNG. Any file name may be used. For single articles with multiple pages, please combine all pages into one PDF unless the file size becomes too large. (See instructions below on how to reduce file size.) Different articles can be uploaded separately within the same entry.

**FILE SIZE:** The maximum single uploaded file should not exceed 5 megabytes (5 MB). It is strongly recommended to compress files to under 3 megabytes so judging can be performed more efficiently. Judges will view entries online, so 300-dpi-resolution files are not needed. You can reduce your JPG or PDF file size by re-distilling to 72 dpi. For larger files you may create more than one PDF and attach all pertinent PDFs to that specific entry.

For files larger than 5 MB, it is recommended that you host your content online, either by uploading it to a free streaming content website (issuu.com, youtube.com, vimeo.com, etc.) or add it to your organization's website. Make sure your online content will be available through April 2012.

## TV AND RADIO ENTRIES

Entrants must provide URLs to audio and video files posted online. The URLs and media must be accessible through April 2012 for judging purposes. You may utilize any host website, including your company site, Youtube.com, Vimeo.com, etc. Broadcast entries must be material that originated locally.

## ONLINE DIVISION ENTRIES

Submit webpage URLs or upload files. Publication or company name must be visible. Entry material online must be accessible through April 2012. If online access is password-protected, provide a User ID and password in the comment section of each entry so judges can access the material.

## ENTRIES TO BE MAILED

Because of their size, the following categories require the printed publications be mailed to SPJ.

3. Annual Report (PR)
7. Best PR Publication
66. Best Magazine
97. Best Newspaper

Submit the entry information online, then print and attach the completed entry form to the front of a manila folder. Place the entry publications in the folder. Mail to: SPJ Contest, 3601 N. Lincoln Blvd., Oklahoma City, OK 73105

## JUDGING:

Entries will be judged on overall excellence, service to the community and contribution to the public's understanding of issues and events. Criteria may also include readability, accuracy and completeness, as well as depth of research, quality of presentation and difficulty in obtaining information.

Winners may be named for first, second and third place. Members of professional SPJ chapters in other states will judge entries. If, in the opinion of the judges, none of the entries in a category meet the standards of excellence, no award will be given. Judges may award any place to an entry based on merit. Judges' decisions are final.

## SEND QUESTIONS TO:

Lisa Potts, (405) 509-0078,  
spjcontest@gmail.com

# 2011 SPJ AWARDS

## PUBLIC RELATIONS

Information produced by an organization and disseminated to membership, sponsors, clients, or the media in an attempt to gain favorable editorial coverage or inform clientele about updates within the organization. Included in this category: newsletters, press releases, annual reports, and periodical publications. Media entered into the PR categories MAY NOT be entered into the magazine category.

- 1. NEWSLETTER:** Submit three separate newsletters. Judging will be based on overall content, appearance and readability.
- 2. PROMOTIONAL MATERIAL:** Submit one item. The category includes fliers, posters, special projects, brochures and advertisements.
- 3. ANNUAL REPORT:** Submit the entry information online, then print and attach the completed entry form to the front of a manila folder. Place the annual report in the folder. Mail to SPJ-OK.
- 4. PRESS RELEASE WRITING:** Submit one press release on a news item or feature story relating to any organization. Press releases promoting products are ineligible.
- 5. GENERAL WRITING:** Any article appropriate for the target audience that does not fit in another category. Judges will consider quality of reporting and writing.
- 6. PR PUBLICATION COVER:** Submit one cover. Judges will consider unity of images and typography, art, design, overall impression for readers.
- 7. BEST PR PUBLICATION:** Submit one publication. Submit the entry information online, then print and attach the completed entry form to the front of a manila folder. Place the publication in the folder. Mail to SPJ-OK. Entry will be judged on design, content, photography and overall excellence.

## RADIO

- 8. GENERAL NEWS:** General reporting on any topic.
- 9. SPOT NEWS:** Reporting on an unanticipated news event that is produced and aired within 24 hours of the event. Report may be aired simultaneously with the event being covered within or outside of a regularly scheduled newscast. Includes breaking news of any kind.
- 10. SPORTS REPORTING:** Any sports story or feature, including play-by-play.
- 11. FEATURE:** A report included in a newscast that is considered to be a relief or contrast to news reporting.
- 12. INVESTIGATIVE REPORTING:** Reporting of a community problem or issue requiring research and investigative journalism. Entry must be a part of a regularly scheduled newscast or public affairs program and more than enterprise reporting or details that already were breaking.
- 13. GOVERNMENT REPORTING:** A program, report or series covering local, state or federal government issues.
- 14. DIVERSITY COVERAGE:** A report, series of reports or program that addresses personalities or issues relating to protected classes or minority status based on race, gender, national origin, religion, disability, sexual orientation, veteran status or age.
- 15. SPECIAL PROGRAM:** A single, self-contained report or program aired separately from a regularly scheduled newscast and is at least a half-hour program.
- 16. ENTERPRISE:** A report, series of reports or documentary on a single topic or issue in which primary details are developed through journalistic enterprise and which may or may not air in a regularly-scheduled newscast.
- 17. INTERVIEW/TALK SHOW:** Any topic. Limit entry to no more than one hour.

