

APW Communicator

Volume 44, No. 1

Winter 2010-2011

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the newsletter of Arkansas Press Women

Winter 2010-2011



Inside . . .

- Jobs 2
- Board Meeting 2
- 2011 NFPW
- Conference 2
- Contest
- Categories 3
- General Rules 9
- Entry Form 10
- Contacts 11

Friday, Jan. 21, is 2011 APW Communications Contest deadline

The 2011 contest categories are defined in the contest insert and on the APW blog <http://arkpresswomen.wordpress.com/2011-contest>. Members are urged to heed the following guidelines.

- ◆ The deadline for entries to be postmarked is **Friday, Jan. 21. 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, 2010, and Dec. 31, 2010**.
- ◆ 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. Clearly mark the tear sheet by highlighting or underlining headline.
- ◆ 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

From the President . . . Mary Hightower

Hello APW members!

Arkansas Press Women is functioning into its sixth decade, and as we move into 2011, we should take time to remember 2010:

- ◆ **Claudia Ahrens** and **Carol Sanders** marked 35 years as an APW members. **Sonny Sanders** reached a 30 year anniversary.
- ◆ **Debbie Miller** won the NFPW national sweepstakes competition. She was also our Communicator of Achievement nominee.
- ◆ We had more than 350 entries from high school journalists at a dozen schools, thanks to **Kristin**

Netterstrom's efforts.

- ◆ **Jeannie Stone** was this year's APW sweepstakes winner.
- ◆ The APW Scholarship Fund received nearly two dozen donations totaling more than \$1,350, thanks to contributions inspired by **Carol Griffee**.
- ◆ We introduced "Best Brains" inviting four scholars to share their media-related research at a morning colloquium.
- ◆ **Beth Pond**, editor of "The Profile" at Hendrix College, was the APW scholarship winner.
- ◆ On a sad note, we lost longtime member **Pearl Serbus**.



A
P
Board
Meeting
W Jan. 22, 2011
10 a.m. -
11:30 a.m.
Conference
Call

Jobs, Jobs, Jobs

♦ **Managing Editor**
(Stuttgart Daily Leader)
 Journalism degree, familiar with AP style, experience with web site management, video and photo editing. Submit resume, clips and cover letter to Editor, *Stuttgart Daily Leader* or email GM@stuttgardailyleader.com.

♦ **Assistant Editor**
(SW Arkansas daily)
 One year newspaper experience, proficient in Quark, know pagination, work well under daily deadlines. Send resume to kmclemore@hopestar.com.

♦ **Sports Reporter**
(Stuttgart Daily Leader)
 Full-time sports reporter, reporting experience, reliable transportation, photography experience, knowledge of Quark and PhotoShop and experience with MAC computers. Contact Lesley Valadez, editor, at (870) 673-8533, Ext. 212 or email editor@stuttgardailyleader.com.

♦ **Sports Editor**
 Cover three small school districts and a variety of sports, take photos and design pages (80 percent of job) and manage few beats in a small town, including city council, police and school district. Send resume and clips to Linda Caldwell at *Carroll County, News*, PO Box 232, Berryville, AR 72616 or email l.caldwell@cox-internet.com

From the President . . .

Professionally, mergers, layoffs, lagging revenues and other issues made 2010 a tough year for many of us in our professional capacities. This, I believe, severely affected our fall professional development meeting where attendance was in the single digits.

In 2011, we have many challenges facing us as well; not the least of which is membership. However, the board believes that strength for this organization will come in numbers.

APW lost a few members in 2009 and 2010 because of the increase in membership dues. We must act now to find a way to bring those members back and entice new ones. There are two separate proposals related to this:

(1) Create an associate-level mem-

(continued from page 1)

bership for \$15 a year. Associates can enter the state contest, but they will have to pay full dues should they win a category and they wish to compete nationally.

(2) Allow nonmembers to compete but pay double the entry fee. The idea behind this proposal is to increase contest revenues, ramp up the level of competition and entice outsiders to become members.

As a member, please remember to vote on these proposals at the June meeting. It's important that you exercise your full membership privileges, not just the ones related to the contest.

-- Mary Hightower

APW Winter Board Meeting Jan. 22

The winter board meeting will be a call-in meeting Saturday, Jan. 22, 10 a.m. - 11:30 a.m.

Mary Hightower says that members may use whatever phone they want, hard-wired or cell. Dial into a phone number and you likely will be prompted to enter a code, which she will send. Then you will be connected to the conversation. She will email the call-in telephone number to members as soon as she gets it. Items for discussion include:

(1) **Membership fees.** The board has voted to propose adding an associate membership level of \$15. Associates may enter the contest but are not eligible for the national contest unless they pay full national dues.

(2) **Expand the contest and open it**

to nonmembers. This was the subject of the email vote conducted in the last two weeks, but she would like this issue to come up for a real-time vote, this time with everyone included.

