



Dear colleagues:

It's time, once again, for the Press Club of Long Island's Annual Media Awards Competition. PCLI takes pride in recognizing outstanding work in print, broadcast and online journalism during 2009.

As always, panels of judges from other regions will have the difficult task of choosing the winners.

As in past years, the first entry for Press Club of Long Island members is FREE.

The postmark deadline for entries is Friday, February 19, 2010.

All entries should be sent to:

Prof. Norman Prusslin, Director of Media
Department of Theatre Arts
Staller 3046
Stony Brook University
Stony Brook, NY 11794-5450

Please read the rules carefully, enter early, then get ready for another great awards dinner on **June 10, 2010**, at the Woodbury Country Club.

Questions?

Contact PCLI president John O'Connell at john.pcli@mac.com 516-569-4000, ext. 206;

or Media Awards Competition co-chairs:

Carol Pack at cpack@nyit.edu 516-686-7953;

or Bob Lipper at robert.lipper@newsday.com 631-843-2075

RULES & REGULATIONS

- 1) Entries must have been published, posted or broadcast between January 1 and December 31, 2009.
- 2) All entries must be published/broadcast by a Long Island media outlet, and/or written by a Long Island-based journalist. All entries must be about a Long Island topic, event or personality.
- 3) Entries must be made by news organizations or individuals writing for recognized media outlets. In-house company and association print or online publications, and online reprints from other online sources are **NOT** eligible.
- 4) Each entry **must** include **TWO (2)** copies of the entry form. Make sure to enter the correct category letter and number on your entry form.
 - Print entries must be submitted in a manila envelope with one copy of the entry form attached to the work being submitted with a second entry form loose in the envelope.
 - For broadcast and internet entries, both entry forms must be submitted with a DVD or CD containing the entry.
- 5) Entries should be sent to:

Prof. Norman Prusslin
Director of Media
Department of Theatre Arts
Staller 3046
Stony Brook University
Stony Brook, NY 11794-5450
- 6) **All entries must be postmarked (or have a shipper log in date) no later than February 19, 2010.**
- 7) Fees must accompany each entry and are non-refundable. Make checks payable to "Press Club of Long Island." **DO NOT SEND CASH.** Only one glass award (first place) or certificate (second and third places) per category will be given. Additional awards can be ordered from PCLI for a fee of \$50 per glass award after the winners are announced. Additional second-and third-place certificates can be ordered for \$10 per certificate.
- 8) Organizations and individuals submitting multiple entries **must pay with one check.** Multiple entries must be submitted together AND include a list of those entries.
- 9) **ENTRIES NOT MEETING THE SPECIFIED RULES WILL BE DISQUALIFIED AND ENTRY FEES WILL NOT BE RETURNED.**

ENTRY FEES

Entries must be accompanied by completed entry forms and appropriate fees. Fees must be paid by check or money order. Make checks payable to "Press Club of Long Island." **DO NOT SEND CASH.**

ALL ENTRIES MUST BE POSTMARKED (OR HAVE A SHIPPER LOG IN DATE) NO LATER THAN FEBRUARY 19, 2010.

Fee for Press Club individual members:

- *First entry FREE! (Must include SPJ member number on entry form to qualify, visit spj.com for number)*

- Additional entries: \$20 per entry

Fee for non-member individuals: \$25 per entry

Fee for Organizations: \$30 per entry

PLEASE NOTE:

- **Only *individuals* can be members of the Press Club of Long Island and are entitled to the lower member's fee. Members may not submit separate entries for non-member co-workers at the member rate.**

- **Members must be in good standing (with dues paid up) as of February 2010 to take advantage of the member rate.**

- **Media organizations that are submitting entries must pay the organization fee.**

- **One fee per entry. Organizations and individuals submitting multiple entries must pay with one check. Multiple entries must be submitted together AND include a list of those entries.**

- **No entry fee required with nominations for All-Media Awards or Academic Awards.**

- **Only one glass award (first place) or certificate (second and third places) per category award will be given. Additional awards for multiple names winning the same award can be ordered from PCLI for a fee of \$50 per glass award after the winners are announced. Additional second and third place certificates can be ordered for \$10 per certificate.**

- **MAKE SURE YOU ENCLOSE TWO COPIES OF YOUR ENTRY FORM WITH YOUR FEE AND MAKE SURE YOU ENTER THE CORRECT CATEGORY LETTER AND NUMBER ON YOUR ENTRY FORM. ILLEGIBLE OR INCOMPLETE ENTRIES WILL BE REJECTED.**

CATEGORIES

Print

SPECIAL INSTRUCTIONS FOR DAILIES, WEEKLIES, MAGAZINES AND PRINT PHOTOGRAPHY:

Submit full tear sheets with entry clearly marked. Originals or clear photocopies accepted.

Printouts of online versions of a story entered in a print category will not be accepted.

Entries from weekly sections of daily newspapers must be entered in the Daily categories.

Photographers must submit 8x10 prints AND tear sheets of photographs in print, complete with captions or accompanying story.