## RADIO (CONTINUED)

- 18. LIVE BROADCAST:** A single program, special or series on any topic which is broadcast live or live-to-tape and consists of at least 70% live material. Time limit one (1) hour (up to 3 edits are allowed to bring longer programs to the time limit.).
- 19. BEST NEWSCAST:** Best overall radio newscast. Limit entry to no more than one hour.
- 20. BEST REPORTING PORTFOLIO:** Submit five stories by one reporter that were broadcast within the contest period. Judges will determine an all-around best reporter based on reporter's ability to gather information and report clearly.

## TELEVISION

Broadcast entries must be material that originated locally.

- 21. GENERAL NEWS:** General reporting on any topic.
- 22. SPOT NEWS:** Reporting of a spontaneous occurrence from the scene. Includes breaking news of any kind and weather reports.
- 23. LIVE BROADCAST:** A single program, special or series on any topic which is broadcast live or live-to-tape and consists of at least 70% live material. Time limit one (1) hour (up to 3 edits are allowed to bring longer programs to the time limit).
- 24. DOCUMENTARY:** An in-depth report or program that is at least 30 minutes in length which focuses on one particular subject or issue.
- 25. SPECIAL PROGRAM:** A single, self-contained report or program which aired separately from a regularly scheduled newscast and is at least a half-hour program.
- 26. FEATURE:** A report included in a newscast and considered a relief or contrast to news reporting.
- 27. HUMAN INTEREST:** Story featuring people, which arouses emotion in the viewer.
- 28. INVESTIGATIVE REPORTING:** Reporting of a community problem or issue requiring research and investigative journalism. Entry must be part of a regularly scheduled newscast or public affairs program and more than a simple enterprise reporting of details that already were breaking.
- 29. SPORTS REPORTING:** Report of a sporting event or sports topic. Limit play-by-play reports to 30 minutes or less.
- 30. CONSUMER REPORTING:** A report that exposes products or companies performing consumer disservice or that offers consumers news of new products or services.
- 31. IN-DEPTH ENTERPRISE REPORTING:** A report, series of reports or documentary on a single topic or issue in which primary details are developed through journalistic enterprise and which may or may not air in a regularly-scheduled newscast.
- 32. CRIMINAL JUSTICE REPORTING:** Coverage of any police or crime topic, including court reporting.
- 33. GOVERNMENT REPORTING:** A program, report or series covering local, state or federal government issues.
- 34. HEALTH REPORTING:** A report, program or series covering medical or health issues.
- 35. DIVERSITY COVERAGE:** A report, series of reports or program that addresses personalities or issues relating to protected classes or minority status based on race, gender, national origin, religion, disability, sexual orientation, veteran status or age.
- 36. ILLUSTRATION/GRAPHIC:** Originally produced illustration or graphic by an individual. Include accompanying report.
- 37. VIDEO EDITING:** Submit one example.
- 38. VIDEOGRAPHY:** Submit one example. Judges will reward technical merit in the capturing of moving images on electronic media.

(Television continued on next page)

## 2011 SPJ AWARDS

### TELEVISION (CONTINUED)

39. **BEST NEWSCAST:** Submit one regularly scheduled newscast. Indicate broadcast times.
40. **BEST REPORTING PORTFOLIO:** Submit five stories by one reporter broadcast within the contest period. Judges will determine an all-around best reporter based on reporter's ability to gather information and report clearly.
41. **BEST VIDEO PORTFOLIO:** Submit five videos by one videographer broadcast within the contest period.

### ONLINE

Open to all organizations. All entries must be in-house work.

