

# 2021 All Ohio Excellence in Journalism Awards

Sponsored by

The  
**PRESSCLUB**  
of Cleveland



## Technology

ut aut reiciendis voluptatibus maiores  
illum consequatur aut perferendis  
voluptatem aperiam

## Daily News

## Politics

Sed ut perspiciatis unde omnis iste  
natus error sit voluptatem  
accusantium doloremque laudantium  
totam rem aperiam, eaque ipsa quae ab illo inventore  
veritatis et quasi architecto beatae vitae dicta sunt  
explicabo. Nemo enim ipsam voluptatem quia voluptas  
sit aspernatur aut odit aut fugit, sed quia consequuntur  
magni dolores eos qui ratione voluptatem sequi  
repedunt. Neque porro quisquam est, qui dolorem  
ipsum quia dolor sit amet, consectetur, adipisci velit,  
sed quia non numquam eius modi tempora incidunt ut  
labore et dolore magnam aliquam quaerat voluptatem.

Nam libero tempore, cum soluta  
nobis est eligendi optio cumque nihil  
impedit quo minus id quod maxime  
placeat facere possimus

## Fashion

Quis autem vel eum iure reprehenderit  
qui in ea voluptate velit esse quam  
nihil molestiae consequatur

## World

Sed ut perspiciatis unde omnis iste  
natus error sit voluptatem  
accusantium doloremque laudantium

Presenting Sponsor



*Shining a Light on Great Journalism*

## 2/WELCOME

### **Dear Colleagues:**

What a year we have had! From COVID-19 to the election, journalism has played an important role in keeping the public in the know.

Thanks for informing, educating and challenging your readers and viewers. And thanks for sharing the best of your work by entering it for recognition in the All Ohio Excellence in Journalism contest.

Submit your entries today in one of the many categories described in the following pages. Look for new categories in Election and COVID-19 reporting and updates throughout.

Remember – individual entries can also be submitted for “Best in Ohio” in several categories.

Entries must be received by 11:59 p.m., March 31, 2021.

Enter at [www.betterbnc.com](http://www.betterbnc.com) (see page 3 for details)



### **DETAILS TO FOLLOW ON THE EIJ AWARDS DINNER**

The Press Club of Cleveland's All Ohio Excellence in Journalism Awards presentations  
House of Blues Cleveland, in the vibrant East Fourth Street entertainment district  
We hope to be back celebrating journalism soon!



**ENTRIES MUST BE RECEIVED BY 11:59 P.M., MARCH 31, 2021**

**Please see complete instructions on entering the contest on page 13**

**Questions?**

**Lee Russell: 440-954-7175 email Elizabeth McIntyre: [emcintyre@crain.com](mailto:emcintyre@crain.com)**

### 3/GENERAL RULES

1. Only publications with circulation in Ohio, and online media produced in Ohio are eligible. In-house publications, newsletters, advertorial sections or membership publications, etc. are not eligible to enter.
2. Judges reserve the right to move any entry to a more appropriate category.
  - To submit your entry:
    1. Login:
      - a. Go to <https://betternewspapercontest.com/2021AllOhio>
      - b. Click on Contestant Login and select correct login (Contestant Manager or Authorized Entrant).
      - c. Choose 2021 All Ohio Excellence in Journalism
      - d. Select the appropriate News Organization.
    - Enter your temporary password: bnc (lower case), and click Login. When you first login, the system will prompt you to create a secure password (one per news organization). If you set the new password for your organization, please make sure to share it with others who may be preparing entries.
3. Each entry is to be accompanied by an entry fee. \$12 per entry for Students (SM Category Only), \$28 per entry for Press Club members, \$38 per entry for non-members. (For membership information call 440/899-1222 or fill out the form on page 12). Make check payable to: Press Club of Cleveland. Multiple entries from one source may be paid by a single check for the total amount. Please be sure to list the name of the publication/station on the check or attached to the check to insure proper accounting.
4. **ENTRIES MUST BE RECEIVED BY 11:59 P.M., MARCH 31, 2021**
5. Entries must be from calendar year 2020. Entries must have been locally published or broadcast in the 2020 calendar year within the state of Ohio. Series beginning in 2020 may continue into 2021.
6. Winners will be notified in May, except “Best in Ohio” winners. “Best in Ohio” winners are announced at the Awards Event. Details to be announced.
7. All Best in Ohio entries must be the work of one individual except where noted.
8. Entries may be accompanied by an optional statement — maximum one page in length — describing the entry, efforts involved in its preparation, and any action, change or reform that resulted.
9. Individuals or media outlets may submit as many entries in any category they wish. (Multiple entries in a single category or the same entry in multiple categories.) Fees apply per entry.
10. Entries may be submitted by individuals, news “teams,” or media outlets. Team entries with more than three names will be considered “staff” entries on plaques and certificates. In published winner lists, no more than three names per winning entry will be listed. Only one plaque or certificate will be awarded. Additional plaques or certificates can be ordered. Order forms will be distributed at the awards dinner.
11. Judging will be based on significance, clarity, writing, enterprise, effectiveness, originality and other criteria deemed appropriate by the judges. Judging will be done by out-of-state Press Club members. All decisions of the judges, including interpretation of the rules, are final. At the discretion of the judges, awards may not be given in every category.
12. Entries from freelancers must be entered in the same division as originally published, or they may enter O-15.
13. All entries become the property of The Press Club of Cleveland and cannot be returned.



