

SPJ's South Florida Pro Chapter is pleased to announce the 15th annual **Sunshine State Awards** competition, open to all print, broadcast, and online journalists in the state of Florida. The competition recognizes quality journalism in the best tradition of our profession. Out-of-state journalists will judge all entries and may award first-, second-, and third-place honors in each category. Finalists will be notified in mid-April and winners will be announced at the Sunshine State Awards ceremony in late May.

All entries must be received (not postmarked) by 7:00 p.m., Friday, February 20, 2009.

General Guidelines

1. **All entries** must have been published or broadcast in 2008. (Exception: judges will evaluate online entries in real time.) Include all corrections or clarifications that may have run subsequent to publication or broadcast.
 2. **Spanish-language work** may be entered only in categories 20 and 68. (Exception: design and photography may be submitted in Categories 34-47 if English translations of major graphic elements and captions are included.)
 3. The same item may be entered in **multiple categories**. (Each additional entry requires an additional fee.)
 4. A **supporting statement** of up to 100 words may accompany each entry. (Except James Batten Award; see details.)
 5. For categories specifying a "**single report or series**," a series is defined as up to six clearly related items on the same subject (which may or may not have been formally designated a series).
 6. Entries will not be returned.
- case. Make two copies of the completed entry form. Tape one to the front of the sleeve/case. Fold the other and insert into the sleeve/case.
3. **RADIO CATEGORIES:** Submit CD. Place the CD inside a sleeve or case. Make two copies of the completed entry form. Tape one to the front of the sleeve/case. Fold the other and insert into the sleeve/case.
 4. **ONLINE CATEGORIES:** For all online categories submit two copies of entry form only, listing the appropriate URL. No hard-copy materials are required.
 5. **JAMES BATTEN AWARD:** Include a supporting statement of up to 400 words. Submit work in three-ring binders rather than folders, if desired. Submit **THREE** complete copies of each entry. Make four copies of the completed entry form. Tape one to the front of each binder/folder and insert the fourth loosely inside one of the binders/folders.

Payment

Submit payment with your entries. **Credit cards are not accepted.** Make checks payable to **SPJ South Florida Pro Chapter**. If one check is submitted to cover multiple entries, attach an itemized list of the entries to the check.

Entry Forms

1. **Fill out the form completely.** Include a key contact (such as an awards coordinator) if different from the entrant. Freelancers and those who have changed jobs must include a contact from the news organization.
2. List all entrants' names (four maximum). Winning entries crediting more than four individuals will be awarded to "Staff."

Entry Preparation

1. **PRINT CATEGORIES:** Submit original tear sheet (preferred) or a photocopy. Printouts of online archive stories are also acceptable, provided that they are identical to the print version. For photo entries, include the entire page(s) on which the photo(s) appeared. All print entries (including photo/design entries) **MUST fit into a standard letter-size manila-type folder**. Fold to fit if necessary—oversize entries are not acceptable. Make two copies of the completed entry form. Tape one to the front of the folder and place one loosely inside the folder.
2. **TELEVISION CATEGORIES:** Submit DVD (preferred) or VHS tape. Place the DVD/tape inside a sleeve or

Shipping

Ship or hand-deliver entries to:

Timothy Dodson / SPJ
Palm Bay Yacht Club
780 NE 69th Street, Suite 807
Miami, FL 33138-5745
Tel. 305-756-0735

ALL entries must be received (not postmarked) by 7:00 p.m., Friday, February 20, 2009 – no exceptions.

For More Information

Timothy Dodson, Sunshine State Awards Coordinator
305-756-0735 / tim@timdodson.com

Julie Kay, Sunshine State Awards Committee Chair
SPJ South Florida Pro Chapter
954-303-3384 / jkay@incisivemedia.com

Entry Categories

The competition's categories are arranged into seven divisions, each with specific eligibility guidelines:

- All Media
- Newspapers & Magazines
- Newspaper & Magazine Copy Editing, Photography & Graphics
- Television
- Radio
- Online
- Students

Newly revised or added categories appear in **RED**.

ALL MEDIA

Eligible: All journalists, staff and freelancers working in Florida.

