

2012  
Ohio Excellence  
in Journalism  
Awards

Sponsored by

The  
**PRESSCLUB**  
of Cleveland 

## *Dear Colleagues,*

The 2012 Ohio Excellence in Journalism marks the 34th annual statewide awards competition for The Press Club of Cleveland. This prestigious annual competition recognizes the outstanding achievements of journalists throughout Ohio. Ohio Excellence in Journalism is conducted by The Press Club of Cleveland and judged by out-of-state Press Clubs.

Each year, The Press Club of Cleveland receives more than 1,000 entries from individuals and media outlets across the state, including weekly, alternative and daily newspapers, radio and television newsrooms, general circulation magazines, business and trade publications and news-oriented Web sites.

**This year, entries to the Ohio Excellence in Journalism will be submitted using a web-based program at [www.betterbnc.com](http://www.betterbnc.com). PLEASE READ THE ENTRY INSTRUCTIONS CAREFULLY. See Attached Document.**

**GENERAL RULES ARE ON PAGE 14.**

Again, the top awards will go to the BEST IN OHIO — Newspaper (Daily and Non-Daily), Magazine, Television Newscast, Radio Newscast, Trade Publication, News-Oriented Web site and Business Publication along with individual efforts in several categories in the state of Ohio.

**SAVE THE DATE:** The 2012 Excellence in Journalism Awards will be held on **Friday, June 15, 2012** at the Cleveland Marriott Downtown at Key Center.

**Entries must be received by 11:59 p.m., February 17, 2012**

**Please see attached document for complete instructions on entering contest online.**

Dailies, Non-Dailies, Magazines, Trade & Professional Publications, Business Publications and New Media, unless stated otherwise.

## RULES

1. Individual entries may also be used in a “Best in Ohio” entry.
2. Individual and media outlets may submit as many entries as they wish.
3. All Open Print categories are for individual achievement unless otherwise noted.
4. All “Best in Ohio” entries must be the work of one individual except where noted.

**Columns:** Must be reoccurring.

### OP-1 A General/News:

Single column.

### OP-1 B Sports:

Single column.

### OP-1 C Business:

Single column.

**OP-1 D Lifestyle:** (fashion, travel, television, food, arts, etc.) Single column. Enter reviews in OP-3 A or B

**OP-1 E Best in Ohio:** Column Writing — Submit five columns.

**Headline Writing:** Entries judged on originality, creativity, appropriateness, and ability to capture readers’ attention. Story must accompany entry. Team entries permitted. (Story may be entered in another category.)

**OP-2 A Newspapers:** (Daily and Non-Daily) Single headline.

**OP-2 B Best in Ohio:** Headline Writing — (Newspapers, Daily and Non-Daily) Submit five headlines.

**OP-2 C All Other Publications:** (Magazines, Sunday Magazines, Alternatives, Trade & Professional Publications, Business Publications) Single headline.

**Reviews/Criticism:** (movie, restaurant, television, books, music, arts, etc.)

### OP-3 A Single article

**OP-3 B Best in Ohio:** Reviews /Criticism — Five reviews / critiques.

**Essays:** Analytic or interpretive, personal point of view.

### OP-4 A Single Essay

**OP-4 B Best in Ohio:** Essay Writing — Three samples of writer’s essays.

**OP-5 Obituary:** May be a local or national figure. If it does not have a byline, the journalist’s name must be provided. Single story.

## Editorial Writing:

**OP-6 A Single Editorial:** Unsigned or signed/ bylined example of editorial opinion. May be a team effort.

**OP-6 B Best in Ohio:** Editorial Writing — Three samples by the writer demonstrating superior writing.

**OP-7 Analysis:** Politics, government, election issues, local, state and national issues, trends, lifestyle, etc. Single story or series.

**OP-8 Food Writing:** Single article or story about any food topic.

**OP-9 Travel Writing:** Single article or story about any travel topic.

**OP-10 Technology Writing:** Single article or story about any aspect of technology.

**OP-11 Medical / Health Writing:** Single article or story about any medical or health topic. May be a team effort.

**OP-12 Politics / Government Writing:** Local, state, national or international politics, government or related issues. Single article or story. May be a team effort.

