

Call For Entries

29th Annual

NorCal RTNDA Awards

Competition Period: July 1, 2009 - June 30, 2010

[Entry Deadline: Friday, August 13, 2010 \(postmark\)](#)

NorCal RTNDA honors outstanding electronic journalism on multi-platforms -- radio, television and digital. With the exception of News Broadcast and Website, all categories are designated as either "Audio" or "Video" to encourage competition across platforms.

The Rules

ELIGIBILITY PERIOD: Entries must have been broadcast on-air or online for the first time between:
July 1, 2009 through June 30, 2010.

AREA: Radio and Television Stations and Digital News organizations licensed and/or operating in counties on a line from Fresno to the San Luis Obispo-Santa Maria-Santa Barbara DMA and north to the Oregon border may enter. The Reno-Tahoe area is deemed to be in Northern California.

LOCALLY-PRODUCED: All entries must be produced locally under the jurisdiction of the News Department. Network or syndicated segments may be included if they are part of a locally-produced program.

NO EDITING: Except for deletion or telescoping commercials, all entries must be submitted exactly as they were originally broadcast on-air or online. Billboards and casual references to sponsors are OK.

LET IT SPEAK FOR ITSELF: No narration is allowed preceding the entry. If you wish, you may include a brief written explanation of how the entry was produced or to explain any special problem you overcame in getting the story broadcasted.

NON-ENGLISH ENTRIES: Entries in languages other than English must be accompanied by an English translation, written or voice-over. Video entries may opt to not provide a written translation or voice over if the entry includes sub-titles in English.

NO LIMIT: A station or individual may submit as many entries as desired in each category, but no single piece may be entered in more than one category except for Journalists Skills Categories 17-21.

MEDIA/FORMAT: Video entries must be submitted on DVD-R format. Audio entries must be submitted on CD. *[For Website entries, provide URL, plus three examples for judges.*

ENTRY FORM: A complete entry form must accompany each entry. If you are sending several entries at one time, you may add a letter summarizing what you're sending. Feel free to reproduce the entry form.

Each entry must be clearly labeled. Write on the DVD or CD **Category Number, Station/Organization, Title of Entry, Length and Date of Broadcast.** Individual entries must also include the **Name** of the entrant. The same information should be written on the jacket or box. Entries will not be returned.

FEES: All fees must accompany the entry when submitted. Checks should be made payable to NorCal RTNDA. Credit cards are also accepted.

JUDGING: Judging will be done by peers outside of Northern California.

Winners will be honored at the
29th Annual NorCal RTNDA Awards Banquet to be held on November 6, 2010.
Location to be announced.

The Competition & Fees

Categories 1 to 7 are divided into Divisions defined by media market size as designated by Nielsen Media Research. Entry Fees are structured by Division and Category.

DIVISIONS:

Division A: Markets 1 – 30

Division B: Markets over 30

MEMBER'S DISCOUNT:

Members of NorCal RTNDA who submit entries in Categories 8 through 21 are eligible for a \$5 discount per entry. If you are not a current member, you can apply for membership with your entry(s) and take the discount now.

SEND ENTRIES & PAYMENT TO:

Darryl Compton, Executive Director

NorCal RTNDA

4317 Camden Avenue, San Mateo, CA 94403-5007

(650) 341-9978 or Fax: (650) 341-9979

e-mail: darryl@norcalrtnda.com

FEE SCHEDULE:

Categories 1 through 7 *Fee per entry*

TV Division A \$100

TV Division B \$80

Radio Division A \$80

Radio Division B \$60

Website Division A \$100

Website Division B \$80

Categories 8 through 21

All Other Categories -- Video \$60

All Other Categories – Audio \$40

The Categories

(Division Categories)

Program/Station Entries

Category

1 News Broadcast

Regularly scheduled newscast.

TV 60 minutes, Radio over 15 minutes

2 News Broadcast

Regularly scheduled newscast.

TV 30 minutes, Radio under 15 minutes

Division		Platform				
A	B	Radio	TV	Web	Audio	Video
•	•	•	•			
•	•	•	•			

Entries for Categories 1 & 2 must be from the Designated News Day: Wednesday, June 23, 2010

Category

3 News Website

Recognizes a news organization's editorial and technical excellence on the web. Judges will log on to your website during the judging period (Sept. 2010) to evaluate the website on the following criteria: Content, depth of coverage, creativity; site usability, functionality and aesthetics. Entrant may also direct judges to up to three specific examples of excellence by providing the URLs. This entry requires a special entry form.

4 Breaking News

Individual or group coverage of a single news story as it develops.

5 Special News Program

Long-form program on one subject or theme. Entry may be a news special or documentary, or extended coverage of a major story or special event.

6 Public Affairs Program

Long-form program on one subject or theme, produced by the news department and broadcast as part of the station's public affairs programming.

7 Sports Program/Special

A single program regularly scheduled or special (one-time-only) focusing solely on a sports subject or topic.