**Link for new Press Club membership:**

[pcnewmembersonly2021.eventbrite.com](https://pcnewmembersonly2021.eventbrite.com)

**Link for Press Club members who are renewing:**

[pc2021duesrenewal.eventbrite.com](https://pc2021duesrenewal.eventbrite.com)

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# 4/OPEN

Includes Dailies, Non-Dailies, Magazines, Trade & Professional Publications, Business Publications and Online.

## RULES

1. Individual entries may also be used in a “Best in Ohio” entry.
2. Individual and media outlets may submit as many entries as they wish.
3. All Open categories are for individual achievement unless otherwise noted.
4. All “Best in Ohio” entries must be the work of one individual except where noted.
5. Online submissions can be entered in Open category.

**COLUMNS:** Must be recurring.

**O-1 A General/News:** Single column.

**O-1 B Sports:** Single column.

**O-1 C Business:** Single column.

**O-1 D Lifestyle:** (fashion, travel, television, food, arts, etc.)  
Single column. Enter reviews in O-3 A or B

**O-1 E Best in Ohio: Column Writing** — Submit five columns.

**HEADLINE WRITING:** Entries judged on originality, creativity, appropriateness, and ability to capture readers’ attention. Story must accompany entry. Team entries permitted. (Story may be entered in another category.)

**O-2 A Newspapers:** (Daily and Non-Daily) Single headline.

**O-2 B Best in Ohio: Headline Writing** — (Newspapers, Daily and Non-Daily) Submit five headlines.

**O-2 C All Other Publications:** (Magazines, Sunday Magazines, Alternatives, Trade & Professional Publications, Business Publications) Single headline.

**O-2 D Online:** Single headline for an online-only story.

**REVIEWS/CRITICISM:** (movie, restaurant, television, books, music, arts, etc.)

**O-3 A Single article.**

**O-3 B Best in Ohio: Reviews /Criticism** — Submit five reviews / critiques.

**ESSAYS:** Analytic or interpretive, personal point of view.

**O-4 A Single Essay**

**O-4 B Best in Ohio: Essay Writing** — Three samples of writer’s essays.

**O-5 Obituary:** May be a local or national figure. If it does not have a byline, the journalist’s name must be provided. Single story.

## EDITORIAL WRITING:

**O-6 A Single Editorial:** Unsigned or signed/bylined example of editorial opinion. May be a team effort.

**O-6 B Best in Ohio: Editorial Writing** — Three samples by the writer demonstrating superior writing.

**O-7 Analysis:** Politics, government, election issues, local, state and national issues, trends, lifestyle, etc. Single story or series.

**O-8 Food Writing:** Single article or story about any food topic.

**O-9 Travel Writing:** Single article or story about any travel topic.

**O-10 Technology Writing:** Single article or story about any aspect of technology.

**O-11 Medical / Health Writing:** Single article or story about any medical or health topic. May be a team effort.

**O-12 Politics / Government Writing:** Local, state, national or international politics, government or related issues. Single article or story. May be a team effort.

**O-13 Data Journalism:** Story that uses the collection and analysis of data to reveal previously unknown information and/or shed light on a topic of public interest, in an engaging and interesting way.

**O-14 Best in Ohio: Photographer:** Body of Work. Submit 5-10 images.

**O-15 Best in Ohio: Freelance Writer:** Submit 3-5 pieces, on any subject from 2 or more publications. Pieces can be on similar or different subjects, represent one or multiple genres.

**O-16 Best in Ohio: Staff Reporter:** Submit 3-5 pieces on any subject. Pieces can be on similar or different subjects, represent one or multiple genres.

**O-17 Election 2020 Coverage:** Single story, package or Voters’ Guide. May be a team effort. Online or print.

**O-18 COVID-19 Coverage:** Single article or story with a distinct perspective in covering the broad effects of the pandemic. May be a team effort.

