



2009 SPJ Northwest Excellence in Journalism

GROUPS

All entrants are assigned to one of the following groups, or media types. If your news organization's group assignment is missing or incorrect, contact us.

- A - Daily newspapers, circulation 25,000 or less
- B - Daily newspapers, circulation 25,001-65,000
- C - Daily newspapers, circulation 65,001 or more
- D - Alternative weeklies, circulation 10,000 or more
- E - Nondaily newspapers (*except Oregon; see rules*)
- F - Magazines
- G - Online
- H - Radio
- I - Television, markets 1 to 120
- J - Television, markets 121 to 210

CATEGORIES

Daily Newspapers

1. General Excellence — Submit newspapers (news, features, sports sections) from April 19, October 7 and a third date of your choice from 2009. Mail the entries rather than submit them online. Entry fee for the General Excellence category is \$40.
2. Comprehensive Coverage — Entry may be a single day's package, a series or ongoing coverage over time.
3. Investigative Reporting
4. Spot News Reporting
5. Crime and Justice Reporting
6. Government and Politics Reporting
7. Education Reporting
8. Health Reporting
9. Environment and Science Reporting
10. Business Reporting
11. Business Column — Submit three different columns.
12. Social Issues Reporting — Race, religion, youth issues, poverty, welfare, minorities, societal trends.

ENTRIES TO MAIL

Most entries now can be submitted online. However, some entries still must be mailed. These include all **general excellence** submissions, and **TV and radio** submissions that are not accessible to judges online.

Mail these entries to:
SPJ
PMB 282
10115 Greenwood Ave. North
Seattle, WA 98133-9197

13. Personalities Reporting — Portraits of people.
14. Lifestyles Reporting — Leisure activities, family life, hobbies, food, fashion.
15. Short Feature Story — Up to 1,000 words.
16. Long Feature Story — More than 1,000 words.
17. Arts Reporting
18. Sports Reporting
19. Sports Feature Story
20. Sports Column — Submit three different columns.
21. Editorial and Commentary — Submit three different works by same author.
22. General Column — Submit three different columns.
23. Page Design — Submit three different pages.
24. Headlines — Submit six headlines with accompanying leads and, if relevant, photos and graphics to give judges a basis for evaluation.
25. News Photography

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(DAILY NEWSPAPERS CONTINUED)

26. Feature Photography
27. Sports Photography
28. Photopage — A collection of images that explore a common theme or story.
29. Photo Portfolio — A photographer's 10 best photos from the year. Limit one entry per person.
30. Graphics and illustrations — Submit three different works by one artist. ALL CIRCULATION SIZES JUDGED TOGETHER.
31. Editorial Cartoon — Submit three different cartoons by one artist. ALL CIRCULATION SIZES JUDGED TOGETHER.

Alternative Weeklies

Open to metro-area weekly newspapers (10,000 circulation and above) that offer readers a different perspective from what is offered in the mainstream news media.

1. General Excellence — Submit complete newspapers from the weeks of April 19, October 4 and a third date of your choice from 2009. Mail the entries to the address listed on Page 1. **Entry fee for the General Excellence category is \$40.**
2. Investigative Reporting
3. Crime and Justice Reporting
4. Government and Politics Reporting
5. Environment and Science Reporting
6. Health Reporting
7. Social Issues Reporting — Race, religion, youth issues, poverty, welfare, minorities, societal trends.
8. Education Reporting
9. Arts Reporting
10. Lifestyles Reporting — Leisure activities, family life, hobbies, food, fashion.
11. Personalities Reporting — Portraits of people.
12. Criticism — Of the arts, culture or civic life.
13. Business Reporting
14. Sports Reporting

15. Editorial and Commentary — Submit three different works by same author.
16. Special Section — Must include original content produced by editorial staff.
17. Page Design — Submit three different pages.
18. Photography — A news or feature photo.
19. Portrait Photography
20. Graphics and illustrations — Submit three different works by one artist.

