



2024
66TH ANNUAL PRESS CLUB OF NEW ORLEANS
EXCELLENCE IN JOURNALISM AWARDS COMPETITION

ELIGIBILITY

- **All entrants must be Press Club of New Orleans members.** You can join the Press Club of New Orleans at pressclubneworleans.com.
- All entries must have been published, broadcast or posted on the Internet between Jan. 1 and Dec. 31, 2023. **ALL ENTRIES MUST BE UPLOADED TO THE BNC WEBSITE BY 10 P.M. FRIDAY, MAY 3, 2024.**
- 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.
- **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. Questions concerning the eligibility of entrants will also be made by the Awards Committee 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.
- **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 Press Clubs.

- **ONLY THREE NAMES PER ENTRY.** Only one first place trophy will be presented to multiple winners of a category. You may purchase additional trophies at cost after the event.
- 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.
- Collegiate Journalism categories are open to students at all Louisiana colleges and universities.

FORMAT INSTRUCTIONS

The PCNO has 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.** Links to winning and/or nominated submissions may be published at PCNO's discretion. 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 AFTER THE PRESS CLUB AWARDS IN JULY.**

Print (Writing)

Screen grabs may be used. Stories, features, and columns must be submitted in their entirety. JPEG OR PDF IS THE PREFERRED METHODS OF SUBMISSION.

Still Photography

Cut lines and the story accompanying the work may be attached, although judging will be based on photographic excellence. HI RES JPEG or PDF IS PREFERRED FOR 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.** The video link must be downloadable, if submitted through Vimeo.

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 the 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 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 MAY 3, 2024 at 10:00PM.

CATEGORIES

WRITING

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

STILL PHOTOGRAPHY

SP1 General News Photo	TP3 Sports Photo	TP5 Best Portrait
SP2 Feature Photo	TP4 Multi-Photo Feature	

DIGITAL MEDIA
(Includes broadcast organizations)

D1 Best News Website	D4 Best Use of Facebook	D6 Best Use of Instagram
D2 Best Blog	D5 Best Use of X (Twitter)	D7 Best Podcast
D3 Digital Special Section		

RADIO

R1 General Excellence in Radio	R3 Best Cultural Broadcast	R4 Best News Reporting
R2 Best Live Remote Broadcast		

VIDEOGRAPHY

TP1 Breaking News Videography	TP4 Video Essay	TP6 Best Video Editing
TP2 General News Videography	TP5 Sports Videography	TP7 Best Visual Storytelling
TP3 Feature Videography		

BROADCAST

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

COLLEGIATE AWARDS

C1 Collegiate Journalism: Best Written News Story	C3 Collegiate Journalism: Best Video News Story	C4 Collegiate Journalism: Best Written Feature Story
C2 Collegiate Journalism: Best Written Feature Story		

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. Virtually all news stories that aren't features or breaking news can fit into this category.

Feature Reporting / Serious Feature (P3)

Single feature story of a more serious nature.

Feature Reporting / Light Feature (P4)

Single feature story of a lighter nature.

Continuing Coverage (P5)

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

Investigative Reporting (P6)

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 (P7)

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

Environmental / Science Reporting (P8)

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

Governmental / Political Reporting (P9)

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

Business Reporting (P10)

Single story about business events, people, trends, new products and technology.

Lifestyle Reporting (P11)

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

Education Reporting (P12)

Single story covering education-related topics.

Best Editorial (P13)

A single editorial on any subject. The winner of this category automatically receives the Ashton Phelps Sr. Memorial Award, honoring the first-place winner in editorial writing.

Best Critical Review (P14)

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

Best Column (P15)

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.

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.

Best Editorial Illustration (P18)

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

Best Sports Feature (P19)

Single sports story profiling individuals or events.

Best Sports Column (P20)

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

Best Magazine (P21)

Judged on a comprehensive single magazine publication.

CATEGORY: STILL PHOTOGRAPHY

News Photo (SP1)

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

Feature Photo (SP2)

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

Sports Photo (SP3)

Awarded for best sports photo. Only one photo is allowed for this category.

Multi-Photo Feature (SP4)

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

Portrait (SP5)

Single photo in or out of studio.

CATEGORY: DIGITAL MEDIA

Best News Website (D1)

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.**

Best Blog (D2)

Awarded to the best New Orleans-based blog focusing on ANY topic. Could be lifestyle, sports or news focused. Entry must include links to at least 3 stories.

Digital Special Section (D3)

The special section could be on 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 website URL. PDFs can also be submitted.**

Best Use of Facebook (D4)

Entry may be a single Facebook post, or multiple posts related to a SINGLE THEME. Entry cannot be a current Facebook URL but must be specific posts from 2023.

Best Use of X (Twitter) (D5)

Entry may be a single X (Twitter) post, or multiple posts related to a SINGLE THEME. Entry cannot be a current X (Twitter) URL but must be specific posts from 2023.

Best Use of Instagram (D6)

Entry may be a single Instagram post, or multiple posts related to a SINGLE THEME. Entry must be specific posts only from 2023.

