

**SAN FRANCISCO PRESS CLUB
JOURNALISM AWARDS COMPETITION 2017
INSTRUCTIONS & CATEGORIES**

ELIGIBILITY: Competition is open to Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma or Yolo counties residents who have material published, broadcast, aired or online during the contest period from January 1 through December 31, 2016, Inclusive.

JUDGING: Most entries will be judged by professional journalism organizations or individuals outside the contest area. No San Francisco Press Club members will judge entries. The Awards Committee reserves the right to change the category in which entries are submitted and to refuse entries not meeting eligibility. In the case of an entry dispute, the decision of the committee will be final.

**Entries must be received
no later than 11:59 PM Monday, September 18, 2017**

AWARDS: First, second and third place awards will be presented during the SFPC awards event. Judges will have the option to award up to three "Honorable Mentions." Judges are not required to make any award if, in their opinion, no entry is of prize-winning quality

ENTRY FEES: Each Standard Entry: \$30; Each Overall Excellence: \$50.

MEMBERSHIP: Annual SFPC Membership is included with contest entry fees. All entry bylines are listed as active SFPC members from October 2017 through October 2018.

Below are directions for preparing and submitting entries. If you have questions, please contact Awards Administrator Terry Williams at (cell) 619-743-3669 or sfpc@cox.net

IMPORTANT: Please make sure to use a recent version of Mozilla Firefox for making contest entries.

There are two ways to enter the awards.

- 1. If you will be handling the entries for a media organization, follow the instructions for "Contestant"**
- 2. If you are a freelancer or write for more than one publication, you will use the "Open Call" instructions below.**

CONTESTANT INSTRUCTIONS: This is an account for a media company such as a magazine, newspaper or television station. One person may handle all entries for the company or the login information can be shared with colleagues who then make entries for themselves.

Log in to your account. Go to www.BetterNewspaperContest.com

Go to "Contestant Login" Choose "2017 San Francisco Press Club Journalism Awards." Select the appropriate media organization. (If your organization does not appear on the list, email: sfpc@cox.net and we will add it.)

Enter the temporary password: bnc (lowercase) then create a secure password for your organization. Please share your new password with others from your media organization making entries.

OPEN CALL INSTRUCTIONS: This is an account for freelancers or those who write or create content for more than one media organization.

Create your account: Go to www.BetterNewspaperContest.com

Click **Open Call Login** and click **Create your Open Call Account**. Fill in all info. You will see a message that a verification link has been sent to your email.

Present your credentials

Once you receive the verification link message, click on the link or copy into your browser. Complete the credentials portion. This step protects the entry process. Once you see the “Credentials Updated” message, click on [Available Contests](#). Select the [2017 San Francisco Press Club Journalism Awards](#)

SUBMIT YOUR ENTRIES.

On the Manage Entries page, click Submit Entry (left side). **If you are a Contestant, the Division is “General” for all. If you are Open Call, chose the appropriate division.**

- On the Manage Entries page, click [Submit Entry](#)
- Select the appropriate Division (TELEVISION, RADIO, MAGAZINE, Etc)
- If Open call, select the appropriate media outlet from the dropdown. If your publication, website or station is not on the list, you may add it.
- Select the appropriate Category.
- (If applicable) Read the corresponding Category Note (directly below the Category selection box), describing what is expected for the category’s entry content.
- Complete the Headline/Title field.
- Based on the type of entry, add content:
- **To add URL links to content**, copy and paste the content’s web address into the provided Web URL field.
- **To upload digital file attachments (other than audio/video)**, click [Choose File](#), navigate to the desired file, select [Open](#), and click [Upload](#). Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. If more than one attachment is desired for this entry, repeat these steps.
- **For Audio or Video:** To host your content online, either upload it to a free *streaming content* website (e.g. YouTube) or talk to your IT person about adding it to your station’s website. Make sure the content will be accessible online throughout the contest and awards judging process, until September 15th.
- **IMPORTANT:** Please ensure that items are not behind a paywall or a password-protected area. **If they are, you must provide username/password info in the Comments section of your entry. Judges may disqualify your entry** if work samples are inaccessible.
- Add Credits for those responsible for the entry content. **Be sure to add your own name here.**
- Add Comments (if applicable), but keep them brief (e.g. 100 words).
- Click [Submit](#).

