



## **SAN DIEGO PRESS CLUB 2022 EXCELLENCE IN JOURNALISM AWARDS INSTRUCTIONS & CATEGORIES**

### **ELIGIBILITY**

Competition is open to San Diego County residents who have material published, broadcast, aired or online during the contest period from July 1, 2021 to June 30, 2022. Entries to the 2022 San Diego Press Club 49<sup>th</sup> Annual Excellence in Journalism Awards will be submitted using a web-based program, [www.betterbnc.com](http://www.betterbnc.com). The Excellence in Journalism Awards recognizes outstanding achievement by individual professionals. Editors, news directors and publishers may enter on behalf of employees or freelancers. College journalism students may enter in professional categories, however, if material is for student-based media (such as student newspaper) it must be entered in the student category.

### **JUDGING**

All entries will be judged by professional journalism organizations or individuals outside the contest area, except for college media, which will be judged by local journalists. 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 in languages other than English or Spanish must include translation.

**Entry Deadline is 9:00 pm Monday, August 15, 2022**

Below are directions for preparing and submitting entries. If you have questions, please contact SDPC Executive Director Terry Williams at (cell) 619-743-3669 (office) 619-231-4340 or [pressclubsandiego@gmail.com](mailto:pressclubsandiego@gmail.com)

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

**1. If you have entered on the BetterBNC site in the past:**

- log onto [www.betterbnc.com](http://www.betterbnc.com)
- click on “**Open Call log-in**” and enter your email address. If you don’t remember your password, it will be sent to you.
- If you get directed to a previous awards, go to **Open Call Contestants** at the top. From the dropdown menu, choose “my contests”
- Click on [2022 San Diego Press Club 49<sup>th</sup> Annual Excellence in Journalism Awards](#) and you can then start making entries.

**2. If this is your first time, you must create your Open Call account:**

- Go to [www.betterbnc.com](http://www.betterbnc.com)
- Click **Open Call Login**
- 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.

**3. Present your credentials**

- Once you receive the verification link message, click on the link or copy into your browser.
- Complete the credentials portion – if you are an SDPC member or someone who has entered before, no need to get too detailed. This step protects the entry process.
- Once you see the “Credentials Updated” message, click on [Available Contests](#).
- Select the [2022 San Diego Press Club 49<sup>th</sup> Annual Excellence in Journalism Awards](#)

#### 4. **Submit Entries:**

- On the Manage Entries page, click [Submit Entry](#)
- Select the appropriate Division (MAGAZINE, WEBSITE etc.)
- 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.
- Click [Next](#).
- Add Credits for those responsible for the entry content. Be sure to add your own name here, if applicable.
- Add Comments (if applicable) but keep them brief (e.g. 100 words).
- Click [Submit](#).

In the interest of facilitating judging, please do not enter more than three pieces of work in a given category. A single story that is part of a series may be entered in the series as well as an individual category. With this exception, the same work may not be entered in more than one category.

**This is your account** – you can come back to it at any time during the call for entries time period – **until August 15, 2022**. 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 Diego Press Club  
PO Box 152028  
San Diego, CA 92195**

#### ENTRY FEES

##### All forms of media - Per Entry

Members: \$20  
Non-Members: \$35  
College Students: \$10  
Wildcard Category: \$50  
Body of Work Category: \$50

Have fun and best of luck to everyone! And we look forward to the 49<sup>th</sup> Annual Excellence in Journalism Awards on October 25, 2022! Put this date on your calendar now – you won't want to miss it!

Again, if you have any questions at all – please do not hesitate to call or email. Please contact Club Executive Director Terry Williams at (cell) 619-743-3669 (office) 619-231-4340 or [sdpressclub@cox.net](mailto:sdpressclub@cox.net)

**SAN DIEGO PRESS CLUB**  
**2022 EXCELLENCE IN JOURNALISM AWARDS**  
**CONTEST CATEGORIES**

**DIVISIONS :**

**AT LARGE: THESE CATEGORIES ARE OPEN TO ALL MEDIA**

**WILDCARD: COVID: ADAPTING TO THE NEW NORMAL:** For this high-profile award category, the blue-ribbon panel will be looking for stories and coverage about the way we are living today in a world that has changed because of pandemic, quarantine, and the threat of continued surges. Enter your best work that addresses economic strains, returning to school or the workplace (or not), health and mental health issues, pressures on arts and culture... To sum it up - stories about how life today, as a result of the pandemic, is the new normal.

