



2021
63rd ANNUAL PRESS CLUB OF NEW ORLEANS
EXCELLENCE IN JOURNALISM AWARDS COMPETITION

ELIGIBILITY

- All entrants must be Press Club of New Orleans members. All entries must have been published, broadcast or posted on the Internet between Jan. 1 and Dec. 31, 2020. **ALL ENTRIES MUST BE UPLOADED TO THE BNC WEBSITE BY 10 P.M. FRIDAY, APRIL 30, 2021.**
- The competition is open to Press Club members who are working within the New Orleans DMA and involved in professional or collegiate journalism or Public Relations.
- **Broadcast** members may submit entries in the **Writing** category and vice versa, given the print journalist reported the story via video. However, **THE SAME WORK MAY NOT BE ENTERED IN MORE THAN ONE CATEGORY OR SECTION**, unless otherwise noted.
- The Awards Committee will screen entries and re-categorize improperly placed entries, and their decisions are final.
- Public relations categories are open only to PR firms/agencies or in-house company/organization PR departments - not to TV/Radio station promotion departments. Entries/entrants submitting under Public Relations cannot be entered under Writing and vice versa.
- **Contestants may enter as many qualified categories as desired but may only submit a maximum of TWO ENTRIES PER CATEGORY**, unless otherwise noted.

- Judging will be conducted by out-of-state broadcast and print journalists, educators, PR professionals and photojournalists. The judges will be listed in the program the night of the event.
- **ONLY THREE NAMES PER ENTRY.** Only one first place trophy will be presented to multiple winners of a category. Additional trophies may be purchased at cost after the event.
- Questions concerning eligibility of entrants will be settled by the Awards Committee, and their decisions are final.
- ALL entries must have a Southeast Louisiana or at least a Louisiana tie. Stories about people or events outside Louisiana, even if done by Louisiana-based journalists, WILL BE DISQUALIFIED.

FORMAT INSTRUCTIONS

We have teamed up with the Better Newspaper Contest organization to create a submission system that is entirely Internet based. It's as simple as uploading a Word document, PDF, or jpeg. As for video, it's as simple as submitting a URL. **ALL VIDEO ENTRIES MUST BE SUBMITTED VIA YouTube or Vimeo.** YouTube entries can be submitted using the "unlisted" selection where only judges and contest administration will have access so long as you include the URL. If you should use Vimeo, we must be able to download video, otherwise your entry can be disqualified. ALL VIDEO LINKS MUST BE ACTIVE UNTIL THE PRESS CLUB AWARDS IN AUGUST ON A DATE TO BE ANNOUNCED.

Print (Writing)

Screen grabs may be used. Stories, features and columns must be submitted in their entirety. Entries in the "headline" category must be attached to stories or columns. JPEG OR PDF IS THE PREFERRED METHODS OF SUBMISSION.

Still Photography

Cut-lines and story accompanying the work may be attached, although judging will be based on photographic excellence. HI RES JPEG or PDF IS PREFERRED SUBMISSION.

Television

Entries must be uploaded and submitted as aired. Anchor lead-ins to packages are permissible. It is advisable to delete commercials from long format categories such as Newscast, Sports Show, Documentary, Public Affairs and Planned Event. **ALL SUBMISSIONS MUST BE UPLOADED TO YOUTUBE** or Vimeo. Link must be downloadable in Vimeo.

Radio

Entries must be uploaded and submitted as aired. Anchor lead-ins to packages are permissible. It is advisable to delete commercials from Radio Show. FILES MUST BE

UPLOADED IN MP3, WAV FORMAT, OR WORKING URL LINKS AND ABLE TO BE DOWNLOADABLE. All links must stay active until the night of the awards banquet.

Public Relations

Digital media must be uploaded to YouTube. Radio spots must be uploaded as .mp3 files, wav, or URL link. All PR written materials must be uploaded in JPEG or PDF format at highest resolution.

All questions related to rules and eligibility must be emailed to info@pressclubneworleans.org. Or, call Doug Mouton at 985-789-0311. We will respond as quickly as possible.

