



PRSR STD  
US POSTAGE  
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BOISE, IDAHO  
PERMIT NO. 663

# Annual Awards Best of 2007

Deadline:  
January 20, 2008

*Honoring excellence in journalism*

*New for the Best of 2007!*  
Three all-media contest categories

- \*First Amendment Award
- \*Reporter of the Year
- \*Special Coverage

Award winners will be announced May 3, 2008 in Boise,  
at the Annual Awards Banquet in the Owyhee Plaza

If you have any questions, call Martha Borchers at (208) 389-2879 in Boise or email:  
[email@idahopressclub.org](mailto:email@idahopressclub.org) or [idpc@mindspring.com](mailto:idpc@mindspring.com)  
See our website for additional entry information and forms: [www.idahopressclub.org](http://www.idahopressclub.org)

# Idaho Press Club Contest -- Master List of Entries

Organization/Individual \_\_\_\_\_  
 Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
 Email address: \_\_\_\_\_

*Media Division:*     TV\*\*\*     Daily     Weekly     Student     Magazine  
                           P.R.     Radio                     Online only publication

	CATEGORY NAME	TITLE OF ENTRY	NAMES OF ENTRANT (S)	IPC MEMBER (YES OR NO)	ENTRY FEE
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
Total (additional pages)					
Fees: IPC members - \$12 per entry, IPC student members - \$7 per entry Non-members - \$27 per entry, Non-member students - \$ 15 per entry					TOTAL

\*VERY IMPORTANT List names of all participants in each entry (i.e., reporter, photographer) as appropriate. Please check your spelling; it will be used for the award.  
 \*\* Each entrant must be a member of the Idaho Press Club in order for the entry to qualify for the member discount. You may join or renew your membership at the time of entry by including a separate check for \$25 per regular membership (\$10 student/retired) and pertinent mailing, email & phone information. If you are unsure about your membership status, call or email Martha Borchers at 208-389-2879 / [email@idahopressclub.org](mailto:email@idahopressclub.org) or [idpc@mindspring.com](mailto:idpc@mindspring.com) to verify. All entries become property of the Idaho Press Club. By entering this contest, you grant the Idaho Press Club permission to use the entry for any display purpose. \*\*\*TV only - Please indicate market size division for applicable categories.

# GENERAL RULES

- \* All entries in this year's Idaho Press Club Awards Contest- except broadcast General Excellence--must have been broadcast, telecast or published in Idaho during the 2007 calendar year.
- \* This year's deadline is **January 20, 2008**; all entries must be *postmarked* no later than that date.
- \* General excellence dates will be announced on January 15, 2008. You may call (208) 389-2879 on that date or check our website at [www.idahopressclub.org](http://www.idahopressclub.org).
- \* All entries become property of the Idaho Press Club. Winning entries may be displayed.
- \* Critique sheets filled out by the judges will be available for review.
- \* Individuals from out-of-state organizations entering this contest must show they worked full-time in an Idaho bureau or division.
- \* Payment and a master list must be included for all entries: \$12 per entry for Idaho Press Club members (\$7 for student members) and \$27 per entry for non-members (\$15 for non-member students).
- \* All individuals whose names appear on an entry must be members of the Idaho Press Club in order for that entry to qualify for the membership discount. You may join or renew your IPC membership at the time of entry by sending a separate check of \$25 per regular membership (\$10 student/retired) and pertinent mailing / phone information.
- \* Only one copy of each entry is required in all categories unless otherwise stated.
- \* Each story or photo may be entered in only one category. The only exception is Television Writing and Videography entries, which may also be entered in one other TV category.
- \* Each entry must have a completed copy of the IPC entry form securely attached. In addition, submit one master list detailing all the entries enclosed.
- \* Please make sufficient copies of the IPC entry form to attach to *all* entries.
- \* Entries in tape boxes must have identification labels attached to the tape itself, in addition to the IPC entry form.
- \* All entries must be folded or copied to *no larger than 16"x 20."* Please mount or copy small clippings on a sheet at least 8" by 11."
- \* Photo entries require a tear sheet. In addition, you may also submit a print or facsimile.
- \* Please band multiple entries together by category.
- \* Video entries must be dubbed onto VHS tape or DVD, with only one category per tape. Entries must be submitted as prepared for broadcast and may not be altered after the fact.
- \* Multiple entries in one category from one station may be copied onto a single tape.
- \* Radio entries must be on cassette tape or audio CD-- again, only one category per tape or CD, but multiple entries in one category from one station may be copied onto a single tape or CD.