(3) **Decide location and date of the summer awards meeting.**

(4) **Annual reports** (treasurer, scholarship, contests) from the usual chairs.

(5) **Board member replacements.**

Susan Thielemeier Johnson has resigned as secretary. **Jeannie Stone** has offered to serve so confirmation is needed. **Rebecca Brockman**, central Arkansas rep, has resigned. A replacement nominee is needed.

(6) **Board member elections.** Terms end 2011. Is a Nominating Committee needed?

NFPW Conference, Sept. 8-10 in Council Bluffs, Iowa

Nebraska and Iowa Press Women will host the 2011 NFPW Communications Conference, Sept. 8 - 10 at Harrah's Casino and Convention Center.

The Nebraska pretour will be Sept. 4-6. Participants will visit a native American earth lodge, the Oregon and Mormon trails, the homes of Wild West showman Buffalo Bill Cody and Pulitzer Prize winning author Willa Cather and a working ranch. A Sept. 7 day tour

will include a visit to Henry Doorly Zoo, lunch at the Omaha Press Club and a visit to the Joslyn Art Museum, known for its art of the American West.

Those on the Iowa post tour, Sept. 11-13, will go to the bridges of Madison County, an electricity-generating windmill farm, living history farms and the Amana Colonies, a national historic landmark consisting of seven villages.

2011 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 **TWO (2)** articles. 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 on 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 non-bylined 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 and websites
- D. Editorial cartoon

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; each may focus

on a particular sport or a different sport, e.g. basketball; or each may cover a different sport-one on basketball and one on hunting. 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
- 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. Green/environmental
- T. Technology/electronic communication

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. Columns published on a website should be entered in this category.

Columns are NOT blogs.

- A. Humorous
- B. General
- C. Informational (how-to, Q&A, advice)
- D. Personal opinion (bylined, not editorial)

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 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 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. 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 publications.
- 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, all of one type or in combination. **Judges will consider** 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 and original graphics

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)

◆ PHOTOGRAPHY ENTRIES

Categories 18 through 22

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

Audio cassette 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 addition to 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 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 required.

- A. Radio

B. Television

29. Talk Show

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

◆ ELECTRONIC COMMUNICATIONS

Categories 32 through 38

See specific instructions under each category. Questions about these entries should be directed to the contest director. Digital photography is covered under 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 in this division. However, a story may be entered in a writing category and the website 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 website.

32. Writing for the Web

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 website, circle or write URL on top of the print-

ed copy. 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, submit **ONE example**

E. Feature article written specifically for the Web, submit **ONE example**

33. Website 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.

A. Web content written for not-for-profit, government or educational organization sites, submit **ONE example**

B. Web content written for corporate or for-profit organization sites, **ONE example**

C. Web content written for special interest sites, submit **ONE example**

34. Website 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 organization sites, **ONE example**

B. Corporate or for-profit organization sites

C. Special interest sites, one example

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

36. Blogs

Entrant must be author of blog. Submit hard copy printed for the Web AND a one-page statement about audience, reason for blog and number of views. If entry is still accessible to public on the Web, circle or write the URL on top of printed copy.

A. Web content written for not-for-profit, government or educational organizational sites. **Submit TWO examples.**

B. Web content written for corporate or for-profit organization sites, **TWO examples**

C. Web content written for special interest sites, **TWO examples**

37. Social Media Campaign

Use of social media as part of a comprehensive campaign to achieve a professional goal. Submit a one-page statement explaining the campaign goal, audience and results as well as role of the entrant in campagin. Include a link to the campaign or a CD/DVD if no longer live.

A. Web content written for not-for-profit, government or educational organization sites. Submit **ONE example**.

B. Web content written for corporate or for-profit organization sites. One example.

C. Web content written for special interest sites. Submit ONE example.

38. Videos for website

Submit a CD, DVD or link to the video. Each entry must be accompanied by brief statement including purpose of video, criteria for measuring effectiveness of video and role of entrant in the project

A. Web content written for not-for-profit, government or educational organization site. Submit ONE example.

B. Web content written for corporate or for-profit organization site. ONE example

C. Web content written for special interest sites, ONE example

◆ ADVERTISING ENTRIES

Print Media Advertising

Categories 39 through 42

Submit tearsheet(s) of the ad or campaign/series. For electronic ads, submit printouts, DVDs or CDs or websites 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, creativity, clarity of writing and/or presentation, production values, technical excellence and results.

39. Newspaper, trade paper, magazine, newsletter or website -- black/white print or electronic display (single ad)

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

40. Newspaper, trade paper, magazine, newsletter or website -- color or spot color print or electronic display (single ad)

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

41. Newspaper, trade paper, magazine, newsletter or website -- 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

42. 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.

Radio/Television Advertising

Categories 43 and 44

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 rea-

son 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.

