



2022 EXCELLENCE IN THE MEDIA AWARDS CONTEST

The Press Club of Southeast Texas is pleased to announce the 31st Annual Excellence in the Media Awards competition. Each year, the Press Club receives hundreds of entries from individuals and media outlets from across the region, including print, electronic media, magazines/trade press and Each public relations category.

Eligibility

The contest is open to members and potential members of the Press Club—full-time and part-time journalists and public relations professionals in Chambers, Hardin, Jasper, Jefferson, Liberty, Newton, Orange, Polk and Tyler counties.

Work published, aired or released between January 1, 2021, and December 31, 2021, is eligible for entry.

Benefits of membership include reduced contest entry fees. Individuals may check their membership status, join or update their memberships online at PressClubofSoutheastTexas.org. Membership dues can be paid online using the PayPal link provided.

Organizations may make arrangements to pay multiple memberships by check. If doing so at contest time arrangements **MUST** be made at least **TWO WEEKS** before the contest deadline.

PLEASE READ THE ENTRY INSTRUCTIONS CAREFULLY.

DEADLINE FOR UPLOAD OF ENTRIES is April 24, 2022 at 11:59 p.m.

If you have questions, contact: Press Club of Southeast Texas Contest Administrator
Contest@PressClubOfSoutheastTexas.org

AWARDS CEREMONY AND BANQUET

This year will be our first in-person awards dinner since 2019 due to the pandemic. Join us at the MCM Elegante in Beaumont on Friday evening, June 3, 2022 for the awards banquet.

General Rules & Entry Information

Deadline: Entries must be uploaded by 11:59 p.m., April 24, 2022.

Entry Submission

Entries are uploaded at [PressClubofSoutheastTexas.org/enter-contest](https://www.pressclubofseattexas.org/enter-contest)

Some categories, such as PR Campaign, may not be practical in digital-only format. However, it is very expensive for the club to mail entries to judges, so oversized materials (signs, banners, etc.) must be photographed in lieu of submitting actual items for judging.

Entry Fees and Payments

Each entry must be covered by an entry fee. Contest entries will NOT be released for judging until entry fees have been received. After each successful entry, the "Official entry form & label" will be presented. You should print a copy for your records.

Entry fees are \$10 per entry for Press Club members, \$30 per entry for non-members. For organizations submitting 20 or more entries for members, the fees are \$8 per entry. For example, 19 entries will cost \$190 while 20 entries will cost \$160. Twenty-four entries will cost \$192. Non-members DO NOT receive a discount for multiple entries.

The preferred payment method is via PayPal with either a credit card or Paypal account.

For organizations that cannot pay online, we can create an invoice for you to pay by check. Checks must be made payable to "Press Club of Southeast Texas." You MUST contact us at least TWO WEEKS prior to the contest entry deadline to make arrangements to be invoiced.

Invoiced payments may be sent to:
Press Club of Southeast Texas P.O. Box 1922
Beaumont, TX 77704-1922

GENERAL RULES:

1. An entry may not be submitted in more than one category.
2. Entries must be from the calendar year 2021 (unless otherwise specified). Entries must have been locally published or broadcast within the Press Club's representative counties.
3. Entries may be submitted by individuals, news "teams," or media outlets. Team entries with more than three names may be considered "staff" entries on plaques, certificates and in published winner lists.
4. Judging will be based on significance, clarity, writing, enterprise, effectiveness, originality and other criteria deemed appropriate by the judges.

5. Judges normally will award first through third place from entries submitted, but may decline to name winners for all places at their discretion.
6. Judges reserve the right to move any entry to a more appropriate category.
7. Judges reserve the right to withdraw an entry that does not meet the contest criteria. The entry fee will not be returned.

Judging will be done by impartial organizations from across the country not currently associated with the Press Club of Southeast Texas.

8. All entries become the property of the Press Club and will not be returned.

NEWSPAPERS (100)

All entries in Newspaper Category entries must have been published in a printed newspaper. Online only entries must be made in either the open or online categories.

- 101 - News Story: Main story and any sidebars
- 102 - Feature Story: Main feature and any sidebars, or a series
- 103 - Investigative Reports: Main story and any sidebars, or a series
- 106 - Special Reports: Main story and any sidebars, or a series
- 105 - Sports News: Main story and any sidebars
- 106 - Sports Feature: Main feature and any sidebars, or a series
- 107 - Reporting Portfolio: Three examples constitute one entry
- 108 - News Photo: Single news photo
- 109 - News Page Design/Layout: Single-page layout or double truck
- 110 - Non-news Page Design/Layout: Single-page layout or double truck.
- 111 - Overall Excellence: Submit 3 issues, one closest to March 5, 2021, and two others

TELEVISION (200)

- 201 - In-depth Report: Report aired inside a regular newscast.
- 202 - Breaking News: Any general assignment news story produced within 24 hours of the event.
- 203 - General News: Any general assignment news story.
- 204 - Feature: A single story
- 205 - Sports Story: A single story, spot sports news item or feature.
- 206 - Best Newscast
- 207 - Best non-news broadcast special

208 – Star on-air talent/reporter: Overall quality of a performance contained within a single story news program. Judging will be based on style, creativity and overall presentation. This category can include news, sports and weather anchors and general reporters. Up to three examples may be submitted.

High School Journalism Media (300)

301 - Best use of student-produced high school media: Entries may include print, broadcast and/or online platforms. Work must have been published in 2021 calendar year. Submit three to five examples.