Best Podcast (D7)

Open to all New Orleans-related podcasts. Can be any subject: news, sports, entertainment -- anything locally based. Entry should include a link to one podcast.

CATEGORY: RADIO**General Excellence in Radio (R1)**

Entry consists of a compilation of work up to 12 minutes long. Award is intended to showcase the best work over the course of the year. Only ONE entry allowed per station.

Best Live Remote Broadcast (R2)

Recognizes the best programming made from a live on-site broadcast. Single day or multiple days. Criteria includes entertainment value, informational value and quality of production. Entry should not exceed 8 minutes.

Best Cultural Broadcast (R3)

Recognizes the best programming highlighting the rich culture and diversity of New Orleans. Entry should not exceed 8 minutes.

Best News Reporting (R4)

Reporting of a news story, planned or unplanned. May be a series or comprehensive coverage. Entry should not exceed 8 minutes.

CATEGORY: TELEVISION VIDEOGRAPHY

Breaking News Videography (TP1)

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

General News Videography (TP2)

Coverage of non-deadline events. Virtually all stories that aren't breaking, sports or features would qualify.

Feature Videography (TP3)

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

Video Essay (TP4)

The main emphasis of an entry must be on videography which tells a story. **Narration (reporter track) is prohibited** – audio must be limited to natural sound or interviews. There should be no input from a reporter.

Sports Videography (TP5)

Coverage of any single sports topic or event.

Best Video Editing (TP6)

Best video editing of a single story.

Best Visual Storytelling (TP7)

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.

CATEGORY: TELEVISION BROADCAST

Breaking News Reporting (T1)

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 (T2)

Coverage of non-deadline events. There are no time limitations between the event and the date of publication. Virtually all news stories that aren't features or breaking news can fit into this category.

Feature Reporting (T3)

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 (T4)

Entries must consist of three or more parts and should demonstrate how an individual or team covered a story over a period of time. **MUST** include a minimum of 3 separate

stories from 3 separate dates. Individual stories entered in other categories may be part of a collective Continuing Coverage entry. Entries should be limited to 30 minutes.

Investigative Reporting (T5)

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 (T6)

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

Environmental / Science Reporting (T7)

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

Governmental / Political Reporting (T8)

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

Lifestyle Reporting (T9)

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

Education Reporting (T10)

Single story covering education-related topics.

Best On-Air Talent (T11)

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 (T12)

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 (T13)

A stand-alone program of general interest serving the community at-large, including in-depth news or general talk shows. Entry should be submitted excluding commercials and edited to a maximum of 30 minutes. Only one entry per show. Multiple episodes of the same show cannot be entered.

Best Talk Show (T14)

Awarded for best locally produced TV talk show. Entries need to be in a general talk show format with a host and guests. Only one entry per show. Multiple episodes of the same show cannot be entered.

Best Planned Event (T15)

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 or taken directly from an air check without any post-production editing.

Best Station Promotion (T16)

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

Best Sports Reporting (T17)

Single story profiling individuals, teams or sporting events.

Best Sports Special (T18)

Awarded for best 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 (T19)

Awarded for best regularly scheduled sports show airing outside of a newscast. Show may be seasonal. Entry should be submitted excluding commercials and edited to a maximum of 30 minutes. Only one entry per show. Multiple episodes of the same show cannot be entered.

Best Sportscast (T20)

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 (T21)

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 (T22)

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: COLLEGIATE JOURNALISM

- Our Collegiate categories are open to all students at ANY Louisiana university

Collegiate Journalism: Best Written News Story (C1)

Any news story is eligible, and it can include sports news. The story must be published by a college student media outlet, either on-line or in print.

Collegiate Journalism: Best Written Feature Story (C2)

Any feature story is eligible, and it can include sports features. The story must be published by a college student media outlet, either on-line or in print.

Collegiate Journalism: Best Video News Story (C3)

Any news story is eligible, and it can include sports news. The story must be published by a college student media outlet. The anchor/host intro to the story may be included but is not required.

Collegiate Journalism: Best Video Feature Story (C4)

Any feature story is eligible, and it can include sports features. The story must be published by a college student media outlet. The anchor/host intro to the story may be included but is not required.

CATEGORY: PUBLIC RELATIONS**Overall Campaign (PR1)**

Integrated communication plan(s) led by PR and media relations that may include earned media and/or 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, including special event and influencer efforts.

Special Events (PR J2)

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

Community Relations (PR3)

Relations to elevate an organization's image and/or engagement with communities. This campaign would incorporate brand messaging and community goodwill efforts to tell the organization's story through traditional and non-traditional platforms. The organization itself, as well as its community partners, benefit from the results of the program.

Public Affairs (PR4)

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 (PR5)

Communications initiatives led by webcasts, podcasts or other custom video initiatives and developed 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 (earned media only). Entry must be longer than one minute but no longer than 30 minutes.

Social Media / Digital Influencers (PR6)

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.