BNC DIRECTIONS

Entries to the Press Club of New Orleans' Excellence in Journalism Awards will be submitted using a web-based program at www.betterbnc.com.

- Once you arrive at the BNC website, you will select "**Open Call**." If you are a returning contestant, login and submit your entries. Otherwise, you will need to create an account with BNC.
- If you have entered via "**Contestant**" in the past, simply login and submit. Otherwise, please use Open Call.
- If you are a "**Contest Manager**" (one who submits for their organization), please access your account through "**Contestant**" login page, or create an account.

For more detailed step-by-step instructions, or if you have questions while submitting or have login issues, please contact BNC tech support at <http://www.betterbncsupport.com/>

The deadline for all entries is APRIL 30 at 10:00PM.

CATEGORIES

WRITING

P1 Breaking News Reporting	P9 Business Reporting	P16 Best Cover
P2 General News Reporting	P10 Lifestyle Reporting	P17 Best Layout / Design
P3 Feature Reporting	P11 Education Reporting	P18 Best Headline
P4 Continuing Coverage	P12 Best Editorial	P19 Best Editorial Illustration
P5 Investigative Reporting	P13 Best Critical Review	P20 Best Sports Feature
P6 Medical / Health Reporting	P14 Best Column	P21 Best Sports Column
P7 Environmental / Science Reporting	P15 Community News	P22 Best Magazine
P8 Governmental / Political Reporting		

STILL PHOTOGRAPHY

SP1 General News Photo	SP3 Multi-Feature Photo
SP2 Feature Photo	SP4 Portrait

DIGITAL MEDIA

(Includes Broadcast organizations)

D1 Best News Website	D5 Special Section	D9 Best Social Video
D2 News Blog	D6 Best Use of Facebook	D10 Best Social Media Campaign
D3 Sports Blog	D7 Best Use of Twitter	D11 Best Podcast ** new category **
D4 Lifestyle Blog	D8 Best Use of Instagram	

VIDEOGRAPHY

TP 1 Breaking News Videography	TP 4 Best Photo Essay	TP 6 Best Video Editing
TP 2 General News Videography	TP 5 Sports Videography	TP 7 Best Visual Storytelling
TP 3 Feature Videography		

BROADCAST

T1 Breaking News Reporting	T9 Business Reporting	T17 Best Station Promotion
T2 General News Reporting	T10 Lifestyle Reporting	T18 Best Sports Feature Reporting
T3 Feature Reporting	T11 Education Reporting	T19 Best Sports Special
T4 Continuing Coverage	T12 Best On-Air Talent	T20 Best Sports Show
T5 Investigative Reporting	T13 Best Documentary	T21 Best Sportscast
T6 Medical / Health Reporting	T14 Best Public Affairs	T22 Best Weathercast
T7 Environmental / Science Reporting	T15 Best Talk Show	T23 Best Newscast
T8 Governmental / Political Reporting	T16 Best Planned Event	

RADIO

R1 Best Radio Story	R2 Best Radio Show
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PUBLIC RELATIONS

PR1 Overall Campaign	PR3 Community Relations	PR5 Digital Media
PR2 Special Events	PR4 Public Affairs	PR6 Social Media / Digital Influencers

SPECIAL AWARDS

Bill Rainey Memorial Award

Honoring the first-place winner in the print breaking news reporting category

Ashton Phelps Sr. Memorial Award

Honoring the first-place winner in editorial writing

Alex Waller Memorial Award

Honoring the best of first-place winners in print writing categories

Jim Metcalf Memorial Award

Honoring the best of first-place winners in broadcast writing categories

Hal Ledet Print Photography Award

Honoring the best among first-place winners in the still photography categories

President's Television Videography Award

Honoring the best of first-place winners in television videography categories

CATEGORY: WRITING

Breaking News Reporting (P1)

Coverage of a single, unscheduled, breaking news event. This does not include features or events announced in advance. The story must have appeared within 24 hours after the event. The winner in this category automatically receives the Bill Rainey Memorial Award, honoring the first-place winner in the print breaking news reporting category.

General News Reporting (P2)

Coverage of non-deadline events. Sidebars to the main story can be included as part of the entry. There are no time limitations between the event and the date of publication.

