

To journalists across Southern California...

On behalf of the Board of Directors of the Los Angeles Press Club, I am honored to invite you to enter the 52nd Annual Southern California Journalism Awards—one of the oldest, continuous awards competitions in the nation..

New this year: Best of Show Journalist of the Year will be rewarded with a cash prize of \$1,000! All Print Journalists will compete in two categories: publications 50,000 and over and publications under 50,000 circulation. See the expanded categories for Online and Student Media.

This has been a rough year for those who work in the trenches of our embattled news media. Reporters and editor alike continue to produce quality journalism in an era that requires them cover more stories in less time.

That's why it's more important than ever to reward the best work in one of the richest news-producing regions in America.. If you've attended our gala awards dinner at the historic Millennium Biltmore -- a lavish evening that always packs a surprise or two -- you know the important function that these awards have come to serve.

The awards show began a year after Sputnik's launch at a time when the Cold War and Los Angeles' spectacular growth dominated the headlines. Back then, Southern California journalism was dominated by newspapers. As media has evolved, so has the Press Club. Today, our competition runs the gamut from broadcast to online. Our board of directors includes representatives from top online and broadcast outlets, and yes, newspapers as well.

Your entry is a chance to become part of this vibrant heritage. There's hardly a newsroom or top freelancer in town that hasn't been involved with these awards or the Press Club over the years. It's easy to see why: there are few greater honors than to see your best work recognized by your peers-- the judges at Press Clubs around the nation.

I'm looking forward to meeting you at the Millennium Biltmore on Sunday, June 27th.

Best,

*Will Lewis
President
Los Angeles Press Club*

RULES AND FORMATS

THE RULES:

1. All entries under categories A, B, C, D, E F and I must have been published, broadcast or transmitted in Southern California during the calendar year of 2009.
Entries under categories G, H, and J must have been produced in Southern California during 2009, and include national or international correspondents or freelancers based in Southern California who work for outlets not based in Los Angeles.
Southern California is defined as including the counties of Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, Imperial, Kern and Ventura.
2. Each entry must be accompanied by two (2) completed copies of the entry form and two (2) copies of the work. Attach the entry forms to the front of your entry. Improperly prepared or incomplete entry forms may result in disqualification.
3. The same story, series or photo may be submitted in more than one category, but each such submission is a separate entry and requires a separate fee. Each entry requires a separate copy, separate entry forms and appropriate fees (see #4).
4. There is no limit to the number of entries any individual or organization may submit, but again, each entry requires a separate form and fee.
5. If there are fewer than three entries in a category the judges will decide whether an award is merited.
6. LAPC individual and corporate members in good standing pay a \$40 fee for each entry, and non-members pay \$80 per entry, payable on submission. Individual members get a 50% discount on the third entry and every entry after that. For Journalist of the Year entries the fees are: Members \$75, Non/members \$125. Bylines and other identifiers need not be concealed as judging is done out of the area. The decisions of the judges are final.
7. The judges may shift the category if it was entered incorrectly, and may reject the entry entirely.
8. The entrants may promote, publicize, and advertise LAPC awards. The LAPC reserves the right to use entries, in whole or in part, to promote the Awards and promote the LAPC.
9. Judges and the LAPC are not responsible for the loss or damage to entries. Entries WILL NOT BE RETURNED. Entries must be presented as described in "PREPARATION OF ENTRIES," BELOW.
10. The deadline for submitting entries is 5 p.m. Wednesday March 31, 2010. Entries must be received by that date, and must include completed forms and proper fee. The LAPC has the right to reject any entries which it deems unsuitable.
11. Awards will be presented for First Place at a dinner gala at The Biltmore Hotel, downtown Los Angeles on June 27th 2010. Certificates will be provided for Second Place and Honorable Mention. The top five finishers in each category will be notified in advance, but the winners will not be announced until the evening of the gala.
12. You may not submit more than four (4) samples with any one entry, unless otherwise specified.

PREPARATION OF ENTRIES:

PRINT: Each print should be neatly contained inside a letter size or legal size file folder, with the entire contents of the entry (copy included) attached inside, and two copies of the completed entry form stapled or securely attached to the front. (No paper clips) Entries, including the second copy, may be photocopies or electronic archive copies. Publication date must be shown on the copy. At the top of each paper or card, type or print the name of the entrant, outlet and entry category. If there are multiple pages as part of a single entry, note at the top a page number and total (i.e. Page 1 of 3).

