

**CALL FOR  
ENTRIES**

**DEADLINE: 11:59 p.m.  
SUNDAY, FEBRUARY 23, 2020**

**The PRESS  
Club**  
of Western Pennsylvania

The Golden Quill competition has undergone additional changes for 2020, and categories have been revised to adapt to changes in the industry. The awards will continue to undergo examination based upon feedback and participation to ensure a competitive field.

## 2020 Tri-State Golden Quill Awards

The 56th Golden Quill Awards competition, sponsored by The Press Club of Western Pennsylvania, recognizes excellence in written, broadcast, photographic, video and digital journalism in Western Pennsylvania and neighboring counties in Eastern Ohio and Northern West Virginia. New Corporate, Marketing and Promotional Communications categories have been added for 2020.

- **ELIGIBILITY** All entries must have been published, broadcast, posted or circulated between January 1, 2019, and December 31, 2019, in Western Pennsylvania counties of Allegheny, Armstrong, Beaver, Bedford, Blair, Butler, Cambria, Cameron, Centre, Clarion, Clearfield, Crawford, Elk, Erie, Fayette, Forest, Greene, Huntingdon, Indiana, Jefferson, Lawrence, McKean, Mercer, Potter, Somerset, Venango, Warren, Washington and Westmoreland.

- Journalists and communications professionals in the following Ohio and West Virginia counties are eligible to enter the Golden Quill Awards.

**Ohio:** Belmont, Columbiana, Jefferson, Mahoning and Trumbull counties.

**West Virginia:** Brooke, Cabell, Hancock, Marion, Marshall, Monongalia, Ohio, Preston and Wetzel counties.

Freelance writers and reporters from all the counties listed above are also encouraged to enter.

- **JUDGING** Materials submitted will be judged out of the region by nationally recognized journalism and communications professionals. One award will be given in each subcategory. The decision of the judges will be final, including the option that judges elect not to give an award in any category.
- **DEADLINE** Entries must be received by 11:59 p.m. Sunday, February 23, 2020.
- **AWARDS CEREMONY** Winners will be announced at the awards program on Wednesday, May 27, 2020, at the Rivers Casino in Pittsburgh.
- **ENTRY FEE** \$20 per entry; \$15 per entry for Press Club members.
- **MEMBERSHIP DISCOUNT** Press Club members pay a discounted rate for entries. To qualify for the discounted rate, at least one person who is the principal author or creator in the production of the entry and being credited for the work must be a Press Club member.

**FOR MEMBERSHIP INFORMATION OR MEMBERSHIP STATUS, CALL 412-281-7778**

**OR SEND EMAIL TO [pressclubwpa@yahoo.com](mailto:pressclubwpa@yahoo.com) OR VISIT <http://westernpapressclub.org>**

- **STUDENT CONTEST ELIGIBILITY** The student contest is open to any undergraduate and graduate student in a journalism, communications, video production or multimedia degree or certification program from a two- or four-year college or university, trade or technical school with one of these types of programs located in the Western Pennsylvania, Eastern Ohio and Northern West Virginia areas served by The Press Club of Western Pennsylvania.

Students who work in a professional setting and are returning to school to obtain additional education are ineligible.

All entries must have appeared between January 1 and December 31, 2019.

Entries must have been published in a recognized student/campus publication, digital platform, or broadcast outlet of that institution. No unpublished work done only for the classroom is eligible. If a student's work is published, broadcast or posted in a professional media outlet outside the academic institution, the student must enter in the professional division of the Golden Quill Awards. Such work is ineligible for the student competition.

- **JUDGING** Student entries will be judged out of the region by nationally recognized journalism and media professionals. One award will be given in each subcategory or the judges may determine that no award be given in any subcategory. The decision of the judges is final.
- **STUDENT ENTRY FEE** \$10 per entry. Golden Quill Award student winners will receive a one-year complimentary membership to The Press Club of Western Pennsylvania. Graduating seniors will have their membership revert to a professional membership upon renewal the next year.

## ADDITIONAL ENTRY INFORMATION

- **NUMBER OF ENTRIES:** There is no limit to the number of entries an individual may submit per subcategory. In the column/blogs category, the three examples submitted count as a single entry. In the editorial category, three editorials constitute a single entry.
- **FORMAT:** Entries must be submitted in the following formats: PDF, TXT, DOC, DOCX, JPG, PNG, GIF and URL links. Entrants are encouraged to keep file sizes to 5MB or smaller to aid in judges opening entry attachments for review. URL addresses must link to work done in 2019. The URL must be complete and accurate; otherwise the entry will be disqualified. Be sure URL links are accessible through May 27, 2020.
- **PAYMENT PROCEDURE:** Entry fees must be paid online at time of entering. Entries will not be accepted without accompanying payment. Payment for multiple entries from one organization can be made in one transaction.
- **QUESTIONS:** Contest inquiries should be made to Golden Quill Award Committee co-chairs Ginny Frizzi at 412-361-6028 or gfrizzi@juno.com; or Karen Carlin at 412-585-0710 or karenacarlin@gmail.com.

## CATEGORIES

### Excellence in Written Journalism/Daily

Qualifying entries may be from traditional print newspapers, news services or digital media news organizations that **consistently** publish new written content **daily, or five or more times a week**. Submissions may be material posted on a website or written digital media associated with any journalistic or media organization that considers the work published. Entries may be a single story or series. Entry credit must be the writer(s) or reporter(s) **most responsible** for the written entry.

