

Recognizing
Journalistic Excellence
for 78 years

78th NATIONAL HEADLINER AWARDS

Newspapers + Magazines + News Syndicates + TV + Radio + Online

Founded in 1934 by the Press Club of Atlantic City, the National Headliner Awards program is one of the oldest and largest annual contests recognizing journalistic excellence.

The first National Headliner Awards were presented in 1935. Since then, more than 2,200 Headliner medallions have been presented to outstanding photographers, writers, graphic artist, daily newspapers, news syndicates, online, radio and television stations, TV and radio networks and magazines. Membership in the exclusive National Headliner Club is limited to individuals and organizations who have won Headliner medallions and to those men and women who serve as consultants and judges for the annual program. Many journalists have capped long and distinguished careers with a National Headliner Award, and each year the judges have recognized exceptional talents that might otherwise have gone unnoticed.

Individual awards of \$1,500 will be made to Headliner Award winners whose work is selected by the judges for “Grand Award” recognition.

ELIGIBILITY

Headliner competition is open to all material appearing in paid-circulation publications distributed or broadcast in the United States between January 1, 2011 and Dec. 31, 2011. There is no limit on the number of entries that may be submitted. However, each entry may be entered in only one category.

JUDGING

All Headliner entries are judged in Atlantic City by a panel of journalists representing newspapers, wire services, and radio and television stations from around the country. The judges are distinguished professionals who are selected on the basis of the journalistic contributions they have made during their careers.

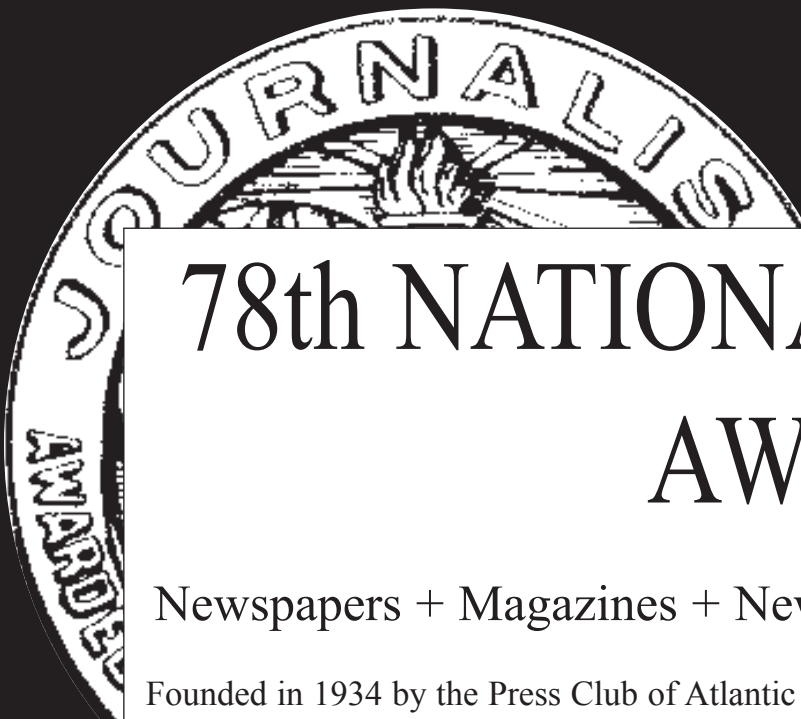
DEADLINE

All nominations must be postmarked no later than January 31, 2012. Mail entries to National Headliner Awards, P.O. Box 239, Northfield, NJ 08225-0239. For overnight mail, send to 14 Colgate Road, Somers Point, NJ 08244

REGISTRATION FEE

There is a registration fee of \$75 per entry. Our tax-exempt IRS number is 22-213-8237 (Press Club of Atlantic City). Please make checks payable to National Headliner Awards.

Now Accepting Nominations for 2011



PLEASE NOTE CATEGORY CHANGES INCLUDING ONLINE COMPONENTS

DAILY NEWSPAPERS & NEWS SYNDICATES

Writing and Reporting

- N1.** Spot news (appearing in the first publishing or online cycle after the event being reported) in daily newspapers, all sizes.
- N2.** News beat coverage or continuing story (e.g. poverty, power grid failure, election, war coverage) by an individual or team. NOT a series. (Send five samples).
- N3.** News series (one series) in daily newspapers with daily circulation up to 75,000.
- N4.** News series (one series) in daily newspapers with daily circulation over 75,000.
- N5.** Local interest column on variety of subjects. Send three samples.
- N6.** Special or feature column on one subject by an individual.(examples: food, fashion, radio-TV, music, etc.) Send three samples.
- N7.** Editorial writing by an individual or team. Send five samples.
- N8.** Sports column by an individual. Send five samples.
- N9.** Sports writing by an individual or team. Send five samples.
- N10.** Feature writing on variety of subjects by an individual. Send five samples.
- N11.** Business news coverage, business commentary and/or business columns by an individual or team. Send five samples.
- N12.** Education writing. Send five samples of news stories,feature stories or columns about education by an individual or team.
- N13.** Health/Medical/Science writing. Send five samples of news, features or columns by an individual or team.

