



San Francisco Peninsula
PRESS CLUB

A professional journalism organization
serving the greater Bay Area
NEWSPAPERS • TV • RADIO • INTERNET • MAGAZINES • PR

**The 39th Annual San Francisco Peninsula Press Club
GREATER BAY AREA JOURNALISM
AWARDS COMPETITION 2016
CALL FOR ENTRIES**

*Enter your best stories in the SFPPC annual contest
and join Bay Area media professionals in celebrating
the best local journalism of 2015*

**Awards Luncheon
11:30 a.m. – 2 p.m.
Saturday, October 1, 2016
Crowne Plaza Foster City - San Mateo
1221 Chess Drive, Foster City CA 94404**

*Submit work in Digital Media, Magazine/Trade Press/
Newsletter, Newspaper, Photography, Public Relations,
Radio and Television divisions, in several different categories.
Entries will be judged by media professionals outside the Bay Area.*

**Enter online July 22 – August 19, 2016 at
www.BetterNewspaperContest.com/SFPPC2016**

Contact: SFPPCContests@gmail.com

Sponsored by SmallTownPapers

The 39th Annual San Francisco Peninsula Press Club
GREATER BAY AREA JOURNALISM AWARDS COMPETITION 2016
ELIGIBILITY & CONTEST RULES

ELIGIBILITY: The contest is open to all digital media, magazine/trade press, newspaper, photography, public relations, radio and television professionals working or residing in Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma or Yolo counties.

RELEASE DATES: Entries must have been originally published, broadcast or posted between **January 1 and December 31, 2015**, inclusive.

JUDGING: Most entries will be judged by professional journalism club chapters outside the San Francisco Bay Area. No San Francisco Peninsula Press Club member will judge entries.

AWARDS: First, second and third place awards will be presented during the SFPPC 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 SFPPC Membership is included with contest entry fees. All entry bylines are listed as active SFPPC members from October 2016 through October 2017.

PAYMENTS: Pay online at www.penpressclub.org via credit card or PayPal.

ENTRY RULES: All entries should be input online or received (not postmarked) by August 19, 2016.

- Entries should be entered in the name of the creator of the work.
- On the entry form, enter name(s) as they should appear on the award.
- SFPPC is not responsible for any errors in the information submitted.
- **All entries must conform with the Society of Professional Journalists ethics code. (<http://www.spj.org/ethicscode.asp>)**
- **Print stories** – Upload PDF format.
- **Page Design** categories must keep headlines, mastheads, logos.
- **Headline** entries must include the story for which the headline was written.
- **Print Photography** – Upload JPEG of photo and PDF of published story.
- **Digital Media, Radio, and Television** should provide URL story links.
- A story can be **entered** in more than one category with separate entry forms and fees for each, but may **win** in only one category.
- The San Francisco Peninsula Press Club may move entries to a more suitable division or category if necessary.
- All entry and judging decisions by the SFPPC and its agents are final and incontestable.
- All entries are subject to being printed, broadcast, posted or linked online, via SFPPC media channels.

DEADLINE: Submit entries from July 22 – August 19, 2016, which must be submitted online or RECEIVED (not postmarked) by August 19. Entries received after 7 p.m. on August 19 will be ineligible.

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The 39th Annual San Francisco Peninsula Press Club
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DIVISIONS & CATEGORIES

The SFPPC journalism awards contest is structured by lettered “Divisions” A – H, which refer to the type of media organization that you represent, and numbered “Categories” 1 – 39, which refer to the type of entry within the Division. All divisions will compete for Category 1 “Overall Excellence.” In some cases divisions compete with other divisions in some categories; in some cases divisions do not compete with other divisions in the category. After you sign on for a particular Division, you will automatically be able to sign up for the appropriate Categories.

DIVISIONS

- A. DIGITAL MEDIA**
- B. MAGAZINES / TRADE PUBLICATIONS / NEWSLETTERS**
- C. NEWSPAPERS – Daily**
- D. NEWSPAPERS – Non-Daily**
- E. PUBLIC RELATIONS**
- F. RADIO / AUDIO ONLY – Commercial**
- G. RADIO / AUDIO ONLY – Non-Commercial**
- H. TELEVISION / VIDEO**

CATEGORIES

1. Overall Excellence*	11. Entertainment, Arts & Music	21. Photography - Photo Series
2. Editorial	12. Sports Feature	22. Blog / Commentary
3. Columns-News/Political (Submit 3)	13. Sports Game Story	23. Public Affairs Program (Staff 1-4)
4. Columns-Features (Submit 3)	14. Headline	24. Public Affairs Program (Staff 5+)
5. Columns-Sports (Submit 3)	15. Graphic Design	25. Documentary
6. News Story	16. Page Design	26. Videography
7. Series or Continuing Coverage	17. Editorial Cartoons	27. Newsletter (Submit 3)
8. Feature Story / Light Nature	18. Photography - News	28. Press Releases (Submit 3)
9. Feature Story / Serious Nature	19. Photography - Sports Action	29. Corporate Brochure
10. Business/Technology Story	20. Photography - Feature	30. Annual Report

**The 39th Annual San Francisco Peninsula Press Club
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SUBMISSION GUIDELINES**

STEP 1: SIGN ON TO www.BetterNewspaperContest.com/SFPPC2016.