1. **JAMES BATTEN AWARD FOR PUBLIC SERVICE:** Named in honor of late Knight-Ridder Chairman and CEO James Batten, a champion of "civic journalism." Entries must contribute to the public good by correcting a wrong, bringing to light an issue or adding significantly to the public debate. Entries will be judged by the significance of the contribution, initiative in overcoming opposition and evidence of courage. Up to ten items may be entered; others may be included as supporting elements but must be clearly marked as such. Include a supporting statement of up to 400 words.

NEWSPAPERS & MAGAZINES

Eligible: Journalists, staff and freelancers working for newspapers and magazines circulated in Florida; wire service bureaus in Florida; and Florida bureaus of national and out-of-state newspapers. Special-interest publications are eligible to enter.

Certain newspaper and magazine categories, clearly noted below, contain sub-categories based on circulation size:

- **Large:** Dailies and non-dailies with circulation of 100,000 or more PLUS all wire services.
- **Small:** Dailies and non-dailies with circulation of less than 100,000.

If no sub-categories are listed for the category, no size distinctions apply. In case of a dispute or error, entries may be reassigned to another category.

2. **DEADLINE NEWS REPORTING (Large/Small):** Tight-deadline coverage of a breaking news event, plus appropriate follows, including in-depth pieces. Submit a single report or series. Judges will consider deadline pressures, complexity of subject and story length, interest, and importance.
3. **DEADLINE BUSINESS REPORTING:** Tight-deadline coverage of a breaking business news event, plus appropriate follows, including in-depth pieces. Submit a single report or series. Judges will consider deadline pressures, complexity of subject and story length, interest, and importance.
4. **NON-DEADLINE BUSINESS REPORTING (Large/Small):** Story or stories that feature original reporting. May expose a wrong or promote understanding of a problem, issue or subject in the public interest. Submit a single report or series.
5. **LIGHT FEATURE REPORTING (Large/Small):** Narrative pieces, profiles, trend stories, lighter news stories, human interest or other features that do not fit clearly into other categories. Submit a single report only; no series. Judges will

consider originality of approach, the humor or drama evoked, clarity, suitability of the writing to the subject, and sustained writing quality. If your work fits clearly into another, more specific contest category, you may improve your chances of winning by entering that category.

6. **SERIOUS FEATURE REPORTING (Large/Small):** Narrative pieces, trend stories, enterprisers, and human interest stories that do not fit clearly into other contest categories. Submit a single report only; no series. Judges will consider originality of approach, the drama evoked, clarity, suitability of the writing to the subject, and sustained writing quality. If your work fits clearly into another, more specific contest category, you may improve your chances of winning by entering that category.
7. **GENE MILLER AWARD FOR INVESTIGATIVE REPORTING (Large/Small):** Named in honor of late Miami Herald reporter and editor Gene Miller. Investigative reporting in the public interest, in a single report or a series. Stories should be original reporting that exposes a wrong or promotes understanding of a problem, issue, or subject in the public interest.
8. **ELECTION REPORTING (Large/Small):** Submit a single report or series.
9. **CIVIL LAW REPORTING:** Coverage of a non-criminal law topic in a single report or series.
10. **CRIMINAL LAW REPORTING:** Coverage of crime, law enforcement, or a criminal law topic in a single report or series.
11. **MEDICAL/HEALTH CARE/SCIENCE REPORTING:** Coverage of a medical, health care, or non-medical science topic in a single report or series.
12. **CONSUMER REPORTING:** Coverage that informed readers about a consumer product or service flaw or danger, or otherwise served consumers, in a single report or series.
13. **INTERNATIONAL REPORTING:** Coverage of an issue, trend or event occurring outside the U.S., or about the impact in this country of something happening elsewhere. Submit a single report or series.
14. **STATE & FEDERAL POLITICAL/GOVERNMENT REPORTING:** Submit a single report or series.
15. **LOCAL POLITICAL/GOVERNMENT REPORTING (Large/Small):** Submit a single report or series.
16. **EDUCATION REPORTING:** Submit a single report or series.