RULES (digital category only):

1. Entries must have been published online only. Work published in print or broadcast is not eligible.
2. Unless otherwise indicated, submit a screen capture that includes publication date and time.

DIGITAL (400)

401 – Website News: Category is open to web sites produced by any Southeast Texas-area news organization, including newspapers, magazines, television, and news radio stations. Submit URL address. Because of the nature of Internet-based journalism, entrants will be judged on work through April 2022.

402 - Website-Public Relations: Submit URL address. Because of the nature of Internet-based media, entrants will be judged on work through April 2022.

403 - Digital News Story: Work published only on an online platform

404 - Digital Feature Story: Work published only on an online platform

405 - Digital Sports Story: Work published only on an online platform

406 - Website Photography: Work published only on an online platform

407 - News Organization Internet Video: Work published only on an online platform

408 - Broadcast Internet Video: Published online only

409 - Digital Breaking News: Submit screen capture of stories/photos and/or links to videos from a spot news event posted within four hours of the event.

410 - Best Use of Social Media by an Organization: (submit five or more examples)

411 - Best Use of Social Media by an Individual: (submit five or more examples)

AUDIO (radio/podcasts) (500)

501 - Newscast: (3 to 10 minutes in length) Local news and state news with an impact on the local community. Entry should contain actualities and be judged on delivery, creative editing, writing and production technique.

502 - News Story: Breaking news story or feature story from a newscast - single or series. A breaking news story to be judged on the reporter's handling of a story, ad-lib ability, live sound and delivery. Or a feature story to be judged on creativity, writing, production and presentation.

503 - Investigative Report: May include a single story or series of stories, which show initiative and in-depth research. Impact of the story on the local community along with the production values and quality of storytelling.

504 - Talk Show: May include call-ins. One hour maximum. Judged on creativity, production and presentation.

505 - Music/Humor/Entertainment Show: Morning show, drive time, etc. Team or individual. Locally originated. One hour maximum. Judged on creativity, production, entertainment and presentation.

506 - Public Affairs Program: Includes guests. One-hour maximum. Public affairs, opinions and newsmakers exploring current issues in Southeast Texas.

507 - Sports: Single story pertaining to sports to be judged on creativity writing, production, use of sound and presentation.

508 - Overall excellence: Submit three examples, one closest to March 5, 2021 and two of your choice. Single pages or double truck only. Full editions not accepted.

509 - Individual episode: Enter URL of one individual episode

MAGAZINES (600)

601 - Magazine Feature Story

602 - Magazine News Story

603 - Magazine Personal Profile/Interview

604 - Magazine Writing Portfolio: Submit three samples with stories attached

605 - Magazine Photography: Engaging photo, relevant to the story

606 - Magazine Layout: Submit one example

607 - Overall Excellence: Submit up to three issues

OPEN CATEGORIES (700)

Any newspaper, magazine or online platform may enter, unless specified. Magazines may enter any open category for which no category is provided under the Magazine heading.

- 701 - Business Story: Main story and any sidebars, or a series
- 702 - Environmental Reporting: Any topic
- 703 - Faith-based/Inspirational: Story or commentary
- 704 - Travel Writing
- 705 - Editorial/Commentary. Must be the unsigned opinion of the publication. Entry must consist of three separate editorials.
- 706 - Fine Arts Reviews/Critiques: Must be the signed opinion of one writer
- 707 - Column: Published in any platform except print newspaper. Entry consists of three columns by ONE individual.
- 708 - Guest Column: Must be written by someone who doesn't work for the publication and represent the signed opinion of one writer
- 709 - Overall Excellence-Special Supplements/Promotional Publications/Tabloids: Submit up to three examples
- 710 - Graphic/Cartoon/Illustration: Any topic
- 711 - Photo essay or picture page
- 712 - Photo Portfolio: Submission should include five photos from any media platform. Entries will be judged on their visual impact as well as their news value
- 713 - Headline: Any topic (entries must include full story and subheads.)
- 714 - General Blog: (Any topic. Submit links to three posts.)
- 715 - Feature Photo: Single feature photo
- 716 - Sports Photo: Single sports photo
- 718 - Video storytelling: Will be judged solely on how the video taken tells the story
- 719 - Subject-matter coverage: Up to five examples of said coverage
- 720 - Newsletter: Submit up to three examples
- 721 - Documentary: Can be any length.

PUBLIC RELATIONS (800)

- 801 - Public Relations Program: Any campaign that uses multiple media to enhance the organizational or corporate image of an organization.
- 802 - Brochure: Printed material. Submit one example.
- 803 - Posters and fliers: Materials printed for use with either external or internal audiences. Submit one example.
- 804 - Special Events Materials: Materials printed, designed or developed for a onetime event.
- 805 - Internal Publications/Printed Materials: Newsletters, brochures or other printed materials targeted to internal audiences. Submit one example.
- 806 - Internal Public Relations Campaign: Targeted to internal audience.
- 807 - Internal Publications/Individual Story: Targeted to internal audience

808 - News Release: Submit one example to illustrate how media used the release.

809 - Radio PSA: Promotional announcement prepared for public service, nonprofit, community service entity, cause or project. Submit single spot or series not to exceed five spots.

810 - Television PSA: Promotional announcement prepared for public service, nonprofit, community service entity, cause or project. Submit single spot or series not to exceed five spots.

811 - Corporate/Institutional Video: A non-broadcast program produced locally by a corporation or institution for internal or external audiences.

812 – Best news Station/business video Promotion