42. **ONLINE WRITING:** Content should be produced by a staff member and published only on the Web.
43. **BREAKING NEWS COVERAGE:** Online coverage throughout the period of a breaking-news event. Provide screen shots or URLs from the first hours after the event plus updates and additions.
44. **SPECIAL REPORT/ENTERPRISE:** Reporting on a single subject.
45. **BLOG:** Blogs are defined as regular postings of commentary or opinion. Submit 3 postings.
46. **MULTIMEDIA:** Any project that utilizes a combination of content platforms.
47. **VIDEO JOURNALISM:** Entries should consist of online-originated video journalism crafted specifically for the Web, and may include a single story or up to three examples from a series on a single topic. Slideshows in a video format are not eligible.
48. **SLIDESHOW:** Journalism presented in slideshow format.
49. **INTERACTIVE GRAPHIC OR RESOURCE:** Journalism presented as an interactive chart, graphic, mobile application, unique database, site or other resource created for the public.
50. **WEB DESIGN:** Submit Web site address. Judges will consider such factors as attractiveness, content placement, ease of use.
51. **ONLINE COMMUNITY ENGAGEMENT:** Submit website addresses for social engagement sites (such as Facebook, Twitter, Flickr), and/or email newsletters or campaigns. Judges will evaluate site layout and features, tone, quality of conversation and reader participation.
52. **BEST NEWS WEBSITE:** Entries will be judged on original content, design, creative use of technology, ease of navigation and originality. Submit the URL and a letter detailing how the site originated, how often it is updated, extent of interactivity and the number of visitors a day. Special features should be explained.
53. **BEST COMPANY/ORGANIZATION WEBSITE:** Entries will be judged on original content, design, creative use of technology, ease of navigation and originality. Submit the URL and a letter detailing how often the site is updated, extent of interactivity and the number of visitors a day. Special features should be explained.

### MAGAZINE

A magazine is defined as a printed periodical produced at least quarterly for the general public, delivered either by subscription, on newsstands, or in boxes or racks. Included in this category: city, state and regional magazines; neighborhood magazines; and general interest consumer or business to business magazines. Media entered into the magazine categories MAY NOT be entered into the PR category. Photography categories require tearsheet PDFs as proof of publication.

54. **FEATURE WRITING:** Any feature appropriate for the magazine's audience. Judges will consider quality of writing and relevance to the audience.
55. **NEWS WRITING:** Article or package judged on the quality of reporting and writing.
56. **COLUMN WRITING:** A single column on any topic by an individual.
57. **PROFILE:** A story featuring one or more individuals. Judges will consider quality of writing and relevance to audience.
58. **READER SERVICE:** Any feature that offers practical information to the reader in an easily digested format. Judges will consider overall concept, delivery of information and the reader experience.
59. **PHOTO STORY/ESSAY:** A group of photos that tell a story relating to any topic. Include a brief synopsis.
60. **GENERAL PHOTOGRAPHY:** A single photo or photo spread where the presentation of the photographer has enhanced original subject matter. Include a brief synopsis.
61. **PAGE DESIGN:** Article or package judged on the quality of design and layout.
62. **ILLUSTRATION/GRAPHIC:** Originally produced illustration or graphic by an individual. Include accompanying story.
63. **COVER:** Judges will consider unity of images and typography, art, design and overall impression for potential readers.
64. **BEST PHOTOGRAPHIC PORTFOLIO:** Five images by one photographer that were published within the contest period. Judges will determine an all-around best photographer based on photographic skills of composition, technical expertise and overall excellence.
65. **BEST REPORTING PORTFOLIO:** Submit three magazine stories by one reporter published within the contest period. Judges will determine an all-around best reporter based on the reporter's information-gathering, writing style and clarity of reporting.
66. **BEST MAGAZINE:** Submit three issues within the contest period. Only one entry per publication. Submit the entry information online, then print and attach the completed entry form to the front of a manila folder. Place the three issues in the folder. Mail to SPJ-OK. Entry will be judged on design, content, photography and overall excellence.

## SPECIAL AWARD NOMINATIONS

Each special award is listed as a contest category in the online entry system. Upload a letter explaining why the nominee is deserving of special recognition. Place the honoree's name in the *Headline* field.

Place the name of the person making the nomination in the *"Who should be credited"* field.

The Oklahoma SPJ Board of Directors will select each award honoree. There is no entry fee for these nominations.

**CARTER BRADLEY FIRST AMENDMENT AWARD:** Nominate a journalist, group or news organization for exceptional service to protect the First Amendment. Submit a letter explaining the project and why the nominee(s) is/are deserving of special recognition.

**LIFETIME ACHIEVEMENT AWARD:** Nominate a journalist for commitment and service to the field of journalism. Submit a letter explaining why the nominee is deserving of special recognition.

**TEACHER OF THE YEAR:** Nominate a teacher – whether at a college/university or middle, junior high, or high school – for distinguished service to journalism education. Submit a letter explaining why the nominee is deserving of special recognition.