Dailies (Category D)

D1 **Deadline News** – A news story prepared within 24 hours of deadline

D2 **Non-Deadline News** – A news story of an investigative nature or dealing with an issue of community concern

D3 **Feature** – A story/series

D4 **General Interest/Humor Column** – A single column

D5 **Business/Economic/Financial** – A story/series

D6 **Environment/Science/Health/Technology** – A story/series

D7 **Arts** – A story/series/review/criticism

D8 **Sports** – A story/series

D9 **Editorial** – A single editorial

Photography-Dailies in print or online (Category PD)

PD1 **News/Feature** – A photograph/spread

PD2 **Sports** – A photograph/spread

Weeklies (Category W)

W1 **Deadline News** – A news story prepared within 24 hours of deadline

W2 **Non-Deadline News** – A news story or series of an investigative nature or dealing with an issue of community concern

W3 **Feature** – A story/series

W4 **General Interest/Humor Column** – A single column

W5 **Business/Economic/Financial** – A story/series

W6 **Environment/Science/Health/Technology** – A story/series

W7 **Government/Politics** – A news story/series

W8 **Arts** – A story/series/review/criticism

W9 **Sports** – A story/series

W10 **Editorial** – A single editorial

Photography-Weeklies in print or online (Category PW)

PW1 **News/Feature** – A photograph/spread

PW2 **Sports** – A photograph/spread

Magazines (Category M)

M1 **News** – A story/series

M2 **Feature/Lifestyle** – A story/series

M3 **General Interest/Humor Column** – A single column

M4 **Environment/Science/Health/Technology** – A story/series

M5 **Opinion/Essay** – A story/series

M6 **Photography** – A photograph/spread in print or online

Online

SPECIAL INSTRUCTIONS FOR ONLINE MEDIA:

Online media entries must provide a CD and a brief description of the site's main features. Include a printout of the home page and up to five other pages.

Online reporting and blog entries must have been written exclusively for the web, and cannot have appeared in print or broadcast media.

Multimedia includes audio-video graphics animation.

Include any passwords necessary to gain access to entries.

Submit each entry in a separate manila envelope. Attach one copy of the entry form to the work being submitted with a second copy loose in the envelope.

Online (Category O)

O1 Best web site – Submit a journalism-related site with visual appeal, technical excellence and interactivity.

O2 Online Reporting- News – A news story/series

O3 Online Reporting- News/Multimedia – A news story/series

O4 Online Reporting- Feature – A story/series

O5 Online Reporting- Feature/Multimedia – A story/series

O6 Best News Blog – Up to three posts written by the entrant demonstrating news worthiness, interactivity and creativity

Broadcast

SPECIAL INSTRUCTIONS FOR TELEVISION AND RADIO:

Unless otherwise noted, television entries are open to reporters, producers, photographers and/or editors.

Labels MUST be attached to each entry DVD/CD indicating the category number, title, entrant's name, and the name of the media outlet. UNLABELED MEDIA WILL NOT BE JUDGED.

Unless otherwise noted, total running time of an entry should not exceed 15 minutes.

Television (Category T)

T1 Breaking News – A news story prepared within 24 hours of deadline

T2 Non-Deadline News – A news story of an in-depth or investigative nature, or dealing with an issue of community concern

T3 Feature – A story/series

T4 Business/Economic/Financial – A story/series

T5 Environment/Science/Health/Technology – A story/series

T6 Arts – A story/series

T7 Sports – A story/series

T8 Public Affairs – A single broadcast or series (**up to 60 minutes running time**)

T9 TV Photojournalism – A story or stories with compelling visual work. Open to TV photojournalists only.

Radio (Category R)

R1 News – A single broadcast prepared within 24 hours of deadline

R2 Feature – A story/series

R3 Sports – A story/series

R4 Public Affairs – A single broadcast or series (**up to 60 minutes running time**)

All-Media Awards

UNLESS OTHERWISE NOTED, THE ALL-MEDIA AWARDS AND ACADEMIC AWARDS WILL BE JUDGED BY THE PRESS CLUB OF LONG ISLAND BOARD.

NO ENTRY FEES ARE NECESSARY TO SUBMIT NOMINATIONS FOR THE ALL-MEDIA AWARDS OR ACADEMIC AWARDS.

OUTSTANDING LONG ISLAND JOURNALIST

Awarded for lifetime achievement in the field of journalism or for an outstanding body of work over the past year. *Past winners include Carolyn James, Paul Schreiber, Bob Wolff, Ed Lowe, Doug Geed, Greg Cergol, Scott Brinton, Walt Handelsman, John Kominicki and Pat Dolan.*

PHIL SPAHN MEMORIAL AWARD

Presented to a PCLI member who has demonstrated leadership, ability, and outstanding service to journalism, to PCLI or to the community.

THE PCLI PUBLIC SERVICE AWARD

Awarded for a story, series, investigative piece, column or editorial that had an impact on Long Island. Judging will be based on reporting and impact of the story.

JAMES MURPHY CUB REPORTER OF THE YEAR

Open to reporters with a year or less of full-time experience as of December 31, 2009. Candidates must demonstrate ability and commitment to a career in journalism. Nominations must be submitted by an editor, publisher, news director, or station manager. Include a brief letter detailing the candidate's qualifications and three work samples.

Academic Awards

COLLEGE JOURNALISM SCHOLARSHIP AWARDS

Recognize outstanding college student journalists who either attend a Long Island college or live on Long Island but attend college elsewhere. Up to three \$1,000 scholarships will be awarded.

- Nominations must be submitted by the student's adviser, editor, station manager or professor. Include a brief letter detailing the candidate's qualifications, three samples of the candidate's work and a brief essay by the nominee of his/her goals in journalism.

HANK LOGEMAN/NEWS 12 LONG ISLAND HIGH SCHOOL JOURNALISM AWARD

In memory of UPI reporter and Mineola press room veteran Hank Logeman, who was an influence on many journalists throughout the years. The award is designed to support and promote high school journalism on Long Island.

- The \$2,000 scholarship will be awarded to an outstanding high school journalist/broadcaster, newspaper, or radio station that does the most to promote high school journalism on Long Island.
- Judging will be done by representatives of News 12 Long Island and the Press Club of Long Island, along with a member of Mr. Logeman's family.

Special deadline for academic award nominations: Friday, April 2, 2010

All entries should be sent to:

**Prof. Norman Prusslin
Director of Media
Department of Theatre Arts
Staller 3046
Stony Brook University
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