Whether it is a feature, investigative, or an in-depth exploration of the issues surrounding the pandemic, this is the place for it. Entrants in this category may submit up to five examples of their journalistic work on the topic. Coverage may focus on San Diego County or on the general topic at the state, national, or global level. This category is available to all media and will be judged by a blue-ribbon panel. The Entry Fee for this category is \$50.

**BODY OF WORK:** Submit up to five examples of your best work during the period of July 1, 2021 and June 30, 2022. This category will be judged by blue-ribbon panel. The Entry fee for this category is \$50.

**RISING STAR:** The SDPC Rising Star award is intended to recognize a member of the San Diego Press Club who is an emerging leader in Journalism or Public Relations with fewer than five years' experience and whose record reflects ongoing and exceptional growth in contributing to their profession. Their track-record should reflect a strong potential for reaching the highest levels of the profession.

***Nomination Requirements:*** Rising Star nominee must be a San Diego Press Club member. Self-nominations for the Rising Star Award will be accepted or nominations can be submitted by a colleague with the candidate's permission. A summary of the nominee's achievements and growth in professional stature and accomplishments in sufficient detail to document the reasons this individual should be recognized as a "rising star" in the profession must be submitted.

The nomination must include:

1. **Curriculum Vitae or Resume (upload).** Include with the nomination the candidate's vitae or professional resume to provide the selection committee with a more comprehensive overview of the candidate's accomplishments and experiences.
2. **A statement** of how the candidate fulfills the criteria (500-750 words). This should be a PDF or Word document.

## **ONLINE AND DAILY NEWSPAPERS**

Published a minimum of five times a week if printed newspaper. **All online-only entries go in this division, even if they are not updated daily.**

## **NON-DAILY NEWSPAPERS**

## **MAGAZINES**

*The following categories are available for the three divisions above.*

**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.*

**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 coverage resulted in action or change, include a brief description. If a series, up to three examples may be submitted.*

**Series – Light Subject** *Single reporter or team. Non-breaking news or features on same topic not to exceed three submissions per entry.*

**Series – Serious Subject** *Single reporter or team. Non-breaking news or features on same topic not to exceed three submissions per entry.*

**Architecture and Design**

**Business & Financial**

**Column – Serious Subject** *Must appear regularly. Maximum three columns per entry.*

**Column – Light Subject** *Must appear regularly. Maximum three columns per entry.*

**Criminal Justice**

**Education**

**Editorial** – *Content provided by editor, usually commentary or opinion.*

**Election Coverage**

**Entertainment Reporting**

**Environment**

**Essay/Commentary/Opinion**

**Feature – Serious subject**

**Feature – Light subject**

**Food Reporting** - *Note: Restaurant review separate, see below*

**Gardening**

**Health & Medicine**

**History**

**Humor**

**Military**

**Multicultural**

**Political/Government**

**Profile**

**Public Service/Consumer Advocacy** - *Coverage of significant public service or consumer issues. If coverage resulted in action or change, include a brief description.*

**Real Estate**

**Reviews: Restaurant**

**Reviews: Live Performance, Opera** - *Music, Dance, Comedy, etc.*

**Reviews: Theater**

**Reviews: Misc.** - *Television, Books, Film, etc*

**Science/Technology/Biotech**

**Sports** - *Sports reporting, not a column.*

**Travel – Domestic**

**Travel - International**

**Visual/Fine Arts Reporting**

**Wildlife/Nature**  
**Drawing or Illustration**  
**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.*

#### **PHOTOGRAPHY – STILL**

**Breaking News**  
**News**  
**Feature – Serious Subject**  
**Feature – Light Subject**  
**Sports**  
**Photo Essay**  
**Portrait**

