

Saturday, Jan. 23, is 2010 APW Communications Contest deadline

The 2010 contest categories are defined in the contest insert and on the APW blog <http://arkpresswomen.wordpress.com/>. Members are urged to heed the following guidelines.

◆ The deadline for entries to be postmarked is **Saturday, Jan. 23. NO LATE ENTRIES WILL BE ACCEPTED.**

◆ The contest entry fee is **\$5** per entry at the state level. If you are a first place winner whose entry is sent to national, send a \$20 check for each first place entry immediately upon notification of your win to **Terry Hawkins**, APW treasurer. Make checks payable to APW. Do NOT send cash.

◆ Entries must have been published (or broadcast, issued, printed, e-published) between **Jan 1, 2009, and Dec. 31, 2009.**

◆ APW and national dues for 2010 must have been paid by the time your entries are submitted. Do **NOT** send dues renewals to the state contest director. Send them to the national address.

◆ National requires prints for photo entries and full-page tearsheets for newspaper story entries. Submit state contest entries accordingly.

◆ Submit your entry in a 9" x 12" manila envelope. See example on contest insert.

◆ Be sure to use the form in this contest issue. Send two copies and Indicate on the form if you want your entry advanced to national.

If you have any contest related questions, contact Debbie Miller, 208 Lyndal Lane, Bentonville, AR 72712 or dmiller@nwaonline.com



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From the President . . .

Hello APW members!
Welcome to 2010! It is going to be a challenging year. The doddering economy in 2009 has had a direct effect on our members, which means a direct effect on our membership. I see these are our top priorities:

- 1) Membership retention and recruitment
- 2) APW contest direction
- 3) Internal and external communication

Please put your creativity to work on finding ways to help us improve in these areas. I would love to hear from you. My cell number is (501) 551-

2563 or you can reach me via email at mary.hightower@gmail.com. My thanks to our APW colleagues who have helped keep this organization going through 60 years. Let us hope for another 60.

This issue of the *APW Communicator* is the annual contest edition filled with guidelines, rules and forms.

Enter early and often.

The contest is a chance to showcase your talent and to also raise funds for the Arkansas affiliate. Any profit goes to help fund our \$1,000 scholarship.

Michelle Parks, a previous APW sweepstakes winner and 2010 con-



APW
Board Meeting
Jan. 23, 2010
9 a.m. - noon
APA Building
411 Victory
Little Rock

Jobs, Jobs, Jobs

♦ Editor (*Daily Record*) Little Rock

Email resume to Jay Edwards at jedwards@dailydata.com

♦ Advertising Director (*Dumas Clarion*)

Oversee marketing of newspaper and shopper, help produce phone book and other special publications and planned web site. Send resume to "publisher" at Dumas Clarion, PO Box 220, Dumas.

♦ Sportswriter (*Texarkana Gazette*)

Cover high school sports. Send resume, cover letter and work samples in pdf to Anna Johnson, personnel manager at ajohnson@wehco.com. Questions to Johnny Green, (903) 794-3311.

♦ Copywriter (*Texarkana Gazette*)

Entry level, line editing, page design and pagination using InDesign. Send resume, cover letter and work samples in pdf to Anna Johnson at ajohnson@wehco.com. Questions to Les Minor at (903) 794-3311.

From the President . . .

test chair, is unable to help in 2010 because of the demands of her new job as director of communications for the University of Arkansas Fay Jones School of Architecture. She recommended that a committee handle the contest. Send contest entries to **Debbie Miller**, who has agreed to step in and handle the contest once again. Select your best work and help make this our best contest ever.

First-place entries in the Arkansas contest advance to national competition, if you agree to the \$20 national entry fee. We've had a good showing on the national level for the last few years -- a trend I am sure we would all like to see continue.

Other noncontest items on our agenda for the next few months include:

◆ **Kristin Netterstrom**, chair of the high school contest, says there are significant changes to the high school contest. See separate story on page _____. Kristen, second vice president, and her husband Dusty are expecting a baby due in June. Congratulations.

◆ The APW Board voted to make changes in the scholarship process that the board believes will strengthen the scholarship. The changes include:

(continued from page 1)

Eligibility:

-- Applicant must be entering his/her junior or senior year in the 2010-2011 school year.

-- Applicant must be attending an Arkansas college of university.

-- APW scholarship recipients are eligible to reapply the next year.

-- APW does not discriminate based on gender.

Criteria: The scholarship committee will give preference to the following applicants:

-- Those majoring in journalism or mass communication.

-- Those with an overall GPA of 3.5 or better.

-- those who Have published writing or broadcast samples.

Thanks to **Malea Hargett** for her leadership on this project.

◆ The Communications Committee comprised of **Rebecca Brockman, Netterstrom, Jeannie Stone** and me met in September. We brainstormed and came up with some ideas to improve communications, but more help is needed to creative a comprehensive plan. Contact us with tactical or strategic ideas.

-- Mary Hightower

APW now has Blog/Flickr site

To supplement APW's e-communications, APW now has a blog. Visit <http://arkpresswomen.wordpress.com/>. Submit your blog URL for inclusion on our blogroll, or submit links to stories relevant to our industry. Of course, feel free to submit comments and questions!

We also have a Flickr site for photos. If you have photos to upload, contact Mary Hightower for the password.

<http://www.flickr.com/search/?w=42737877@NO38q=&m=test>

NFPW Conference, Aug. 26-28, in Chicago

Illinois Women's Press Association will host the 2010 NFPW Communications Conference, Aug. 26-28 at the historic Union League Club of Chicago, 65 W Jackson, in the financial district.

