

To Journalists Across Southern California:

In the face of the continuing downsizing of news rooms by newspapers and commercial broadcast stations in 2011, journalists in Southern California produced quality journalism and award-winning stories.

Online, reporters and editors are increasing their skills in the effective use of blogging and the social media. "Hyperlocal" is the new buzz word.

Now the LA Press Club's 54th Annual SoCal Journalism Awards is looking for the best journalism produced in the Southland during 2011.

"Winner of an LA Press Club Award" will add luster to any resume!

New fees and categories this year:

Lower fees for Journalists of the Year...addition of Best Print and Best Broadcast website...and Best Videographer.

Newer categories include best news tweet or tweets, best Facebook presence, cause/advocacy journalism and expanded opportunities to compete in student media.

*And because for many journos the economy has yet to return, we're offering a money-saving, early bird deadline. **Enter before 5pm Wednesday, Feb.29th at a reduced rate.** Entries made after will pay a premium. [see enclosed entry form].*

Final deadline is Friday, March 30 at 5pm.

Your entry will be once again judged by volunteer members of press clubs around the nation.

Finalists are invited to the Awards Gala in the legendary Crystal Ballroom at the historic Biltmore Hotel in downtown L.A. on Sunday June 24 where we will be honoring Bob Woodward and Carl Bernstein on the 40th anniversary of Watergate.

I'm looking forward to seeing you there.

Good Luck!

*Will Lewis
President
Los Angeles Press Club*

RULES AND FORMATS

THE RULES:

1. All entries under categories A, B, C, D, E, F, I and K must have been published, broadcast or transmitted in Southern California during the calendar year of 2011. Entries under categories G, H, and J must have been produced in Southern California during 2011 by national or international correspondents or freelancers based in the Southland 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 entry may be submitted in more than one category, but each such submission is a separate entry and requires separate copies, forms and entry fees.
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. **Special rule for competing in the Journalist of the Year category:** In order to compete in these categories you need to enter a minimum of one other entry in another category. **You may only enter one Journalist of the Year category.**
6. If there are fewer than three entries in a category, the judges will decide whether an award is merited.
7. Bylines and other identifiers need not be concealed as judging is done out of the area. The decisions of the judges are final.
8. The judges may shift the category if it were entered incorrectly, or may reject the entry entirely.
9. 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.
10. 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.
11. **The early bird deadline is 5 p.m. Wednesday, February 29, 2012. The final deadline for submitting entries is 5 p.m. Friday, March 30, 2012.** Entries must be received by this date, and must include completed forms and proper fees. The LAPC has the right to reject any entries which it deems unsuitable.
12. Awards will be presented for First Place at a dinner gala at the **Millennium Biltmore Hotel in Downtown Los Angeles on June 24th 2012.** 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.
13. **You may not submit more than one (1) sample with any one entry, unless otherwise specified. Entries under A. Journalist of the Year and categories marked with an asterisk (*) may contain up to four (4) samples.**

PREPARATION OF ENTRIES:

PRINT: Each print entry 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 page, 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. Please **supply copies of your photo entries in digital format.**

RADIO: Radio entries must be on audio CD, playable on a standard commercial CD-player. One entry per CD. Multiple reports submitted for a single entry must be combined on one 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. In all other respects the entry must be as aired. Two copies with each entry. Please supply URL, if available.

ONLINE: URL is acceptable. If a printout is included, entries should preferably be in color, on letter size or legal-size paper. Include a printout of the website's first or index page. Entry **must** include URL.

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 2011.

IN ORDER TO COMPETE IN THIS CATEGORY YOU NEED TO ENTER A MINIMUM OF ONE OTHER ENTRY IN ANOTHER CATEGORY.
ONE PERSON CAN ONLY ENTER ONE OF THE A CATEGORIES.

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

BROADCAST: Provide short URL or 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. **ONLINE JOURNALIST**
- A6. **ENTERTAINMENT JOURNALIST** – Print, broadcast or online
- A7. **PHOTO JOURNALIST**

B. DAILY/WEEKLY NEWSPAPERS

Over 50,000 circulation – including news bureaus and correspondents

- B1. **HARD NEWS** One news story written by one person or a team.
- B2. **NEWS FEATURE** Lifestyle and other topics written and edited by one person or a team.
- B3. **PERSONALITY PROFILE**
- B4. **INVESTIGATIVE/SERIES** 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.
- 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/COLUMNS** Written by one critic on film(s), television, book(s), music, dance, architecture or the arts.
- B9. **ENTERTAINMENT NEWS OR FEATURE** 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 - including news bureaus and correspondents

- C1. **HARD NEWS** One news story written by one person or a team.
- C2. **NEWS FEATURE** Lifestyle and other topics written and edited by one person or a team.
- C3. **PERSONALITY PROFILE**
- C4. **INVESTIGATIVE/SERIES** 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.
- 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/COLUMNS** Written by one critic on film(s), television, book(s), music, dance, architecture or the arts.
- C9. **ENTERTAINMENT NEWS OR FEATURE** 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 – broadcast, including online and cable TV, produced in Southern California.

- E1. *** ANCHOR** Any anchor person or host.
- E2. *** VIDEOGRAPHER** Any news, feature, sports or documentary videographer.
- E3. **NEWS** One news story. One reporter or a team.
- E4. **FEATURE** Non-breaking news features, analysis, lifestyle, special topics.
- E5. **PERSONALITY PROFILE**
- E6. **INVESTIGATIVE** Reports showing enterprise, initiative, research. By one reporter or a team. Single report or a series.
- E7. **SPORTS** Any news or feature on sports. One story or a series.
- E8. **ENTERTAINMENT NEWS OR FEATURE** Coverage of any entertainment subject, by an individual or team.
- E9. **TALK/PUBLIC AFFAIRS** Single episode of locally-produced news, talk or public affairs series.
- E10. **DOCUMENTARIES** A single non-fiction program.