# 5/VISUAL

## **CARTOONING:**

### **V-1 A Single Cartoon**

**V-1 B Best in Ohio:** Cartooning - Submit 6-10 cartoons, six of which must pertain to local or Ohio issues, events, personalities, etc., that demonstrate the cartoonist's range of ability, including craftsmanship, interest, originality, forcefulness and clarity in making a point. Provide publication date with all entries and a brief background statement, as needed, to clarify local issues. Example: "City council's inaction increases cost of sewer repair."

**ILLUSTRATION:** (includes photo illustration)

### **V-2 A Single Image:** online or print

**V-2 B Multiple Illustrations for One Story, All Publications:** online or print

**V-2 C Best in Ohio: Illustration — All Publications:** Submit 6-10 illustrations, online or print.

**INFOGRAPHICS:** Entries should demonstrate the effective use of infographics in communicating information to readers. A single graphic or a collection of graphics presented with a single story constitutes an entry.

### **V-3 A Infographics:** digital or print

**V-3 D Best in Ohio:** Infographics — Submit 3-5 examples.

## **PAGE DESIGN, SINGLE PAGE:**

**V-4 A Single Page:** Broadsheets

**V-4 B Single Page:** Tabs

**V-4 C Single Page:** Magazines

## **PAGE DESIGN, SPREAD OR MULTIPLE PAGE STORY:**

**V-5 A "A-1" News Front, Daily and Non-Daily Newspapers:** Three different dates must be submitted. May also include a letter explaining local circumstances that may have influenced story selection.

**V-5 B Spread or Multiple Page:** Broadsheets

**V-5 C Spread or Multiple Page:** Tabs

**V-5 D Spread or Multiple Page:** Magazines

**V-5 E Best in Ohio:** Page Design Submit 3-5 examples, online or print.

**COVERS:** (single cover, may be a photograph or illustration)

**V-6 A Covers:** General Circulation Magazines

**V-6 B Covers:** Business Publications

**V-6 C Covers:** Trade & Professional Publications

## **MULTIMEDIA**

**V-7 Best Use of Multimedia:** Submit a link to the Web page that shows use of multiple forms of media to enhance a feature or news story.

# STUDENT-RUN MEDIA

Open to full-time students of accredited trade/vocational schools, colleges or universities for work done for on-campus media. Newspapers, radio, television, online stories are eligible.

## **TRADE/VOCATIONAL - 2 YEAR PROGRAM**

**2SM-1 Best Print News Story:** General hard news or news of the day story in a student newspaper.

**2SM-2 Best Print Sports Story:** Coverage of a collegiate, local or regional sports story.

**2SM-3 Best Print Feature Story:** Lighter human interest story.

**2SM-4 Best Radio/Podcast News Story:** General hard news or news of the day story broadcast on student radio.

**2SM-5 Best Radio/Podcast Sports Story:** Coverage of a collegiate, local or regional sports story.

**2SM-6 Best TV News Story:** General hard news or news of the day or feature story broadcast on a student TV station.

**2SM-7 Best TV Sports Story:** Coverage of a collegiate, local or regional sports story broadcast on a student TV station.

**2SM-8 Best Online Report:** General hard news, news of the day story or blog on school website.

## **4-YEAR SCHOOL**

**4SM-1 Best Print News Story:** General hard news or news of the day story in a student newspaper.

**4SM-2 Best Print Sports Story:** Coverage of a collegiate, local or regional sports story.

**4SM-3 Best Print Feature Story:** Lighter human interest story.

**4SM-4 Best Radio/Podcast News Story:** General hard news or news of the day story broadcast on student radio.

**4SM-5 Best Radio/Podcast Sports Story:** Coverage of a collegiate, local or regional sports story.

**4SM-6 Best TV News Story:** General hard news or news of the day or feature story broadcast on a student TV station.

**4SM-7 Best TV Sports Story:** Coverage of a collegiate, local or regional sports story broadcast on a student TV station.

**4SM-8 Best Online Report:** General hard news, news of the day story or blog on school website.

# 6/DAILY NEWSPAPERS

## RULES

1. Awards are made separately for Daily and Non-Daily Newspapers. Daily is defined as published in print and/or online five days a week or more. Non-Daily is defined as published fewer than five days a week.
2. Magazines and other editorial supplements published by daily newspapers should be entered in the Daily Newspaper division unless otherwise specified. Those published by Non-Daily Newspapers should be entered in the Non-Daily Newspaper division.
3. General business publications—including magazines and newspapers targeting the general public, investors, clients and/or small businesses—must be entered in the Business Publications division. However, business sections of Daily and Non-Daily Newspapers should enter the appropriate Newspaper division.
4. Newspapers focusing on specific trades and professions must be entered in the Trade Publications division.

Daily is defined as published in print and/or online five days a week or more. Entries may include work published in Sunday Magazines or other editorial supplements, regardless of frequency.