Pretours are scheduled for Aug. 23-25 and will be three days of several short tours that offer an a la carte "taste" of Chicago. Tours include an architectural tour on the Chicago River, a big league baseball game, neighbor-

hood tours, an Obama tour and a Route 66 walking tour.

The post tour, Aug. 29-31, will be a trip back in time along the historic Route 66. Count on visiting a streetcar diner from the 1800s, the last bank designed by Frank Lloyd Wright, the Cozy Dog where hot dog on a stick was invented, see the the play "Route 66, The Musical" and visit the Lincoln Museum in Springfield.

A2010 Contest Categories

◆ **PRINT MEDIA ENTRIES**

Categories 1 through 17 (Paid or unpaid circulation)

A tearsheet (full page or pages containing the article, special page, etc) must be submitted for entries published in newspapers or other publications.

Clearly mark the tearsheet by highlighting or underlining the headline or title. Photocopies or print PDFs of tearsheets are permitted when originals are not available, but they must show publication name and date of issue printed on the page.

NOTE: A single story OR a package (story, sidebar(s) and/or related information boxes) published on a single day constitutes one article. Each article may be entered only once. A story entered as a single feature, news story cannot be entered in a multipart category such as a series. Sections, special editions and publications must be submitted in their entirety. Sections and supplements should indicate clearly that they are part of a larger publication.

1. News Reporting

Submit **ONE (1)** article. Judges will consider planning and general organization of story, initiative in obtaining story, news writing, readability and impact.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication, magazine, supplement for general or specialized circulation, including internal publications.

2. Continuing coverage or unfolding news

Open competition. Submit a maximum of **SIX** articles representing course of the story. Entry date is the date of final article, which must be on or before Dec. 31 of contest year. A one-page written statement noting general chronology of unfolding news and special circumstances or events related to the topic **MUST** be included with the entry.

Judges will consider writer's ability to stick with story, handling of the subject, writing style, readability and thoroughness of coverage (e.g., a trial underway with daily coverage or new facts discovered at a later date on a story that is not a planned series).

3. Investigative reporting

Open competition. Entry should demonstrate entrant's ability to provide treatment of an issue that has an impact on the publication's coverage area but that has not received prior coverage or would not have been told without the reporter's diligence in uncovering or reporting on the subject. Submit a maximum of **SIX** articles representing the course of the story. Entry date is the date of the final article, which must be one or before Dec. 31 of contest year. A one-page written statement **MUST** accompany the entry. It should include entrant's role in preparing the coverage, chronology of events, current status of issue covered and any unusual circumstances or difficulties met in preparation of the series. Judges will consider initiative, thoroughness of research, documentation, clarity of writing and/or presentation and technical excellence.

4. Enterprise reporting

Open competition. Entry should demonstrate entrant's ability to expand on and add in-depth information to an issue already reported and had an impact on the publication's coverage area. Submit a maximum of **SIX** articles representing course of the story. Entry date is the date of the final article. A one-page written statement **MUST** accompany entry and include the entrant's role in preparing the coverage, chronology of events, current status of issue covered and unusual circumstances or difficulties met in preparation of the series. Judges will consider initiative, thoroughness of research, documentation, clarity of writing and/or presentation and technical excellence.

5. Special series

Open competition. Submit a minimum of **THREE**, but not more than **SIX** developed articles. Articles must be numbered or must otherwise indicate with an editor's note, a consistent series title or a logo that the articles were intended as a series, published either over time or in the same issue. Entry date is date of the final article. A one-page written statement **MUST** accompany entry. It should include entrant's role in preparing the coverage, chronology of events, current status of issue covered and unusual circumstances or difficulties met in preparation of the series.

Judges will consider initiative, thoroughness of research, documentation, clarity of writing and/or presentation and technical excellence.

6 Editorial/Opinion

Submit **ONE** article. **DO NOT SUBMIT** personal columns. This category is for pieces that appear on editorial or op-ed pages. In addition to considering local interest of the publication for the readers, judges will consider clarity of style, sound reasoning and effort to influence readers' opinions in what the writer believes to be the right direction.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication for general or specialized circulation, including internal publications.

7. Feature Story

Submit **ONE** article. **DO NOT ENTER** interview as feature (see Category 8, Personality Profile). Judges will consider interest and unusual aspects of the feature material itself and/or the handling of it, writing style, readability and thoroughness of coverage.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication, magazine, supplement for general or specialized circulation, including internal publications.

8. Personality Profile

Open competition. Submit **ONE** article that gives a portrait of an individual based on interviews with one or more persons. Judges will consider how well the writer reveals the personality of the subject by exploring the subject's actions, background, motivation and character.

- A. 500 words or fewer
- B. More than 500 words

9. Special Articles

Open competition. Submit **TWO** articles on the same basic subject for each subcategory. Two articles equal one entry and both should be listed on the same entry form and placed in one envelope. Entrants may enter one or all lettered subcategories, but the two articles that make up an entry must be on the topic of that subcategory. Example: subcategory O (sports), both may cover various sports topics or a different sport. Or, reviews, one may be a review of a play while another a concert.

Judges will consider the same criteria as for news or feature stories and will include the author's ability to write knowledgeably on the subject.