#### **PHOTOGRAPHY – VIDEO**

**Breaking News**  
**News**  
**Feature – Serious Subject**  
**Feature – Light Subject**  
**Sports**  
**Photo Essay -**  
**Portrait**

#### **PUBLIC RELATIONS, PUBLIC INFORMATION AND TRADE PUBLICATIONS**

*Submit up to three examples of publications. Hard copies may be mailed if necessary or desired.  
Please mail to: SD Press Club PO Box 152028 San Diego, CA 92195*

**In-house or employee publications.**

**Association/Member publication**

**Special interest or one-time publications**

**Newsletter**, *printed, email or online*

**Annual Report**

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

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

**General Writing for external publication** - *Any article or opinion piece placed on behalf of a client, written entirely in-house by Public Relations professional or Public Information Officer and published as written. This excludes copy submitted to accompany an ad or run in lieu of an ad. Judges will consider quality of reporting and writing.*

**General Writing for internal publication** - *Any article or opinion piece produced for the client and published by the client – as in a website, blog, etc.*

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

## **WEB SITES**

*Note – The website and blog categories are meant to judge the site or blog as a whole. Individual stories should be entered under “Online and Daily Newspapers” Division.*

**News Site**

**Entertainment Site**

**General Interest Site**

**Public Service or Consumer Advocacy Site**

**Blog for/by journalists**

**Blog for/by Corporation or Group**

**Blog: News and Opinion**

**Blog - Topic-based: (Travel, Food, Family, Reviews, Fashion, etc.)**

**Overall Use of Design**

## **RADIO AND PODCAST**

**Breaking News**

**General News Story**

**Enterprise/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.

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

**Feature**

**Talk/Interview/Call-in Programs** Includes morning shows

**Podcast**

**Reviews** - Movie, theatre, performing arts, books, restaurant, television, etc.

**Specialty Reporting – single report**

**Specialty Reporting – series (maximum three)**

**Use of Sound**

**Audio Editing**

**Writing Feature**

**Writing News**

## **TELEVISION AND ONLINE VIDEO**

**Breaking News**

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

**News Feature Same Day**

**News Feature Pre-Produced**

**News Feature - Series** - (Not to exceed three submissions per entry.)

**Specialty Reporting – Single Report**

**Specialty Reporting – Series** (Not to exceed three submissions per entry.)

**Investigative Reporting – Single Report**

**Investigative Reporting – Series**, (Not to exceed three submissions per entry.) 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.

**Weathercast**

**Community Service/Public Affairs Report**

**Interview/Talk Show**

**Documentary**

**Service Program**

**Sports Reporting**

**Video Editing**

**Writing Feature**

**Writing News**

## **COLLEGE MEDIA - PRINT**

**Best Newspaper** Submit up to three examples of the publication. Hard copies may be mailed if necessary or desired. Please mail to: SD Press Club PO Box 152028 San Diego, CA 92195

**Best Magazine** Submit up to three examples of the publication. Hard copies may be mailed if necessary or desired. Please mail to: SD Press Club PO Box 152028 San Diego, CA 92195

**News**

**Feature**

**Column**

**Investigative**

**Opinion/Commentary**

**Reviews:** *Movie, theater, performing arts, books, restaurant, television, etc.*

**Sports**

**Photography – News**

**Photography – Arts**

**Photography - Sports**

**Drawing, Illustration or Cartoon** *Includes political cartoon.*

**Cover design**

**Feature story layout**

## **COLLEGE MEDIA – TV AND ONLINE VIDEO**

**Newscast**

**General News Story**

**Feature Reporting**

**Investigative Reporting**

**Sports Reporting**

## **COLLEGE MEDIA – RADIO AND PODCAST**

**Newscast**

**General News Story**

**Feature Reporting**

**Investigative Reporting**

**Sports Reporting**

**Podcast**