Any entry may include an optional statement—maximum one page in length—describing the entry, efforts involved in its preparation, and any action, change or reform that resulted.

Please also read General Rules on page 3.

**BREAKING NEWS** (next news cycle): Multiple-story entries may be by an individual or team.

**D-1 A Single Story, Consecutive Days, Same Topic:** No more than three days; no more than five stories.

**D-1 B Single-Day Package:** Up to five stories on the same topic. Visuals may be included.

**GENERAL NEWS:** (may include beat reporting, education, religion, suburban news, consumer reporting, etc.)

**D-2 A Single Story**

**D-2 B Multiple Stories, Same Topic:** Maximum five stories.

## FEATURES:

**D-3 A Personality Profile:** Single story.

**D-3 B General:** (Lifestyle, Adventure, Travel, etc.) Single story.

**D-4 Public Service:** In-depth, issue-oriented coverage and coverage of significant community or consumer issues.

**D-5 Investigative:** Computer-assisted or otherwise, that brings hidden matter to light and shows initiative and depth of research. If coverage resulted in action or change, include a brief description. Single article or series.

**D-6 Business:** Coverage or interpretation of business news. Single story or stories on the same topic; maximum three stories.

**D-7 Sports:** Sporting event or sports issue coverage. Single story or stories on the same topic, maximum three stories. (Enter Sports Columns in Open, O-1 B).

**D-8 Arts & Entertainment:** Performing, visual, and creative arts and entertainment coverage. Single story or stories on the same topic; maximum three stories. (Enter Reviews in Open, O-3)

**D-9 Section:** (Sports, Business, Living, Editorial, Arts, News, etc.) Submit three complete sections.

## BEST DAILY NEWSPAPER IN OHIO

### General Excellence

These awards honor the overall performance of an entire staff rather than individual effort. Entries must consist of entire newspapers rather than sections or single articles. Entries will be judged on content and presentation (reporting, writing, editing, design, photography, graphics, packaging), and other criteria deemed appropriate by the judges. Submit three complete editions.

### DGE-1 Best Daily Newspaper in Ohio:

75,000 or LESS circulation

### DGE-2 Best Daily Newspaper in Ohio:

MORE than 75,000 circulation

# 7/NON-DAILY NEWSPAPERS

Non-Daily is defined as published fewer than five days a week. Entries may include work published in weekend magazines or other editorial supplements, regardless of frequency.

Any entry may include an optional statement—maximum one page in length—describing the entry, efforts involved in its preparation, and any action, change or reform that resulted.

Please also read General Rules on page 3.

**N-1 Breaking News:** (next news cycle) Include a description – one page or less - of deadlines and coordination of coverage. Single story, multiple stories or package. Team efforts accepted.

## FEATURES:

**N-2 A Personality Profile:** Single story.

**N-2 B General:** (Lifestyle, Adventure, Travel, etc.) Single story.

**N-3 Public Service:** In-depth, issue-oriented coverage and coverage of significant community or consumer issues. If coverage resulted in action or change, include a brief description. Single article or series.

**N-4 Sports:** Sporting event or sports issue coverage. Single story or stories on the same topic, maximum three stories. (Enter Sports Columns in Open O-1 B).

**N-5 Arts & Entertainment:** (Performing, Visual, Creative Arts and Entertainment coverage.) Single story or stories on the same topic; maximum three stories. (Enter Reviews in Open O-3A.)

**N-6 Community / Local Coverage:** Issues of local importance. Documentation of results encouraged if coverage resulted in action or change. Single story or stories on the same topic, maximum three stories.

**N-7 Section:** (Sports, Business, Living, Editorial, Arts, News, etc.) Submit three complete sections.

## BEST NON-DAILY NEWSPAPER IN OHIO

### General Excellence

These awards honor the overall performance of an entire staff rather than individual effort. Entries must consist of entire newspapers rather than sections or single articles. Entries will be judged on content and presentation (reporting, writing, editing, design, photography, graphics, packaging) and other criteria deemed appropriate by the judges. Submit any three complete editions.

**Best Non-Daily Newspaper in Ohio:** (all circulations; alternative weeklies and Sunday Magazines are eligible in this category.)

**NGE-1 Community Newspapers**

**NGE-2 Alternatives**



# 8/ GENERAL CIRCULATION MAGAZINES

## RULES

1. General business publications—including magazines and newspapers targeting the general public, investors, clients and/or small businesses—must be entered in the Business Publications division. However, business sections of daily and non-daily newspapers should enter the appropriate Newspaper division. Both business newspapers and business magazines, regardless of frequency, may enter as Business Publications.
2. Publications focusing on specific trades, industries and professions must be entered in the Trade Publications division. Trade magazines and newspapers, regardless of frequency, may be entered as Trade Publications
3. Please read General Rules on page 3.