- A. Business
- B. Agriculture, agribusiness, aquaculture
- C. Arts and entertainment
- D. Physical or mental health, fitness, self-help
- E. Education
- F. Science (technology, ecology, environment, energy "green issues")
- G. Food
- H. Government or politics
- I. History
- J. Home (interior decoration, furniture, architecture, landscaping)
- K. Fashion
- L. Religion
- M. Reviews (any subject, personal opinion must be expressed)
- N. Social issues (family, minority affairs, welfare, women, the elderly, consumerism)
- O. Sports
- P. Hobby or crafts
- Q. Travel
- R. Advertorials (writing done for special advertising supplements or special sections)
- S. Rotating Subject: Planet Earth

10. Columns

Open competition with subcategories by column type. Submit **TWO** columns. Columns should have a headline or logo that indicates it is a regular feature of the publication, should entertain and/or educate and should reveal author's style. **Judges will consider** interest, organization and ideas conveyed as well as clarity, readability, style and author's ability to write knowledgeably on the subject.

- A. Humorous
- B. General
- C. Informational (how-to, Q&A, advice)
- D. Specialized (essays, opinion, critique or review)

11. Single page or pages regularly edited by entrant -- Lifestyle or Entertainment

Specify frequency of page's appearance and submit **TWO** samples of the same type of subject (two food pages, two youth pages, etc). **Judges will con-**

sider the planning and general organization of the page, the power of original editorial material, suitability and appeal of feature material, informational value, editing and headline writing.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication for general or specialized circulation including internal publications.

12. Single page or pages regularly edited by entrant -- other than Lifestyle or Entertainment

Submit **TWO** samples. **Judges will consider** the planning and general organization of the page, the power of original editorial material, suitability and appeal of feature material, informational value, editing and headline writing.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication, magazine, supplement for general or specialized circulation, including internal publications.

13. Section edited by entrant -- frequent or regular sections

Specify frequency of section or supplement and submit **TWO** samples. Regardless of frequency, newspaper supplements (such as Sunday magazines) **MUST** be entered in the appropriate newspaper subcategory below, not in magazine subcategory. If the section is a supplement to a daily newspaper, but published weekly or monthly, it still belongs in the daily subcategory. The entry must specify the larger publication in which the section appeared.

Judges will consider planning and general organization, the power of original editorial material, suitability and appeal of feature material, informational value, editing and headline writing, cohesiveness and thoroughness of coverage.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication for general or specialized circulation, including internal publications.

14. Sections/supplements edited by entrant -- infrequent (one-time, annual, semi-annual, quarterly)

Submit **ONE** sample. Regardless of frequency, newspaper supplements, such as Sunday magazines, must be entered

in the appropriate newspaper subcategory. If the section (Sunday magazine) is a supplement to a daily newspaper, but published weekly or monthly, it still belongs in the daily subcategory. Entry must specify the larger publication in which the section appeared. **Judges will consider** the same criteria as those in Category 13.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication, magazine, supplement for general or specialized circulation, including internal publications.

15. Publications regularly edited by entrant

Submit **TWO** in their entirety. Note that there are categories for PR magazines and other types of publications in the PR Division. **Judges will consider** writing, editing, design and content.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publication, magazine, supplement for general or specialized circulation including internal publication.
- D. Newsletters (not internal or PR)

16. Page layout

Submit **TWO** examples of pages regularly laid out by entrant. Entry may consist of front, youth, editorial, sports, family pages or other pages. **Judges will consider** the overall layout and design of pages, typefaces, use of photos and arrangements of various elements to appeal to readers.

- A. Non-daily newspaper
- B. Daily newspaper
- C. Publications, magazines, supplements for general or specialized circulation including internal ones.

17. Headlines, caption writing, original graphics and editorial cartoons

Judges will consider appropriateness to story, originality and appeal to reader. Open competition. No subcategories as to type of publication or circulation.

- A. Headline writing (submit **FOUR** samples on marked tearsheets)
- B. Caption writing (submit **FOUR** samples on marked tearsheets)
- C. Original graphics (submit **TWO** samples on marked tearsheets)
- D. Editorial cartoons (submit **TWO** samples on marked tearsheets).

◆ PHOTOGRAPHY ENTRIES

Categories 18 through 23

In all categories, a photo, laser print or copy of original (no larger than 8" x 10") must be submitted. For digital work, a CD or DVD may be submitted, but the entry also MUST include a printed copy (laser copy acceptable) for ease of judging. DO NOT MOUNT PHOTOS. Prints, CDs and DVDs will not be returned. A tearsheet, photocopy or print PDF of the entire printed page must be attached, but judging is on the photo, not the reproduction. Except for category 22 (photographer-writer), text will not be considered. For prints published in black and white, originals may be color or black and white.

18. Photography in non-daily newspaper

- A. News photo
- B. Feature photo
- C. Sports photo
- D. Advertising/advertorial photo
- E. Photo essay (photos in a layout that either have a narrative quality or present points of view on a single subject)

19. Photography in daily newspaper

- A. News photo
- B. Feature photo
- C. Sports photo
- D. Advertising/advertorial photo
- E. Photo essay (see E above)

20. Photography in printed publication other than newspaper

- A. News photo
- B. Feature photo
- C. Sports photo
- D. Advertising/advertorial photo
- E. Photo essay (see E above)

21. Photography on Web or electronic publishing

A printed copy (print, laser print, etc) MUST be included in entry. Also, submit a CD or DVD with the digital photo as it appeared on the Web or e-publishing site, including all supportive files to be able to view the photo as it was "published" electronically. Take care to ensure the photo has not been electronically altered from the version published. Entries should remain true to ethical standards followed by professional photographers.

- A. Single photo (news, feature or sport)
- B. Photo gallery (news, feature or sports)

22. Photographer-writer

Judges will consider the quality of both

the photos and the copy, the relationship of one to the other and the completeness of the package. Both photos and copy must be the work of the entrant. Layout will not be considered.

