

2012 SOCIETY OF PROFESSIONAL JOURNALISTS ANNUAL AWARDS

The Greater Louisville Journalism Awards are sponsored by the Louisville Chapter of the Society of Professional Journalists, a national organization of reporters, editors and others dedicated to improving the craft of journalism and advancing press freedom.

ELIGIBILITY

The Greater Louisville Journalism Awards are open to newspaper, magazine, freelance, wire service, television, radio and online journalists — reporters/writers, copy editors, cartoonists, illustrators, page designers and photographers — whose work is published or broadcast in the Kentucky counties of Anderson, Breckinridge, Bullitt, Carroll, Franklin, Grayson, Hardin, Henry, Jefferson, Larue, Marion, Meade, Nelson, Oldham, Shelby, Spencer, Taylor, Trimble and Washington, and the Indiana counties of Clark, Crawford, Floyd, Harrison, Jefferson, Perry, Scott and Washington.

Advertising, publicity and promotional work is not eligible. **All entries must have been broadcast or published during calendar year 2011.** College entries are open to student journalists in Kentucky and Southern Indiana.

ENTRIES

All entries must be received no later than Feb. 27, 2012, or by March 5, 2012, if the late fee is included.

Print journalists should submit entries in published form. Tearsheets, photocopies or printouts of print stories posted online may be submitted. (Include URL.) Print and wire-service photographers may submit CDs. Wire-service journalists should submit copies or printouts of entries as originally transmitted. Please do not mount entries.

Radio journalists should submit compact discs of the original versions of their entries. Each CD may contain only one entry. Television journalists should submit DVD copies of the original broadcast of their entries. Each DVD may contain only one entry.

Entries that consist of multiple articles or broadcasts should be submitted in a way that shows the judges the order in which they appeared.

Each entry must be accompanied by two copies of a completed entry form. Team entries must include the name of each person who would receive an award. All entries become the property of the Louisville Chapter of the Society of Professional Journalists. Nominations may be made by the journalist, a news organization or any other individual. One plaque will be awarded for each first-place entry. Additional plaques may be ordered.

Each entry must be accompanied by the nomination fee: \$20 for each individual entry or team entry. Student entries are \$5. Entries submitted after the Feb. 27 deadline will incur a **\$10 late fee**, and no entries will be accepted after March 5. The cost is the same for individual or team entries. Make checks payable to Society of Professional Journalists and enclose with your entry.

An individual or team may submit only one entry per category (except that an individual whose work is part of a team entry also may enter individual work in the same category that is not part of the team entry). An individual, team or organization may enter a given piece of work in only one category (except a work entered in a photography or design category also may be entered in a non-photography or non-design category).



Mark your calendar!

The 2012 Greater Louisville Journalism Awards ceremony will be held on Thursday, June 21. Stay tuned for details!

2012 SOCIETY OF PROFESSIONAL JOURNALISTS CATEGORIES

METRO NEWSPAPERS / WIRE SERVICES

Includes (but not limited to) The Courier-Journal, Business First, the Associated Press and LEO. Reporting entries may consist of an article, series or package. Up to three samples may be submitted for each entry.

- 1. Best news story** — First-day coverage of a hard news event. Sidebars may be included.
- 2. Continuing coverage** — All coverage of a topic, including online.
- 3. Enterprise reporting** — Article, series or package that demonstrates considerable in-depth reporting
- 4. Business reporting**
- 5. Health care reporting**
- 6. Minority/Women's affairs reporting**
- 7. Service reporting** — "How-to" or reader-help articles
- 8. Feature writing**
- 9. Editorial writing** — Single editorial or series of editorials on a single topic
- 10. Editorial cartoons**
- 11. Column writing**
- 12. Sports writing**
- 13. News photography** — Entry may include related photos published on same day or in same series.
- 14. Feature photography** — Entry may include related photos published on same day or in same series.
- 15. Sports photography** — Entry may include related photos published on same day or in same series.
- 16. Review / Criticism** — Music, art, dance, theater, opera, cinema, food, etc.
- 17. Headline writing** — Attach story text.
- 18. Graphic illustration** — In support of a story
- 19. Page design** — Cover, section front or inside page

*Photo entries
may be
submitted on
CDs*

NON-METRO/ COMMUNITY NEWSPAPERS

Includes suburban or smaller community newspapers.. Reporting entries may consist of an article, series or package. Up to three samples may be submitted for each entry.

- 20. Best news story** — First-day coverage of a hard news event. Sidebars may be included.
- 21. Continuing coverage** — All coverage of a topic, including online
- 22. Enterprise reporting** — Article, series or package

that demonstrates considerable in-depth reporting

- 23. Business reporting**
- 24. Health care reporting**
- 25. Minority/Women's affairs reporting**
- 26. Service reporting** — "How-to" or reader-help articles
- 27. Feature writing**
- 28. Editorial writing** — Single editorial or series of editorials on a single topic
- 29. Editorial cartoons**
- 30. Column writing**
- 31. Sports writing**
- 32. News photography** — Entry may include related photos published on same day or in same series.
- 33. Feature photography** — Entry may include related photos published on same day or in same series.
- 34. Sports photography** — Entry may include related photos published on same day or in same series.
- 35. Review / Criticism** — music, art, dance, theater, opera, cinema, food, etc.
- 36. Headline writing** — Attach story text.
- 37. Graphic illustration** — illustrations in support of a story
- 38. Page design** — Cover, section front or inside page

MAGAZINES

Writing may be by an individual or team. Up to three samples may be submitted for each entry. Special publications may be entered in this division.

