



Call For Entries 30th Annual

NorCal RTNDA Awards

Competition Period: July 1, 2010 - June 30, 2011

[Entry Deadline: Monday, August 15, 2011](#)

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, 2010 through June 30, 2011.

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. Scripts can be attached to the entry form as a PDF.

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.

ON-LINE ENTRY: This year we are using the www.betternewspapercontest.com on-line entry system. Go to www.betternewspapercontest.com click on 2010-11 NorCal RTNDA Awards. You will find complete contest rules and entry form. Complete a form for each entry and enter the link to the audio or video. Audio can be a MP3 file, video needs to link to your server or upload your video to YouTube.

FEES: Checks can be mailed to the NorCal RTNDA office or you can give your e-mail address and request a PayPal invoice to pay by credit card.

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

Winners will be honored at the
30th Annual NorCal RTNDA Awards Banquet to be held in late Fall.
Location to be announced.

www.betternewspapercontest.com
2010-11 NorCal RTNDA Awards

The Competition & Fees

The competition is 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 PAYMENT TO:

NorCal RTNDA

4317 Camden Avenue, San Mateo, CA 94403-5007

For credit card payment (we will send you a PayPal Invoice)

e-mail: darryl@norcalrtnda.com

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

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

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
•	•	•	•			
•	•	•	•			

Note: No designated news day this year, you may submit any newscast.

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. 2011) 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.

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
•	•			•		
•	•				•	•
•	•				•	•
•	•				•	•

Entries for Categories 8 - 21 are open to all divisions.

Reports/Stories Entries

<u>Category</u>	Platform				
	Radio	TV	Web	Audio	Video
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				
	Radio	TV	Web	Audio	Video
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

www.betternewspapercontest.com

2010-11 NorCal RTNDA Awards

Click on your station - the password is "bnc"

Problems logging in - email: darryl@norcalrtda.com or call 650-341-9978