Feature Reporting (P3)

Single story which provides an original, imaginative or colorful look at an individual, event or topic.

Continuing Coverage (P4)

Entries must consist of three or more parts. It should demonstrate how an individual or team covered a story over a period of time. Individual stories entered in other categories may be part of a collective Continuing Coverage entry.

Investigative Reporting (P5)

Coverage of a serious, ongoing issue of significance and interest to the community at large. The entry may be a single story or a series related to the same topic. This category could include sports-related investigative pieces.

Medical / Health Reporting (P6)

Single story. Coverage of medical and health related issues pertaining to Louisiana.

Environmental / Science Reporting (P7)

Single story. Coverage of environmental or science related issues pertaining to Louisiana.

Governmental / Political Reporting (P8)

Single story. Coverage of political, civil, or governmental issues. May include coverage at the Louisiana State Capitol.

Business Reporting (P9)

This category is open to single stories or one topic series about business events, people, trends, new products and technology.

Lifestyle Reporting (P10)

Single story reflecting topics such as food, local music or musicians, plays, or the arts.

Education Reporting (P11)

Single story covering education-related topics.

Best Editorial (P12)

This category focuses on a single editorial or a series of editorials on the same issue. The winner of this category automatically receives the Ashton Phelps Sr. Memorial Award, honoring the first-place winner in editorial writing.

Best Critical Review (P13)

Reviews of plays, music, art, books, restaurants, movies, entertainment events and performers.

Best Column (P14)

Original columns that are regular features of a news organization. Entries may be specialized or of general interest. The entry must consist of three columns.

Community News (P15)

Regularly published reports or columns of hyper-local importance to particular regions appearing in newspaper addendums / supplements written by professional journalists. Can include published, independent material.

Best Cover (P16)

Single cover / front page, from newspaper, magazines, business, trade, professional and travel publications.

Best Layout / Design (P17)

The use of photographs, artwork, graphics, typeface and typesetting to enhance the visual appeal of a story. Judging will be based on the use of elements of page design and layout to enhance attractiveness of the story.

Headline (P18)

Entries may be for news stories, sport stories, columns, features or editorials. Entries must include at least three samples.

Best Editorial Illustration (P19)

Artwork that illustrates an idea, scene or story using any material, including photography, acrylic, airbrush, watercolors and computers.

Best Sports Feature (P20)

Single sports story profiling individuals or events.

Best Sports Column (P21)

Original columns that are regular features of a news organization. The entry must consist of three columns during the contest period.

Best Magazine (P22)

Judged on a comprehensive single magazine publication.

CATEGORY: STILL PHOTOGRAPHY

General News Photo (SP 1)

Awarded for best news photo. May be a Breaking News or General News style photo. Only one photo allowed for this category.

Feature Photo (SP 2)

Photo should provide an original, imaginative or colorful look at an individual, event or topic. Only one photo allowed for this category.

Multi-Photo Feature (SP 3)

Multi-photo feature entries include two or more photos related to the subject and may be a photo story.

Portrait (SP 4)

Single photo in or out of studio.

CATEGORY: DIGITAL MEDIA

Best News Website (D 1)

Category is open to websites produced by any New Orleans-area news organization, including website divisions of New Orleans-area newspapers, magazines, television, and radio stations. **Entrants must include the website's URL.**

News Blog (D 2)

Awarded to the best New Orleans based blog focusing on NEWS coverage (excluding sports topics). Entry must include links to at least 3 stories.

Sports Blog (D 3)

Awarded to the best New Orleans based blog focusing on SPORTS coverage. Entry must include links to at least 3 stories.

Lifestyle Blog (D 4)

Awarded to the best New Orleans based blog focusing lifestyle coverage: music, food, art and entertainment. Entry must include links to at least 3 stories.

Special Section (D 5)

The special section could be for any topic, but it must literally be a special section on a website. A section devoted to one topic. The special section must include a multimedia component and will be judged on complete content. **Entrants must include the special section URL.**

Best Use of Facebook (D 6)

Awarded for the most effective use Facebook. Entry may be a single item or a series of related items. Entry CANNOT be a current Facebook URL, but must be specific posts from 2020.