One legible master list of all entries must be completed and included with submitted entries, even when only submitting a single entry. Only one copy of a complete and legible master list is required. If necessary, you may recreate the master list format for ease of preparation as long as you include the information requested on the enclosed example. You may photocopy master list pages and IPC Entry Form pages as needed. Remember, each entry must have an IPC entry form securely attached for ease of identification and judging.

All entries should be sent to: Idaho Press Club, P.O. Box 2221, Boise, ID 83701.  
UPS/FEDEX Street Address: 3107 Crescent Rim Dr. Boise, ID 83706

If you have any questions, call Martha Borchers at (208) 389-2879 in Boise  
email: [jdpc@mindspring.com](mailto:jdpc@mindspring.com) or [email@idahopressclub.org](mailto:email@idahopressclub.org)

See our website for additional entry information and forms: [www.idahopressclub.org](http://www.idahopressclub.org)

Award winners will be announced May 3, 2008 in Boise,  
at the Annual Awards Banquet

# AWARD CATEGORIES

## *NEW THIS YEAR!*

### ALL MEDIA (PRINT, TV, RADIO)

**First Amendment Award:** This award is given for work by Idaho journalists, in any medium, that advances the cause of freedom of information in Idaho in the public interest. Submit a copy of an article, broadcast or publication, along with a letter explaining the project or article and its impact.

**Reporter of the Year:** An honor bestowed on one Idaho journalist for outstanding reporting. Individuals must be full-time working journalists and submit three of their most enterprising stories. Entry must also include a letter of support from their news director or editor describing why this individual deserves the award.

**Special Coverage:** Comprehensive coverage of a special event, unusual circumstance or issue that goes above and beyond normal news coverage. Please submit highlights of coverage along with a letter explaining the coverage and any supporting documents that help describe the news organization's approach. Entry may include a special section.

### DAILY OR WEEKLY NEWSPAPER DIVISIONS

**General Excellence:** Entry consists of three issues from 2007. Dates will be chosen at random by the Idaho Press Club, and will be announced on January 15, 2008. For the specific dates and additional information, call (208) 389-2879, or see our website at [www.idahopressclub.org](http://www.idahopressclub.org).

**General News Story:** Non-deadline news story. Will be judged on clarity, enterprise, and significance.

**Spot News Coverage:** A breaking news story; first-time coverage. Will be judged on clarity, enterprise, significance and immediacy.

**WEEKLIES:** Since a weekly may have more time to develop a spot story, thorough coverage of the subject and its ramifications will be considered.

**Watchdog/Investigative Report:** A report uncovering new information that could significantly change the conventional wisdom about anything or anyone of public interest. Emphasis on originality and in-depth research. Will be judged on initiative, depth of research, significance and effectiveness.

**Serious Feature Report:** A serious profile or news feature. Emphasis on strong writing, education of the reader about something important and writer's ability to put a local situation into perspective. Can include sidebars.

**Light Feature Report:** Profile or feature of a non-serious nature. Emphasis on lively writing, reader interest in subject and originality of approach. Can include sidebars.

**Series:** A series of well-written, well-researched, well-coordinated pieces on one single topic worthy of a series, appearing on more than one day. May include same-day sidebars.

**Outdoor Feature:** Column, profile or news feature on an outdoor topic. Emphasis on strong writing, education of the reader about the topic and the ability to put a local or regional situation into perspective. Can include sidebar.

**Sports News Coverage:** A sports story on an event, breaking news or issue.

**Sports Feature Story:** A sports human interest or humorous story.

**General Column:** Three columns by a writer not assigned to a specific topic (see specialty column). Emphasis on writer's ability to entertain, move or educate the reader with good writing that has personality. Should be clearly distinct from news writing.

**Specialty Column:** Three columns on a single topic (i.e., arts, sports, food, outdoors, politics). May include reviews. Emphasis on writer's expertise and ability to entertain and educate reader.

**Editorial:** Selection of three. Emphasis will be on lively writing and strong reasoning that moves the reader.

**Headlines:** Selection of six. Emphasis on sparkle, clarity, creativity and accuracy. Include stories.

**Page Design:** Submit 3 examples. A same-day package of up to 3 pages on a single topic may qualify as one example. Emphasis on presentation, attractiveness and balance.

**Spot News Photography:** Emphasis on combination of action and emotion.

**Feature Photography:** A feature photograph.

**Sports Photography:** A sports photograph.

**Photo Essay:** At least three photos on one topic.

**Graphics:** Original work; one example. Emphasis on clarity and journalistic value. May include maps, charts, informational graphic or illustration.