**OP-13 Election 2011 Coverage:** Single story, package or Voters’ Guide. May be a team effort.

**OP-14 9/11 Anniversary Coverage:** Single story, package or series. May be a team effort.

**OP-15 Best in Ohio: Photographer:** Body of Work. Submit 5-10 images.

**OP-16 Best in Ohio: Freelance Writer:** Submit 3-5 pieces, on any subject from 2 or more publications. Pieces can be on similar or different subjects, represent one or multiple genres.

**OP-17 Best in Ohio: Staff Reporter:** Submit 3-5 pieces on any subject. Pieces can be on similar or different subjects, represent one or multiple genres.

**RULES**

1. Entries may be either color or black-and-white.

**Cartooning:**

PV-1 A Single cartoon, Daily Newspapers

PV-1 B Single cartoon, Non-Daily Newspapers

PV-1 C Single cartoon, All Other Publications

PV-1 D Best in Ohio: Cartooning— Submit 6-10 cartoons, six of which must pertain to local issues, events, personalities, etc., that demonstrate the cartoonist's range of ability, including craftsmanship, interest, originality, forcefulness and clarity in making a point. Provide publication date with all entries and a brief background statement, as needed, to clarify local issues. Example: "City council's inaction increases cost of sewer repair."

**Illustration:** (includes photo illustration)

PV-2 A Single image, Daily Newspapers

PV-2 B Single image, Non-Daily Newspapers

PV-2 C Single image, All Other Publications

PV-2 D Multiple Illustrations for One Story, All Publications

PV-2 E Best in Ohio: Illustration — All Publications

Submit 6-10 illustrations.

**Infographics:** Entries should demonstrate the effective use of infographics in communicating information to readers. A single graphic or a collection of graphics presented with a single story constitutes an entry.

PV-3 A Infographics, Daily Newspaper

PV-3 B Infographics, Non-Daily Newspaper

PV-3 C Infographics, All Other Publications

PV-3 D Best in Ohio: Infographics — Submit 3-5 examples.

**Page Design, Single Page:**

PV-4 A Single page, Broadsheets

PV-4 B Single page, Tabs

PV-4 C Single page, Magazines

**Page Design, Spread or Multiple Page Story:**

PV-5 A "A-1" News Front, Daily and Non-Daily Newspapers: Three different dates must be submitted. May also include a letter explaining local circumstances that may have influenced story selection.

PV-5 B Spread or Multiple Page, Broadsheets

PV-5 C Spread or Multiple Page, Tabs

PV-5 D Spread or Multiple Page, Magazines

**Covers:** (single cover, may be a photograph or illustration)

PV-6 A Covers: General Circulation Magazines, Sunday Magazines

PV-6 B Covers: Business Publications

PV-6 C Covers: Trade & Professional Publications

## RULES

1. Awards are made separately for Daily and Non-Daily Newspapers. Daily is defined as published five days a week or more. Non-Daily is defined as published fewer than five days a week.
2. Sunday Magazines and other editorial supplements published by daily newspapers should be entered in the Daily Newspaper division unless otherwise specified. Those published by Non-Daily Newspapers should be entered in the Non-Daily Newspaper division.
3. General business publications—including magazines and newspapers targeting the general public, investors, clients and/or small businesses—must be entered in the Business Publications division. However, business sections of Daily and Non-Daily Newspapers should enter the appropriate Newspaper division.
4. Newspapers focusing on specific trades and professions must be entered in the Trade Publications division.

**Please read the General Rules on page 14 and FOLLOW ALL ENTRY INSTRUCTIONS CAREFULLY.**

## DAILY NEWSPAPERS

Daily is defined as published five days a week or more. Entries may include work published in Sunday Magazines or other editorial supplements, regardless of frequency.

Any entry may include an optional statement—maximum one page in length—describing the entry, efforts involved in its preparation, and any action, change or reform that resulted.

