

*The Milwaukee Press Club and the MPC Endowment, Ltd.  
are pleased to invite entries for the annual*

## **MPC Awards for Excellence in Wisconsin Journalism (Collegiate)**

*The deadline for entries is Friday, Jan. 29, 2010*

All professional and student journalists are invited to attend the Milwaukee Press Club Gridiron and Awards Dinner on April 24, 2010, at the Italian Community Center in Milwaukee. First and second place awards will be posted on the MPC Web site prior to the event and presented at the Gridiron.

1. The awards competition is open to student journalistic work originated and published in student daily, weekly, or monthly publications, or online; or broadcast on student radio or television stations during the year ending December 31, 2009. Broadcasting on cable access channels also qualifies. Material produced for paid placement is not eligible. Entrants need not be Milwaukee Press Club members.
2. Work produced by students for professional, general circulation publications, or broadcast outlets, including public radio and television, is not eligible. Such work should be entered in the Excellence in Wisconsin Journalism Competition professional division. Please go to [www.milwaukeeclub.org](http://www.milwaukeeclub.org) for those entry rules.
3. Entries must be the work of students who were at the time of publication enrolled full time (carrying a minimum of 12 credits) at an institution of higher education in the state of Wisconsin.
4. **Entry fee:** \$10 per college entry

Please make checks payable to "Milwaukee Press Club" and mail with entry forms and entries.

5. There is no limit to the number of entries that can be submitted in each category. Contest judges may reassign an entry to a category that appears more appropriate or eliminate it from competition at their discretion. Work may only be entered in only one category.
6. Please note: Both of the following forms must be correctly completed and submitted with your entry:

**Form A – Entry form.** Complete this form for *each entry*. Include each entry form with your entry according to the rules below. All information concerning winning entries, including names for award plaques, will be taken from this form. Forms must be typed or unquestionably legibly hand-written in black ink. Illegible entries will be discarded.

**Form B –Entry list form.** Complete one copy only of this form listing all submitted entries, as well as your total entry fee payment. If you are a contest coordinator for a news organization and are submitting all entries on behalf of the organization, list all of your organization's entries on one form. Put the form and entry fee payment (if paying by check) in an envelope and enclose with your entries. This form also must be typed or unquestionably legibly hand-written in black ink. Illegible entries will be discarded.

7. **General Rules.** Entries must consist only of material printed, broadcast or posted to the Web in the year 2009. If needed, statements of context or description of the entry should be provided in a separate written statement not to exceed one page.

- Radio entries in all categories may include voiceover of date and time of the original broadcast.
- Television entries in all categories may include superimposed date and time of original broadcast.

8. **Writing entries** must be clippings or clear copies. Whole tearsheets are accepted, but accompanying art is not required with clips. **Printouts of PDF files will also be accepted.** PDF files may not be altered from their original form. PDF printouts must be exact duplicates of the pages that were printed. Files found to be altered will be disqualified. Submit each entry in a separate file folder as follows:

- Cut clips and paste or tape them flat to 8½x11" or 11x17" white paper, or photocopy clips onto paper of either size.
- If using 11x17" paper, fold once after paste-up to 8½x11" size to fit the file folder.
- Number all sheets of each entry. Print a brief title and the contest category on the top of all sheets.
- Open the file folder, and staple the finished entry to the right side of the file folder.
- Staple your entry form to the left side of the file folder.
- Write the contest category number on the front cover of the file folder.
- When opened, your file folder containing your entry should look like this:

Entry form stapled to left side	Entry stapled to right side
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9. Each **still photograph and graphic entry** from a print publication will be judged from tearsheets. Web exclusive images will be judged from PDF printouts of the relevant page. Submit in individual file folders as outlined above. You may also submit original photos if reproduction quality is an issue, but judging will be done from tearsheets.

10. Submit each **radio entry** on a separate CD in a case or envelope with the entry form. Entries must be 15 minutes or less.

11. Submit each **television entry** on a DVD in a case, with all entry materials together in an envelope. Entries must be edited to 15 minutes or less. Full reports may be included on the DVD after the edited version, if desired.

12. Specify the category number on the outside of each entry envelope and CD or DVD for both television and radio. Supporting documents may be included with the entry forms. CD and DVD entries will not be returned.

13. Entrants in the **online media** categories must preserve, intact, the complete entry on their Web site servers through April 30, 2010. Entries will consist of the following:

- A screen print of the Web site home page and screen prints of any other Web pages pertinent to the entry.
- A maximum one-page (8½x11") description of your use of Web technology and any relevant context for your use of multimedia.
- The URL of your home page, your entry, and the URLs of any additional pertinent Web pages that are part of your entry. A list of URLs to links embedded within story text is not required.
- Submit your entry and entry forms in the same manner as outlined in Rule 8 above.

**Please Note:** Entries in the online media category must be online exclusives. Entries in this category may not be entered in any other category. Entries submitted in more than one category will be disqualified.

14. ALL entries become the property of the Milwaukee Press Club and cannot be returned. Entries not in accord with the rules may be rejected.