**M-1 News:** News-oriented coverage about politics, environment, crime, government, etc.

## FEATURES:

**M-2 A Personality Profile:** Single story.

**M-2 B General:** (Adventure, Trends, etc.) Single story or package.

**M-2 C Consumer:** (Guides, “Best of,” advice, etc.) Single story or package.

**M-2 D Arts:** Single story or package.

**M-2 E Sports:** Single story or package.

**M-2 F Food:** Single story or package.

**M-3 Public Service / Investigative:** Coverage, including in-depth coverage, of a significant issue or topic that affects the general public or an article or series that brings hidden matter to light and shows initiative and depth of research. If needed, include a description—one page or less —of deadlines and coordination of coverage. Single story, series or package. Include a 100-word statement of impact highlighting how the coverage changed public perception or influenced policy.

**M-4 Departments or Columns:** Must appear regularly. Submit two examples.

## BEST MAGAZINE IN OHIO

### General Excellence

These awards honor the overall performance of an entire staff rather than individual effort. Entries must consist of entire publications. Entries will be judged on content and

presentation (reporting, writing, editing, design, photography, graphics, packaging) and other criteria deemed appropriate by the judges.

**MGE Best Magazine:** Submit two complete different issues.

# BUSINESS PUBLICATIONS

**B-1 General News:** Single or multiple stories on the same topic. Maximum five stories.

## FEATURES:

**B-2 A Personality Profile:** Single story.

**B-2 B General:** (Lifestyle, Adventure, Travel, etc.) Single story.

**B-2 C Package:** Multiple stories on same topic or subject. Individual or team effort. Maximum three stories.

**B-2 D Trends:** Coverage of trends in industry, business, economy, etc. Single story or series.

**B-3 Public Service / Investigative:** Coverage of a significant business issue that affects the general public, consumers or another large group outside the business community or an article or series that brings hidden matter to light and shows initiative and depth of research. If coverage resulted in action or change, include a brief description. Single story or series.

**B-4 Departments or Columns:** Must appear regularly. Submit two examples.

## BEST BUSINESS PUBLICATION IN OHIO

### General Excellence

These awards honor the overall performance of an entire staff rather than individual effort. Entries must consist of entire publications rather than single articles. Entries will be judged on content and presentation (reporting, writing, editing,

design, photography, graphics, packaging) and other criteria deemed appropriate by the judges.

**BGE Best Business Publication in Ohio:** Submit two complete different issues.



# 9/ TRADE PUBLICATIONS

**TP-1 Trade Report:** Single story or series on a topic or issue affecting or concerning the publication's main target audience. If coverage resulted in action or change, include a brief description.

## FEATURES:

**TP-2 A Personality Profile:** Single story.

**TP-2 B General:** (Lifestyle, Adventure, Travel, etc.) Single story.

**TP-2 C Special Section/Package:** Multiple stories, may be by more than one writer, on same topic or subject. Maximum three stories.

**TP-2 D Trends:** Coverage of trends in industry, business, economy, etc. Single story or series; maximum three-part series.

**TP-3 Departments or Columns:** Must appear regularly. Submit two consecutive examples.

## BEST TRADE PUBLICATION IN OHIO

### General Excellence

These awards honor the overall performance of an entire staff rather than individual effort. Entries must consist of entire publications rather than single articles. Entries will be judged on content and presentation (reporting, writing,

editing, design, photography, graphics, packaging) and other criteria deemed appropriate by the judges.

**TPGE Best Trade Publication in Ohio:** Submit two complete different issues.

# DIGITAL MEDIA

This division has categories to accommodate both entries from those who write editorial content expressly for news-oriented websites, blogs or web only publications and from those who design news-oriented websites. Websites operated purely for advertising or promotional purposes are not eligible to enter.

**DM-1 – Newspaper Website:** Ease of use, design, graphics and other criteria at the discretion of the judges will be evaluated. Content will not be considered.

**DM-2 – Magazine Website:** Ease of use, design, graphics and other criteria will be judged. Content will not be considered.

**DM-3 – Television News Website:** Ease of use, design, graphics and other criteria will be judged. Content will not be considered.

**DM-4 – Radio News Website:** Ease of use, design, graphics and other criteria will be judged. Content will not be considered.

**DM-5 – Online General News Story:** A single story or up to five stories on the same topic. Websites should enter ONLY material written expressly for the website. Stories originally published or broadcast by a partner media outlet are not eligible to enter this category, but should be entered in the appropriate division (newspapers, television, etc.)