◆ RADIO/TELEVISION ENTRIES Categories 23 through 31

Audiocassette tapes, VHS videotape cassettes, DVDs or CDs are required for submission of entries. If more than one person contributed to the report, and only the person submitting the entry is an NFPW member, the entrant must have had an equal or the major role in creating/delivering the broadcast. The tape, DVD or CD, the case, the entry form and the envelope must be labeled with the following information: name of entrant, number and letter of category/subcategory, length of cut.

NOTE: Digital podcasts should be entered in Category 35 under Podcasts.

23. On-the-scene spot report (news, features, sports)

Entry may be edited. Narratives or voice-overs are allowed only if they were part of the original piece that aired. A one-page written statement detailing circumstances surrounding coverage of story and entrant's participation MUST accompany the entry. Judges will consider reporter's ability to provide enterprising coverage of one unscheduled event.

- A. Radio
- B. Television

24. Prepared report (news, investigative, feature or sports)

Entry may be limited to a single report or may include excerpts from a related series. A one-page written statement detailing circumstances surrounding coverage of story and entrant's participation MUST accompany entry. Judges will consider reporter's ability to obtain a story with impact, clarity of writing, production and concise assembly.

- A. Radio
- B. Television

25. Special programming (documentary, public affairs or editorial)

Entry may be a single report or editorial or may be a series of stories on the same subject. Entry may be edited, but narratives or voice-overs are allowed only if they were part of the original piece that aired. A one-page written statement MUST accompany the entry

and should include a synopsis of the subject matter, entrant's role in preparation and how entrant's coverage addressed the community/market need, a summary of any follow-up reports and any unusual circumstances or difficulties encountered in preparation of the original piece. Also, in considering entrant's ability to provide comprehensive and effective in-depth coverage of a community problem or significant news event, judges will consider creativity, clarity of writing and/or presentation and technical excellence.

- A. Radio
- B. Television

26. Special reporting series (investigative or enterprise reporting)

Submit coverage of a single subject reported in **TWO** or more parts. Entry should demonstrate entrant's ability to provide treatment of an issue that has impact on the station's coverage area but has not received prior coverage or would not have been told without the reporter's enterprise in uncovering it. A one-page written statement MUST accompany the entry and should include entrant's role in producing series, chronology of events, effect of coverage on community, current status of issue covered, a summary of any follow-up reports and any unusual circumstances or difficulties encountered in preparation of series. Narratives or voice-overs are allowed only if they were part of the original piece that aired. **Judges will consider** initiative, thoroughness of research, documentation of any allegations, clarity of writing and/or presentation and technical excellence.

- A. Radio
- B. Television

27. "Personal column on the air" or critic's review

Entry clearly must indicate the broadcaster's viewpoint. No written statement is required.

- A. Radio
- B. Television

28. Interview

Delete all commercial breaks, but no other editing may be done. No written statement is required.

- A. Radio
- B. Television

29. Talk Show

Delete all commercial breaks, but no other editing may be done. No written statement is required.

- A. Radio
- B. Television

30. Best newscast (commercial or non-commercial station)

Newscast must be under the overall supervision of the entrant. Delete all commercial breaks, but no other editing may be done. Narratives or voice-overs are allowed only if they were part of the original piece that aired. No written statement required. **Judges will consider** excellence of news content and production values.

- A. Radio
- B. Television

31. Best presentation (anchor, sportscaster or play-by-play sports reporter)

Judges will consider anchor's, sportscaster's or reporter's presentation only (style of delivery, diction, authoritative presence and credibility) -- not content. No written statement required.

- A. Radio
- B. Television

◆ INTERNET COMMUNICATIONS Categories 32 through 35

See specific instructions under each category. Questions about these entries should be directed to the contest director. Digital photography is covered under the photography entries. Every attempt should be made to enable the judge to view the article or page under the form in which it was intended to be viewed. Entry should reflect the material as it appeared during the contest year.

NOTE: Work may NOT be entered in more than one category or division. However, a story may be entered in a writing category and the web site on which it's posted also may be entered in the editing or site-developing categories. There is no intention to prevent a writer and a editor from entering their individual work when the work of both is published on the same web site.

32. Writing for the Web and online newsletters

Submit hard copy printed from the Web AND a one-page statement defining the goal of the project, the site's purpose and target audience. If the entry is still accessible to the public on the Web site, circle or write URL on top of the print-

ed copy. If not, entry must be accompanied by a CD or DVD with the entry viewable via the original site (include all appropriate files to enable the site to be viewed). Entries must have been created for use in electronic form; material written for print publication and reused on the Web is NOT eligible. Judges will consider clarity of message, appropriateness to audience and adherence to principles of Web-based communication.

- A. Web content written for not-for-profit or educational organization sites, **ONE** example
- B. Web content written for corporate or for-profit organization sites, **ONE** example
- C. Web content written for hobby or special interest sites, **ONE** example
- D. News article written specifically for the Web, **ONE** example
- E. Feature article written specifically for the Web, **ONE** example
- F. Commentary (columns, reviews, editorials) written specifically for the Web, **TWO** examples
- G. Online newsletters, **ONE** example

33. Web site edited by entrant

Open competition. Submit hard copy of home page with URL at the top so judge can go immediately to the site. Each entry **MUST** be accompanied by a one-page written statement defining the site's purpose and target audience, frequency of update, role in editing page, number of visitors per month and any additional comments about maintenance of the site. **Judges will consider** clarity of site, interaction, options, design, relevance to audience and adherence to principles of web-based communication.

