



## **2024 EXCELLENCE IN THE MEDIA AWARDS CONTEST**

The Press Club of Southeast Texas is pleased to announce the 33rd Annual Excellence in the Media Awards competition. Each year, the Press Club receives hundreds of entries from individuals and media outlets across the region competing in the print, electronic media, magazines/trade press, public relations and other categories.

### **Eligibility**

The contest is open to members and potential members of the Press Club — full 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, 2023, and December 31, 2023 is eligible for entry.

Benefits of membership in the Press Club include reduced contest entry fees. Individuals may check their membership status, join or update their memberships online at [PressClubofSoutheastTexas.org](http://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.**

The contest will be open for entries this year by **February 13, 2024**.

The deadline for upload of entries is **March 17, 2024 at 11 p.m.**

There will be absolutely **NO DEADLINE EXTENSIONS** given this year.

If you have questions, contact: Press Club of Southeast Texas Contest Administrator  
[Contest@PressClubOfSoutheastTexas.org](mailto:Contest@PressClubOfSoutheastTexas.org)

### **AWARDS CEREMONY AND BANQUET**

The awards banquet will take place June 7, 2024, at the MCM Eleganté Hotel in Beaumont. Proceeds benefit the Lamar University Press Club Memorial Scholarship.

### **General Rules & Entry Information**

Deadline: Entries must be uploaded by 11 p.m., March 17, 2024.

### **Entry Submission**

Entries are uploaded at [PressClubofSoutheastTexas.org/enter-contest](http://PressClubofSoutheastTexas.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.

Fees are \$10 per entry for Press Club members, \$30 per entry for non-members. For organizations submitting 20 or more member entries, 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. Individuals submitting additional entries from an organization that has achieved the reduced entry fee may also submit entries at a reduced fee.

(Ex. 12NewsNow submits 15 entries, meaning their fee is \$8/entry. If an individual reporter from 12NewsNow wants to submit additional entries, they also will be \$8/entry.)

Non-members DO NOT receive a discount for multiple entries.

The preferred payment method is via PayPal with 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 by February 25, 2024, 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 2023 (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.
8. All entries become the property of the Press Club and will not be returned.
9. Any organization may enter "OPEN" categories.
10. In all categories, ONE article, photo or video segment constitutes an entry unless stated otherwise.

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

By request of our Club members, we're breaking the call to entry down by what each medium could submit an entry for. Scroll to the bottom for the full list of categories.

### **Newspapers (100)**

- 101 - News Story: Main story and any sidebars
- 102 - Feature Story: Main feature and any sidebars, or a series
- 103 - Special Reports: Main story and any sidebars, or a series
- 104 - Continuing coverage: Ongoing coverage of a single topic over the course of a series of time longer than 24 hours. Up to five examples will be considered.
- 105 - Sports News: Main story and any sidebars
- 106 - Reporting Portfolio: Three examples constitute one entry
- 107 - News Photo: Single news photo
- 108 - Page Design/Layout: Single-page layout or double truck
- 109 - Overall Excellence: Submit 3 issues, one closest to April 5, 2023, and two others

**Other categories newspaper entrants may enter...** (Check category for specifics.)

701 - Business Story	714 - Photo Portfolio
702 - Environmental Reporting	715 - Headline
703 - Investigative Reports	716 - General Blog
704 - Sports Feature	717 - Feature Photo
705 - Faith-based/Inspirational	718 - Sports Photo
706 - Travel Writing	719 - Video storytelling
707 - OpEd	720 - Specialty/beat reporting
708 - Fine Arts Reviews/Critiques	721 - Newsletter
709 - Column	722 - Documentary
710 - Guest Column	723 - Overall Excellence-Special
711 - Feature writing portfolio	Supplements/Promotional
712 - Graphic/Cartoon/Illustration	Publications/Tabloids
713 - Photo essay or picture page	901 - Community service campaign

## **Television (200)**

202 – Breaking News: Any general assignment news story produced within 24 hours of the event.

203 - General News: Any general assignment news story.