- N14.** Environmental writing. Send five samples of news, features or columns by an individual or team.
- N15.** Investigative reporting. A letter outlining background, accomplishments, and results should accompany entries. The exhibit may include clippings of stories, series, photos, editorials, and community reaction.
- N16.** Public service performed by publishing material in a daily newspaper. Entries must be accompanied by a letter outlining background, accomplishments and results. The exhibit may include clippings of stories; series; photos; editorials and community reaction.
- N17.** Editorial cartoons. Send 10 samples.
- N18.** Journalistic innovation: an experimental or unconventional reader service, design, feature or news or online package that represents a fresh approach to connecting newspapers and their communities. Entries must include a letter explaining the innovative effort and its impact on the newspaper's readers and community.

PHOTOGRAPHY AND GRAPHICS FOR DAILY NEWSPAPER, MAGAZINES, NEWS SERVICES AND SYNDICATES

- PG1.** Newspapers - Spot news photography, single photo, not a series. Digital image on separate standard-sized CD.
- PG2.** Newspapers- Feature photography, single photo, not a series. Digital image on separate CD.
- PG3.** Newspapers - Sports photography, single photo, not a series. Digital image on separate standard-sized CD.
- PG4.** Magazines, News Services, Syndicates- Spot news photography, single photo, not a series. Digital image on separate standard-sized CD.
- PG5.** Magazines, News Services, Syndicates - Feature photography, single photo, not a series. Digital image on separate standard-sized CD.

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- PG6.** Magazines, News Services, Syndicates - Sports photography, single photo, not a series. Digital image on separate standard-sized CD.
- PG7.** Photography Portfolio. (Open to all newspaper, magazine and news syndicate photographers.) Submit 10 - 15 digital images on standard-sized CD format. Picture story/essay counts as 1 entry (maximum 10 images in story/essay). Entries must have been published during the contest year and best reflect the photographer's range, artistic skills and talents. Include tearsheet of the published entries.
- PG 8.** Photo Essay/Story - A series of photos on a single subject that were published together. Submit maximum 10 images on a standard-sized CD format. Must have title and essay/story summary accompany entry.
- PG9.** Portrait -A single picture that reveals the essence of the subject's character.
- PG10.** Newspapers/Magazines - Informational graphics by an individual or team. Send three to five samples.
- PG11.** Newspapers/Magazines - Illustrative graphics by an individual or team. Send three to five samples.

MAGAZINES

Writing and Reporting

- M1.** Coverage of a major news event or topic. (One sample per entry.)
- M2.** Feature writing by an individual on a variety of subjects. Send three samples by the same writer.
- M3.** Column - (Examples: business, food, finance, fashion, radio-TV, Washington coverage, sports, travel, etc.) Send five samples by the same writer.

ONLINE JOURNALISM

- Distinguished online journalism that most effectively takes advantage of the Internet while maintaining the highest journalistic standards.
- WEBSITES** - Entries must consist of at least one main URL and at least 3 examples of functioning, active or cached URLs in the same domain. If an entry's links are not functioning properly at the time of the judging, the entry will be disqualified. Entries will be judged on: content, interactivity, and design.
- O1.** Radio Affiliated **O2.** Television Affiliated **O3.** Newspaper Affiliated **O4.** Magazine Affiliated **O5.** Online-only.
- ONLINE VISUAL** -Entries will consist of active URLs – NOT tapes or DVDs of the entry. (If the links aren't functioning properly at the time of the judging, the entry will be disqualified.)
- O6.** Online Videography - Entries will be judged on: shooting, editing and storytelling skills. Submit two to four examples of a team or individual's online videos.
- O7.** Online Slideshow - Entries will be judged on depth/range of information presented and effectiveness of presentation. Submit one to four examples of a team or individual's online slideshows.
- O8. ONLINE-ONLY WRITING** - For journalism that ONLY appears online on a continually updated website and NOT in a written publication. Submit five written samples and active URLs that show the story was put online during 2011. If an entry's links are not functioning properly at the time of the judging, the entry will be disqualified.

CATEGORIES - RADIO & TELEVISION

RADIO STATIONS

- R1.** Newscast, all markets. Submit best newscast for 2011. Not to exceed 45 minutes.
- R2.** Breaking news or continuing coverage of a single news event. Not to exceed 20 minutes.
- R3.** Feature and human interest story, all markets. Not to exceed 10 minutes.
- R4.** Documentary or Public Affairs. For Public Affairs, submit three complete regularly scheduled shows that focus on addressing issues of the day. No time limits.
- R5.** News series. Not to exceed 20 minutes.

