

THE SAN FRANCISCO PENINSULA PRESS CLUB

35th Annual

GREATER BAY AREA

JOURNALISM

AWARDS COMPETITION

San Francisco Peninsula
PRESS CLUB



- ◆ Print, Electronic Media, Magazine/Trade Press and Public Relations Categories.
- ◆ Entries will be judged by qualified professionals outside the Bay Area.
- ◆ Complete online entry forms and upload content by **Wednesday, February 29, 2012**.
- ◆ Credit card payment online or mail. Category one publications and checks need to be postmarked by March 1, 2012.
- ◆ **New categories this year:** Press releases (*submit three examples*), annual reports, best use of *Twitter*.

ELIGIBILITY

Open to all print, broadcast and electronic media and public relations professionals working or residing in Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano or Sonoma counties.

PUBLICATION DATES

Entries must have been originally published, broadcast or released on broadband between **January 1 and December 31, 2011**, inclusive.

JUDGING

Entries will be judged by a Press Club or Society of Professional Journalists chapters outside the San Francisco Bay Area. No San Francisco Peninsula Press Club member will be involved in the judging.

AWARDS

First second and third place awards will be presented during the *Evening of Excellence* awards dinner in May.. Judges are not required to make any award if, in their opinion, no entry is of prize-winning quality.

ENTRY FEES

- **\$15** members, **\$55** non-members, **\$30** same company with 25 or more, per entry.
Overall Excellence and "Staff" entries will be charged the non-member fee.

The San Francisco Peninsula Press Club has individual memberships only. No blanket memberships are available to newspapers, stations or companies covering all of their employees.) Entrants wishing to take members' discount may download an application at www.penpressclub.org	
1 st entry – Non-member \$55; Member: Dues \$35, Entry Fee \$15	Save \$5
Additional Entries – Non-member \$55; Member Entry Fee \$15	Save \$40

- Pay online with credit card or make checks payable to **Peninsula Press Club**
Mail to: 4317 Camden Avenue, San Mateo, CA 94403-5007
- Independents may apply for scholarship help with fees by attaching a letter stating need.

Online Entry Deadline: Wednesday, February 29, 2012

Questions: e-mail penpressclub@comcast.net or call 650-341-7420

ENTRY RULES

- Entries should be entered in the name of the creator of the work.
- On the entry form, enter name(s) as they should appear on the award.
- The San Francisco Peninsula Press Club is not responsible for any errors in the information submitted.
- **Print stories** – Upload PDF format.
- **Page Design** categories must keep headlines, mastheads, logos.
- **Headline** entries must include the story for which the headline was written.
- **Print Photography** – Upload JPEG of photo and PDF of published story.
- **Radio Television & Broadband** provide URL link to the story, on your server or YouTube or upload MP3 file for audio.
- All entries become the property of The San Francisco Peninsula Press Club and may be posted on the PPC web site.
- The San Francisco Peninsula Press Club may move entries to a more suitable division or category if necessary.
- An entry may be **entered** in more than one category with a separate entry form and fee for each, but may **win** in only one category.

Questions: e-mail: penpressclub@comcast.net or call (650) 341-7420. Fax: (650) 372-0279

CATEGORIES

NEWS SERVICES

(Letter "Division"— Number "Category")

A. NEWSPAPERS — Dailies

B. NEWSPAPERS — Non-dailies

C. MAGAZINES / TRADE PUBLICATIONS (includes newsletters)

- | | |
|---|--|
| 1. Overall Excellence * | 12. Analysis |
| 2. Editorial | 13. Business/Technology Story |
| 3. Columns-news/political (submit three examples) | 14. Entertainment |
| 4. Columns-feature (submit three examples) | 15. Specialty Story (includes consumerism, fashion health, food, arts, travel, etc.) |
| 5. Columns-sports (submit three examples) | 16. Sports Story |
| 6. Breaking News | 17. Sports Game Story |
| 7. News Story | 18. Headline |
| 8. Continuing Coverage | 19. Graphic Design |
| 9. Series | 20. Page Design |
| 10. Feature Story of Light Nature | |
| 11. Feature Story of Serious Nature | |

The following categories are Div. A, B & C combined (upload JPEG and PDF of published photo)