**Please also read General Rules on page 14.**

### **Breaking News** (next news cycle):

Include a description – one page or less – of deadlines and coordination of coverage.

Multiple-story entries may be by an individual or team.

#### **D-1 A Single Story**

**D-1 B Consecutive Days, Same Topic:** No more than three days; no more than five stories.

**D-1 C Ongoing Coverage:** Breaking story and follow-up stories, nonconsecutive days, five stories maximum.

**D-1 D Single-Day Package:** Up to five stories on the same topic. Visuals may be included.

**General News:** (may include beat reporting, education, religion, suburban news, consumer reporting, etc.)

#### **D-2 A Single Story**

**D-2 B Multiple Stories, Same Topic:** Maximum five stories.

### **Features:**

**D-3 A Personality Profile:** Single story.

**D-3 B General:** (Lifestyle, Adventure, Travel, etc.) Single story.

**D-4 Public Service:** In-depth, issue-

oriented coverage and coverage of significant community or consumer issues. If coverage resulted in action or change, include a brief description. Single article or series.

**D-5 Investigative:** Computer-assisted or otherwise, that brings hidden matter to light and shows initiative and depth of research. If coverage resulted in action or change, include a brief description. Single article or series.

**D-6 Business:** Coverage or interpretation of business news. Single story or stories on the same topic; maximum three stories.

**D-7 Sports:** Sporting event or sports issue coverage. Single story or stories on the same topic, maximum three stories. (Enter Sports Columns in Open Print, OP-1 B).

**D-8 Arts & Entertainment:** Performing, visual, and creative arts and entertainment coverage. Single story or stories on the same topic; maximum three stories. (Enter Reviews in Open Print, OP-3)

**D-9 Best Section:** (Sports, Business, Living, Editorial, Arts, News, etc.) Submit three complete sections. Entry MUST include a short Mission Statement for the section. Entrants will be judged on how well they fulfill their mission statement.

# 6 Daily & Non-Daily Newspapers

## Best Daily Newspaper in Ohio

### General Excellence

These awards honor the overall performance of an entire staff rather than individual effort. Entries must consist of entire newspapers rather than sections or single articles. Entries will be judged on content and presentation (reporting, writing, editing, design, photography,

graphics, packaging), and other criteria deemed appropriate by the judges. Submit three complete editions.

**DGE-1 Best Daily Newspaper in Ohio:**  
100,000 or less circulation

**DGE-2 Best Daily Newspaper in Ohio:**  
more than 100,000 circulation

## NON-DAILY NEWSPAPERS

Non-Daily is defined as published fewer than five days a week. Entries may include work published in weekend magazines or other editorial supplements, regardless of frequency.

Any entry may include an optional statement—maximum one page in length—describing the entry, efforts involved in its preparation, and any action, change or reform that resulted.

Please also read **General Rules on page 14.**

### N-1 Breaking News: (next news cycle)

Include a description – one page or less - of deadlines and coordination of coverage. Single story, multiple stories or package. Team efforts accepted.

### Features:

**N-2 A Personality Profile:** Single story.

**N-2 B General:** (Lifestyle, Adventure, Travel, etc.) Single story.

**N-3 Public Service:** In-depth, issue-oriented coverage and coverage of significant community or consumer issues. If coverage resulted in action or change, include a brief description. Single article or series.

**N-4 Investigative:** Brings a hidden matter to light and shows initiative and depth of research. If coverage resulted in action or change, include a brief description. Single article or series.

**N-5 Sports:** Sporting event or sports issue coverage. Single story or stories on the same topic, maximum three stories. (Enter Sports Columns in Open Print OP-1 B).

**N-6 Arts & Entertainment:** (Performing, Visual, Creative Arts and Entertainment coverage.) Single story or stories on the same topic; maximum three stories. (Enter Reviews in Open Print OP-3A.)

**N-7 Community / Local Coverage:** Issues of local importance. Documentation of results encouraged if coverage resulted in action or change. Single story or stories on the same topic, maximum three stories.