BROADCAST RADIO NETWORKS AND SYNDICATORS

- R6.** Newscast, all markets. Submit best newscast for 2011. Not to exceed 45 minutes.
- R7.** Breaking news or continuing coverage of a single news event. Not to exceed 20 minutes.
- R8.** Feature and human interest story, all markets. Not to exceed 10 minutes
- R9.** Documentary or Public Affairs. For Public Affairs, submit three complete regularly scheduled shows that focus on addressing issues of the day. No time
- R10.** News series

BROADCAST OR CABLE TELEVISION STATIONS

- TV1.** Newscast, all markets. Submit best newscast for 2011. Not to exceed 45 minutes.
- TV2.** Coverage of a live breaking news event, all markets. Not to exceed 20 minutes.
- TV3.** Continuing coverage of a single news event, all markets. Not to exceed 20 minutes.
- TV4.** Feature, sports or human interest story, all markets. Not to exceed 10 minutes
- TV5.** Public service, all markets. No time limits.
- TV6.** Documentary or series of reports on the same subject, all markets. No time limits.
- TV7.** Investigative reporting, all markets. Not to exceed 20 minutes.
- TV8.** Business & Consumer Reporting. Not to exceed 20 minutes.
- TV9.** Health / Science reporting. Not to exceed 20 minutes.
- TV10.** Environmental Reporting. Not to exceed 20 minutes.

BROADCAST TELEVISION NETWORKS, CABLE NETWORKS AND SYNDICATORS

- TV11.** Newscast. Submit best newscast for 2011. Not to exceed 45 minutes.
- TV12.** Coverage of a major news event. Not to exceed 20 minutes.
- TV13.** Continuing coverage of a major news event. Not to exceed 20 minutes.
- TV14.** Feature, sports or human interest story. Not to exceed 10 minutes.
- TV15.** Documentary or series of reports on the same subject. No time limits.
- TV16.** Investigative report. Not to exceed 20 minutes.
- TV17.** News magazine program. No time limits.
- TV18.** Business & Consumer Reporting. Not to exceed 20 minutes..
- TV19.** Health / Science reporting. Not to exceed 20 minutes.
- TV20.** Environmental Reporting. Not to exceed 20 minutes.

ENTRY INSTRUCTIONS

- Entry forms may be duplicated, and two copies must accompany each entry.
- Please attach at least one copy of the form with transparent tape, paper clips or staples so it can be easily removed at the National Headliner offices.
- Please do not paste entry form to actual entry. Include a brief biography and head shot of entrant.
- Confirmation of receipt of entry will be e-mailed to nominee.
- If several entries will be submitted under separate covers, please enclose a list of all entries with the check so we can cross-check that they are all received before judging begins.

PRINT:

There is no required format for submitting print entries. However, the typeface on photocopies of articles cannot be reduced. The material should be mounted in a manner that enables them to withstand mailing and handling by numerous contest workers and judges. A binder of some type is recommended to facilitate recording and judging. The entry form must be attached to the front of the entry but not pasted down; use transparent tape, paper clips, or staples. Entries **MUST** show publication date as proof of eligibility. Major corrections or challenges must be attached and explained.

PHOTOS:

Photo entries are to be submitted in digital form. Digital entries should be submitted as JPEG files on a standard size CD. No mini disks please. No other digital formats will be accepted. Each entry must be on a separate CD and each CD must be clearly labeled with the name of the entering news photographer and contest category. Each entry must also contain tearsheets of published work and/or active URL.

GRAPHICS & ILLUSTRATIONS:

To minimize risk of damage to entries during sorting and judging, news graphics and illustrations should be mounted on posterboard, newspaper gridsheets or similar material. Entry form should be taped (**PLEASE - not glued**) to the back of the posterboard or gridsheet.

ONLINE JOURNALISM:

An entry should consist of an E-mailed URL link that's still active (with no registration required). If the link is not functioning or only available with registration, the entry will not be judged. Do not send printed URLs. E-mail active links to: info@headlinerawards.org and include the category # and organization name in the subject box of the e-mail.

RADIO:

Radio entries should be in the form of CD's. Individual entries should be on separate CDs. In all radio categories, awards are made to a station or a network with credits to an individual or individuals. Radio entries should include a brief printed description of the entry along with the material for judging. The name of the entry, its category and length should also be printed on the CD. Check individual category to see if time limits apply.

TELEVISION:

Television entries must be in the form of DVDs. In all television categories, awards are made to a station or network with credits to an individual or individuals. Television entries should include a brief printed description of the entry along with the material for judging. The title of the entry, its category and length should be printed on the DVD. Check individual category to see if time limits apply.

INFORMATION

Call Erika Melhorn at (609) 601-2116
e-mail: info@headlinerawards.org

Additional entry forms and information may be obtained from
the National Headliner Web page:
NationalHeadlinerAwards.com
e-mail: info@headlinerawards.org