Nondaily Newspapers

Open to mainstream community newspapers that publish fewer than five times a week. All circulation sizes judged together.

1. General Excellence — Submit three complete editions: one from the week of April 19, one from the week of October 4 and another date of your choice from 2009. Mail the entries to the address listed on Page 1. **Entry fee for the General Excellence category is \$40.**
2. General News Coverage — Includes comprehensive coverage, consumer news and investigative reporting
3. Spot News Reporting
4. Government and Politics Reporting
5. Education Reporting
6. Health Reporting
7. Environment and Science Reporting
8. Business Reporting
9. Social Issues Reporting — Race, religion, youth issues, poverty, welfare, minorities, societal trends.
10. Personalities Reporting — Portraits of people.
11. Lifestyles Reporting — Leisure activities, family life, hobbies, food, fashion.
12. Arts Reporting and Criticism News & Features
13. Sports Reporting
14. Editorial and Commentary — Bylined opinion or commentary.
15. General Column — Submit three different columns.

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(NONDAILY NEWSPAPERS CONTINUED)

16. Page Design — Submit three different pages.
17. Headlines — Submit six headlines with accompanying leads and, if relevant, photos and graphics to give judges a basis for evaluation.
18. News photography
19. Feature Photography
20. Sports Photography
21. Photo Portfolio — A photographer's 10 best photos from the year. Limit one entry per person.

Magazines

1. General Excellence — Submit three editions: the two nearest in publication to April and October, and a third of your choice from 2009. Mail the entries to the address listed on Page 1. **Entry fee for the General Excellence category is \$40.**
2. General News/Feature Reporting — Includes comprehensive coverage and investigative reporting. This category is designed to cover topics not included in any other category.
3. Government and Politics Reporting
4. Consumer Reporting
5. Science and Environmental Affairs
6. Social Issues Reporting — Race, religion, youth issues, poverty, welfare, minorities, societal trends.
7. Minorities Reporting
8. Personalities — Portraits of people.
9. Personal Service Reporting — Advice to help readers improve the quality of their lives, covering topics such as health, medicine, psychology, relationships, family, careers or personal finance.
10. Magazine Departments — Submit entries for three consecutive months.
11. Travel Reporting
12. Leisure and Lifestyle Reporting — Leisure activities, family life, hobbies, food, fashion, decorating, food and restaurant reviews.
13. Arts and Entertainment Reporting
14. Humorous Writing

15. Business Reporting
16. Sports Reporting
17. Editorial and Commentary
18. Columns and Essays — Submit one column or essay on any subject.
19. Headlines — Submit six headlines with accompanying leads and, if relevant, photos and graphics to give judges a basis for evaluation.
20. Cover Design — Submit one cover
21. Feature Design — Submit a multiple-page feature package that can include an opening spread, type, photos and/or illustrations, pull quotes and sidebars.
22. Spread Design — Submit one two-page spread.
23. Cartoons and Illustrations
24. News Photography
25. Sports Photography
26. Feature Photography
27. Portrait Photography — One photo that reveals the essence of the subject's character.
28. Photo Essay or Pages — Submissions of one or more photos should have logical organization, tight editing and clearly defined structure. Photos should be part of a single feature, but photographers can enter up to two.
29. Portfolio Photography — A photographer's best 5 to 10 photos from the past year. Portfolio may include work from multiple publications. Limit one entry per person. (For this category only, entries may include photos also entered in another category.)

Online

NOTE: The following 10 categories apply to work published online in 2009. You must provide links to the material, as well as user name and password information if judges must log in to access the material.

1. Spot News — A Web report published in a breaking news environment.
2. Special Report/Enterprise — Reporting on a single subject.
3. Arts/Entertainment/Lifestyle — Up to three unrelated Web pages.
4. Business — Up to three unrelated Web pages.