**N-8 Best Section:** (Sports, Business, Living, Editorial, Arts, News, etc.) Submit three complete sections. Entry must include a short mission statement for the section. Entrants will be judged on how well they fulfill their mission statement

## Best Non-Daily Newspaper in Ohio

### General Excellence

These awards honor the overall performance of an entire staff rather than individual effort. Entries must consist of entire newspapers rather than sections or single articles. Entries will be judged on content and presentation (reporting, writing, editing, design, photography, graphics, packaging) and other criteria

deemed appropriate by the judges. Submit any three complete editions.

**Best Non-Daily Newspaper in Ohio:** (all circulations; alternative weeklies and Sunday Magazines are eligible in this category.)

**NGE-1 Community Newspapers**

**NGE-2 Alternatives**

# Business Publications, Trade Publications General Circulation Magazines

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## RULES

1. General business publications—including magazines and newspapers targeting the general public, investors, clients and/or small businesses—must be entered in the Business Publications division. However, business sections of daily and non-daily newspapers should enter the appropriate Newspaper Division. Both business newspapers and business magazines, regardless of frequency, may enter as Business Publications.
2. Publications focusing on specific trades, industries and professions must be entered in the Trade Publications division. Trade magazines and newspapers, regardless of frequency, may be entered as Trade Publications
3. Please read General Rules on page 14.

## BUSINESS PUBLICATIONS

**B-1 Breaking News** (next news cycle): If needed, include a description—one page or less—of deadlines and coordination of coverage. Team efforts accepted. Single story or on-going coverage. Maximum five stories.

**B-2 General News:** Single or multiple stories on the same topic. Maximum five stories.

### Features:

**B-3 A Personality Profile:** Single story.

**B-3 B General:** (Lifestyle, Adventure, Travel, etc.) Single story.

**B-3 C Package:** Multiple stories on same topic or subject. Individual or team effort. Maximum three stories.

**B-3 D Trends:** Coverage of trends in industry, business, economy, etc. Single story or series.

### **B-4 Public Service / Investigative:**

Coverage of a significant business issue that affects the general public, consumers or another large group outside the business community or an article or series that brings hidden matter to light and shows initiative and depth of research. If coverage resulted in action or change, include a brief description. Single story or series.

**B-5 Departments or Columns:** Must appear regularly. Submit two examples along with a mission statement for the department.

## Best Business Publication in Ohio

### General Excellence

These awards honor the overall performance of an entire staff rather than individual effort. Entries must consist of entire publications rather than single articles. Entries will be judged on content and presentation (reporting,

writing, editing, design, photography, graphics, packaging) and other criteria deemed appropriate by the judges.

### BGE Best Business Publication in Ohio:

Submit two complete different issues.

# Business Publications, Trade Publications General Circulation Magazines

## TRADE PUBLICATIONS

**TP-1 Trade Report:** Single story or series on a topic or issue affecting or concerning the publication's main target audience. If coverage resulted in action or change, include a brief description.

### Features:

**TP-2 A Personality Profile:** Single story.

**TP-2 B General:** (Lifestyle, Adventure, Travel, etc.) Single story.

**TP-2 C Special Section/Package:** Multiple stories, may be by more than one writer, on same topic or subject. Maximum three stories.

**TP-2 D Trends:** Coverage of trends in industry, business, economy, etc. Single story or series; maximum three-part series.

**TP-3 Public Service / Investigative:** Coverage of a significant issue that affects the general public, consumers or another large group, or an article or series that brings hidden matter to light and shows initiative and depth of research. If coverage resulted in action or change, include a brief description. Single story or stories.

**TP-4 Departments or Columns:** Must appear regularly. Submit two consecutive examples along with a mission statement for the department.

### Best Trade Publication in Ohio

#### General Excellence

These awards honor the overall performance of an entire staff rather than individual effort. Entries must consist of entire publications rather than single articles. Entries will be judged on content and presentation (reporting,

writing, editing, design, photography, graphics, packaging) and other criteria deemed appropriate by the judges.

