



2009 SPJ Northwest Excellence in Journalism

Here are answers to common questions about the contest.

Who can enter?

- ▶ The SPJ Northwest Excellence in Journalism contest is open to journalists in Washington, Oregon, Idaho, Montana and Alaska. That includes print and online journalists, broadcasters, freelancers, and wire service employees.
- ▶ While this is not a contest that covers student media, if a student produces work for professional media, that work may be entered.

What's the deal with the nondaily newspapers?

- ▶ We expanded the regional contest this year to include all nondaily publications in the region, but with one exception. Journalists and media organizations in the Oregon-Southwest Washington chapter of SPJ are *not* eligible to enter the new **nondaily** newspaper categories (under Group E), as that SPJ chapter conducts a separate nondaily newspaper contest.
- ▶ However, alternative metro weekly newspapers with circulation of 10,000 or more (such as Willamette Week and Eugene Weekly) still may enter work in the regional contest under Group D (Alternative Weeklies).

How do we enter?

- ▶ You can now enter most everything online using our new contest system. To reach the online entry page, go to www.spj-northwest.org and click on ENTER HERE.
- ▶ You will be able to upload print articles, photos and entire pages, eliminating the need to clip and mail hard copies of your work. You also can provide Web site addresses where judges can easily find your work online. This is especially useful for entries in the expanded offering of online categories, as well as for radio and TV entries that judges can find posted online.
- ▶ The only entries you need to ship to us are the **General Excellence** entries, because of their large size. Also, if **radio and TV entries** cannot be posted online for our judges to access, those entries can be placed on discs and shipped to us. (See rules for details.)

What format must entries be in?

- ▶ A variety of file formats may be uploaded in the contest entry system. Allowable files types are pdf, jpg, jpeg, gif, png.
- ▶ The single page maximum file size is 1 megabyte (1 MB). For best results, make your pdf at 72dpi with full compression. Distilling as 'Grayscale' will significantly reduce file size.
- ▶ If your entry contains jumps, you must **combine your entry** into one multiple-page PDF file. Two-page spreads are allowable up to 2 MB. Total maximum upload size is **15 MB per entry**.
- ▶ Audio and video formats cannot be uploaded via the online contest system this year. Please provide URLs where those entries may be heard or viewed online, or place the entries on discs and mail them.

Can we still mail entries in?

- ▶ We prefer that entries be submitted electronically, if possible. It's easier for you, for us and, most importantly, for the judges.
- ▶ Most news organizations have the ability to search their archives for their best work, then convert that work into a format (a PDF of a newspaper page, for example) that can be submitted electronically. Some newsrooms or individual entrants may need to **scan** their work first to create a digital file.
- ▶ Need a way to make a PDF? There's a free PDF writer program for Windows that CNET signs off on as spyware free. Go to http://download.cnet.com/CutePDF-Writer/3000-6675_4-10206470.html
- ▶ If you have no other option than to mail us your entries, please contact us for further instructions. Next year, we will not allow entries to be mailed that can be submitted online.

How do we pay?

- ▶ The fee is \$15 per entry. The fee for each General Excellence entry is \$40.
- ▶ Entry fees apply to SPJ members as well as nonmembers.
- ▶ Send a check, **payable to SPJ**, for the total of all your entries.
- ▶ Mail your payment to: SPJ
PMB 282
10115 Greenwood Ave. North
Seattle, WA 98133-9197
- ▶ Payment must be postmarked no later than Feb. 19, 2010.
- ▶ If you submit entries on your own, apart from what your employer covers, you may send a check separately or include it with your company's payment. Please note which entries your personal check covers.
- ▶ If your accounting office requires our IRS Employment Identification Number in order to process your payment, the EIN for the Society of Professional Journalists Region 10 is 26-2704317.

What happened to the Western Washington SPJ contest?

- ▶ We merged it with this regional contest. If you previously entered the Western Washington Excellence in Journalism contest, you now may enter the Northwest Excellence in Journalism contest.

How are entries judged?

- ▶ The SPJ chapters in Region 10 (Washington, Oregon, Idaho, Montana, Alaska) recruit volunteer judges in other newsrooms and other SPJ chapters outside of Region 10 to serve as judges.
- ▶ This year, with the new online entry system, judges will be able to log in and evaluate entries online during March. They will select winners using criteria we provide, and we will review and compile the results in April.

When will winners be announced?

- ▶ We will announce the full list of winners the night of **Saturday, May 22, 2010**. (There are no finalists or semifinalists announced earlier, as in other contests.)
- ▶ The complete list of winners will be posted at www.spj-northwest.com on May 22, 2010.
- ▶ Some SPJ chapters, including the Western Washington Pro chapter and the Oregon-Southwest Washington chapter, elect to hold chapter **awards banquets** to recognize the winners who reside within their chapter boundaries. Those banquets will be held the evening of May 22, 2010. There are no awards banquets scheduled that night in Eastern Washington, Idaho, Montana or Alaska.
- ▶ Awards that are not presented at the banquets will be delivered to winners in the weeks following the banquets.

Any other questions?

Email or call us with any other questions you have:

- ▶ Scott Maben, Spokane, WA: scottm@spokesman.com or (509) 459-5528
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