PHOTOS: Photos presented inside a file folder may be no larger than 11" x 14" and no smaller than 8" x 10". Do not mount. Color and B&W prints are acceptable. Entrant's name, entry category and affiliation must appear on the back of each photo, accompanied by a clipping or photocopy of the page showing the date and a portion of the photo. Digital copies are preferred.

RADIO: Radio entries must be on audio CD, playable on a standard commercial CD-player. One entry per CD. A label attached directly to the CD must include the entrant, date first broadcast, Station ID, length and category. Unless a transparent plastic pocket is used, the same information must be visible on the outside of the pocket. Two copies with each entry.

TELEVISION: TV entries must be on DVD, playable on a standard commercial DVD-player. One entry only per DVD. A label attached directly to the DVD must include the entrant's name, length of the entry, and the entry category. Unless a transparent plastic pocket is used, the same information must be visible on the outside of the pocket. Multiple reports submitted for a single entry must be combined on one DVD. All TV entries must have commercials deleted and replaced by 2-3 second leader. In all other respects the entry must be as aired. Two copies with each entry.

ONLINE: URL is acceptable. If a printout is included, entries should be printed out, preferably in color, on letter size or legal-sized paper. Include a printout of the website's first or index page. The URL and name of the website manager must be shown on both copies of the completed entry form.

COMPLETE LIST OF CATEGORIES

A. JOURNALISTS OF THE YEAR

In one page, state why the nominee is deserving of this special honor for work done in 2009. Eligible journalists include: Editors, editorial executives, news directors, city editors, managing editors, news producers, columnists, news anchors, editorial writers, photographers, special section editors, art directors and designers .

A \$1,000 CASH PRIZE WILL BE AWARDED TO BEST OF SHOW JOURNALIST OF THE YEAR.

PRINT: Provide up to four samples, plus supporting materials. Print includes newspapers, wire services, magazines, news bureaus and online.

BROADCAST: Provide DVD for TV, CD for radio that showcases nominee in less than 10 minutes, plus supporting materials.

A1. PRINT (Over 50,000 circulation)

REPORTER, COLUMNIST OR EDITOR

A2. PRINT (Under 50,000 circulation)

REPORTER, COLUMNIST OR EDITOR

A3. TELEVISION JOURNALIST

A4. RADIO JOURNALIST

A5. SPORTS JOURNALIST – Print, broadcast or online

A6. ENTERTAINMENT JOURNALIST – Print, broadcast or online

A7. PHOTO JOURNALIST

A8. DESIGNER - Print or online

A9. ONLINE JOURNALIST

B. DAILY/WEEKLY NEWSPAPERS

Over 50,000 circulation – including news bureaus and correspondents

B1. HARD NEWS Single day coverage of breaking news written on a deadline by one person or a team.

B2. NEWS FEATURE Profile, lifestyle, humorous, and other topics written and edited by one person or a team.

B3. CONSUMER JOURNALISM Service oriented journalism.

B4. INVESTIGATIVE/SERIES Coverage showing enterprise and in-depth research. May include relevant information on the impact, or supporting editorials and letters to the editor. By a single reporter or team.

B5. BUSINESS An article or series on business, finance, investments or the economy.

B6. COMMENTARY One person or a team on political, social, cultural, investigative, judicial, economic or other serious subjects. **Including Editorials.**

B7. COLUMNIST One person's viewpoint on any subject.

B8. ENTERTAINMENT REVIEWS/CRITICISM/COLUMN Written by one critic on film(s), television, book(s), music, dance, architecture or the arts.

B9. ENTERTAINMENT NEWS OR FEATURE coverage of any entertainment subject by one person or a team.

B10. SPORTS Any news or feature on sports. One story or a series.

B11. HEADLINE A single headline (may include a deck) that is dramatic/witty/smart.

B12. DESIGN A page or pages on a related subject from a single day, demonstrating outstanding art direction, layout, graphics or page design.

C. DAILY/WEEKLY NEWSPAPERS

Under 50,000 circulation

C1. HARD NEWS Single day coverage of breaking news written on a deadline by one person or a team.

C2. NEWS FEATURE Profile, lifestyle, humorous, and other topics written and edited by one person or a team.

C3. CONSUMER JOURNALISM Service oriented journalism.

C4. INVESTIGATIVE/SERIES Coverage showing enterprise and in-depth research. May include relevant information on the impact, or supporting editorials and letters to the editor. By a single reporter or team.

C5. BUSINESS An article or series on business, finance, investments or the economy.

C6. COMMENTARY One person or a team on political, social, cultural, investigative, judicial, economic or other serious subjects. **Including Editorials.**

C7. COLUMNIST One person's viewpoint on any subject.

