

**CALL FOR NOMINATIONS**  
*for the 25th annual*  
**EXCELLENCE IN JOURNALISM**  
**AWARDS CONTEST**

*These awards honor the journalists whose work best reflects the SPJ ideals of initiative, integrity, talent and compassion. We also are seeking nominees for six special Board of Directors Awards: Journalist of the Year, Career Achievement, Distinguished Service, Unsung Hero, Meritorious SPJ Service, and the Silver Heart.*

*Sincerely,  
Liz Enochs, president, SPJ NorCal*

**2010 CATEGORIES**

- |                             |                                 |
|-----------------------------|---------------------------------|
| <b>NEW!</b> THE ENVIRONMENT | COMMENTARY/ANALYSIS             |
| <b>NEW!</b> HEALTH CARE     | ARTS/CULTURE REPORTING          |
| <b>SPECIAL!</b> THE ECONOMY | MULTIPLATFORM JOURNALISM        |
| <hr/>                       | JOURNALISM INNOVATION           |
| BREAKING NEWS               | PHOTOJOURNALISM                 |
| INVESTIGATIVE REPORTING     | OUTSTANDING EMERGING JOURNALIST |
| EXPLANATORY JOURNALISM      | STUDENT SPECIAL PROJECT         |
| COMMUNITY JOURNALISM        | PUBLIC SERVICE                  |
| FEATURE STORYTELLING        |                                 |

## 2010 CATEGORIES

### **SPECIAL CATEGORY: THE ENVIRONMENT**

Honors individuals, teams or news organizations for outstanding coverage of environmental issues and concerns. All forms of journalism (breaking news, investigative, opinion, photography, etc.) are eligible.

*Entry specifications:* Submit up to three samples of work, which may include stories, columns, photographs, editorials, blogs, etc.

*Categories:* All media

### **SPECIAL CATEGORY: HEALTH CARE**

Honors individuals, teams or news organizations for outstanding coverage of health care issues. All forms of journalism (breaking news, investigative, opinion, photography, etc.) are eligible.

*Entry specifications:* Submit up to three samples of work, which may include stories, columns, photographs, editorials, blogs, etc.

*Categories:* All media

### **SPECIAL CATEGORY: THE ECONOMY**

Honors individuals, teams or news organizations for outstanding coverage of the economy/financial crisis and its effect on American businesses and citizens. All forms of journalism (breaking news, investigative, opinion, photography, etc.) are eligible.

*Entry specifications:* Submit up to three samples of work, which may include stories, columns, photographs, editorials, blogs, etc.

*Categories:* All media

### **BREAKING NEWS**

Honors individuals, teams or news organizations whose work demonstrates clear and accurate reporting and graceful writing on deadline. Judges will consider deadline pressure and complexity of subject.

*Entry specifications:* Submit up to three stories.

*Categories:* Print, Broadcast, Online

### **INVESTIGATIVE REPORTING**

Honors individuals or teams that identify important issues and demonstrate initiative, persistence and resourcefulness pursuing information that is restricted or not easily available.

*Entry specifications:* Submit one story or series of related stories.

*Categories:* Print, Broadcast, Online

### **EXPLANATORY JOURNALISM**

Honors journalists who increase readers' and/or viewers' understanding of significant or complex issues. Entries may add understanding to issues in the news or may focus on issues largely uncovered by the media.

*Entry specifications:* Submit one story or series of related stories.

*Categories:* Print, Broadcast, Online

### **COMMUNITY JOURNALISM**

Honors journalists and organizations for exceptional coverage of a well-defined small community or neighborhood. Entries may include print publications, news broadcasts or online news sites. University-supported projects are not eligible.

*Entry specifications:* Submit no more than five news stories or packages demonstrating the range and depth of local news coverage.

*Categories:* Print, Broadcast, Online

### **FEATURE STORYTELLING**

Honors journalists for exceptional writing that demonstrates originality of approach.

Judges will consider humor or drama evoked, style, clarity of writing and suitability of the writing to the subject.

*Entry specifications:* Submit story or series.

*Categories:* Print, Broadcast, Online

## 2010 CATEGORIES (cont'd.)

### **COMMENTARY/ANALYSIS**

Honors individuals for exceptional writing of commentary, analysis and editorials. Print entries may include bylined or unsigned editorials and columns. Online entries may include news-related blogs. Judges will consider quality of writing, clarity of analysis and originality of approach.

*Entry specifications:* Submit up to three samples

*Categories:* Print, broadcast, online (includes news blogs)

### **ARTS & CULTURE REPORTING**

Honors journalists for incisive reporting about art, music, movies, theater, dance, books, restaurants, architecture or other public performance. May also include reviews. Judges will consider quality of analysis and persuasiveness of arguments.

*Entry specifications:* Submit up to three samples

*Categories:* Print, broadcast, online.

### **MULTIPLATFORM JOURNALISM**

Honors journalists and news organizations for excellence in reporting and storytelling across two or more media. Entries do not need to include a print component. Judges will consider originality and clarity of approach, quality of each component, interactivity and ease of use.

*Entry specifications:* Submit up to three stories/packages/projects.

