

*The Milwaukee Press Club and the MPC Endowment, Ltd.
are pleased to invite entries for the 80th annual*

MPC Awards for Excellence in Wisconsin Journalism

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

All 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 work originated and published, broadcast or posted online in Wisconsin during the year ending December 31, 2009. Eligible entries in writing, graphics and photography categories must have appeared in general circulation daily, weekly, monthly or quarterly publications, or have originated from a local wire service bureau or Web site. Material produced for paid placement is not eligible. Entrants need not be MPC members.
2. **Entry fees: \$25 per professional entry – for every four paid entries, the fifth is free. All entries, with payment, must be submitted together.**
3. There is no limit to the number of entries that may 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 be entered into only one category.
4. Categories with fewer than three entries will not be judged and contest entry fee will be returned.
5. Awards this year will also include **Newspaper of the Year, Magazine of the Year, Web site of the Year, Television Station of the Year and Radio Station of the Year.**

How the winners will be determined: An honorable mention award receives one point. A first place award receives three points. The organization with the most points in each division is the winner. In case of a tie, the organization with the most first place awards will be declared the winner.

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.

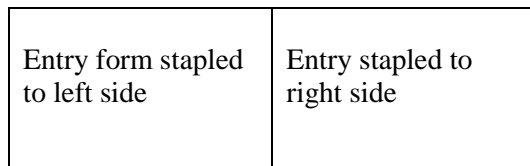
Form B –Entry list form. Complete one copy only of this form, listing all submitted entries and your total entry fee payment. If you are a contest coordinator for a news organization and are submitting all entries on behalf of the organization, list all of your organization's entries on one form. Put 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.

- Entries in Radio Category 2 (best continuing reporting of an ongoing story) and Television Category 2 (best multi-day coverage of an ongoing story), may include introductions and/or other commentary not broadcast, as long as these are clearly differentiated from the entry itself.
- 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, clear copies, or printouts. 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:



9. Each **still photograph and graphic entry** from a print publication will be judged from tearsheets. 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. Except for the documentary category, entries must be edited to 15 minutes or less. Full reports may be included on the DVD after the edited version, if desired. In the **documentary** or news special category, a composite of up to 30 minutes may precede the full program if program length exceeds one hour.

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 place a note with 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 of last year's contest can be found at 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.

General Definitions

- **Spot news:** coverage of an unpredictable event or situation for which detailed advance planning is usually impossible and deadline pressure is acute.
- **Documentary:** coverage of a scheduled event or continuing situation for which advance planning is possible and deadlines are less significant.
- **Feature:** Usually a "found" situation treated to emphasize its strong human interest elements, a fresh view of the commonplace.

**MPC Awards for Excellence in Wisconsin Journalism
Professional Division Contest Categories**

Writing (Newspaper, Magazine or Online Media):

- W-1 Best critical review**
- W-2 Best illustration or cartoon**
- W-3 Best coverage of a spot news event**
- W-4 Best multi-story coverage of a single news topic or event**
- W-5 Best multi-story coverage of a single feature topic or event**
- W-6 Best beat coverage** (include five story samples)
- W-7 Best single feature story over 30"** (approximately 1,000 words or more)
- W-8 Best single feature story under 30"** (approximately 1,000 words or less)
- W-9 Best sports story**
- W-10 Best single editorial, statement of editorial position or bylined column of opinion**
- W-11 Best business story or series**
- W-12 Best investigative story or series**
- W-13 Best public service/public education feature story**
- W-14 Best topical column** (must be published regularly and written by the same individual(s) consistently; up to three examples constitute one entry)
- W-15 Best sports column** (must be published regularly and written by the same individual(s) consistently; up to three examples constitute one entry)
- W-16 Best headline**
- W-17 Best background, analytical or interpretive story** (a story that gives context to an issue or subject)

Newspaper Design:

N-1 Best overall design: Judges will consider layout and production values, organization, overall visual appeal and relevance of visual elements to material presented. Send three samples of entire newspaper (excluding inserts) as follows:

- *Dailies:* Tuesday, August 18, 2009; Sunday, July 5, 2009 and one Sunday edition at entrant's discretion.
- *Weeklies & semi-weeklies:* first edition on or following Tuesday, August 18, 2008, first edition on or following Sunday, July 5, 2009 and one edition at entrant's discretion.

N-2 Best special section design: Submit three samples for recurring/regular sections, or single example of one-time sections.

N-3 Best single page design

Magazine Design (must be stitched and trimmed):

M-1 Best overall design: Submit three issues. Judges will consider layout and production values, organization, overall visual appeal and relevance of visual elements to material presented.

M-2 Best single cover design

M-3 Best single story or feature design

Radio:

R-1 Best coverage of a breaking news or sports story

R-2 Best continuing reporting of an ongoing story, news or sports

R-3 Best documentary, investigative or public affairs story or series

R-4 Best feature story or series

R-5 Best writing for radio news (submit three samples)

R-6 Best use of audio within a report

Television:

TV-1 Best coverage of a breaking news or sports story (This category can include multiple reports from different reporters in one show or multiple reports in one day from the same reporter as the breaking news unfolds.)

TV-2 Best multi-day coverage of an ongoing story

TV-3 Best live reporting

TV-4 Best investigative report or series

TV-5 Best public affairs program (single story)

TV-6 Best feature or lifestyle story or series

TV-7 Best overall single story for television news

TV-8 Best documentary or news special (one-time program of current significance, emphasizing education, issues or social awareness)

Online Media:

OM-1 Best blog: Submit three blog postings with a one-paragraph explanation for each that describes why the posting was timely or relevant to the news of the day or why the posting was a good example of lifestyle or feature reporting.

OM-2 Best podcast or webcast

OM-3 Best live online coverage of news, sports or lifestyle event

OM-4 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 (which may include things such as interactive maps, rollovers, other unique uses of technology) work together to enhance the story's value.

OM-5 Best Web site design (Entries will be judged on ease of use, navigability, search functionality, integration of share tools, appropriateness and quality of imagery and multimedia elements, and overall appeal)

Photojournalism:

PJ-1 Best video journalism (broadcast or online) Best use of video to tell a single story.

PJ-2 Best photo essay or series (print or online) Photos entered in this category may not be entered in other categories.

PJ-3 Best news photograph (print or online)

PJ-4 Best feature photograph (print or online)

PJ-5 Best sports action photograph (print or online)

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Entry Form

- You must type one form for each entry and include a copy with each entry.
- This form may be duplicated on a copy machine, scanned into a computer or downloaded at 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.

MPC Awards for Excellence in Wisconsin Journalism

Entry List 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 _____

\$25 per entry

delivered

(Note: for every 4 paid entries, the 5th entry is FREE)

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