#### TPGE Best Trade Publication in Ohio:

Submit two complete different issues.

## GENERAL CIRCULATION MAGAZINES

**M-1 News:** (News-oriented coverage about politics, environment, crime, government, etc.)

### Features:

**M-2 A Personality Profile:** Single story.

**M-2 B General:** (Adventure, Trends, etc.) Single story.

**M-2 C Consumer:** (Guides, "Best of," advice, etc.) Single story.

**M-2 D Arts:** Single story.

### M-3 Public Service / Investigative:

Coverage, including in-depth coverage, of a significant issue or topic that affects the general public or an article or series that brings hidden matter to light and shows initiative and depth of research. If needed, include a description—one page or less—of deadlines and coordination of coverage. Single story or series.

**M-4 Departments or Columns:** Must appear regularly. Submit two examples along with a mission statement for the department.

### Best Magazine in Ohio

#### General Excellence

These awards honor the overall performance of an entire staff rather than individual effort. Entries must consist of entire publications. Entries will be judged on content and presentation (reporting,

writing, editing, design, photography, graphics, packaging) and other criteria deemed appropriate by the judges.

**MGE Best Magazine:** Submit two complete different issues.

## WEB SITES

This division has categories to accommodate both entries from those who write editorial content expressly for news-oriented Web sites and from those who design news-oriented Web sites. Web sites operated purely for advertising or promotional purposes are not eligible to enter.

**NM-1 – Newspaper Web site:** Ease of use, design, graphics and other criteria will be judged. Content will not be considered.

**NM-2 – Magazine Web site:** Ease of use, design, graphics and other criteria will be judged. Content will not be considered.

**NM-3 – Television news Web site:** Ease of use, design, graphics and other criteria will be judged. Content will not be considered.

**NM-4 – Radio news Web site:** Ease of use, design, graphics and other criteria will be judged. Content will not be considered.

**NM-5 – Online General news story:** A single story or up to five stories on the same topic. Web sites should enter ONLY material written expressly for the Web site. Stories originally published or broadcast by a partner media outlet are not eligible to enter this category, but should be entered in the appropriate division (newspapers, television, etc.)

**NM-6 – Online Feature story:** A single story or up to five stories on the same topic. Web sites should enter ONLY material

written expressly for the Web site. Stories originally published or broadcast by a partner media outlet are not eligible to enter this category, but should be entered in the appropriate division (newspapers, television, etc.)

**NM-7 – Blogs:** A single news blog or up to five blog entries on the same topic. Blogs must be written by Ohio-based bloggers. Blogs cannot be used for promotional or advertising purposes – they must be news oriented.

**NM-8 – Imaging:** A single or up to five images (photos, video, artwork, mapping) that accompanied online story.

**NM-9 – Analysis:** Politics, government, election issues, local, state and national issues, trends, lifestyle, etc. Single story or series.

**NM-10 – Infographics: Entries** should demonstrate the effective use of infographics in communicating information to readers. A single graphic or a collection of graphics presented with a single story constitutes an entry.

### Best Web Site in Ohio

#### General Excellence

This award honors the overall performance of an entire staff, rather than individual effort, in producing a news-oriented Web site. Those eligible to enter must be based in Ohio or be affiliated with an Ohio-based media outlet or news organization. The competition is open only to news-oriented Web sites. Judging will

include online viewing of the Web site. Entries will be judged on content and presentation (reporting, writing, editing, design, photography, graphics, packaging) and other criteria deemed appropriate by the judges.

#### NMGE Best Web Site In Ohio:

Entry must include a written description of the site, not to exceed one page.

**RULES**

1. Please read General Rules on page 14.
2. Entries should be a maximum of 15 minutes in length unless otherwise specified. If coverage exceeds the allowable time, an edited composite of on-air material may be submitted.

**TELEVISION**

Broadcast or cable. Any entry may be accompanied by an optional statement, maximum one page in length, describing the entry, efforts involved in its preparation, and any action, change or reform that resulted.