34. Web site development/creation

Submit hard copy of home page with URL at top so judge can go immediately to the site. Entry **MUST** be accompanied by one-page written statement defining goal of project, site's purpose and target audience, launch date of the site, evaluation of project, number of visitors per month and any additional comments relevant to development or creation of site. Entries must have been created for use in electronic form. Material written for print publication and reused on the Web is **NOT** eligible. **Judges will consider** adherence to purpose, clarity of site, interaction options, design and adherence to principles of Web-based communication.

- A. Not-for-profit or educational organizational sites

- B. Corporate or for-profit organization sites
- C. Professional sites

35. Podcasts

Entries must be original content and not repurposed. If material was on the air prior to being used in the the podcast, it should be entered in one of the radio categories instead. As podcast files tend to be large, it is recommended that the entrant provide an MP3 audio file on a disk formatted for universal use on all operating systems.

Judges will consider originality, creativity, content organization and effective communication of message.

- A. News
- B. Editorial
- C. Entertainment
- D. Corporate issues
- E. Advertisement

◆ ADVERTISING ENTRIES

Print Media Advertising

Categories 36 through 39

Submit tearsheet(s) of the ad or campaign/series. For electronic ads, submit printouts, DVDs or CDs or Web sites or e-newsletters in which this ad or campaign series appeared. Each entry **MUST** be accompanied by a one-page statement including reason for the ad or campaign, special strategies used, effectiveness in terms of results and the role of the entrant in carrying out the project. **Judges will consider** the originality of the selling idea or promotion, adaptability and suitability of idea to the advertiser, appropriate choice of medium, makeup and appearance, style and content of copy and results.

36. Newspaper, trade paper, magazine, newsletter or Web site -- black/white print or electronic display (single ad)

- A. Retail product or service
- B. Institutional or image

37. Newspaper, trade paper, magazine, newsletter or Web site -- color or spot color print or electronic display (single ad)

- A. Retail product or service
- B. Institutional or image

38. Newspaper, trade paper, magazine, newsletter or Web site -- print or electronic campaign or series built around one subject (black/white, color or spot color)

Series may feature same product or service, or different products/services for same advertiser. Series must be related by theme or design format.

- A. Retail product or service
- B. Institutional or image

39. Single-sheet poster/poster campaign/billboard/banner (any size, black/white or color)

- A. Single-sheet original poster. Submit poster OR send photo/printout of entry (no larger than 8.5" x 11") or DVD with jpg file no larger than 3 megabytes.
- B. Original poster campaign. Submit posters OR send photo/printout of entry (no larger than 8.5" x 11") or DVD with jpg file no larger than 3 megabytes.
- C. Billboard. Submit photo no larger than 8" x 10" of entry.
- D. Banner. Submit photo no larger than 8" x 10" of entry.

Electronic Media Advertising Categories 40 and 41

Submit audiotape cassettes or CDs for radio entries and VHS videotape cassettes, CDs or DVDs for television entries. Each entry **MUST** be accompanied by a brief statement including reason for the commercial or campaign, special strategies used, effectiveness in terms of results, and the role of the entrant in carrying out the project.

Judges will consider the originality of the selling idea or promotion, adaptability and suitability of idea to the advertiser, creativity, clarity of writing and/or presentation, production values, technical excellence and results.

40. Radio single commercial or campaign built around one subject

41. Television single commercial or campaign built around one subject

◆ PUBLIC RELATIONS/PROMOTION/PUBLICITY

Communications programs and campaigns

Categories 42 through 46

Each entry **MUST** be accompanied by a one-page statement that includes the research or reason for the program or campaign, audience, strategies used to reach this audience, theme (if any), timetable, budget and how program or campaign was evaluated. Entry must have been under overall supervision of the entrant, with role defined in statement. In audiovisuals, for example, entrant must document role to state whether it included scripting only, scripting and photography, photography only, production.

Attach major supporting items including brochures, press releases, speeches, videotape, audiotape, CD or DVD (limit sample to FIVE minutes). If displays are too large to include in a 9" x 12" envelope, send photo/printout of entry (no larger than 8.5" x 11" or DVD with jpg file no

larger than 3 megabytes. Materials submitted in this category also may be entered in categories 47-54. The program or campaign must have been completed by Dec. 31 of contest year. **Judges will consider** clearly stated objectives, success in meeting objectives and in relating to audience, effective use of media, general impact of program, evaluation of effectiveness and technical quality.

42. Community or institutional relations
Program or campaign designed to improve an organization's relationship with key publics or a community.

43. Public service
Program or campaign for the public good.

44. Internal communications
Program or campaign designed to improve relations within an organization

45. Marketing program or campaign for new or existing service or product

46. Audiovisuals
Entry must be creatively directed, edited and executed by the entrant. Submit appropriate format (slides, VHS videos or CDs with viewable PowerPoint or similar presentation).

- A. Still illustration or multi-image slides
- B. Video productions
- C. PowerPoint or similar presentation method

◆ PR PRINTED MATERIALS Categories 47 through 54

This subdivision includes PR print materials and those produced for CD-ROM, DVD and e-mail. Materials created for the Web should be entered in categories 32-35. Entry must be creatively directed, edited and executed by the entrant. Submit **ONE** sample. Each entry **MUST** be accompanied by a one-page statement that includes description of entrant's role in carrying out project, general objectives, audience, theme (if any), frequency, budget and how entry was evaluated. **Judges will consider** clearly stated objectives, success in meeting objectives and in relating to audience, effective use of media, general impact and technical quality.

NOTE: The body of the publication determines the color subcategory. For example, if the cover is 4-color, but the body is 1-to-3 color, it should be entered as a 1-to-3 color.