15. **Entry Deadline information:** Entries must be delivered in person or postmarked by Friday, Jan. 29, 2010 at 5 p.m. Please write or the words “Contest Entries” on the outside of the envelope or box.

**Mail or deliver to:**

Milwaukee Press Club  
c/o Joette Richards  
217 Crooked Stick Pass  
North Prairie, WI 53153

16. The Entry List form contains a release for reprint and/or display rights for the Milwaukee Press Club Web site, its publication, *Once a Year*, and for display at the Gridiron and awards dinner. Please sign this form. Winners from last year’s contest can be found at [www.milwaukeeclub.org](http://www.milwaukeeclub.org).

17. Each plaque is limited to six names. If you list more than six names on your entry form, the first six names will be engraved on the plaque.

18. If you have questions, please contact Joette Richards at 262-894-2224 or email her at [milwaukeeclub@gmail.com](mailto:milwaukeeclub@gmail.com).

### **General Definitions**

- **Spot news:** coverage of an unpredictable event or situation for which detailed advance planning is usually impossible and deadline pressure is acute.
- **Feature:** Usually a “found” situation treated to emphasize its strong human interest elements, a fresh view of the commonplace.

### **Categories Are Listed on the Following Pages**

**MPC Collegiate Awards for Excellence in Wisconsin Journalism  
Competition Categories**

**Writing (Print or Web)**

- C1. Best news story**
- C2. Best single feature story over 30”** (approximately 1,000 words or more)
- C3. Best single feature story under 30”** (approximately 1,000 words or less)
- C4. Best sports story**
- C5. Best critical review of the arts** (theater, music, dance, visual arts, books, movies, television)
- C6. Best editorial or commentary**

**Radio (Signal or Web Based)**

- C7. Best news story**
- C8. Best feature story**
- C9. Best sports story**
- C10. Best newscast**
- C11. Best news or sports-focused talk show**

**Television**

- C12. Best news story**
- C13. Best feature story**
- C14. Best sports story**
- C15. Best newscast:** Entrants must submit a composite of 3 newscasts with maximum length of 30 minutes with no ads.
- C16. Best public affairs program**

**Online Media**

- C17. Best blog:** Submit three blog posts by the same author for the same blog
- C18. Best podcast or webcast:** not originally created for broadcast
- C19. Best innovative feature:** Submit a link to the Web page that shows best use of multiple forms of media to enhance a feature or news story. Include a one-paragraph explanation of how these forms work together to enhance the story's value.
- C20. Best Web site design:** Entry will be judged on criteria such as usability, navigation, search function, imagery, colors, typography, etc.

**Photojournalism**

- C21. Best still photograph** (print or online)
- C22. Best use of video storytelling** (broadcast or online)
- C23. Best photo gallery or slide show**

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Competition Entry Form**

- You must include a separate copy of this form with each entry.
- This form may be duplicated on a copy machine, scanned into a computer or downloaded at [www.milwaukeeclub.org](http://www.milwaukeeclub.org).
- Information for news release of winners, award plaques, *Once A Year* magazine, and presentations at the Gridiron and awards dinner will be taken from this form. To expedite processing and judging and ensure accuracy, you must type all information.

Entry Category Number \_\_\_\_\_

Entry Title \_\_\_\_\_

Name(s) of Entrant(s)  
(limited to six names) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date entry aired or  
appeared in print \_\_\_\_\_

News Organization \_\_\_\_\_

Address \_\_\_\_\_  
Street City Zip

All entries must be postmarked or received no later than 5 p.m. Friday, Jan. 29, 2010. Mail or deliver entries to: Milwaukee Press Club, c/o Joette Richards, 217 Crooked Stick Pass, North Prairie, WI 53153

## Excellence in Wisconsin Journalism Collegiate Competition Entry Form

- Complete one copy listing all of the entries you (or your organization) are submitting.
- Enclose form and check for entry fees in an envelope and label the outside “Entry List Form.”
- Enclose envelope in box with your contest entries
- Please write “Contest Entries” on the outside of the envelope or box.

News Organization: \_\_\_\_\_

Entrant or Coordinator: \_\_\_\_\_

Address: \_\_\_\_\_

Street

City/State

Zip

Phone (    ) \_\_\_\_\_ Fax (    ) \_\_\_\_\_ E-mail \_\_\_\_\_

Number of entries \_\_\_\_\_ Check Number \_\_\_\_\_

Amount enclosed: \_\_\_\_\_ Date shipped or \_\_\_\_\_

\$10 Per Entry delivered

\_\_\_\_\_ I grant permission to the Milwaukee Press Club to use winning entries on its Web site, in its annual publication *Once A Year*, and for display at the MPC Gridiron and Awards Dinner. Copyright remains with the originating news organization.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

***Please tell us how many entries you are submitting in each category.  
If more space is needed, please use the back of this sheet.***

Category Number	# of Entries	Category Number	# of Entries
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

**Continued on back? Yes/No (circle one)**