**DM-6 – Online Feature Story:** A single story or up to five stories on the same topic. Websites should enter ONLY material written expressly for the website. Stories originally published or broadcast by a partner media outlet are not eligible to enter this category, but should be entered in the appropriate division (newspapers, television, etc.)

**DM-7 – Blogs:** A single news blog or up to five blog entries on the same topic. Blogs must be written by Ohio-based bloggers. Blogs cannot be used for promotional or advertising purposes – they must be news-oriented.

**DM-8 – Analysis:** Politics, government, election issues, local, state and national issues, trends, etc. Single story or series.

**DM-9 – Infographics:** Entries should demonstrate the effective use of infographics in communicating information to readers. A single graphic or a collection of graphics presented with a single story constitutes an entry.

**DM-10A – Breaking News Single Story:** Story must follow the incident by less than an hour.

**DM-10B – Breaking News Series:** First story must follow the incident by less than an hour.

**DM-11 – Use of Social Media:** Can be breaking news or a placed news item, story or series; any social medium including website, Facebook, Twitter etc.

**DM-12 – Online Storytelling:** Must depend upon elements such as interactive graphics, video, audio, photographs and more to tell the story.

**DM-13 – Podcast:** A news-oriented podcast that provides deeper understanding and context of local, national or global news events.

## BEST WEBSITE IN OHIO

### General Excellence

This award honors the overall performance of an entire staff, rather than individual effort, in producing a news-oriented Website. Those eligible to enter must be based in Ohio or be affiliated with an Ohio-based media outlet or news organization. The competition is open only to news-oriented Websites. Judging will include online viewing of the website.

Entries will be judged on content and presentation (reporting, writing, editing, design, photography, graphics, packaging) and other criteria deemed appropriate by the judges.

**NMGE Best Website In Ohio:** Entry must include a written description of the site, not to exceed one page.

# 10/TELEVISION

Broadcast or cable. Any entry may be accompanied by an optional statement, maximum one page in length, describing the entry, efforts involved in its preparation, and any action, change or reform that resulted.

**T-1 News:** Coverage of scheduled, unscheduled, investigative or assigned news or other general news. Maximum of 15 minutes.

**T-2 On-going Coverage:** Should demonstrate how an individual or team covered a hard news story over a period of time. Extracts from related news specials by the same reporter(s) may be included. Maximum 15 minutes.

**T-3 Public Service:** Coverage of an issue of importance to the community. May include editorial commentary or analysis. May have aired during a regular newscast or as a news special. A one-page written statement may document results. Maximum 30 minutes.

**T-4 Human Interest:** Lifestyle report, personality profile, or other feature showing originality and perspective by an individual or team. Maximum 15 minutes.

**T-5 Sports Report or Commentary:** May be a single sports story, series, coverage of a sporting event, postgame analysis, interview, commentary or others sports report that aired within

a regularly scheduled sportscast or televised sporting event. Maximum 15 minutes.

**T-6 Spot News Videography:** Coverage of a breaking news event. May be by one cameraperson or a team. Maximum 15 minutes.

**T-7 Feature Photography:** Coverage of one story. May be by one person or a team. Maximum 15 minutes.

**T-8 Television Show:** Special or regularly scheduled local programming. All lengths are eligible. Maximum of 30 minutes for judging purposes.

**T-9 Best Weathercast:** A report from a regularly-scheduled newscast that provides the viewer a clear, understandable view of the current weather and what can be expected in the future.

**T-10 Election 2020 Coverage:** Single story, package or Voters' Guide. May be a team effort.

**O-11 COVID-19 Coverage:** Single story or package with a distinct perspective in covering the broad effects of the pandemic. May be a team effort.

## BEST TELEVISION NEWSCAST IN OHIO

### General Excellence

This award honors the overall work of a newsroom staff rather than individual effort. Entries will be judged on content, writing, editing, photography, and other criteria deemed appropriate by the judges. Submit any two entire newscasts.

**TGE - A Best Television Newscast in Ohio in a Major Market:** (Cleveland, Columbus or Cincinnati)

**TGE-B Best Television Newscast in Ohio in a Smaller Market:** (All other markets)

# RADIO

**R-1 News:** Coverage of scheduled, unscheduled or assigned news or other general news. May be individual or team coverage.

**R-2 On-going Coverage:** Should demonstrate how an individual or a team covered a hard-news story over a period of time. May include extracts from regular news coverage, documentaries and news specials on the same issue. Maximum time 15 minutes.

**R-3 Public Service:** Coverage, including in-depth coverage, of a significant community issue, consumer topic, etc. May include editorial commentary or analysis. May have aired during a regular newscast or as a news special. A one-page written statement may document results. Maximum 30 minutes.