- 47. Reports**
 - A. External annual report
 - B. Internal annual report
 - C. General Report

48. Magazine

- A. One-to-three-color

B. Four color

49. Magapaper/tabloid

- A. One-to-three color
- B. Four color

50 Newsletter

- A. One-to-three color
- B. Four-color

51. Brochure

- A. One-to-three color
- B. Four-color

52. Catalog

- A. Retail or manufacturing
- B. Educational institutions

53. Direct mail marketing

54. Manuals and handbooks

◆ INFORMATION FOR THE MEDIA Categories 55 through 57

55. News or feature release -- single release

Submit a copy of original release and clippings of **ONE to THREE** published articles resulting from release or reports of placement used by electronic media. Each entry **MUST** be accompanied by a one-page statement that includes general objectives, audience targeted, theme (if any), media contacted, timetable, budget, follow-up, evaluative measurement and results statement. **Judges will consider** content and organization of copy, effective communication of message, clearly stated objectives, success in meeting objectives within the budget and in relating to audience and general impact.

- A. News release
- B. Feature release

56. News or feature releases -- multiple releases

Submit **TWO** news or feature releases dealing with the same topic or campaign. Submit copies of original releases and clippings of **ONE** published article or reports of electronic placement which resulted from each release. Releases may have been rewritten by publication. Each entry **MUST** be accompanied by a one-page statement that includes general objectives, media contacted, audience targeted, theme (if any), timetable, budget, follow-up, evaluative measurement and results statement. Judges will consider content and organization of copy, effective communication of message, clearly stated objectives, success in meeting objectives within the budget and in relating to audience and general impact.

57 Media kit -- tools to gain media coverage

Submit **TWO to SIX** examples that make

up a single media kit, which may include, but not be limited to tip sheets, expert lists, media advisories and feature suggestion packets. In addition to the examples, results must be documented with at least **two** clippings, or reports of placement if used by electronic media resulting from the media kit. Each entry **MUST** be accompanied by a one-page statement that includes objectives, media contacted, audience targeted, theme (if any) timetable, budget, follow-up, evaluative measurement and results statement.

Judges will consider success in meeting clearly stated objectives, in providing appropriate materials to selected media to assist with task of effective story telling about client, event, etc., and in getting desired coverage and results.

◆ SPEECHES

Category 58

Entry must be a minimum of **FOUR** pages, typewritten and double-spaced. Each entry **MUST** be accompanied by a one-page statement that includes the title of speech, title of speaker, type of speech (persuasive, motivational, informative, etc.), description of audience (including name of group and size), date and goal of the speaker in reaching the audience. The speech must have been delivered during the contest year. **Judges will consider** effective interpretation of subject matter, structure, appropriateness for audience and situation, writing for deliverability, organization of messages and credible conclusion.

◆ COLLEGIATE

Categories 59 through 68

Open to students in either a two or four year program who are working on an undergraduate degree. Tearsheets must be submitted for print categories. Entries may have been published in either a campus or professional publication. Radio and TV entries must be submitted on cassette, CD or DVD and labeled the same as the entry form. For Web entries, submit files suitable for viewing on a CD or DVD, plus a print version.

59. News writing

- A. Newspaper, magazine or special supplement
- B. Radio or TV
- C. Web

60. Feature writing

- A. Newspaper, magazine or special supplement
- B. Radio or TV
- C. Web

61. Sports

- A. Newspaper, magazine or special supplement
- B. Radio or TV
- C. Web

62. Editorial

- A. Newspaper, magazine or special supplement
- B. Radio or TV
- C. Web

63. Column

- A. Newspaper, magazine or special supplement
- B. Radio or TV
- C. Web

64. Design

- A. Newspaper, magazine or special supplement
- B. Web

65. Graphics/illustrations

- A. Newspaper, magazine or special supplement
- B. Radio or TV
- C. Web

66. Photography (single news, feature or sports photo -- tearsheet and print)

- A. Newspaper, magazine or special supplement
- B. Web

67. Advertising

- A. Newspaper, magazine or special supplement
- B. Radio or TV
- C. Web

68. Public relations

- A. Campaign for a non-profit or educational institution
- B. Campaign for a company or for-profit business venture

◆ ACHIEVEMENT/RESEARCH

Categories 69 through 71

69. Individual achievement (print or broadcast)

Submit relative material but no more than **TEN** pages or pieces, including samples of the work itself, supportive materials relative to the impact of the achievement, **AND** a one-page written summary of the achievement. This category includes work by a reporter, editor or news team that reflects unusual creativity, unexcelled professionalism, courage under pressure, effectiveness in presentation and that which “got something done,” that is helped to get a law changed or introduced, focus on inadequate water supply led to building a new reservoir, spurred an investigation of child abuse/neglect, etc.

70. Faculty adviser of student publications

Submit one example of a newspaper, literary journal or yearbook **AND** a one-page statement about your role as adviser. The one-page statement also should give information about the publication, such as circulation or numbers printed, role of publication, brief background on the publication and any special comments the adviser would like to make regarding the publication.

71. Research (print, broadcast or public relations)

Research into historical, social or cultural topics related to media, communications or information systems or theory should offer original insights and analysis using comprehensive and balanced investigation of all relevant primary and secondary sources and should demonstrate a credible hypothesis and conclusion.