204 - Continuing coverage: Ongoing coverage of a single topic over the course of a series of time longer than 24 hours. Up to five examples will be considered.

205 – Feature: A single story

206 - Sports Story: A single story, spot sports news item or feature.

207 - Best Newscast

208 - Best Non-News Broadcast Special

209 – Best reporter: Overall quality of performance. Judging will be based on style, creativity and overall presentation. Up to three examples may be submitted.

210 - Best anchor: Overall quality of performance. Judging will be based on style, creativity and overall presentation. Up to three examples may be submitted.

**Other categories television entrants may enter...** (Check category for specifics.)

701 - Business Story	714 - Photo Portfolio
702 - Environmental Reporting	715 – Headline
703 - Investigative Reports	716 – General Blog
704 - Sports Feature	717 - Feature Photo
705 - Faith-based/Inspirational	718 - Sports Photo
706 - Travel Writing	719 - Video storytelling
707 - OpEd	720 - Specialty/beat reporting
708 - Fine Arts Reviews/Critiques	721 – Newsletter
709 – Column	722 – Documentary
710 - Guest Column	723 - Overall Excellence-Special
711 - Feature writing portfolio	Supplements/Promotional
712 - Graphic/Cartoon/Illustration	Publications/Tabloids
713 - Photo essay or picture page	901 - Community service campaign

## **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 during the 2023 calendar year. Submit three to five examples.

**High school journalists may also submit their work to all relevant non-high school categories.**

## **Digital (400)**

401 – Best News Website: 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 2024.

402 - Best Public Relations Website: Submit URL address. Because of the nature of Internet based media, entrants will be judged on work through April 2024.

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

407 - Digital video: Published online only

408 - 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.

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

410 - Best Use of Social Media by an Individual: (Up to 10 examples, entries can be submitted using the URL or a screengrab of the post) Submissions will be judged based largely on how the individual promotes engagement with audience

411 – Best Digital Presentation: This category is to be judged largely based on how a single piece of content is presented online. Work submitted for content-specific categories can be submitted again in this category.

**Other categories digital entrants may enter...** (Check category for specifics.)

701 - Business Story	714 - Photo Portfolio
702 - Environmental Reporting	715 – Headline
703 - Investigative Reports	716 – General Blog
704 - Sports Feature	717 - Feature Photo
705 - Faith-based/Inspirational	718 - Sports Photo
706 - Travel Writing	719 - Video storytelling
707 - OpEd	720 - Specialty/beat reporting
708 - Fine Arts Reviews/Critiques	721 – Newsletter
709 – Column	722 – Documentary
710 - Guest Column	723 - Overall Excellence-Special
711 - Feature writing portfolio	Supplements/Promotional
712 - Graphic/Cartoon/Illustration	Publications/Tabloids
713 - Photo essay or picture page	901 - Community service campaign

## **Audio (500)**

501 – Newscast: Local news and state news (Three to 10 minutes in length) 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 or podcast - 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 - Talk Show/podcast: May include call-ins. One hour maximum. Judged on creativity, production and presentation.

504 - Music/Humor/Entertainment Show: Team or individual. Locally originated. One hour maximum. Judged on creativity, production, entertainment and presentation.

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

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

507 – Overall excellence: Submit three examples, one closest to April 5, 2024 and two of your choice.

508 – Best Individual episode: Enter URL of one individual episode

**Other categories audio entrants may enter...** (Check category for specifics.)

701 - Business Story	714 - Photo Portfolio
702 - Environmental Reporting	715 – Headline
703 - Investigative Reports	716 – General Blog
704 - Sports Feature	717 - Feature Photo
705 - Faith-based/Inspirational	718 - Sports Photo
706 - Travel Writing	719 - Video storytelling
707 - OpEd	720 - Specialty/beat reporting
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## **Magazines (600)**

601 - Magazine Feature Story – Feature story published in a Southeast Texas magazine including consumer, trade or organization magazines that are published in print, or digitally at regular intervals and are not a newspaper.

602 - Magazine News Story – News story published in a Southeast Texas magazine including consumer, trade or organization magazines that are published in print, or digitally at regular intervals and are not a newspaper.