**R-4 Documentary:** A complete, standalone program on a single topic—social, political or other news—involving extensive research and showing a comprehensive examination of the story by an individual or team. May include an editorial commentary or conclusion if such was clearly identified at the time of broadcast. Maximum 60 minutes.

**R-5 In-Depth Coverage:** Examination of a timely issue or story, aired during a newscast that does not meet the definitions of R-3 or R-4. Maximum 15 minutes.

**R-6 Human Interest:** Lifestyle report, personality profile, humor, travel or other feature, showing originality and perspective.

**R-7 Use of Sound:** Should demonstrate extensive use of sound that is an integral part of telling the story. The use of sound should bring texture and meaning to the story. May be entered in more than one category.

**R-8 News Writing:** Report, essay or commentary that demonstrates a special ability to write for the spoken word. May be entered in more than one category.

**R-9 Radio/Podcast Show:** Special or regularly scheduled local programming. All show lengths are eligible. Maximum of 30 minutes for judging purposes.

**R-10 Election 2020 Coverage:** Single story or package. May be a team effort.

## BEST RADIO NEWSCAST IN OHIO

### General Excellence

This award honors the overall work of a newsroom staff rather than individual effort. Entries will be judged on content, writing, editing, and other criteria deemed appropriate by the judges. Submit any two entire newscasts.

**RGE - A Best Radio Newscast in Ohio in a Major Market:** (Cleveland, Columbus or Cincinnati)

**RGE-B Best Radio Newscast in Ohio in a Smaller Market:** (All other markets)

# 11/PHOTOGRAPHY

## RULES FOR ALL CATEGORIES

1. Photographers may submit a single, strong image from a photo essay submission in a single image category. Entries online or in print.

**Best Photographer in the State: (See Open Category, O-14)**

## DAILY NEWSPAPER PHOTOGRAPHY

**DP-1 Spot News:** Single image.

**DP-2 General News:** Single image.

**DP-3 Sports:** Single image action or feature.

**DP-4 General Feature:** Single image. (Scenic, Nature, Landscape, Urban Landscape) May include multiple photos if published together.

**DP-5 Studio Photography:** (Food, Fashion, Products, etc., in studio.) May include multiple photos if published together. (Enter portraits in DP-7.)

**DP-6 Portrait / Personality Photography:** (in or out of studio) Single photo.

**DP-7 Photo Journalism:** The effective telling of a story in photographs and text. Multiple picture use required; no limit on number of pages or images used for same story.

**Best Photographer in the State: (See Open O-14)**

## NON- DAILY NEWSPAPER PHOTOGRAPHY

**NDP-1 Spot News:** (unscheduled, breaking news) Single image.

**NDP-2 General News:** (scheduled or assigned news.) Single image.

**NDP-3 Sports:** Single image, action or feature.

**NDP-4 General Feature:** Single image.

**NDP-5 Studio Photography:** (Food, Fashion, People, Products, etc., in studio) Single photo.

**NDP-6 Pictorial:** (Scenic, Nature, Landscape, or Urban Landscape) May include multiple photos if published together.

**Best Photographer in the State: (See Open Category, O-14)**

## PHOTOGRAPHY - ALL OTHERS

*(Includes Magazines, Business Publications, Trade & Professional Publications, Digital Media)*

**AOP-1 General Photo:** Single image.

**AOP-2 General Photo:** Multiple images.

**AOP-3 Portrait / Personality Photography:** (in or out of studio) Single photo.

**AOP-4 Studio Photography:** (Food, Fashion, Products., etc., in studio) Single photo. (Enter portraits in AOP-3.)

**AOP-5 Photo Journalism:** The effective telling of a story in photographs and text. Multiple picture use required. No limit on number of pages or images from same story.

**AOP-6 Pictorial:** (Scenic, Nature, Landscape, or Urban Landscape.) May include multiple photos if published together.

**Best Photographer in the State: (See Open Category, O-14)**

# 12/PRESS CLUB OF CLEVELAND MEMBERSHIP APPLICATION

Link for NEW Press Club membership: [pcnewmembersonly2021.eventbrite.com](http://pcnewmembersonly2021.eventbrite.com)

Link for Press Club members who are renewing: [pcrenewals2021.eventbrite.com](http://pcrenewals2021.eventbrite.com)

Name \_\_\_\_\_ Date: \_\_\_\_\_

Employer \_\_\_\_\_

Title \_\_\_\_\_

Work Address \_\_\_\_\_

Work Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Check here if you prefer that Press Club mail be sent to your home.