**Arts / Entertainment Reporting:** A report on arts or entertainment.

**Political Reporting:** A report on politics or government.

**Education Reporting:** A report on education.

**Business Reporting:** A report on business.

**Agriculture Reporting:** A report on agriculture.

**Crime/Courts Reporting:** A report on crime / courts.

**Religion Reporting:** A report on religion or related topics.

**Environmental Reporting:** A report on environmental issues.

**Health/Medical Reporting:** A report on health or medicine.

**Special Section:** Special section on a single topic produced by the news staff. Distributed with the paper on a single day.

**Rookie of the Year:** Given to one person in daily and weekly print. The individual must be in his/her first full-time professional job and have been working for no more than a year at the end of December 2007. A letter of endorsement from the entrant's editor is optional. Submit three best stories.

**Web site General Excellence:** Daily & Weekly are judged together. These awards will focus on the quality of a site as a whole, from the top-level domain name on down (for example [www.yoursite.com](http://www.yoursite.com)) not sub-sites. Emphasis will be on content, design, ease of use, navigation and "value added" items. You must include the URL (Web address) of the site on the entry form.

**Web site Special Purpose:** Daily & Weekly are judged together. Awards will be given to the best special purpose sites. Special purpose sites may focus on a single topic or cover a broad spectrum of topics, but may not be the entrant's primary Web site (those are entered in General Excellence, above). Emphasis will be on the "value-added" quality of the content and design. Good navigation and user friendliness are pluses. You must include the URL (Web address) of the site on the entry form.

## **TELEVISION DIVISION** (Entries must be submitted on VHS tape or DVD)

**\*NEW DIVISION SIZES:** *Division A - Market size 118, Division B - All other market sizes.*

*Reminder - entries may come from Idaho stations only.*

**\*General Excellence:** *Judged in two market size divisions - Division A - Market size 118, Division B - All other market sizes.*

Entry consists of one newscast broadcast between January 1 - 14, 2007. This date will be chosen at random by the Idaho Press Club and will be announced on January 15, 2008. For the specific dates and additional information, call (208) 389-2879 or see our website at [www.idahopressclub.org](http://www.idahopressclub.org).

**\*General News Report:** *Judged in two market size divisions - Division A - Market size 118, Division B - All other market sizes.*

A story, planned or unplanned. Can be issue or event oriented.

**Spot News Report:** Coverage of a single, unplanned breaking event aired the same day or on the next available newscast. Judges will focus on spontaneous and comprehensive coverage of the event.

**Best Live Shot:** Coverage aired within a daily newscast or special news segment. Judges will focus on spontaneous "on the scene" coverage and the value of the live report.

**Watchdog/Investigative Report:** A report uncovering new information that could significantly change the conventional wisdom about anything or anyone of public interest. May be a single story or series that reflects in-depth reporting efforts and creativity beyond the scope of general news coverage. Entry may include a brief letter outlining research, presentation and impact of the report.

**\*Serious Feature Report:** *Judged in two market size divisions - Division A - Market size 118, Division B - All other market sizes.*

Single entry story aired within a program. Emphasis on information and presentation. Preparation may take place over several days. Can be human interest or issue oriented

**\*Light Feature Report:** *Judged in two market size divisions - Division A - Market size 118, Division B - All other market sizes.*

Human interest or humorous story aired within a program. Preparation may take place over several days.

**Series:** Two or more well-coordinated stories on a single topic worthy of a series.

**Public Affairs Program - Studio:** Public affairs program based from a studio with in-studio guests. May focus on issue, subject, situation or problem. Emphasis on creativity, energy, focus and balance.

**Public Affairs Program - Field:** Public affairs program reported and/or produced from the field. Must focus on a public issue or problem. Emphasis on creativity, energy, focus and balance.

**Documentary:** A non-regularly scheduled program; not a newscast. May document an individual subject, issue, situation or problem. This may be a joint news crew effort or that of an individual reporter.

**Sports News Story:** Report of sports news within a newscast. May be a spot or feature story.

**\*Sportscast:** *Judged in two market size divisions - Division A - Market size 118, Division B - All other market sizes.*

Excellence in sports reporting aired within a daily newscast. Should be a regularly scheduled sports segment, not to exceed six minutes.

