

# KEYSTONE STATE SPJ WRITING & EDITING CONTEST

## CATEGORIES

Note: Non-daily categories include weekly, semi-weekly and monthly newspapers, magazines and online publications. Daily is for newspaper and online publications published at least five days a week and Sunday newspapers printed under the same ownership and in the same city as a daily newspaper. Up to five certificates per entry may be requested for joint projects. Winning entries involving more of the staff may be presented to the newspaper in one of these formats:

"The Pennsylvania Daily Mail" or "The Pennsylvania Daily Mail Sports Staff."

1. **Spotlight Award**  
This is the Keystone State SPJ Chapter's most prestigious award, given to the journalist(s) whose published story or series scooped other media and placed the public's right to know in the public spotlight. Topic may be open meetings or open records.
2. **Spot News Story (2a. Daily and 2b. Non-daily)**  
This award is given for deadline reporting of a single event. For daily papers, must have been published in the issue of publication that directly followed the event. For non-daily publications, entries must have been published no more than 48 hours after the event.
3. **Broadsheet Page Design (3a. Daily and 3b. Non-daily)**  
Entry should be a single tearsheet.
4. **Tabloid Page Design (4a. Daily and 4b. Non-daily)**  
Entry should be a single tearsheet.
5. **Features (5a. Daily and 5b. Non-daily)**  
Entries may be personality profiles, trend stories, human interest stories or any other type of feature that is not a breaking news or sports story. Entries may be a single article or series identified by a logo or editor's note.
6. **Sports Reporting (6a. Daily and 6b. Non-daily)**  
Entries may include any sports story or column. Entries can be a single article or series. A series must be identified by a logo or editor's note.
7. **Enterprise Reporting (7a. Daily and 7b. Non-daily)**  
Awarded for enterprise reporting (not on deadline) of a single event or issue. Entries may be a single article or an editor-noted or logoed series.
8. **Editorial Writing (8a. Daily and 8b. Non-daily)**  
Entries must be five unsigned editorials.
9. **Commentary (9a. Daily and 9b. Non-daily)**  
This award is presented to columnists. Submit five representative samples.
10. **Headline (10a. Daily and 10b. Non-daily)**  
Submit clip of the headline and first five paragraphs of the story.
11. **Business and Labor Reporting (11a. Daily and 11b. Non-daily)**  
Any story or column is eligible. Entries can either be a single article or series. A series must be identified by a logo or editor's note.
12. **News Photography (12a. Daily and 12b. Non-daily)**  
Must be a single photo of a deadline news event. For daily papers, the photo must have been published in the issue directly following the event. For non-daily publications, the photo must have been published no more than 48 hours after the event.
13. **Photo Story (13a. Daily and 13b. Non-daily)**  
Awarded for a published series of photos of any topic or subject that tells a story with thought and creativity.
14. **Sports Photography (14a. Daily and 14b. Non-daily)**  
Awarded for published sports photography showing ingenuity and creativity in telling the story of a sports event or about its athletes.
15. **Feature Photography (15a. Daily and 15b. Non-daily)**  
Awarded for photography of any topic or subject in a single published photo that tells a story with thought and creativity.
16. **Health and Medical Reporting (16a. Daily and 16b. Non-daily)**  
Entries can be a single article or series. A series must be identified by a logo or editor's note.
17. **Environmental Reporting (17a. Daily and 17b. Non-daily)**  
Entries can be a single article or series. A series must be identified by a logo or editor's note.
18. **Web Design (18a. Daily and 18b. Non-daily)** Awarded for the best-designed news Web site. Entries will be judged on ease of use, visual appeal, and opportunities for reader interaction. Entries must consist of a Web address for sites that are still online or discs readable by both Macintoshes and PCs. A cover letter explaining the site's features is allowed, but not required.
19. **Web Use (19a. Daily and 19b. Non-daily)** Awarded for the best use of the Web. Entries will be judged on their effectiveness at breaking or expanding news or feature stories. Examples include reader-accessible databases, blogs, breaking news or updates, links, photos and interactive Web sites. Entries may consist of a Web address for sites that are still online or discs readable by both Macintoshes and PCs. A cover letter explaining the site's features is allowed, but not required.
20. **Best Overall Weekly Newspaper**  
The award is presented to the non-daily newspaper that best represents its community. Please submit entries from the weeks of July 26 and Dec. 6 and one of the editor's choice.

## GENERAL RULES

1. An individual may not submit more than two entries in each category.
2. Each entry should consist of tear sheets folded and placed in manila folders. Photocopies of the articles and entry forms are acceptable. Category 18 is exempt from this rule. Photo entries must include an 8x10 print.
3. Supporting materials for any entry should be included in the entry folder.
4. **TWO ENTRY FORMS** must be included with each entry. One should be paperclipped to the front of the folder while the second should be fastened permanently to the folder. A series is considered one entry and needs just two copies of the completed form. Copies of entry forms are allowed.
5. Entries may include sidebars.
6. Include a check or money order payable to Keystone State SPJ with each entry. Overpayments will be considered donations to SPJ.
7. Entries must be postmarked by January 31, 2010.

## IMPORTANT DATES

- The contest covers stories and photos that were published between January 1, 2009 and December 31, 2009.
- Entries must be postmarked by January 31, 2010.
- Awards will be presented at the Keystone Press Conference in Harrisburg May 15, 2010. Check [www.pa-newspaper.org](http://www.pa-newspaper.org) for more information.

## FEES

The entry fee is \$15 per entry for SPJ members and \$20 per entry for nonmembers. The entry fee for Best Weekly Newspaper (Category 18) is \$30 only if the editor is an SPJ member, \$40 if the editor or managing editor is not a member.

## THE PRIZES

- The prizes for categories 1 and 18 are \$100 and a plaque for first place, plaques for second and third places, and certificates for honorable mentions.
- Prizes for categories 2 through 17 are framed certificates.
- Judges reserve the right not to award all prizes in any category and to award honorable mention certificates when warranted.
- Judging will be done by an out-of-state SPJ chapter to ensure objectivity. Winners will be announced as soon as judging is complete.
- Winners will be posted at <http://keystonespj.wordpress.com>

*Entries become the property of Keystone State Pro SPJ and will not be returned.*

## WHO'S ELIGIBLE

The Spotlight Contest is open to all Pennsylvania journalists. They must have been residents of Pennsylvania at the time their work was published first in Pennsylvania.

## COVER LETTER

A cover letter of no more than 500 words may accompany entries for the Spotlight and Editorial categories. The letter must contain:

1. A one- to two- paragraph summary of the story or stories.
2. A discussion of its major finding and subsequent results.
3. An account of the difficulty or uniqueness of effort in obtaining the story.

## QUESTIONS?

If you have questions, please contact contest coordinator Susan Schwartz at (570) 752-3645, e-mail [susan.s@pressenterprise.net](mailto:susan.s@pressenterprise.net).

## ENTRY FORM 2010

EACH ENTRY MUST HAVE TWO COMPLETED FORMS  
PHOTOCOPIES ARE ACCEPTABLE

PLEASE PRINT

CATEGORY (NUMBER AND DESCRIPTION):		
TITLE OF ENTRY:	DATE:	PUBLICATION and address:
NAME:		<input type="checkbox"/> SPJ MEMBER
ADDRESS:		
CITY, STATE, ZIP:		
ENTRANT'S PHONE NUMBERS	E-MAIL ADDRESS:	
HOME:		
OFFICE:		

**SEND ALL ENTRIES TO: Susan Schwartz, c/o Press Enterprise  
3185 Lackawanna Avenue, Bloomsburg, PA 17815**