*Categories:* All media

### **JOURNALISM INNOVATION**

Honors individuals or organizations that have demonstrated innovative ways to further the goals of journalism, using online tools, new funding strategies and/or other approaches; entrants should demonstrate how innovation has led to unique coverage.

*Entry specifications:* Submit up to three samples showing how this innovation works.

*Categories:* All media.

### **PHOTOJOURNALISM**

Honors photojournalists whose work demonstrates exceptional skill in capturing defining moments.

Judges will consider technical and aesthetic qualities.

*Entry specifications:* Submit up to three samples or a related series of photos.

*Categories:* All media.

### **OUTSTANDING EMERGING JOURNALIST**

Honors a journalist with less than five years of professional experience whose work shows great promise.

*Entry specifications:* Submit resume and three samples of work.

*Categories:* All media

### **STUDENT SPECIAL PROJECT**

Honors individuals or classes of college-level students for exemplary reporting, writing, and/or photography produced by all forms of student media, including special projects that report local news. These should be student-generated and not part of an ongoing university-sponsored project.

*Entry specifications:* Submit up to three samples.

*Categories:* All media

### **PUBLIC SERVICE**

Honors individuals, teams, or news organizations that try to improve conditions for the benefit of society.

Entries will be judged on the significance of the issues, evidence of initiative, effectiveness of presentation and results obtained or pledged.

*Entry specifications:* May include project articles, editorials, public service announcements, cartoons, photos, graphics and online material.

*Categories:* All media

## 2010 ENTRY GUIDELINES

### **PUBLICATION DATES:**

Between July 1, 2009, and June 30, 2010, by a news outlet or individuals based in Northern California.

### **MULTIPLE ENTRIES:**

Only stories or projects entered in the Public Service category may also be entered in one other category.

### **WHAT TO SUBMIT:**

**Print:** Original clips or legible copies (including PDFs) of each story entered.

**Online:** URLs, which must be live through Nov. 30, 2010.

**Photo:** On CD in RGB & .JPG format, or tearsheets

**Video:** DVD of each story; indicate length

**Radio:** CDs; indicate length.

### **HOW TO PACKAGE:**

**Non-online entries** must be submitted in triplicate, each copy in its own letter-sized folder with the entry form stapled to the front.

### **FEE:**

\$25 per entry for SPJ members; \$35 non-members.

See [www.spj.org/join.asp](http://www.spj.org/join.asp) to pay for national and chapter membership.)

### **WHERE TO SUBMIT:**

#### **MAIL ENTRIES & CHECKS TO:**

SPJ NorCal  
c/o Liz Enochs

44 Montgomery St., Suite 250  
San Francisco, CA 94114

*(Make checks payable to "SPJ NorCal")*

#### **FOR ONLINE ENTRIES AND/OR PAYPAL PAYMENTS, GO TO:**

[www.spjnorcal.org/EIJcontest](http://www.spjnorcal.org/EIJcontest)

#### **Questions?**

Call Liz Enochs at 415-323-0220

## **DEADLINE:**

**Entries must be postmarked or time-stamped by Sept. 7, 2010**

# ENTRY FORM 2010

Nominee \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Where entry was published \_\_\_\_\_

Name used on e-payment or check \_\_\_\_\_

**Nomination letters are WELCOMED but NOT REQUIRED.  
Check ONE category:**

THE ENVIRONMENT

All media

HEALTH CARE

All media

THE ECONOMY

All media

BREAKING NEWS

Print

Broadcast

Online

INVESTIGATIVE  
REPORTING

Print

Broadcast

Online

EXPLANATORY  
JOURNALISM

Print

Broadcast

Online

COMMUNITY  
JOURNALISM

All media

FEATURE STORYTELLING

Print

Broadcast

Online

COMMENTARY/ANALYSIS

All media

ARTS & CULTURE  
REPORTING

Print

Broadcast

Online

MULTIPLATFORM  
JOURNALISM

All media

JOURNALISM  
INNOVATION

All media

PHOTOJOURNALISM

All media

OUTSTANDING  
EMERGING JOURNALIST

All media

STUDENT SPECIAL  
PROJECT

All media

PUBLIC SERVICE

All media

**2010 NORCAL DIRECTORS' AWARDS**

**CATEGORIES**

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**At least one nomination letter  
must accompany entry.**

**Journalist of the Year**

For extraordinary journalistic contributions  
in the past year.

Name \_\_\_\_\_

**Meritorious SPJ Service**

**The John Gothberg Award** for outstanding  
contributions to the NorCal Chapter of SPJ.

Name \_\_\_\_\_

**Career Achievement**

For extraordinary achievements exemplifying  
the highest standards of the profession.

Name \_\_\_\_\_

**Distinguished Service**

For distinguished service to journalism by  
a journalist or non-journalist.

Name \_\_\_\_\_

**Unsung Hero**

A person whose contribution to journalism  
is often overlooked (e.g., copy editor, librarian,  
web producer.)

Name \_\_\_\_\_

**The Silver Heart**

Awarded to a journalist whose career reflects an  
extraordinary dedication to giving voice to the  
voiceless.

Name \_\_\_\_\_