**\*Weathercast:** *Judged in two market size divisions - Division A - Market size 118, Division B - All other market sizes.*

Excellence in weather reporting aired within a daily newscast. Should be a regularly scheduled weather segment, not to exceed six minutes.

**Outdoor / Environment Report:** Story on an outdoor topic or environmental issue. Emphasis on information and presentation about the topic and the ability to put a local or regional situation into perspective.

**Consumer Report:** A locally produced report that helps consumers understand potential concerns or benefits associated with certain products.

**Health / Medical Report:** A locally produced report that examines current medical or health issues.

**Crime / Courts Report:** A report that examines a particular court case, crime, or legal issue.

**Government / Political Report:** A locally produced report examining and/or highlighting local, regional or state government or politics.

**Television Writing:** Aired single story entry. Emphasis on ability to write to video, clarity and overall report presentation.

**Videography:** Excellence in visual storytelling of a story aired within a daily or special newscast. Entry judged on video, sound and editing.

**Video Essay:** Entry judged on overall presentation, which can include use of music, natural sound & editing.

**Rookie of the Year:** Given to one person in television. The individual must be in his/her first full-time professional job and have been working for no more than a year at the end of December 2007. A letter of endorsement from the entrant's editor or station manager is optional. Submit three best stories.

**Web site General Excellence:** TV & Radio are judged together. These awards will focus on the quality of a site as a whole, from the top-level domain name on down (for example [www.yoursite.com](http://www.yoursite.com)) not sub-sites. Emphasis will be on content, design, ease of use, navigation and "value added" items. You must include the URL (Web address) of the site on the entry form.

**Web site Special Purpose:** TV & Radio are judged together. Awards will be given to the best special purpose sites. Special purpose sites may focus on a single topic or cover a broad spectrum of topics, but may not be the entrant's primary Web site (those are entered in General Excellence, above). Emphasis will be on the "value-added" quality of the content and design. Good navigation and user friendliness are pluses. You must include the URL (Web address) of the site on the entry form.

## **PUBLIC RELATIONS DIVISION**

**News Releases:** Selection of three news releases and, if available, up to five clippings resulting from each of them.

**Feature Writing:** Original material written for a particular communication project. This could include editorials and personality profiles.

**Media Kit:** Entry should include entire kit and may include website, print materials, DVD or VHS.

**Annual Report:** Entry should include copy of company's annual report.

**Internal Newsletter:** Entry must be for internal audience. Submit three issues.

**Newsletter:** Entry must be intended for external audience. Submit three issues.

**Photo Essay:** Entry must have been created in-house. Photography can be taken in-house or commissioned.

**Special Purpose Publications:** Only one-time communication projects are eligible in this category. Entry could be brochure, pamphlets, flyer, postcard, calendar etc. Entrant may include a brief description of the project's intended purpose, audience, budget, etc.

**Media Campaign:** A series of releases or other communications related to a single product or event.

**Web site General Excellence:** These awards will focus on the quality of a site as a whole, from the top-level domain name on down (for example [www.yoursite.com](http://www.yoursite.com)) not sub-sites. Emphasis will be on content, design, ease of use, navigation and "value added" items. You must include the URL (Web address) of the site on the entry form.

**Web site Special Purpose:** Awards will be given to the best special purpose sites. Special purpose sites may focus on a single topic or cover a broad spectrum of topics, but may not be the entrant's primary Web site (those are entered in General Excellence, above). Emphasis will be on the "value-added" quality of the content and design. Good navigation and user friendliness are pluses. You must include the URL (Web address) of the site on the entry form.

## **STUDENT (PRINT) DIVISION**

**General Excellence:** Entry consists of one newspaper issued in November 2007.

**General News Story:** Will be judged on clarity, enterprise, and significance. One story per entry.

**Headlines:** Selection of six. Emphasis on sparkle, clarity, creativity and accuracy. Include stories.

**Page Design:** Selection of three. Emphasis on presentation, attractiveness and balance.

**Column Writing:** Three columns by one writer. Emphasis on writer's ability to entertain, move or educate the reader with good writing that has personality. Should be clearly distinct from news writing.

**Review:** Selection of three. Reviews should express opinion in any of a variety of areas including TV, movies, performing arts, restaurants, etc. Will be judged on use of evidence, style and fairness. Emphasis on lively writing, knowledge of the topic and interest and/or usefulness to the reader.

**Watchdog/Investigative:** A report that uncovers new information that could significantly change the conventional wisdom about anything or anyone of public interest. Emphasis on originality and in-depth research.