Best Use of Twitter (D 7)

Awarded for the most effective use Twitter. Entry may be a single item or a series of related items. Entry CANNOT be a current Twitter URL, but must be specific posts from 2020.

Best Use of Instagram (D 8)

Awarded for the most effective use Instagram. Entry may be a single item or a series of related items. Entry CANNOT be a current Instagram URL, but must be specific posts from 2020.

Best Social Video (D 9)

Awarded for the best single social video. Videos in this category should include text or graphics so that entry can be favorably viewed with or without sound. Judges will consider how an entry would be viewed without sound and on a cell phone. Video must have appeared first and been created primarily for a social network.

Best Social Media Campaign (D 10)

Awarded to the best multi-part and/or multi-platform campaign, focusing on a single theme, that can include videos, photos, live, or any other social media element. Entry must include at least three parts, and a PDF explaining the campaign may be included. Single social videos entered in “Best Social Video” category may also be included as part of a “Campaign” entry.

Best Podcast (D 11)

New Category Open to all Nola-related podcasts of any subject type: news, sports, entertainment, anything locally based. Entry should include a link to one podcast.

CATEGORY: TELEVISION VIDEOGRAPHY**Breaking News Videography (TP 1)**

Entry must reflect coverage of a single, unplanned breaking news event and must have aired on television within 12 hours of being photographed.

General News Videography (TP 2)

Coverage of non-deadline events. Can include follow-ups to deadline news and anniversaries of major events.

Feature Videography (TP 3)

Stories which provide an original, imaginative or colorful look at an individual, event or topic.

Photo Essay (TP 4)

The main emphasis of an entry must be on photography which tells a story. **Narration (reporter track) is prohibited**, except the use of natural sound or interviews. There should be no input from a reporter.

Sports Videography (TP 5)

Photography of any single sports topic or event.

Best Video Editing (TP 6)

Best video editing of a single story.

Best Visual Storytelling (TP 7)

Awarded for the most innovative, creative and effective use of non-traditional visual storytelling techniques to enhance a story. Visual Storytelling may include, but is not limited to, text, effects and non-traditional cameras and/or shooting methods. Videos must be associated with a news organization and could be created specifically for the web.

CATEGORY: TELEVISION BROADCAST**Breaking News Reporting (T 1)**

Entry must reflect coverage of a single, unplanned breaking news event and must have aired on television within 12 hours of event taking place.

General News Reporting (T 2)

Single story covering non-deadline events; may include follow-ups to deadline news and anniversaries of major events. There are no time limitations between the event and the date of broadcast.

Feature Reporting (T 3)

Single story which provides an original, imaginative or colorful look at an individual, event or topic. Videographer's name may be included in a Feature Reporting entry.

Continuing Coverage (T 4)

Entries must consist of three or more parts, and should demonstrate how an individual or team covered a story over a period of time. Individual stories entered in other categories may be part of a collective Continuing Coverage entry. Entries should be limited to 30 minutes of such coverage.

Investigative Reporting (T 5)

Coverage of a serious, ongoing issue of significance and interest to the community at large. The entry may be a single story or a series related to the same topic. This category could include sports-related investigative pieces. A description of the resources used in covering the story and obstacles encountered in obtaining information may accompany the entry.

Medical / Health Reporting (T 6)

Single story. Coverage of medical and health related issues pertaining to Louisiana.

Environmental / Science Reporting (T 7)

Single story. Coverage of environmental or science related issues pertaining to Louisiana.

Governmental / Political Reporting (T 8)

Single story. Coverage of political, civil, or governmental issues. May include coverage at the Louisiana State Capitol.

Business Reporting (T 9)

This category is open to single stories or one topic series about business events, people, trends, new products and technology.

Lifestyle Reporting (T 10)

Single story reflecting topics such as food, local music or musicians, plays, or the arts.

Education Reporting (T 11)

Single story covering education-related topics.

Best On-Air Talent (T 12)

Judged solely on the reporter or anchor's **on-air performance**. Can be any combination of anchoring, live shots, stand-ups, live or in studio interviews. Can be news, sports, weather or features and should include a variety of situations. Entries should be limited to four minutes total and each entry will have just one name on it – the on-air talent.