**T-1 Spot News:** Coverage of unscheduled, breaking news for which little or no advance planning was possible, includes weather reporting. May be an individual or team of reporters, camera persons, editors and producers. Maximum of 15 minutes.

**T-2 General News:** Coverage of scheduled or assigned news or other general news. Maximum of 15 minutes.

**T-3 On-going Coverage:** Should demonstrate how an individual or team covered a hard news story over a period of time. Extracts from related news specials by the same reporter(s) may be included. Maximum 15 minutes.

**T-4 Public Service:** Coverage of an issue of importance to the community. May include editorial commentary or analysis. May have aired during a regular newscast or as a news special. A one-page written statement may document results. Maximum 30 minutes.

**T-5 News Special:** A complete, standalone program (not part of a regularly scheduled newscast) on a single story or topic, by an individual or team. May include an editorial commentary or conclusion if such was clearly identified at the time of broadcast. Maximum 30 minutes.

**T-6 Investigative:** Report or series aired during regular newscasts. Must expose a significant community problem. Coverage must demonstrate exceptional research of a previously unexamined issue. Maximum 15 minutes.

**T-7 In-Depth Coverage:** Examination of a timely issue or story that does not meet the definitions in T-3, T-4, T-5, or T-6. Maximum 15 minutes.

**T-8 Human Interest:** Lifestyle report, personality profile, or other feature showing originality and perspective by an individual or team. Maximum 15 minutes.

**T-9 Sports Report or Commentary:** May be a single sports story, series, coverage of a sporting event, postgame analysis, interview, commentary or others sports report that aired within a regularly scheduled sportcast or televised sporting event. Maximum 15 minutes.

**T-11 Spot News Videography:** Coverage of a breaking news event. May be by one cameraperson or a team. Maximum 15 minutes.

**T-12 Feature Photography:** Coverage of one story. May be by one person or a team. Maximum 15 minutes.

**T-13 Television Show:** Special or regularly scheduled local programming. All lengths are eligible. Maximum of 30 minutes for judging purposes.

**T-14 9/11 Anniversary Coverage:** Single story, series or special report.

## Best Television Newscast in Ohio

### General Excellence

This award honors the overall work of a newsroom staff rather than individual effort. Entries will be judged on content, writing, editing, photography, and other criteria deemed appropriate by the judges. Submit any two entire newscasts.

**TGE - A Best Television Newscast in Ohio in a Major Market:** (Cleveland, Columbus or Cincinnati)

**TGE-B Best Television Newscast in Ohio in a Smaller Market:** (All other markets)

## RADIO

Please read Rules for Broadcast on page 10 and General Rules on page 14.

**R-1 Spot News:** Coverage of unscheduled, breaking news for which little or no advance planning was possible. This category includes news oriented traffic reporting and weather reporting. May be individual or team coverage.

**R-2 General News:** Coverage of scheduled or assigned news or other general news. May be individual or team coverage.

**R-3 On-going Coverage:** Should demonstrate how an individual or a team covered a hard-news story over a period of time. May include extracts from regular news coverage, documentaries and news specials on the same issue. Maximum time 15 minutes.

**R-4 Public Service:** Coverage, including in-depth coverage, of a significant community issue, consumer topic, etc. May include editorial commentary or analysis. May have aired during a regular newscast or as a news special. A one-page written statement may document results. Maximum 30 minutes.

**R-5 Documentary:** A complete, standalone program on a single topic—social, political or other news—involving extensive research and showing a comprehensive examination of the story by an individual or team. May include an editorial commentary or conclusion if such was clearly identified at the time of broadcast. Maximum 60 minutes.

**R-6 Investigative:** Report or series aired during regular newscasts. Must expose a significant community problem and demonstrate exceptional research of a previously unexamined issue. Maximum 15 minutes.

**R-7 In-Depth Coverage:** Examination of a timely issue or story, aired during a newscast that does not meet the definitions of R-3, R-4, R-5, or R-6. Maximum 15 minutes.