17. **SOCIAL POLICY REPORTING:** Coverage of a social issue (such as minorities, women, children/family, seniors, poverty, welfare, affordable housing, etc.) in a single report or series.
18. **DEADLINE SPORTS REPORTING:** Coverage of a breaking sports event, plus appropriate follows, including in-depth pieces. Submit a single report or series. Judges will consider deadline pressures, complexity of subject and story length, interest, and importance.
19. **NON-DEADLINE SPORTS REPORTING (Large/Small):** Story or stories that feature original reporting. May expose a wrong or promote understanding of a problem, issue or subject in the public interest. Submit a single report or series.
20. **SPANISH-LANGUAGE PUBLICATION:** Best overall quality, including news value, writing, design, story mix, etc. Submit two complete issues of your choice.
21. **TRADE/SPECIAL INTEREST PUBLICATION:** Best overall quality, including news value, writing, design, story mix, etc., in a publication focusing on a specialized audience. Submit two complete issues of your choice.
22. **SPECIAL PUBLICATION/SECTION:** Best overall quality, including news value, writing, design, story mix, etc., in a special, one-time-only section of a publication. Must consist of editorial content produced by editorial staff.
23. **EDITORIALS:** Submit three individual editorials OR a series of up to three pieces on a single topic.
24. **EDITORIAL CARTOONING:** Submit three samples on any topic.
25. **RELIGION REPORTING:** Coverage of religion, ethics and values. Judges will look for stories that explore spirituality, address the search for faith among modern complexities, or underscore journalism's place in matters of the soul. Single report or series.
26. **REAL ESTATE REPORTING:** Coverage of issues, trends or transactions in real estate and planning, in a single report or series.
27. **ENVIRONMENTAL REPORTING:** Coverage that served to improve the environment, either by pointing out a trouble spot or otherwise spotlighting an ecological topic, including land-use planning relating to the environment. Submit a single report or series.
28. **ARTS REPORTING:** News or feature coverage of an arts/entertainment topic (not including reviews or criticism) in a single report or series.
29. **FOOD/BEVERAGE WRITING:** Reporting and/or column writing on food, wine, or other beverages. Do not enter reviews or criticism in this category. Those belong in the criticism category. Submit up to three samples.
30. **CRITICISM:** Criticism of film, theater, arts, architecture, food, etc. Submit up to three samples.
31. **HUMOROUS COLUMN WRITING/COMMENTARY:** Humorous presentation of news events or issues. Submit up to three samples.
32. **SERIOUS COLUMN WRITING/COMMENTARY:** Serious analysis or interpretation of news events or issues. Submit up to three samples.
33. **SPORTS COMMENTARY:** Submit up to three samples.

NEWSPAPER & MAGAZINE COPY EDITING, PHOTOGRAPHY & GRAPHICS

34. **BREAKING NEWS PHOTOGRAPHY (Large/Small):** Submit one published photo OR a series of up to six related published photos. Submit tear sheets, not original photos.
35. **SPORTS ACTION PHOTOGRAPHY:** Submit one published photo OR a series of up to six related published photos. Submit tear sheets, not original photos.
36. **FEATURE PHOTOGRAPHY:** Submit a single published photo. Submit tear sheet, not original photo.
37. **FEATURE PHOTOGRAPHY SERIES:** Submit a series of up to six related published photos. Submit tear sheets, not original photos.
38. **ART/PHOTO ILLUSTRATION:** Collage or other creative manipulation of art and/or photos to illustrate a story. Submit three tear sheets by a single artist or team.
39. **MAGAZINE COVER DESIGN:** Submit three samples by a single artist or team.
40. **MAGAZINE SPREAD DESIGN:** Submit three samples by a single artist or team.
41. **FRONT PAGE DESIGN (Large/Small):** Submit three samples by a single artist or team.
42. **LOCAL FRONT DESIGN:** Submit three samples by a single artist or team.
43. **BUSINESS FRONT DESIGN:** Submit three samples by a single artist or team.
44. **SPORTS FRONT DESIGN:** Submit three samples by a single artist or team.
45. **FEATURE FRONT DESIGN (Large/Small):** Includes Sunday feature sections. Submit three samples by a single artist or team.
46. **INFORMATIONAL GRAPHICS/SPECIAL PAGE DESIGN:** Reporting by an individual or team that explains or depicts a story in a visual format, whether through charts, graphs, explanatory schematics, or diagrams. Judges will consider the reporting, writing, design, information design, and technical expertise. Submit one page per entry.
47. **GRAPHIC DESIGN:** Page design by a single graphic artist. Submit six samples.
48. **HEADLINE WRITING:** Best body of headline writing by a single person. Submit six samples, along with articles.