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(ONLINE CONTINUED)

5. Sports — Up to three unrelated Web pages.
6. Commentary — Up to three unrelated Web pages.
7. Slideshow — Journalism presented in slideshow format.
8. Video — Journalism presented as a video.
9. Interactive graphic or resource — Journalism presented as an interactive chart or graphic, or as a unique database, site or other resource created for the public.

10. Innovation Award — Submit link to site feature or piece of content and explain how it represents an experiment or innovative step for the site.

*NOTE: The following 8 categories apply to Web sites as they will appear during the judging period in **March 2010**. Provide a URL as well as user name and password information if judges must log in to access the material.*

11. Best Site, General News — APPLIES TO WEB SITES AS THEY WILL APPEAR DURING THE JUDGING PERIOD IN MARCH 2010. Can include some commentary, but must be mostly news. Submit Web site address.

12. Best Site, Commentary — APPLIES TO WEB SITES AS THEY WILL APPEAR DURING THE JUDGING PERIOD IN MARCH 2010. Can include some commentary, but must be mostly news. Submit Web site address.

13. Best Site, Specialized Subject — APPLIES TO WEB SITES AS THEY WILL APPEAR DURING THE JUDGING PERIOD IN MARCH 2010. Must focus on a single subject or subject area. Submit Web site address.

14. Best Online Community Engagement — APPLIES TO WEB SITES AS THEY WILL APPEAR DURING THE JUDGING PERIOD IN MARCH 2010. Submit site addresses for pages on Facebook, Twitter, Flickr or other social engagement sites. Judges will evaluate site layout and features, tone, quality of conversation and reader participation.

15. Best Web design — APPLIES TO WEB SITES AS THEY WILL APPEAR DURING THE JUDGING PERIOD IN MARCH 2010. Submit Web site address. Judges will consider such factors as attractiveness, content placement, ease of use.

16. Best New Site — APPLIES TO WEB SITES AS THEY WILL APPEAR DURING THE JUDGING PERIOD IN MARCH 2010. Site must have been launched in 2009.

17. Best Site, Specialized Geography (Hyperlocal) — APPLIES TO WEB SITES AS THEY WILL APPEAR DURING THE JUDGING PERIOD IN MARCH 2010. Think “hyperlocal.” Must focus on a neighborhood or area within a city or town. Submit Web site address.

18. Best Parent Site — APPLIES TO WEB SITES AS THEY WILL APPEAR DURING THE JUDGING PERIOD IN MARCH 2010. A multi-subject site containing elements such as news, arts and entertainment, business, sports, commentary, slideshow, video and interactive graphics. Submit Web site address.

Radio

1. General Excellence — Submit one complete broadcast from April 19, October 7 and a third date of your choice from 2009. Put all three broadcasts on a disc and mail them to the address listed on Page 1. **Entry fee for the General Excellence category is \$40.**

2. Spot News Reporting

3. General News Reporting

4. Feature News Reporting

5. Investigative Reporting

6. Special Report — A single report of any length, airing outside of regularly scheduled programs.

7. News Series — Multipart series exploring a particular subject, issue or problem.

8. Sports Reporting

Television

1. General Excellence — Submit one complete broadcast from April 19, October 7 and a third date of your choice from 2009. Put all three broadcasts on a disc and mail them to the address listed on Page 1. **Entry fee for the General Excellence category is \$40.**

2. Spot News Reporting – Deadline reporting of an unplanned event for which there is no planning time.

3. General News Reporting – Reporting of non-breaking news.

4. Feature News Reporting – Human interest stories and profiles.

5. Investigative Reporting – Delving deeply into an issue using investigative reporting techniques.

6. Special Report/Documentary — A single report of any length and airing outside of regularly scheduled programs that shows an extraordinary enterprise.

7. Sports Reporting – Sports event, issue or profile, whether part of a regular sports cast or special coverage.

8. Photojournalism (feature or news) – Visual storytelling of a news story or a feature.