◆ BOOKS/FICTION/VERSE

Categories 72 through 78

Books, novels, short stories and poems must have been published during the contest year. A book either must be a first edition or, if a later edition (not a reprint), must **NOT** have been submitted previously in this competition. Entries in this division are judged on the principles of writing for that category. In general, entries are judged on quality of writing, organization of thought, expression of ideas and originality. **NOTE:** The year of publication (not the copyright date) governs eligibility. If the year of the copyright date (issued when an ISBN number is assigned) printed inside the book is not the year of publication, furnish documentation from the publisher verifying the publication date.

72. Non-fiction, book

- A. General
 - B. Essay or chapter(s) appearing in book not written by entrant. Essay or chapters judged on fit with overall theme of the book.
 - C. Biography and Autobiography
 - D. History
 - E. Cookbook
 - F. Humor
 - G. Instructional, including “how-to”
 - H. Religious or inspirational
 - I. Ghostwriting. A ghostwritten book **MUST** include both a one-page written statement describing the entrant’s role and certification of the entrant’s role from the editor, publisher or subject of the book.
- ##### 73. Fiction, novel (full-length, 40,000 words and up)

74. Children's books

- A. Fiction
- B. Non-fiction

75. Young adult books

- A. Fiction
- B. Non-fiction

76. Short story (single story or col-

lection)

77. Creative verse, including single entries or a book or chapbook of poetry

- A. Single entries
- B. Book or chapbook of poetry

78. Book edited by entrant includ-

ing poetry books or poetry magazines

Editor in this category MUST include a one-page written statement about role in the project and the extent or types of editing done.W

General Rules for Entrants

◆ Purpose

The purpose of the APW Communications Contest is to improve professional skills by recognizing excellence in communicating. The "message" is what is important. The "message" -- how well it communicates, how it is directed to its target audience, how well it achieves its objectives -- is the judging standard.

◆ Eligibility

Entrants must be professional, student or retired members of Arkansas Press Women and the National Federation of Press Women. To be eligible, members must have paid their individual 2010 NFPW and Arkansas dues by Jan. 23, 2010. Members may enter the national contest ONLY if they receive a first-place award in the state contest.

◆ Deadlines

All entries must be POSTMARKED by **Jan. 23.**

NO LATE ENTRIES WILL BE ACCEPTED!

◆ Entry Fee

The state contest entry fee is **\$5 per entry.** All state entry fees must be sent with the entries. First-place winners at the state level are eligible for entry in the national contest. The individual entrant is responsible for paying the national entry fee (See national entry information on next page.)

◆ Publication Dates

All entries must have been published, issued, broadcast, printed or e-published between **Jan. 1, 2009, and Dec. 31, 2009.** The governing date is the date the broadcast aired, the date printed on the publication or the date e-published. If the entry is a series, use the publication date of the final article as the entry date, which allows the beginning article to have been published in a previous contest year.

◆ Entry Regulations

Entries must conform to national contest categories. Entries submitted in the wrong category or subcategory, not properly labeled, or failing to have all required statements will be disqualified. Judges may NOT change an entry to another category or disqualify entries. Only the state contest directors can disqualify entries. At the state level only, members are allowed up to three entries per person per category or subcategory. No entry may be submitted in more than one category or subcategory.

CLARIFICATION: Stories may be entered in writing categories, while the page, supplement, publication or web site that bears that story also may be entered in editing categories. In the state contest, contestants may submit up to three entries per category or subcategory. It is not the intent to prevent a writer and an editor from entering their individual work when work by both contestants appears in the same publication or broadcast. Entries in all categories except editing, producing, or public relations and advertising brochures must be entirely the work of the member.

EXPLANATION: In Print Media categories 11-16, the edi-

tor or the producer may not have done all work on the page or publication. Also, few persons in advertising or PR are totally responsible for any item, ad, brochure, or direct mail campaign. The team principle usually applies.

Therefore, the entrant should be the creative planner, responsible for seeing "the message" through; the content director; or the copy writer.

Members who collaborate on material may enter together, but each must have paid NFPW and APW dues. Duplicate certificates will be awarded.

The contestant's entry form should list all roles in creating the entry. Example: Creative coordinator and copywriter; or copywriter and layout; etc.

◆ Preparing Entries

Each entry must be accompanied by **two** copies of the official APW entry form, available on the web, from the contest director or enclosed in this publication and the fee of \$5 per entry. The APW form must be used for ALL state entries.

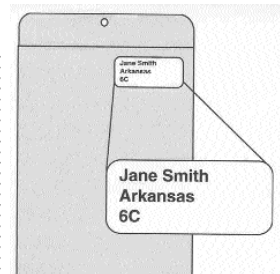
There are special instructions for entries in each of the following divisions: print media, photography, electronic media (radio and television web site pages), advertising, public relations/promotion/publicity, and books/fiction/verse with specific details printed for some of the categories. **If instructions call for a statement to accompany the entry, the lack of that statement will automatically disqualify the entry.**

Note that categories calling for a tearsheet require the entire page from the publication in which the entry appeared. Photocopies or print PDFs of tearsheets are permitted if originals are not available, but it must include the entire page and show publication name and date of issue printed on the page. Do not send a clipping when a tearsheet is specified.

Place each entry in a separate 9" x 12" open-end manila envelope. If entry is too large to slip easily in and out of a 9" x 12" envelope, use the next larger size. Do not use envelopes that open on the side as entries are stored and handled vertically.

When looking at the front or "address" side of the envelope, hold it vertically with the open end at the top. Clearly write the entrant's name, affiliate state, category number and subcategory letter on the top right-hand corner of the envelope. Do NOT write on back of the envelope. Tuck the flap in and behind the entry. Do NOT fasten or seal the envelope.