Home address \_\_\_\_\_

Home Phone \_\_\_\_\_

Referred By \_\_\_\_\_ Amount Enclosed: \_\_\_\_\_

Membership category applied for:

**(Please check one)**

Under 30: \$30     Affiliate: \$40     Journalist \$60     Associate \$90

**Make checks payable to: The Press Club of Cleveland, 28022 Osborn Road, Cleveland, OH 44140**

*Payment must accompany application.*

Note: If paying the membership with the entries, it must be a separate check.

Credit card type: \_\_\_\_\_ Expiration: \_\_\_\_\_

Name on credit card: \_\_\_\_\_

Card # \_\_\_\_\_ Verification code: \_\_\_\_\_

Signature: \_\_\_\_\_

**Dues are payable annually.**

**Questions? Call Lynn Bracic – 440-899-1222 or email her at [pressclubcle@gmail.com](mailto:pressclubcle@gmail.com)**

**Media “30 for 30 or under”:** If you are 30 years old or younger and work in a media position, you can join the Press Club of Cleveland at a one time rate of \$30.

**Journalist:** Print, online, broadcast, freelance and social media (blogger) journalists working for an accredited media company in the Greater Cleveland area (includes Cuyahoga, Geauga, Lake, Lorain and Medina counties).

**Associate:** Public relations, corporate communications, marketing and advertising professionals, including corporate and non-profit freelancers and bloggers, working in the Greater Cleveland area, as well as others who share an interest in or are allied with the media and communications professionals, including sources; political, civic and business professionals; personal bloggers; and vendors.

**Affiliate:** Non-local professionals and associates working outside of Greater Cleveland, retirees, educators and students

# 13/PRESS CLUB OF CLEVELAND

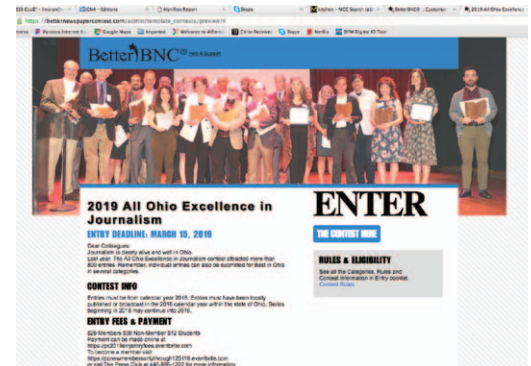
Entries for the 2021 All Ohio Excellence in Journalism Contest are submitted using a Web-based program at <https://betternewspapercontest.com/2021AllOhio>. Below are instructions for submitting entries. If you have questions or problems, please contact Lee Russell at [Imoran@news-herald.com](mailto:Imoran@news-herald.com)

**Entries must be received by 11:59 p.m., MARCH 31, 2021.**

**IMPORTANT:** BetterBNC is optimized for the Google Chrome browser, and Firefox for PC and Macintosh/Apple. Please have a recent version downloaded and installed for the best contest experience.

## LOGGING IN FOR THE FIRST TIME:

- If this is the first time your newspaper has logged into the system for the 2021 contest, you must select one contact who will be the primary person for submitting entries. That person is the “Contestant Manager.” They must be the first person to log in for your newspaper. After the Contestant Manager submits two entries, this person will be able to designate additional people who will be able to enter on behalf of the newspaper. Those people will be called “Authorized Entrants.”
- Visit <https://betternewspapercontest.com/2021AllOhio>
- In the bottom right corner, select Contestant Login.
- From the drop-down list select “2021 ALL Ohio Excellence in Journalism”
- If you are the Contestant Manager (the primary person who submits entries for your publication) check that option.
- In the Media Organization drop-down list, select your newspaper name. In the password box enter the temporary password **bnc** (case sensitive).
- The Contestant Manager will need to submit two entries. At that time, the BetterBNC system will email the primary contact to confirm your email address. There will be a link to click on in the confirmation email.
- After receiving the confirmation email, and updating some general account information, the Contestant Manager can add the names and emails of anyone at the newspaper who is eligible to submit entries. Those additional people would be considered “Authorized Entrants.”
- If you are having problems logging in please contact Lee Russell at [Imoran@news-herald.com](mailto:Imoran@news-herald.com) or (440) 954-7175. Do not use the “contact us” link on the online platform.



## PAYMENT:

- Each entry is to be accompanied by an entry fee.
- \$12 per entry for Students (Student Media Category Only)
- \$28 per entry for Press Club members
- \$38 per entry for non-members. (For membership information call 440/899-1222).
- Make check payable to: Press Club of Cleveland.
- Multiple entries from one source may be paid by a single check for the total amount. Please be sure to list the name of the publication/station on the check or attached to the check to insure proper accounting. (CHECKS MUST BE RECEIVED BY APRIL 24.)

Online Payment Option: [2021excellenceentrypayment.eventbrite.com](https://2021excellenceentrypayment.eventbrite.com)