Best Documentary (T 13)

A stand-alone piece not within a newscast; an entire program or newscast dedicated to a single issue or topic. The story may include an editorial conclusion.

Best Public Affairs (T 14)

A stand-alone program of general interest serving the community at-large, including in-depth news or entertainment programs, like a cooking show. Entry should be submitted excluding commercials and edited to a maximum of 30 minutes.

Best Talk Show (T 15)

Awarded for best locally produced TV talk show. Entries need to be in a general talk show format with a host and guests.

Best Planned Event (T 16)

Coverage of an event which has been pre-planned, such as political elections, Mardi Gras, or other pre-planned events. This category excludes coverage of breaking news. Entry should be submitted excluding commercials and edited to a maximum of 30 minutes. Entry may be a composite and edited in chronological order, taken directly from an air check, without any post-production editing.

Best Station Promotion (T 17)

Awarded for the best single promotional spot, used to promote your organization's news, weather, sports, image or community. Entry may be anything from :10 to 3:00

Best Sports Feature (T 18)

Single story profiling individuals or events.

Best Sports Special (T 19)

Awarded for excellence in production of a stand-alone, single sports special. This is not for regularly scheduled sports shows and may be live or recorded. Entry should be submitted excluding commercials and edited to a maximum of 30 minutes.

Best Sports Show (T 20)

Awarded for best regularly scheduled sports show airing outside a newscast. Show may be seasonal. Entry should be submitted excluding commercials and edited to a maximum of 30 minutes.

Best Sportscast (T 21)

Awarded for best sportscast contained within a regularly scheduled newscast. Entry should exclude commercials. Individuals may only enter one time in this category.

Best Weathercast (T 22)

Awarded for best weathercast contained within a regularly scheduled newscast. Entry should exclude commercials. Entry may be a regular weathercast or breaking weather. Individuals may only enter one time in this category.

Best Newscast (T 23)

Awarded for best regularly scheduled newscast. Entrants may edit out commercials, but may NOT edit out any portion of the newscast. Entry should be no more than 60 minutes in length, and individuals may only enter one time in this category.

CATEGORY: RADIO

Best Radio Story (R 1)

Awarded for excellence in producing a single radio story. News, sports or feature based stories are all eligible.

Best Radio Show (R 2)

Awarded for excellence in producing a single radio show. Editing is not permitted except for the removal of commercials.

CATEGORY: PUBLIC RELATIONS

Overall Campaign (PR 1)

Integrated marketing communication plans led by PR and media relations that may also include marketing, advertising and other paid media. Judges will focus on the PR, Media Relations and related efforts, specific to brand messaging across both traditional and non-traditional communications channels and use of different promotional methods to reinforce each other, to include special event and influencer efforts.

Special Events (PR 2)

Programs to commemorate anniversaries, to conduct special organizational or public events, or to observe local, national or international celebrations for external audiences.

Community Relations (PR 3)

Relations to elevate an organization's image and/or relations with communities in which it has an interest, need or opportunity through efforts to support these key audiences. This campaign would incorporate brand messaging and community goodwill efforts to tell the organization's story through traditional and non-traditional news platforms. The organization itself as well as its community partners benefit from the results of the program.

Public Affairs (PR 4)

Campaigns specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies – at the local, state or federal government levels – which positively change behaviors of either policymakers, community leaders or the targeted public.

Digital Media (PR 5)

Communications initiatives that are led by webcasts, podcasts or other custom video initiatives that are developed and produced to inform, promote or publicize a brand's key messaging to targeted audiences. These efforts may be live or pre-recorded but must be non-paid. Must be longer than one minute but no longer than 30 minutes.

Social Media / Digital Influencers (PR 6)

Use of social media and viral marketing through Instagram, Facebook, Twitter, Instagram, Snapchat, LinkedIn, Pinterest, a blog post, etc. as part of a public relations program to create content and publicize messaging. Brand awareness is completely controlled, developed and distributed by or for a company, organization or cause. Paid influencer campaigns fall into this category.