- | | |
|------------------------------|--|
| 21. Editorial Cartoons | |
| 22. Photography-Spot News | 25. Photography-Sports Action |
| 23. Photography-General News | 26. Photography-Feature Photo |
| 24. Photography-Feature | 27. Photography-Photo Series / Picture Story |

D. RADIO / AUDIO

E. TELEVISION / VIDEO

- | | |
|-------------------------------------|--|
| 1. Overall Excellence* | 29. Interview or Talk Show |
| 6. Breaking News | 30. Special Program |
| 10. Feature Story of Light Nature | 31. Documentary |
| 11. Feature Story of Serious Nature | 32. Use of Sound (<i>Radio only</i>) |
| 16. Sports Story | 33. Videography (<i>TV only</i>) |
| 28. Public Affairs Program | 34. Editing (<i>TV only</i>) |

F. PUBLIC RELATIONS

- | | |
|--|---|
| 1. Overall excellence* | 36. Press Releases (submit three examples) (<i>new</i>) |
| 35. Newsletter (submit three examples) | 37. Press Kit |
| | 38. Annual Reports (<i>new</i>) |

G. BROADBAND/WEB (All divisions)

Overall Excellence *

1Wa. Media Organizations (Print/Broadcast)

1Wb. Independent (Broadband only distribution)

6W. Breaking News

7W. News Story

8W. Continuing Coverage

10W. Feature Story of Light Nature

11W. Feature Story of Serious Nature

11W. Feature Story of Serious Nature

11W. Feature Story of Serious Nature

14W. Entertainment Story

16W. Sports Story

18W. Headline

39W. Multi Media/Interactivity

40W. Blog/Commentary

41W. Best use of *Twitter* (new)

(submit a PDF with your user name and three best tweets from 2011, plus judges will evaluate your tweets from Oct-Dec '11.)

Overall Excellence Instructions*

- * Newspapers and magazines should submit three complete issues, one each from the first week of February, May and November.
- * Radio-Television should submit three complete newscasts from first week of February, May and November.
- * Public Relations should submit an overall sampling of materials for one campaign.
- * Broadband should submit URL and links to specific pages you want included in judging.
(Judges will select a designated period to view all web site entries.) Submit PDF with support material.
- * Overall Excellence entries will be charged the non-member fee.

ONLINE ENTRIES

1. Login:

- a. Go to www.betterbnc.com.
- b. Under “Are you a contestant?” click Journalist Login
- c. Select **2012 GREATER BAY AREA JOURNALISM AWARDS**.
- d. Select the appropriate News Organization.
(If your news organization does not appear on the list, e-mail: penpressclub@comcast.net or call (650) 341-7420 and we will add your organization)
- e. Enter your **temporary password: bnc** (lowercase), and click Login. When you first login, the system will prompt you to create a secure password (one for each listed news organization). If you set the new password for your organization, please make sure to share it with others who may be making entries.

2. Submit Entries:

- a. On the Manage Entries page, click Submit Entry (left side).
- b. The Division is “General” for all.
- c. Select the appropriate category.
- d. (If applicable) Read the corresponding Category Note (directly below the category selection box) which describes what is expected for the category’s entry content.
- e. Complete the Headline/Title field.
- f. Based on the type of entry, add content:
 - a. To upload digital files (other than audio/video), click Choose File, navigate to the desired file, select Open, and click Upload. Allowed file types are PDF, DOC, TXT, JPEG, GIF and PNG. If you wish to include more than one attachment for this entry, repeat these steps.
 - b. **To add web/audio/video content**, copy and paste the content’s web address into the provided Web URL field. To host your content online, either upload it to a free hosting web site (e.g. YouTube) or talk to your IT person about adding it to your station’s web site. Make sure the content will be accessible long enough to be viewed at the awards banquet.
- g. Click Next.
- h. Add Credits for those responsible for the entry content.
- i. Add Comments (if available), but keep them brief (e.g. 100 words).
- j. Click Submit.
- k. Repeat process for additional entries.
Mail copy of entry form with check (see fees above) to the Press Club Office or request a PayPal invoice to use your credit card. **Peninsula Press Club, 4317 Camden Ave., San Mateo, CA 94403-5007**
- l. Overall Excellence complete issues may be mailed to the same address.