43. Radio single commercial or campaign built around one subject

44. Television single commercial or campaign built around one subject

◆ PUBLIC RELATIONS/PROMOTION/PUBLICITY

Communications programs and campaigns

Categories 45 through 49

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 fit 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.

45. Community or institutional relations

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

46. Public service

Program or campaign for the public good.

47. Internal communications

Program or campaign designed to improve relations within an organization

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

49. 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 50 through 57

This subdivision includes PR print and electronic . Entry must be creatively directed, edited and executed by 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.

50. Reports

- A. External annual report
- B. Internal annual report
- C. General Report

51. Magazine

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

52. Magapaper/tabloid

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

53. Newsletter

- A. One-to-three color print
- B. Four-color print
- C. Electronic

54. Brochure

- A. One-to-three color print
- B. Four-color print
- C. Electronic

55. Catalog

- A. Retail or manufacturing
- B. Educational institutions
- C. Electronic

56. Direct mail marketing

- A. Print single campaign
- B. Print, multi-campaign
- C. Electronic, single campaign
- D. Electronic, multi-campaign

57. Manuals and handbooks

◆ INFORMATION FOR THE MEDIA

Categories 58 through 60

58. 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

59. 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.

60. 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 61

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 62 through 71

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.

62. News writing

A. Newspaper, magazine or special supplement

B. Radio or TV

C. Web

63. Feature writing

A. Newspaper, magazine or special supplement

B. Radio or TV

C. Web

64. Sports

A. Newspaper, magazine or special supplement

B. Radio or TV

C. Web

65. Editorial

A. Newspaper, magazine or special supplement

B. Radio or TV

C. Web

66. Column

A. Newspaper, magazine or special supplement

B. Radio or TV

C. Web

67. Design

A. Newspaper, magazine or special supplement

B. Web

68. Graphics/illustrations

A. Newspaper, magazine or special supplement

B. Radio or TV

C. Web

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

A. Newspaper, magazine or special supplement

B. Web

70. Advertising

A. Newspaper, magazine or special supplement

B. Radio or TV

C. Web

71. Public relations

A. Campaign for a non-profit or educational institution

B. Campaign for a company or for-profit business venture

◆ ACHIEVEMENT/RESEARCH

Categories 72 through 74

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.

73. 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.

74. 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 75 through 81

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.

75. 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.

76. Fiction, novel (full-length, 40,000 words and up)

77. Children's books

A. Fiction

B. Non-fiction

78. Young adult books

A. Fiction

B. Non-fiction

79. Short story (single story or collection)

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

A. Single entries

B. Book or chapbook of poetry

81. Book edited by entrant including 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.

Book Return Policy -- Books will not be returned unless entrant requests so at time of entry by checking the return book requested box on the entry form and pays the \$10 return fee. All first place books will be displayed at the annual conference. Winners attending the conference may retrieve books upon completion of conference.

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 2011 NFPW and Arkansas dues by Jan. 23, 2011. 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. 21**.

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 page 11.)

◆ Publication Dates

All entries must have been published, issued, broadcast, printed or e-published between **Jan. 1, 2010, and Dec. 31, 2010**. 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 state-

ments 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.

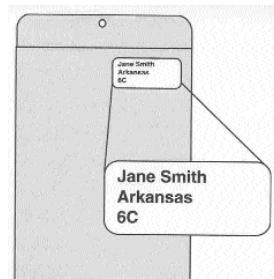
CLARIFICATION: Stories may be entered in writing categories, while the page, supplement, publication or website that bears that story also may be entered in editing categories. In the state contest, contestants may submit up to three entries per category or subcategory. It is not the intent to prevent 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 1-17, the editor 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.

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



2011 NATIONAL FEDERAION 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 2011 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

Contest Rules continued

Example: Creative coordinator and copywriter or copywriter and layout.

◆ Preparing Entries

Each entry must be accompanied by two copies of the official APW entry form (enclosed in this publication) and \$5 per entry. The APW form must be used for all state entries.

There are special instructions for entries in the following divisions: print media, photography, electronic media (radio and television website pages), advertising, public relations/promotions/publicity and books. If instructions call for a statement to accompany the entry, the lack of that statement

will automatically disqualify the entry.

NOTE: Categories calling for a tearsheet require the entire page of the publication in which the entry appeared. Photocopies or print PDFs of tearsheets are permitted if originals are not available, it 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. (See art on previous page).

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.

To contact APW board members

Mary Hightower, president, (501) 551-2563, arkpress-women@yahoo.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

Secretary: Open position

Terry Hawkins, treasurer, 216 S John St., Dumas, AR 71639 (870) 382-2344, thawkins@centurytel.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

Central director: Open position

Bob Shrum, southeast, Stuttgart, (870) 673-8533 clerk-snoop@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 72227, 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. Send a check, payable to Arkansas Press Women, directly to **Terry Hawkins**. 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 contest 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/sub-category -- 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