603 - Magazine Personal Profile/Interview – Profile/Interview published in a Southeast Texas magazine including consumer, trade or organization magazines that are published in print, or digitally at regular intervals and are not a newspaper.

604 - Magazine Photography: Engaging photo, either standalone or relevant to a story published in a Southeast Texas magazine including consumer, trade or organization magazines that are published in print, or digitally at regular intervals and are not a newspaper.

605 - Magazine Layout: Submit one example from a Southeast Texas magazine including consumer, trade or organization magazines that are published in print, or digitally at regular intervals and are not a newspaper.

606 - Overall Excellence: Submit up to three issues from a Southeast Texas magazine including consumer, trade or organization magazines that are published in print, or digitally at regular intervals and are not a newspaper.

**Other categories magazine entrants may enter...** (Check category for specifics.)

701 - Business Story	713 - Photo essay or picture page
702 - Environmental Reporting	714 - Photo Portfolio
703 - Investigative Reports	715 – Headline
704 - Sports Feature	716 – General Blog
705 - Faith-based/Inspirational	717 - Feature Photo
706 - Travel Writing	718 - Sports Photo
707 - OpEd	719 - Video storytelling
708 - Fine Arts Reviews/Critiques	720 - Specialty/beat reporting
709 – Column	721 – Newsletter
710 - Guest Column	722 – Documentary
711 - Feature writing portfolio	901 - Community service campaign
712 - Graphic/Cartoon/Illustration	

## **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 - Investigative Reports: May include a single story or one part of a series that shows initiative and in-depth research. May include a written presentation, laying out elements that may include what prompted the story, a chronology of the investigation, copies of records and documents obtained for the report, the effect of the story on the local community and a summary of follow-up stories. Judges will consider the written presentation and impact of the story on the local community along with the production values and quality of the story telling.

704 - Sports Feature: Main feature and any sidebars, or a series

705 - Faith-based/Inspirational: Story or commentary

706 - Travel Writing

707 - OpEd - Entry must consist of three separate editorials or opinion pieces from one individual

708 - Fine Arts Reviews/Critiques: Must be the signed opinion of one writer

709 – Column: Published in any platform. Entry consists of three columns by ONE individual.

710 - Guest Column: Must be written by someone who doesn't work for the publication and represent the signed opinion of one writer

711 - Feature writing portfolio: Submit three sample articles

712 - Graphic/Cartoon/Illustration: Any topic

713 - Photo essay or picture page

714 - 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

715 – Headline: Any topic (entries must include full story and subheads)

716 – General Blog: (Any topic. Submit links to three posts.)

717 - Feature Photo: Single feature photo

718 - Sports Photo: Single sports photo

719 - Video storytelling: Will be judged solely on how the video taken tells the story

720 - Specialty/beat reporting: Entries must include a body of work, between three and five stories on the same subject matter or beat. Each story must be on a different topic. (Series entries not accepted in this category)

721 – Newsletter: Submit up to three examples

722 – Documentary: Can be any length.

723 - Overall Excellence-Special Supplements/Promotional Publications/Tabloids: Submit up to three examples

## **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 one-time 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 original news release plus one example to illustrate how the news media used the release.
- 809 – Radio/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.
- 810 - Corporate/Institutional Video: A non-broadcast program produced locally by a corporation or institution for internal or external audiences.
- 811 – Best News Station/Business Video Promotion
- 812 – Best digital presentation: This category, for public relations content, will be judged largely based on how a single piece of content is presented online. Work submitted for content specific categories can be submitted again in this category.

**Other categories public relations entrants may enter...** (Check category for specifics.)

- 402 - Best Public Relations Website
- 409 - Best Use of Social Media by an Organization
- 410 - Best Use of Social Media by an Individual
- 411 – Best Digital Presentation
- 901 - Community service campaign

## **Special (900)**

- 901 - Community service campaign - Covers any community project, such as a fund drive, editorial crusade or reporting effort with community impact. Include a cover letter (one page maximum) describing the results.