- 39. Business reporting**
- 40. Feature writing**
- 41. Editorial writing**
- 42. Editorial cartoon**
- 43. Column writing**
- 44. Sports writing**
- 45. Feature photography**
- 46. Photo package** — Consisting of at least three photos
- 47. Service reporting** — "How-to" or reader-help articles
- 48. Review/Criticism**



- 49. **Minority/Women's affairs reporting**
- 50. **Health care reporting**
- 51. **Education reporting**
- 52. **Headline writing** — Attach story text
- 53. **Graphic illustration in support of a story**
- 54. **Page design**
- 55. **Cover design**

ONLINE

The Online category is open to all print, broadcast and electronic news journalists.

- 56. **Best Web site** — Include link and screen shot of home page. Web site must include local content.
- 57. **Breaking news reporting** — Include link, if available, and screen shots.
- 58. **Best video production** — For video produced for online coverage. Submit DVD and link, if available.
- 59. **Best blog** — Each entry must include three postings from the blog. Entries will be judged on their relation to the blog's stated topic, writing ability, journalistic standards and timeliness. Include screen shots and link.

TELEVISION

All TV stations broadcasting within the competition area. Up to three samples — stories or series — may be submitted for each entry except in Newscast.

- 60. **Investigative reporting** — Investigative reporting in the public interest, either in a story or series. Note if Freedom of Information Act was used in newsgathering.
- 61. **Spot news reporting** — Reporting of a single, unscheduled news event broadcast within 24 hours
- 62. **General news** — General reporting on any topic
- 63. **Feature reporting** — Reporting of a human interest or profile subject that is not spot news or investigative
- 64. **Business reporting**
- 65. **Health care reporting**
- 66. **Minority/Women's affairs**
- 67. **Sports reporting** — Reporting of a sports event, issue or personality. Does not include play-by-play or anchored sports segment within a program
- 68. **Public affairs program** — Special program on a single topic of community interest
- 69. **Documentary** — Documentary program focused on a single topic. Must be at least 30 minutes.
- 70. **Newscast** — Submit two regularly scheduled newscasts in their entirety. All commercial breaks must be edited out.
- 71. **Editorial/Commentary** — Submit

three examples of an editorial/commentary written, produced and broadcast by the station

- 72. **Series reporting** — Two or more reports on a single topic or issue. May be hard news or feature
- 73. **Spot news photography** — Breaking news of any kind aired within 24 hours
- 74. **General news photography** — General reporting on any topic
- 75. **Feature photography**
- 76. **Sports photography**
- 77. **Special photography** — Photojournalism in a special report outside of a regularly scheduled newscast.

RADIO

All radio stations broadcasting and networks originating from within the contest area. Up to three samples — stories or series — may be submitted, except in Newscast.

- 78. **Investigative reporting** — Investigative reporting in the public interest, either in a story or series. Note if Freedom of Information Act was used in newsgathering.
- 79. **Spot news reporting** — Reporting of a single, unscheduled news event broadcast within 24 hours
- 80. **General news** — General reporting on any topic
- 81. **Feature reporting** — Reporting of a human interest or profile subject that is not spot news or investigative
- 82. **Business reporting**
- 83. **Health care reporting**
- 84. **Minority/Women's Affairs**
- 85. **Sports reporting** — Reporting of a sports event, issue or personality. Does not include play-by-play or anchored sports segment within a program
- 86. **Public affairs program** — Special program on a single topic of community interest.
- 87. **Documentary** — Documentary program focused on a single topic. Must be at least 30 minutes
- 88. **Newscast** — Submit two regularly scheduled newscasts in their entirety. All commercial breaks must be edited out.
- 89. **Editorial/Commentary** — Submit three examples of an editorial/commentary written, produced and broadcast by the station
- 90. **Series reporting** — Two or more reports on a single topic or issue. May be hard news or feature

COLLEGE \$5 per individual or team entry

- 91. **News story**
- 92. **Feature story**
- 93. **Sports story**
- 94. **Editorial**
- 95. **News photography**
- 96. **Feature photography**
- 97. **Sports photography**



OFFICIAL ENTRY FORM

Use this form or a facsimile.

Each entry must be accompanied by two copies of a completed entry form.

Each entry must be accompanied by the nomination fee: \$20 for each individual entry or team entry. College entries are \$5.

Entries submitted after the Feb. 27 deadline will incur a \$10 late fee. No entries will be accepted after March 5.

Entries may include comments about the work.

See front cover for complete rules.

Send entries to:

Greater Louisville Journalism Awards

c/o Carolyn Greer
Business First
455 S. 4th St.,
Suite 278
Louisville, KY 40202

OR

c/o Adam Walser
WHAS-TV
520 W. Chestnut St.
Louisville, KY 40202

**SOCIETY OF
PROFESSIONAL
JOURNALISTS**



DIVISION (CIRCLE ONE):

Metro Newspapers/Wire Service

Non-Metro/Community Newspapers

Magazines

Online

Television

Radio

College

CATEGORY (INCLUDING NUMBER): _____

TITLE OF ENTRY: _____

NAME **AND E-MAIL ADDRESS** OF EACH PERSON ELIGIBLE TO RECEIVE AN AWARD FOR THIS ENTRY:

NEWS ORGANIZATION: _____

STREET: _____

CITY, STATE, ZIP: _____

CONTACT INFORMATION (NAME, PHONE NUMBER, E-MAIL):

AMOUNT PAID: _____

Join SPJ and get a free T-shirt!

Contact Carolyn Greer, (502) 498-1961 or cgreer@bizjournals.com.