Division		Platform				
A	B	Radio	TV	Web	Audio	Video
•	•			•		
•	•				•	•
•	•				•	•
•	•				•	•

(Non-Division Categories)

Reports/Stories Entries

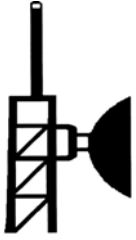
<u>Category</u>	Platform				
	<u>Radio</u>	<u>TV</u>	<u>Web</u>	<u>Audio</u>	<u>Video</u>
8 Investigative Reporting An in-depth study or exposé on a single subject requiring intensive research, reported in one program or a series.				•	•
9 Multi-Part Series Individual or group effort on a series of reports on a single topic, news or feature.				•	•
10 News Reporting Individual reporter's effort on a single story, hard news or enterprise. Entry may be a single story or a series, but no features.				•	•
11 Feature Reporting - Serious A feature story of a serious nature on a single topic.				•	•
12 Feature Reporting - Light A feature story of a light nature on a single topic.				•	•
13 Specialty Reporting Individual reporter assigned a specialty beat, such as but not limited to Business, Entertainment, Environmental, Medical, Political, Transportation, etc. Submission must include three examples.				•	•
14 Sports - Segment/Feature Sports segment/single feature story from regularly scheduled newscast or sports program.				•	•
15 Weather - Segment/Story A composite of weather segments from a regularly scheduled newscast or a weather story.				•	•
16 Traffic - Segment Traffic reports from a regularly scheduled newscast. Submit a composite of three reports.				•	•

Journalists Skills Entries

<u>Category</u>	Platform				
	<u>Radio</u>	<u>TV</u>	<u>Web</u>	<u>Audio</u>	<u>Video</u>
17 News Writing Individual or group effort. Newscast, single story or special.				•	•
18 Video Journalist/Multi-Media Journalist For journalists who shoot, write, and edit for a regularly scheduled newscast. Submit a composite of three stories on any subject.					•
19 Use of Sound Recognizes an individual's technical and artistic excellence in field recording, production and editing for a regularly scheduled newscast or special news program.				•	•
20 News Photography Recognizes an individual's technical and artistic excellence in field photography for a regularly scheduled newscast. Submit a composite of three stories: breaking news, general assignment, enterprise, or feature.					•
21 Video Editing Recognizes an individual's technical and artistic excellence in video editing for a regularly scheduled newscast or special news program. Submit a composite of three stories: breaking news, general assignment, enterprise, or feature.					•

NOTE: NorCal RTNDA Awards are not affiliated with the RTDNA Edward R. Murrow Awards competition.

For more information about the Murrow Awards contact RTDNA at (202) 659-6510 or www.rtdna.org



NorCal RTNDA

Radio-Television News Directors Association of Northern California
4317 Camden Avenue, San Mateo, CA 94403-5007
(650) 341-9978 fax: (650) 341-9979 website: www.norcalrtnda.com

29th NorCal RTNDA AWARDS 2009 - 2010 ENTRY FORM

Division: _____ Category #: _____ Category: _____
(A or B or N/A) (#1 - 21)

Name of Entry/Title: _____ Length: _____

Aired/Posted: Date: _____ Time/Program: _____

Station/Organization: _____ Telephone: (____) ____ - _____

Address: _____
Street Address City State Zip Code

Contact: _____ E-MAIL: _____

Entrants/Contributors: (Limit 4 names. Add \$5 fee for each additional name; list additional names on separate sheet)

Name: _____ Title: _____

Name: _____ Title: _____

Name: _____ Title: _____

Name: _____ Title: _____

For #3 Website: Main URL: _____ *List Three Examples for Judges to review*

Description: _____ URL: _____

Description: _____ URL: _____

Description: _____ URL: _____

Entry Fees & Payment:

Division	For Categories 1 - 7			For Categories 8 - 21	
	<u>TV</u>	<u>Radio</u>	<u>Web</u>	<u>Video</u>	<u>Audio</u>
A	\$ 100	\$ 90	\$ 100		
B	\$ 80	\$ 60	\$ 80		
N/A				\$ 60	\$ 40

Membership Rates: (by market size)

News Director/Manager	
TV (Markets 1-50)/Digital/	
Network/Wire Service	\$125
TV/Digital (Markets 51+)	\$ 75
Radio (Markets 1-50)	\$ 75
Radio (Markets 51+)	\$ 35
Associate/News Staff (Market 1-50)	\$ 35
Associate/News Staff (Market 51+)	\$ 25

Entry Fee: \$ _____ + Membership Fee: \$ _____ = Total Due: \$ _____
(Member's discount \$5 per entry for entries in Categories 8-21; deduct from total due)

Check Credit card: e-mail _____
(Payable to NorCal RTNDA) (we will e-mail you a PayPal invoice to pay)

Signature: _____

ENTRY DEADLINE: Friday, August 13, 2010 (postmark)