C8. ENTERTAINMENT REVIEWS/CRITICISM/COLUMN Written by one critic on film(s), television, book(s), music, dance, architecture or the arts.

C9. ENTERTAINMENT NEWS OR FEATURE coverage of any entertainment subject by one person or a team.

C10. SPORTS Any news or feature on sports. One story or a series.

C11. HEADLINE A single headline (may include a deck) that is dramatic/witty/smart.

C12. DESIGN A page or pages on a related subject from a single day, demonstrating outstanding art direction, layout, graphics or page design.

D. ART/PHOTOGRAPHY

Print - Newspaper/magazine/wire service/online

D1. NEWS PHOTO A single image relating to a breaking story.

D2. FEATURE PHOTO A single image created for a feature story, or as a stand-alone.

D3. SPORTS PHOTO A single sports image.

D4. ENTERTAINMENT PHOTO A single entertainment image.

D5. EDITORIAL CARTOON An editorial cartoon. May include several cartoons on a specific topic.

D6. PHOTO ESSAY (single topic) At least two images published the same day, or as a series, on a single topic. By an individual or a team.

E. TELEVISION – including online and cable TV and material produced in Southern California for distribution by an out-of-town station, network or syndication outlet.

E1. ANCHOR Any anchor person or host

E2. BREAKING NEWS Any breaking news. One reporter or a team.

E3. FEATURE Non-breaking news features, analysis, personalities, lifestyle, special topics.

E4. INVESTIGATIVE Reports showing enterprise, initiative, research. By one reporter or a team. Single report or a series.

E6. SPORTS

Any news or feature on sports. One story or a series.

E7. ENTERTAINMENT NEWS OR FEATURE

Coverage of any entertainment subject, by an individual or team.

E8. TALK/PUBLIC AFFAIRS Single episode of locally-produced news, talk or public affairs series.

E9. DOCUMENTARIES A single non-fiction program.

E10. PUBLIC ACCESS. Any subject.

F. RADIO – including material produced in Southern California for distribution by an out-of-town station, network or syndication outlet.

F1. ANCHOR Any anchor person or host

F2. BREAKING NEWS Any breaking news. One reporter or a team.

F4. FEATURE Non-breaking news features, analysis, personalities, lifestyle, special topics.

F5. INVESTIGATIVE Reports showing enterprise, initiative, research. By one reporter or a team. Single report or a series.

F6. ENTERTAINMENT REPORTING/CRITICISM Coverage or commentary on any entertainment subject, by an individual or team.

F7. SPORTS Any news or feature on sports. One story or related series.

F8. USE OF SOUND Use of sound to enhance presentation, make reporting more realistic, bring the listener onto the scene. Include a brief letter on how it was done, if relevant. A single program or related series.

F9. TALK/PUBLIC AFFAIRS An episode or a locally produced news, talk, information, education or public affairs show or series.

F10. DOCUMENTARIES A single non-fiction program.

G. MAGAZINES

Including magazines with **L. A. bureaus**

G1. NEWS/INVESTIGATIVE Non-fiction breaking news or investigative reporting by an individual or team.

G2. FEATURE/COMMENTARY Any feature, signed column or publication editorial by an individual or a team.

G3. ENTERTAINMENT REVIEWS/CRITICISM/COLUMN

Written by one critic on film(s), television, book(s), music, dance, architecture or the arts.

G4. ENTERTAINMENT NEWS OR FEATURE Breaking/deadline news or feature coverage of any entertainment subject by a person or a team.

G5. IN-HOUSE OR CORPORATE PUBLICATION Single-best issue published by a company, agency or organization, for internal or external distribution.

G6. DESIGN A page or pages on a related subject from a single issue, demonstrating outstanding art direction, layout, graphics or page design.

H. ONLINE

H1. ONLINE NEWS STORY, FEATURE, SERIES OR PACKAGE

A single story or package, originally written for, and published on the Internet.

H2. MULTI MEDIA PACKAGE Internet presentation in conjunction with a newspaper, television or radio outlet.

H3. ONLINE COLUMN/COMMENTARY/CRITICISM One person's point of view on any single subject, originally published on the Web.

H4. DESIGN AND LAYOUT Best website design - - taking into account appearance as well as accessibility and user-friendliness. **Website with budget over 10K.**

H5. DESIGN AND LAYOUT Best website design - - taking into account appearance as well as accessibility and user-friendliness. **Website with budget under 10K.**

H6. ONLINE SPORTS NEWS/FEATURE/COMMENTARY Best single piece of sports writing online.