- A. Decide the TYPE of organization that corresponds to your organization: Divisions A - H.
- B. Select the appropriate organization name. (If your organization does not appear on the list, email: SFPPCContests@gmail.com and we will add your organization.)
- C. 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.

STEP 2: SUBMIT YOUR ENTRIES.

- A. On the *Manage Entries* page, click Submit Entry (left side). The Division is “*General*” for all. Select the appropriate category.
- B. Read the corresponding *Category Note* describing entry expectations.
- C. Complete the *Headline/Title* field.
- D. Based on the type of entry, add content:
 - To upload digital files (other than audio/video), click Choose File, navigate to the desired file, select Open, and click Upload. Allowed file types are PDF, DOC, TXT, JPEG, GIF and PNG.
If you wish to include more than one attachment for this entry, repeat these steps.
 - To add web/audio/video content, paste the content’s web address into the provided URL field.
 - To host your content online, either upload it to a hosting website (like YouTube) or talk to your IT person about adding it to your station’s website. Make sure the content will be accessible long enough to be viewed at the awards banquet.
 - Add *Credits* for those responsible for the entry content.
 - Add *Comments* (if available), but keep them brief (100 words).
 - Click *Submit* to finalize your entry. Repeat process for additional entries.
- E. *Overall Excellence* entries can be submitted digitally. If necessary, complete issues for *Overall Excellence* can be mailed to the San Francisco Peninsula Press Club, 32 Robin Way, San Carlos, CA 94070.

STEP 3: PAY FOR YOUR ENTRIES.

- A. Fees are \$30 for each individual entry, and \$50 for each a General Excellence entry. Note that in some entries and for General Excellence, you will be required to submit three samples, which all are considered one entry and only charged one entry fee.
- B. Annual SFPPC Membership is included with contest entry fees. All entry bylines are listed as active SFPPC members from October 2016 through October 2017.
- C. Pay via credit card or PayPal account on the SFPPC website www.penpressclub.org.

*** CATEGORY 1 – OVERALL EXCELLENCE**

The SFPPC contest offers one “Overall Excellence” category open to all media:

- 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 post dates should be in 2015.
- Newspapers and Magazines / Trade Publications / Newsletters should submit three complete issues from 2015.
- Radio and Television stations should submit three complete newscasts from 2015.
- Public Relations should submit an overall sampling of materials for one campaign.
- All Overall Excellence entries will be charged \$50.
- Overall Excellence entries can be submitted digitally. If necessary, complete issues for Overall Excellence can be mailed to the San Francisco Peninsula Press Club, 32 Robin Way, San Carlos, CA 94070.

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E. PUBLIC RELATIONS

1. Overall Excellence*	3. Press Releases (submit 3)	5. Annual Report
2. Newsletter (submit 3)	4. Press Kit	

The following are INDIVIDUAL categories for divisions F, G & H, except where noted:

F. RADIO / AUDIO ONLY – Commercial
G. RADIO / AUDIO ONLY – Non-Commercial
H. TELEVISION / VIDEO

1. Overall Excellence*	5. Sports Story	9. Documentary
2. Breaking News	6. Public Affairs Program	10. Use of Sound (Radio Only)
3. Feature Story / Light Nature	7. Interview or Talk Show	11. Videography (TV Only)
4. Feature Story / Serious Nature	8. Special Program	12. Editing (TV Only)

*** CATEGORY 1 – OVERALL EXCELLENCE**

The SFPPC journalism awards contest offers one “Overall Excellence” category open to multiple types of media entries:

- 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.
- Newspapers and Magazines / Trade Publications / Newsletters should submit three complete issues from 2014.
- Radio and Television stations should submit three complete newscasts from 2014.
- Public Relations should submit an overall sampling of materials for one campaign.
- All Overall Excellence entries will be charged \$50.

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A. DIGITAL MEDIA

1. Overall Excellence*	5. Feature Story / Light Nature	9. Digital / Interactivity
2. Breaking News	6. Feature Story / Serious Nature	10. Blog / Commentary
3. News Story	7. Entertainment Story	11. Social Media (submit 3)
4. Continuing Coverage	8. Headline	

The following are INDIVIDUAL divisions, each with its own categories 1-20:

B. MAGAZINES / TRADE PUBLICATIONS / NEWSLETTERS

C. NEWSPAPERS — Daily

D. NEWSPAPERS — Non-Daily

1. Overall Excellence*	8. Continuing Coverage	15. Entertainment
2. Editorial	9. Series	16. Sports Story
3. Columns-News/Political (submit 3)	10. Feature Story / Light Nature	17. Sports Game Story
4. Columns-Features (submit 3)	11. Feature Story / Serious Nature	18. Headline
5. Columns-Sports (submit 3)	12. Feature Story / Specialty	19. Graphic Design
6. Breaking News	13. Analysis	20. Page Design
7. News Story	14. Business/Technology Story	

The following are COMBINED categories for divisions A, B, C & D:

A. DIGITAL MEDIA

B. MAGAZINES / TRADE PUBLICATIONS / NEWSLETTERS

C. NEWSPAPERS — Daily

D. NEWSPAPERS — Non-Daily

21. Editorial Cartoons	23. Photography - Sports Action	25. Photography - Photo Series
22. Photography - Spot News	24. Photography - Feature	