F. RADIO – broadcast, podcast or stream produced in Southern California.

- F1. ***ANCHOR** Any anchor person or host.
- F2. **NEWS** One news story. One reporter or a team.
- F3. **NEWS OR FEATURE SHORT FORM.** No more than 2 minutes in length.
- F4. **FEATURE** Features, analysis, personalities, lifestyle, special topics.
- F5. **INVESTIGATIVE** 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** 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 News or investigative reporting by an individual or team.

G2. FEATURE/COMMENTARY OVER 1,000 WORDS. Any feature, signed column or publication editorial by an individual or a team.

G3. FEATURE/COMMENTARY UNDER 1,000 WORDS. Any feature, signed column or publication editorial by an individual or a team.

G4. PERSONALITY PROFILE

G5. *ENTERTAINMENT REVIEWS/CRITICISM/COLUMN

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

G6. ENTERTAINMENT NEWS OR FEATURE News or feature coverage of any entertainment subject by a person or a team.

G7.* IN-HOUSE OR CORPORATE PUBLICATION Single-best issue published by a company, agency or organization, for internal or external distribution.

H. ONLINE

H1. NEWS/INVESTIGATIVE A single story or package, originally written for, and published on the Internet.

H2. FEATURE Lifestyle and other topics written by one person or a team.

H3. PERSONALITY PROFILE

H4. CONSUMER/DATABASE DRIVEN JOURNALISM

H5. MULTI MEDIA PACKAGE Internet presentation of any combination of text, graphics, audio, video, etc. Can be presented in conjunction with a print publication or a broadcast outlet.

H6. *POLITICAL COLUMN/COMMENTARY One person's point of view, originally published on the Web.

H7. *NON-POLITICAL COLUMN/COMMENTARY One person's point of view, originally published on the Web.

H8. ONLINE SPORTS NEWS/FEATURE/COMMENTARY Best single piece of sports writing online.

H9. ENTERTAINMENT NEWS/FEATURE Single piece of entertainment writing online.

H10. *ENTERTAINMENT COMMENTARY/REVIEWS Originally published on the Web.

H11. WEBLOG, INDIVIDUAL Submit any two consecutive days.

H12. WEBLOG, GROUP Best collective or institutional weblog; submit any two consecutive days.

H13. WEBSITE, NEWS ORGANIZATION EXCLUSIVE TO THE INTERNET

Include either current URL, or an archived date of note.

H14. WEBSITE, NEWS ORGANIZATION PRINT Website of a print outlet. Include either current URL, or an archived date of note.

H15. WEBSITE, NEWS ORGANIZATION BROADCAST Website of a broadcast outlet. Include either current URL, or an archived date of note.

I. SOCIAL MEDIA

I1. BEST NEWS TWEET Single or series.

I2. BEST FACEBOOK PRESENCE BY A NEWS ORGANIZATION

I3. BEST FACEBOOK PRESENCE BY AN INDIVIDUAL.

J. CAUSE/ADVOCACY JOURNALISM

Print, radio, TV or Online.

J1. Advocacy Journalism. Single piece or series.

K. 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 produced in Southern California.

K1. HARD NEWS By one person or a team.

K2. NEWS FEATURE Profiles, lifestyles, and other topics by one person or a team.

K3. ENTERTAINMENT NEWS OR FEATURE By one person or a team.

K4. *COLUMNIST OR CRITIC One person's point of view on any subject.

L. YOUTH MEDIA

Youth media includes groups with teenagers in-charge, including school newspapers and/or online publishing, including online audio and video

Student media: local college, university undergraduate or graduate publications or news websites

L1-BEST COLLEGE NEWSPAPER

L2-BEST HIGH SCHOOL NEWSPAPER

L3-BEST NEWS WEBSITE

L4-BEST INDIVIDUAL BLOG

L5-BEST PHOTOGRAPHY

L6-BEST WRITING -- PRINT

L7-BEST REPORTING--BROADCAST, PODCAST OR STREAM

* Categories marked with an asterisk (*) may contain up to four (4) samples.

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 54th ANNUAL SOUTHERN CALIFORNIA JOURNALISM AWARDS.

JUNE 24th 2012

Crystal Ballroom, Biltmore Hotel, 506 S. Grand Avenue, Los Angeles

L.A. PRESS CLUB'S 54TH SOCIAL JOURNALISM AWARDS OFFICIAL ENTRY FORM
Deadline for entries: March 30, 2012. Early Bird deadline: February, 29, 2012.
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.

Category designation (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 (Limit 5) _____

Title or slug of entry _____

Describe entry in 50 words or less _____

How do we pronounce your name? _____

Early Bird Rates (deadline: February 29, 2012)

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)

Rates after February 29, 2012 (deadline: March 30, 2012)

Current L.A. Press Club Members: \$50/entry(individual members get 50% off each subsequent entry after two fully paid entries i.e. 2 entries \$100, 3 = \$125, 4 = \$150 etc) **Non-Members: \$100/entry** (no discount)

Student rates-- entries under category L only: \$20.

Application should be accompanied by check or credit card information (See next page)

**If paid on-line, please enter you payment confirmation number here: _____
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: (310) 464-3577 | email: Awards@LApresclub.org**

Credit Card Type: _____ Visa _____ Master Card _____ AMEX

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

Name on Credit Card _____ Billing zip code _____

TOTAL # OF ENTRIES: _____ STUDENT ENTRIES _____

TOTAL ENTRY AMOUNT: \$ _____

___ YES, I WANT TO BECOME A MEMBER AND SAVE ON MY ENTRIES. ADD \$60 TO MY TOTAL FEES.

Signature: _____

Date _____