BROADCAST

Eligible: Stations and network bureaus based in Florida. There are no Large/Small market sub-categories in this division.

Television

49. **DEADLINE REPORTING:** Reporting of a single event in a single broadcast prepared under a deadline. Live coverage of a breaking news event leading up to the newscast may be submitted to supplement the entry. Provide the date and time aired.
50. **FEATURE REPORTING:** Profiles, trend pieces, lighter news stories, human interest or other features. May submit a single story or a series of up to three parts. Judges will consider originality of approach, the humor or drama evoked, clarity,

suitability of the approach to the subject, and consistent high quality throughout the stories.

51. **INVESTIGATIVE REPORTING:** Investigative reporting in the public interest, in either a single report or a series. Stories should be original reporting that exposes a wrong or promotes understanding of a problem, issue or subject in the public interest.
52. **SPORTS REPORTING:** Submit a single report or series.
53. **ELECTION REPORTING:** Submit a single report or series.
54. **CRIMINAL JUSTICE REPORTING:** Coverage of crime or a law enforcement issue in a single report or series.
55. **CONSUMER REPORTING:** Coverage informing readers about a consumer product or service flaw or danger, or otherwise serving consumers, in a single report or series.
56. **INTERNATIONAL REPORTING:** Coverage of an issue, trend or event occurring outside the U.S., or about the impact in this country of something happening elsewhere. Submit a single report or series.
57. **POLITICAL/GOVERNMENT REPORTING:** Submit a single report or series.
58. **PUBLIC AFFAIRS PROGRAM:** Submit a single public affairs program. May submit documentaries or weekly or daily public affairs programming. Entries must be the original work of the station. Town hall meetings are ineligible. Entered program may be up to one hour long.

Radio

59. **CONTINUING COVERAGE:** Coverage of a continuing story of local interest, such as a trial or political issue.
60. **FEATURE REPORTING:** Profiles, trend pieces, lighter news stories, human interest or other features. Submit a single report or series. Judges will consider originality of approach, the humor or drama evoked, clarity, suitability of the approach to the subject, and consistent high quality throughout the stories.
61. **PUBLIC AFFAIRS PROGRAM:** Submit a single public affairs program. Entries may be documentaries or weekly or daily public affairs programming. Entries must be the original work of the station. Town hall meetings are ineligible. Entered program may be up to one hour long.
62. **NEWSCAST:** Best overall news and feature quality, including news value, writing, production values, story mix, etc. Submit one complete broadcast of your choice.

ONLINE

63. **NEWS WEB SITE:** News Web sites of all sizes, regardless of whether they stand alone or are sponsored by print or broadcast media.

Judges will evaluate the following:

- Site's overall value to users
- Depth and originality of news content
- Appropriate variety of content presentation methods (text, video, audio, etc.)
- Copy writing
- Usability (including navigation and accessibility)
- Layout

Submit the URL of your home page as well as the URLs of two additional pages of the site you would like the judges to evaluate. Judges will review these pages and explore other areas of the site until they gather enough information to evaluate the entire site.

64. **ORIGINAL REPORTING FOR INTERNET:** Breaking news or non-breaking ongoing coverage of news reported exclusively for the Internet. Can include videos and graphics.
65. **BLOG – AFFILIATED:** Sites associated with or sponsored by print or broadcast media.
66. **BLOG – UNAFFILIATED:** Stand-alone sites not sponsored by print or broadcast media.
67. **MULTIMEDIA PROJECT:** For the most compelling online project. Submissions may be a multimedia package, database, user-generated feature or any interactive project.
68. **WEB DESIGN:** Graphic presentation and layout of a site or section of a site. Judges will evaluate the following:
 - Overall visual design (aesthetic and functional)
 - Overall site structure
 - Static and animated graphics
 - Typography
 - Photography
 - Video

Submit the URL of your home page as well as the URLs of two additional pages of the site you would like the judges to evaluate. Judges will review these pages and explore other areas of the site until they gather enough information to evaluate the design of the entire site and/or section.

STUDENTS

69. **COLLEGE JOURNALIST OF THE YEAR:** Honors the college journalist who shows the most promise through published or broadcast stories. Submit six of your best stories, a signed recommendation letter from an adviser or teacher, and your most recent grade report.