**Serious Feature:** A serious profile or news feature. Emphasis on strong writing, education of the reader about something important and writer's ability to put a local situation into perspective.

**Light Feature:** Profile or feature of a non-serious nature. Emphasis on lively writing, reader interest in subject and originality of approach.

**Editorial:** Selection of three. Emphasis will be on lively writing and strong reasoning that moves the reader.

**Sports News Report:** Can be a sports or sports feature story.

**Photography:** Submit three examples.

**Graphics:** Submit three examples.

**Web site General Excellence:** These awards will focus on the quality of a site as a whole, from the top-level domain name on down (for example [www.yoursite.com](http://www.yoursite.com)) not sub-sites. Emphasis will be on content, design, ease of use, navigation and "value added" items. You must include the URL (Web address) of the site on the entry form.

**Web site Special Purpose:** Awards will be given to the best special purpose sites. Special purpose sites may focus on a single topic or cover a broad spectrum of topics, but may not be the entrant's primary Web site (those are entered in General Excellence, above). Emphasis will be on the "value-added" quality of the content and design. Good navigation and user friendliness are pluses. You must include the URL (Web address) of the site on the entry form.

## **RADIO DIVISION** (submit all radio entries on audio CD or cassette)

**General Excellence:** Entry consists of one newscast broadcast between January 1 - 14, 2008. This date will be chosen at random by the Idaho Press Club and will be announced on January 15, 2008. For the specific dates and additional information, call (208) 389-2879 or see our website at [www.idahopressclub.org](http://www.idahopressclub.org).

**General News Report:** Reporting of a news story, planned or unplanned. May be a series or comprehensive coverage.

**Spot News Report:** Coverage of a single breaking, spontaneous event aired the same day or on next available newscast. May include live coverage.

**Watchdog/Investigative Report:** A report uncovering new information that could significantly change the conventional wisdom about anything or anyone of public interest. May be a single report or series that reflects in-depth reporting efforts and enterprise beyond the scope of general news coverage. Entry may include a brief letter outlining research, presentation and impact of report.

**Serious Feature Report:** Single piece or series. Emphasis on information and presentation. Can be human interest or issue oriented. Preparation may take place over several days.

**Light Feature Report:** Single piece or series. Human interest or humorous story. Preparation may take place over several days.

**Sports News Report:** Coverage of a sports news story, whether as a regular daily sportscast or special coverage of an event or story. May include human-interest sports stories.

**Public Affairs Program:** May include documentaries.

**Use of Sound:** Most creative use of sound in the reporting of a story aired within a daily newscast or special report.

**Web site General Excellence:** TV and Radio are judged together. These awards will focus on the quality of a site as a whole, from the top-level domain name on down (for example [www.yoursite.com](http://www.yoursite.com)) not sub-sites. Emphasis will be on content, design, ease of use, navigation and "value added" items. You must include the URL (Web address) of the site on the entry form.

**Web site Special Purpose:** TV and Radio are judged together. Awards will be given to the best special purpose sites. Special purpose sites may focus on a single topic or cover a broad spectrum of topics, but may not be the entrant's primary Web site (those are entered in General Excellence, above). Emphasis will be on the "value-added" quality of the content and design. Good navigation and user friendliness are plusses. You must include the URL (Web address) of the site on the entry form.

## **MAGAZINE DIVISION – (includes Online publications in Web site categories)**

**General Excellence:** Must be produced and distributed in Idaho, and have as few as two or as many as 12 issues per year. Entry is one issue published in 2008.

**Magazine Writing - Serious Feature:** Submit one article.

**Magazine Writing - Light Feature:** Submit one article.

**Magazine Photography:** Excellence in photography. Serious or light feature. Emphasis on creativity.

**Magazine Cover:** Excellence in design. Submit one.

### ***Website categories – Magazine and online publications will be judged together***

**Web site General Excellence** Magazine and online publications are judged together. These awards will focus on the quality of a site as a whole, from the top-level domain name on down (for example [www.yoursite.com](http://www.yoursite.com)) not sub-sites. Emphasis will be on content, design, ease of use, navigation and "value added" items. You must include the URL (Web address) of the site on the entry form.

**Web site Special Purpose:** Magazine and online publications are judged together. Awards will be given to the best special purpose sites. Special purpose sites may focus on a single topic or cover a broad spectrum of topics, but may not be the entrant's primary Web site (those are entered in General Excellence, above). Emphasis will be on the "value-added" quality of the content and design. Good navigation and user friendliness are plusses. You must include the URL (Web address) of the site on the entry form.