H7. ONLINE ENTERTAINMENT NEWS/FEATURE/COMMENTARY Best single piece of entertainment writing online.

H8. WEBLOG, INDIVIDUAL submit any two consecutive days.

H9. WEBLOG, GROUP Best collective or institutional weblog; submit any two consecutive days.

H10. WEBSITE, EXCLUSIVE TO THE INTERNET Include either current URL, or an archived date of note. **Website with budget over 10K.**

H11. WEBSITE, ONLINE-ONLY Best website of a native Internet publication. Include either current URL, or an archived date of note. **Website with budget under 10K.**

H12. WEBSITE, NEWS ORGANIZATION Best website of print or broadcast outlet. Include either current URL, or an archived date of note.

I. INTERNATIONAL JOURNALISM

Print, radio, TV or Online. An English translation of all entries must be submitted along with an original or copy of the original work. All entries must be about issues, personalities and events in Southern California.

I1. HARD NEWS Single day breaking news, by one person or a team.

I2. NEWS FEATURE Profiles, lifestyles, humorous, and other topics by one person or a team.

I3. ENTERTAINMENT NEWS OR FEATURE Coverage of any entertainment subject by one person or a team.

I4. COLUMNIST OR CRITIC One person's point of view on any subject.

J. YOUTH AND STUDENT MEDIA

Youth media includes groups with teenagers in charge - nonprofits and school newspapers. Student media includes local college or university/undergraduate or graduate publications.

J1. BEST COLLEGE NEWSPAPER

J2. BEST HIGH SCHOOL NEWSPAPER

J3. BEST MAGAZINE

J4. BEST NEWS WEBSITE OR BLOG

J5. BEST NEWS BROADCAST OR PUBLIC AFFAIRS- RADIO OR WEB RADIO

J6. BEST NEWS BROADCAST OR PUBLIC AFFAIRS TV OR CABLE

J7. BEST WRITING—PRINT

NOT A MEMBER? NOT A PROBLEM

JOIN LOS ANGELES PRESS CLUB NOW AND ENJOY FULL MEMBERSHIP PRIVILEGES, INCLUDING DISCOUNTS ON YOUR ENTRIES AND TICKETS TO THE 52nd ANNUAL SOUTHERN CALIFORNIA JOURNALISM AWARDS.

JUNE 27th 2010 AT THE MILLENNIUM BILTMORE HOTEL.

**L.A. PRESS CLUB'S 52ND ANNUAL SOCIAL JOURNALISM AWARDS
OFFICIAL ENTRY FORM. Deadline for entries: March 31, 2010
Each individual entry must have two completed copies of this form.**

Please type or print clearly. Photocopies of the Official Entry Form may be used, if copied full size (see Rules and Formats for complete instructions). A printable Adobe Acrobat PDF file of this form is also available on our website. If you have questions, call (323) 669-8081 or e-mail diana@LApresclub.org.

Entry Number and Category (i.e., A7 – Photojournalist of the Year) _____

Name of Entrant(s) _____

Primary Affiliation (newspaper, magazine, TV station, etc.) _____

Mailing Address, including city and zip _____

Phone _____ E-mail _____

Are you the official contact if a finalist? _____ Yes _____ No

If not, please provide contact's name, phone and email: _____

URL (if applicable) _____

Is the entrant a Los Angeles Press Club Member? _____ Yes _____ No

Date of Publication or Broadcast _____

Name(s) to Appear on Award _____

Number of reports, photos or a/v clips submitted with entry _____

Describe entry in under 50 words for nomination listing if selected as a finalist _____

Application should be accompanied by check or credit card information.

- ❖ Make checks payable to: LOS ANGELES PRESS CLUB, 4773 Hollywood Blvd, Los Angeles, CA. 90027
- ❖ Ph: (323) 669-8081 | Fax: (323) 669-8069 | email: info@LApresclub.org

Credit Card Type: _____ Visa _____ Master Card _____ AMEX

Credit Card # _____ Exp. Date (MM/YY) _____ Security code _____

Name on Credit Card _____ Billing zip code _____

Current L.A. Press Club Members: \$40/entry (individual members get 50% off each subsequent entry after two fully paid entries i.e. 2 entries \$80, 3 = \$100, 4 = \$120 etc) **Non-Members: \$80/entry** (no discount)

Journalist of the Year Entries: Members \$75/entry Non-Members 125/entry

TOTAL # OF ENTRIES: _____

TOTAL ENTRY AMOUNT: \$ _____

Signature: _____

Date _____