## NEWSPAPER

*Publication name and date must be visible.*

There are two newspaper divisions:

- **Division A – Circulation of 25,000 or more**
- **Division B – Circulation of less than 25,000**

### GENERAL

- 67. INVESTIGATIVE REPORTING/INDIVIDUAL:** An article, package or series of stories on one topic that demonstrates exceptional investigative effort that is more than just the reporting of developing details. Reports must be developed through a reporter's own initiative and expose a wrong or promote understanding of a problem, issue or subject in the public interest. One byline only.
- 68. INVESTIGATIVE REPORTING/TEAM:** An article, package or series of stories on one topic that demonstrates exceptional investigative effort that is more than just the reporting of developing details. Reports must be developed through reporters' own initiative and expose a wrong or promote understanding of a problem, issue or subject in the public interest. Two or more writers.
- 69. IN-DEPTH ENTERPRISE REPORTING:** An article, package or series, on one topic, that demonstrates a considerable in-depth reporting effort and is not considered an investigative piece. May include one or more bylines.
- 70. GOVERNMENT REPORTING:** Coverage of city, county, state or federal government. Can be an article or package on one topic. Supplemental stories to help judges understand the topic may be included if clearly marked as such. No more than three bylines.
- 71. SPOT NEWS:** First-day coverage of a breaking hard-news event. Sidebars may be included.
- 72. FEATURE WRITING:** Single story or package on a single topic. No more than two bylines.
- 73. PERSONAL COLUMN:** A single column on any topic by an individual.
- 74. EDITORIAL/COMMENTARY:** A single piece on a single topic by an individual.
- 75. GENERAL NEWS REPORTING:** A single story on one topic. Sidebars may be included. No more than two bylines.
- 76. CRIMINAL JUSTICE REPORTING:** Coverage of any police or crime topic, including court reporting. Sidebars may be included. No more than two bylines.
- 77. DIVERSITY COVERAGE:** An article, package or series of stories that addresses personalities or issues relating to protected classes or minority status based on race, gender, national origin, religion, disability, sexual orientation, veteran status or age. No more than two bylines.
- 78. EDUCATION REPORTING:** An article, package or series on an education issue. No more than two bylines.
- 79. SCIENCE, TECHNOLOGY, HEALTH AND ENVIRONMENTAL REPORTING:** An article, package or series on science, technology, health or the environment. No more than two bylines.
- 80. BUSINESS REPORTING:** An article, package or series. Includes business news or features. No more than two bylines.

### ENTERTAINMENT

- 81. ENTERTAINMENT FEATURE:** This category includes personality profiles. Submit a single story. No more than two bylines.
- 82. ARTS CRITICISM:** Submit three reviews by one person on theater, movies, music, books or related topic.
- 83. LEISURE WRITING:** A single story on food, travel, fashion or related topic.

### SPORTS

- 84. SPORTS REPORTING:** Single story and sidebars. No more than two bylines.
- 85. SPORTS FEATURE:** Single story and sidebars. This includes profiles. No more than two bylines.
- 86. SPORTS COLUMN:** A single sports column by an individual.

### PHOTOJOURNALISM

*ENTRIES must include: a written caption, an explanation of the circumstances surrounding the image, and proof of publication in the form of a tearsheet PDF.*

- 87. GENERAL PHOTOGRAPHY:** A single news or feature image where the presentation of the photographer has enhanced the original subject matter.
- 88. SPORTS PHOTOGRAPHY:** A single image on a sports subject or in reaction to a sports event or subject.
- 89. STORY/PHOTO ESSAY:** A group of images relating to any one topic.
- 90. SPOT NEWS PHOTOGRAPHY:** A single image of a breaking-news event.
- 91. BEST PHOTOGRAPHIC PORTFOLIO:** Five images by one photographer that were published within the contest period. Judges will determine an all-around best photographer based on photographic skills of composition, technical expertise and overall excellence.

### OVERALL

- 92. PAGE ONE LAYOUT AND DESIGN:** Submit front pages of one edition.
- 93. FEATURE PAGE LAYOUT AND DESIGN:** One page per entry.
- 94. USE OF GRAPHIC ILLUSTRATION:** Originally produced graphics by an individual. Include accompanying story.
- 95. HEADLINES:** For each entry, submit three headlines written by one person. Please include related stories.
- 96. BEST NEWSPAPER REPORTING PORTFOLIO:** Submit five newspaper stories by one reporter that were published within the contest period. Judges will determine an all-around best reporter based on the reporter's skills of information-gathering, writing style and clarity of reporting.
- 97. BEST NEWSPAPER:** Submit two entire newspaper editions. Submit the entry information online, then print and attach the completed entry form to the front of a manila folder. Place the two issues in the folder. Mail to SPJ-OK.