**R-8 Human Interest:** Lifestyle report, personality profile, humor, travel or other feature, showing originality and perspective.

**R-9 Commentary / Analysis / Sports Editorial:** One commentary per entry.

**R-10 Use of Sound:** Should demonstrate extensive use of sound that is an integral part of telling the story. The use of sound should bring texture and meaning to the story. May be entered in more than one category.

**R-11 News Writing:** Report, essay or commentary that demonstrates a special ability to write for the spoken word. May be entered in more than one category.

**R-12 Radio Show:** Special or regularly scheduled local programming. All show lengths are eligible. Maximum of 30 minutes for judging purposes.

**R-13 9/11 Anniversary Coverage:** Single story, series or special report.

## Best Radio Newscast in Ohio

### General Excellence

This award honors the overall work of a newsroom staff rather than individual effort. Entries will be judged on content, writing, editing, and other criteria deemed appropriate by the judges.

Submit any two entire newscasts.

**RGE - A Best Radio Newscast in Ohio in a Major Market:** (Cleveland, Columbus or Cincinnati)

**RGE-B Best Radio Newscast in Ohio in a Smaller Market:** (All other markets)

**RULES FOR ALL CATEGORIES**

1. Entries may be either color or black-and-white.
2. Photographers may submit a single, strong image from a photo essay submission in a single image category.

**DAILY NEWSPAPER PHOTOGRAPHY**

**DP-1 Spot News:** Single image.

**DP-2 General News:** Single image.

**DP-3 Sports Action:** Single image.

**DP-4 Sports Feature:** Single image.

**DP-5 General Feature:** Single image.

**DP-6 Studio Photography:** (Food, Fashion, Products, etc., in studio.) May include multiple photos if published together. (Enter portraits in DP-7.)

**DP-7 Portrait / Personality Photography:** (in or out of studio) Single photo.

**DP-8 Photo Journalism:** The effective telling of a story in photographs and text. Multiple picture use required; no limit on number of pages or images used for same story.

**DP-9 Pictorial:** (Scenic, Nature, Landscape, Urban Landscape) May include multiple photos if published together.

**Best Photographer in the State:** (See Open Category, OP-14)

**NON- DAILY NEWSPAPER PHOTOGRAPHY**

**NDP-1 Spot News:** (unscheduled, breaking news) Single image

**NDP-2 General News:** (scheduled or assigned news.) Single image.

**NDP-3 Sports Action:** Single image.

**NDP-4 Sports Feature:** Single image.

**NDP-5 General Feature:** Single image.

**NDP-6 Studio Photography:** (Food, Fashion, People, Products, etc., in studio) Single photo.

**NDP-7 Photo Journalism:** The effective telling of a story in photographs and text. Multiple picture use required; no limit on number of pages or images used for same story.

**NDP-8 Pictorial:** (Scenic, Nature, Landscape, or Urban Landscape) May include multiple photos if published together.

**Best Photographer in the State:** (See Open Category, OP-14)

**PHOTOGRAPHY - ALL OTHERS**

*(Includes Magazines, Business Publications, Trade & Professional Publications, Sunday Magazines)*

**AOP-1 General Photo:** Single image.

**AOP-2 General Photo:** Multiple images.

**AOP-3 Portrait / Personality Photography:** (in or out of studio) Single photo.

**AOP-4 Studio Photography:** (Food, Fashion, Products, etc., in studio) Single photo. (Enter portraits in AOP-3.)

**AOP-5 Photo Journalism:** The effective

telling of a story in photographs and text. Multiple picture use required. No limit on number of pages or images from same story.

**AOP-6 Pictorial:** (Scenic, Nature, Landscape, or Urban Landscape.) May include multiple photos if published together.

**Best Photographer in the State:** (See Open Category, OP-14)

# Press Club of Cleveland Membership Application

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Name \_\_\_\_\_ Date: \_\_\_\_\_

Employer \_\_\_\_\_

Title \_\_\_\_\_

Work Address \_\_\_\_\_

Work Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Check here if you prefer that Press Club mail be sent to your home.