This is your account – you can come back to it at any time during the call for entries time period – **until September 15th**. Once you have completed all your entries, click on [Entry Fee Calculator](#) and check to be sure all your entries are included. [Click on PayPal button](#) to pay immediately (insert the amount due on the PayPal page) or send a copy of your recap with check to: **San Francisco Press Club 32 Robin Way, San Carlos, CA 94070**

DEADLINE: Submit entries from July 15 – September 18, 2017

Again, if you have any questions at all – please do not hesitate to call or email Awards Administrator Terry Williams at 619-743-3669 or sfpc@cox.net

SAN FRANCISCO PRESS CLUB
2017 JOURNALISM AWARDS
CONTEST CATEGORIES

DIVISIONS :

DIGITAL MEDIA

Work exclusively online

DAILY NEWSPAPERS

Published a minimum of five times a week

NON-DAILY NEWSPAPERS

MAGAZINES/TRADE PUBLICATIONS

CATEGORIES: *The following categories are available for the four divisions above.*

Overall Excellence - Digital Media should submit entries via URL links to specific pages. (Judges will select a designated period to view all website entries.) Supporting material can be submitted via PDF. Original posting dates should be in 2016. • Daily and Non-Daily Newspapers and Magazines/Trade Publications should submit three complete issues from 2016.

Blog/Commentary

Breaking News – Story that breaks and is covered on deadline – single-day coverage. Include a description – one paragraph max – of deadlines and coordination of coverage.

Business/Technology Story

Column – News/Political Maximum three columns per entry.

Column – Features Maximum three columns per entry.

Column – Sports Maximum three columns per entry.

Feature – Light Nature

Feature – Serious Nature

General News - Regular news coverage, non-breaking news.

Investigative Reporting - Single reporter or team. Brings hidden matter to light and shows initiative and depth of research. If a series, up to three examples may be submitted.

Photography – Feature

Photography – News

Photography – Photo Series

Photography – Sports

Profile

Series or Continuing Coverage - Single reporter or team. Non-breaking news or features on same topic not to exceed three submissions per entry.

Sports Feature - Sports reporting, not a column.

Cover Design

Editorial Cartoon

Front Page Design

Feature Layout Design - Best page design for feature story includes photos and /or graphics.

Headlines - Include five submissions to reflect body of work.

PUBLIC RELATIONS

Overall Excellence - *Public Relations should submit an overall sampling of materials for one campaign.*

Newsletter- *printed, email or online, submit three examples*

Corporate Brochure

Annual Report

Press Release Writing - *Submit one press release on a news item or feature story relating to any organization or event. Press releases promoting products are ineligible.*

Video - *Production seeking to explain or demonstrate client's product, event or area of influence*

RADIO – AUDIO ONLY – Commercial

Overall Excellence - *Radio stations should submit three complete newscasts from 2016.*

Documentary

Enterprise/Investigative Reporting - *Single reporter or team. Brings hidden matter to light and shows initiative and depth of research.*

Feature Story – Light Nature

Feature Story – Serious Nature

News Story

Public Affairs Program (Staff of 1-4)

Public Affairs Program (Staff of 5 +)

Series or Continuing Coverage - *Single reporter or team. Non-breaking news on same topic not to exceed three submissions per entry.*

Sports Feature

RADIO – AUDIO ONLY – Non-Commercial

Overall Excellence - *Radio stations should submit three complete newscasts from 2016.*

Documentary

Enterprise/Investigative Reporting - *Single reporter or team. Brings hidden matter to light and shows initiative and depth of research.*

Feature Story – Light Nature

Feature Story – Serious Nature

News Story

Public Affairs Program (Staff of 1-4)

Public Affairs Program (Staff of 5 +)

Series or Continuing Coverage - *Single reporter or team. Non-breaking news on same topic not to exceed three submissions per entry.*

Sports Feature

TELEVISION/VIDEO

Overall Excellence - *Television stations should submit three complete newscasts from 2016.*

Documentary

Feature Story – Light Nature

Feature Story – Serious Nature

Live Report - *Live coverage on the scene of a single news story.*

News Story

Series or Continuing Coverage - *Single reporter or team. Non-breaking news on same topic not to exceed three submissions per entry.*

Investigative Reporting - *Single reporter or team. Brings hidden matter to light and shows initiative and depth of research. If coverage resulted in action or change, include a brief description.*

Public Affairs Program (Staff of 1-4)

Public Affairs Program (Staff of 5 +)

Sports Feature

Videography