Send entries to:
APW Communications Contest
Debbie Miller, Director
208 Lyndal lane
Bentonville, AR 72712



2010 NATIONAL FEDERATION OF PRESS WOMEN COMMUNICATIONS CONTEST

NFPW Affiliate Name

AT-LARGE? Check if YES

Category No.

Category Name

Subcategory Letter

Subcategory Name

Book entries only. Please return my book to me at the address below. I am enclosing an \$10 to cover costs.

Please provide entrant's direct contact info not a general office number or email for person who prepared the entry form.

	Entrant	Co-Entrant
Name		
Address		
Address		
City/State/Zip		
Email		
Phone w/AC		

Role of Entrant(s)

If more than one co-entrant, write all other names and contact information on a separate 8 1/2" x 11" sheet, and attach.

On the numbered lines below, provide the following information:

1. a) Headline or title of entry; b. publication or broadcast date (add length of broadcast-min/sec., if applicable)
2. Name and address of publication, media outlet, agency or client

1. a)	b)
2.	
1. a)	b)
2.	

NFPW Member Verification: I affirm that entrant(s) named on this form have paid 2010 NFPW dues.

Affiliate or At-large contest director's name and phone (with AC) _____

Signature of Affiliate or At-large contest director _____

Yes, forward my entry to the NFPW national contest. I understand that I must pay the \$20 entry fee directly to Terry Hawkins, APW treasurer.

Judges Use Below This Line

Judge: Circle ONE (no ties) 1st 2nd 3rd HM

Judge's Comments

High School Contest changes for 2010

High School Contest director **Kristin Netterstrom** said there are significant changes to the high school contest. They include the following:

- ◆ Three new categories: Broadcast Video - News Story, Broadcast Video - Feature Story and Broadcast Video - Sports to accommodate video/web news. See guidelines for descriptions/formatting instructions.
- ◆ Tearsheets, whether originals or photocopies, should show the FULL page on which the entry appears.

◆ We are clarifying that students may enter more than one category, but the same piece may only be entered in one category (see guidelines where we are hoping we made this eminently clear).

- ◆ Use only paper clips to attach entries and forms -- NO staples, plastic sleeves, etc.
- ◆ Only cropping, toning, contrast and red-eye removal are the only digital enhancements allowed to photos.

Time frame and deadline changes include the following.

- ◆ Deadlines have been moved up approximately two

weeks to get entries out and back from national judges and get the results to contest directors, advisors and students earlier in May while school is still in session.

- ◆ Entries must include work completed between March 1, 2009, through February 14, 2010.

As a result high school contest directors must submit entries to national postmarked no later than March 28, 2010.

The goal is to have entries and results returned to high school contest directors by May 10, 2010, says Netterstrom.

To contact APW board members

Mary Hightower, president, (501) 551-2563, mary.hightower@gmail.com

Debbie Miller, 1st vice president, 208 Lyndal Lane, Bentonville (479) 464-4451, dmiller@nwaonline.net

Kristin Netterstrom, 2nd vice president, and high school contest director, 121 E Capitol Ave., LR 72201 (501) 378-3479 (day), knetterstrom@arkansasonline.com

Susan Thielemier, secretary, Pocahontas, (870) 892-9167, susanthielemier516@yahoo.com

Terry Hawkins, treasurer, Dumas (870) 382-2344, thawkins@centurytel.net

Carol Griffiee, parliamentarian, NLR (501) 812-6763, esicarol@aristotle.net

District Directors: Brenda Blagg, northwest, and Freedom of Information director (479) 443-5702, bblagg@nwaonline.net

Anita Murphy, northeast, Pocahontas (870) 892-9508, starherald@jvrhomes.com

Rebecca Brockman, central (rebecca@dailydata.com)
Bob Shrunm, southeast, Stuttgart, (870) 673-8533 clerksnoop@yahoo.com

Eva Marie Pearson, at-large, Pine Bluff, 219 Monk Rd., Pine Bluff 71602

Others: Carol Sanders Reiner, newsletter editor and communicator of achievement co-director, 6 Bradford Ct., LR AR 72207, carolsr@juno.com

Malea Hargett, scholarship chairman, PO Box 7417, LR, 72217, (501) 664-0135, mhargett@dolr.org

Eva Marie Pearson, communicator of achievement co-director, 219 Monk Rd., Pine Bluff, AR 71602

Claudia Ahrens, historian, 2020 S Prairie Rd., Stuttgart, AR 72160 (501) 673-8533, cha2020@aol.com

Contest Rules continued

◆ National Contest Entries

If you want your entry advanced to national competition, check the box on the entry form and agree to pay the additional \$20 national contest entry fee. If you check this box and are a first place winner, the contest director will notify you in March of the amount due.

Members may enter the national contest ONLY if they receive a first place award in the state communications contest. National contest entries may be sent to the contest manager ONLY by the state con-

test director.

◆ Awards

Awards in any category/subcategory are limited to first, second and third places and honorable mention. There can be only one first, second or third place awarded in any category/subcategory -- no ties. Judges may decide the number of awards to give within these limits. Awards will be given only if the judge deems them merited. Judges' decisions are final. APW traditionally awards certificates or other tokens for all winners in the state contest. Sweepstakes winners also have

their name engraved on a permanent plaque displayed at APW events.

◆ Return of entries

There is no return of entries. Do not enter irreplaceable items in the contest. The risk of loss through multiple shipments from office to judges and back again and to the conference site is great. Entrant should NEVER send a "one-and-only" entry. Duplicate all slides, audiovisuals, tapes, zip disks and CDs.

Arkansas Press Women
APW Communicator
6 Bradford Court
Little Rock, AR 72227