Home address \_\_\_\_\_

Home Phone \_\_\_\_\_

Referred By \_\_\_\_\_ Amount Enclosed: \_\_\_\_\_

## Membership category applied for:

(Please check one)  Affiliate: \$40  Journalist \$60  Associate \$90

**Make checks payable to:** The Press Club of Cleveland  
28022 Osborn Road, Cleveland, OH 44140

*Payment must accompany application.*

**Note:** If paying the membership with the entries, it must be a separate check.

Credit card type: \_\_\_\_\_ Expiration: \_\_\_\_\_

Name on credit card: \_\_\_\_\_

Card # \_\_\_\_\_ Verification code: \_\_\_\_\_

Signature: \_\_\_\_\_

Dues are payable annually.

**Questions? Call Lynn Bracic – 440-899-1222**

**Journalist:** Print, online, broadcast, freelance and social media (blogger) journalists working for an accredited media company in the Greater Cleveland area (includes Cuyahoga, Geauga, Lake, Lorain and Medina counties).

**Associate:** Public relations, corporate communications, marketing and advertising professionals, including corporate and non-profit freelancers and bloggers, working in the Greater Cleveland area, as well as others who share an interest in or are allied with the media and communications professionals, including sources; political, civic and business professionals; personal bloggers; and vendors.

**Affiliate:** Non-local professionals and associates working outside of Greater Cleveland, retirees, educators and students

# 14 General Rules

1. Only publications with circulation in Ohio are eligible to enter. In-house publications, newsletters, advertorial sections or membership publications, etc. are not eligible to enter.
2. Judges reserve the right to move any entry to a more appropriate category.
  - To submit your entry:
    1. Login:
      - a. Go to **www.betterbnc.com**.
      - b. Under “Are you a contestant?,” click Correct Login.
      - c. Choose **2012 Press Club of Cleveland Excellence in Journalism**
      - d. Select the appropriate News Organization.
    - Enter your temporary password: bnc (lower case), and click Login. When you first login, the system will prompt you to create a secure password (one per news organization). If you set the new password for your organization, please make sure to share it with others who may be preparing entries.
3. Each entry is to be accompanied by an entry fee. \$25 per entry for Press Club members, \$35 per entry for non-members. (For membership information call 440/899-1222 or fill out the form on page 13). Make check payable to: Press Club of Cleveland. Multiple entries from one source may be paid by a single check for the total amount. Please be sure to list the name of the publication/station on the check or attached to the check to insure proper accounting.
4. Entries must be received by 11:59 p.m., Friday, February 17, 2012.
5. Entries must be from calendar year 2011. Entries must have been locally published or broadcast in the 2011 calendar year within the state of Ohio. Series beginning in 2011 may continue into 2012.
6. Winners will be notified in May, except “Best in Ohio” winners. “Best in Ohio” winners are announced at the Awards Banquet.
7. All Best in Ohio entries must be the work of one individual except where noted.
8. Entries may be accompanied by an optional statement — maximum one page in length — describing the entry, efforts involved in its preparation, and any action, change or reform that resulted.
9. Individuals or media outlets may submit as many entries in any category they wish. (Multiple entries in a single category or the same entry in multiple categories.) Fees apply per entry.
10. Entries may be submitted by individuals, news “teams,” or media outlets. Team entries with more than three names will be considered “staff” entries on plaques and certificates. In published winner lists, no more than three names per winning entry will be listed. Only one plaque or certificate will be awarded. Additional plaques or certificates can be ordered. Order forms will be distributed at the awards dinner.
11. Judging will be based on significance, clarity, writing, enterprise, effectiveness, originality and other criteria deemed appropriate by the judges. Judging will be done by out-of-state Press Club members. All decisions of the judges, including interpretation of the rules, are final. At the discretion of the judges, awards may not be given in every category.
12. Entries from freelancers must be entered in the same division as originally published, or they may enter OP-15.
13. All entries become the property of the Press Club of Cleveland and cannot be returned.