#### Categories:

1. Enterprise/Investigative
2. Spot/Breaking News
3. News Feature

4. Traditional Feature
5. Public Affairs/Politics/Government
6. Business/Technology/Consumer
7. Medical/Health
8. Science/Environment
9. History/Culture
10. Arts/Entertainment
11. Lifestyle
12. Education
13. Sports
14. Profile
15. Columns/Blogs (*Three samples from the same writer/reporter constitute one entry, representing one person's opinion. Sports columns should be entered here, not in sports category.*)
16. Editorials (*Three samples from the same writer/reporter constitute one entry, representing an organization's opinion.*)

## Excellence in Written Journalism/Non-Daily

Qualifying entries may be from traditional newspapers, news services or digital media news organizations that publish new written content **four or fewer times a week**. Submissions may be material posted on a website or written digital media associated with any journalistic or media organization that considers the work published. Entries may be a single story or series. Entry credit must be the writer(s) or reporter(s) **most responsible** for the written entry.

### Categories:

1. Enterprise/Investigative
2. Spot/Breaking News
3. Traditional Feature
4. News Feature
5. Public Affairs/Politics/Government
6. Business/Technology/Consumer
7. Medical/Health
8. Science/Environment
9. History/Culture
10. Arts/Entertainment
11. Lifestyle
12. Education
13. Sports
14. Profile
15. Columns/Blogs (*Three samples from the same writer/reporter constitute one entry, representing one person's opinion. Sports columns should be entered here, not in sports category.*)
16. Editorials (*Three samples from the same writer/reporter constitute one entry, representing an organization's opinion.*)

## Excellence in Written Journalism/Magazines

Qualifying entries may be from traditional print magazines or the digital versions of magazines, including those produced by digital media and news organizations with long form magazine-style entries. Submissions may be material posted on a website or written digital media associated with any journalistic or media organization that considers the work published. Entries may be a single story or series. Entry credit must be

the writer(s) or reporter(s) **most responsible** for the written entry. Articles that appear in a newspaper magazine or a supplement should be submitted in the daily or non-daily written categories, not the magazine category.

### Categories:

1. Enterprise/Investigative
2. Spot/Breaking News
3. News Feature
4. Traditional Feature
5. Public Affairs/Politics/Government
6. Business/Technology/Consumer
7. Medical/Health
8. Science/Environment
9. History/Culture
10. Arts/Entertainment
11. Lifestyle
12. Education
13. Sports
14. Profile
15. Columns/Blogs (*Three samples from the same writer/reporter constitute one entry, representing one person's opinion.*)
16. Editorials (*Three samples from the same writer/reporter constitute one entry, representing an organization's opinion.*)

### Excellence in Video/Broadcast Journalism

Qualifying entries may be from traditional television or digital video media or from traditional print outlets, news services, electronic or digital media for which the video is the main component of the entry, associated with any journalistic or media organization. Entries may be a single story, single program or series. Limit entries to 60 minutes. Entrants should be the member(s) of the production team **most responsible** for the entry (i.e., reporters, producers, writers, editors, videographers).

### Categories:

1. Enterprise/Investigative
2. Spot/Breaking News
3. Documentary
4. Public Affairs/Politics/Government
5. News Feature
6. Traditional Feature
7. Business/Technology/Consumer
8. Medical/Health
9. Science/Environment
10. History/Culture
11. Arts/Entertainment
12. Lifestyle
13. Education
14. Sports
15. Profile

## Excellence in Audio Journalism

Qualifying entries may be from traditional radio broadcasts, podcasts or digital audio media associated with any journalistic or media organization, including traditional print outlets. Entries may be a single story, single program or series. Limit entries to 60 minutes. Entrants should be the member(s) of the production team **most responsible** for the entry (i.e., reporters, producers, editors, writers, sound engineers).

### Categories:

1. Enterprise/Investigative
2. Spot/Breaking News
3. Documentary
4. Public Affairs/Politics/Government
5. News Feature
6. Traditional Feature
7. Business/Technology/Consumer
8. Medical/Health
9. Science/Environment
10. History/Culture
11. Arts/Entertainment
12. Lifestyle
13. Education
14. Sports
15. Profile

## Excellence in Visual Craft Achievement

Qualifying entries will be from various media and journalistic organizations based on categories listed below. Visual Craft Achievement recognizes those individuals whose work is not recognized anywhere else.

**Entry credit should be the craftsperson(s) only.** In some cases there may be more than one person's name on an entry. **Examples:** two photographers who worked together on the same photo essay, two web designers who worked on the same digital presentation, or three animators who teamed up to add the motion graphics to a documentary. Each entrant may enter more than one different piece of work into the same Visual Craft Achievement category, but each must be a separate and different entry.

Each entry must be **one**, separate, single piece of work. Compilations of a person's body of work are not eligible as an entry and will be disqualified.

### Categories:

1. Spot News Photo
2. Spot News Video
3. Feature Photo
4. Feature Video
5. Sports Photo
6. Sports Video
7. Personality Profile Photo
8. Photo Essay
9. Video Essay

*Entrant must be the photojournalist and editor, weaving together elements that might include interview soundbites, natural sound, or music to tell the story without a professional talent voice track. Entry may not be entered in any other category.*

10. Editorial Cartoon
11. Animation/Motion Graphics
12. Illustration: News or Feature
13. Page Design – Print
14. Cover Design – Print
15. Digital Presentation

*For presentation or layout of a web page(s) for one specific story or project. An organization's overall website is not eligible. Entry may not be entered into any other category.*

16. Multi-Platform Project

*Entries should demonstrate media convergence and coverage across multiple platforms for one story, report or project.*

## **Excellence in Corporate, Marketing and Promotional Communications**

For written, visual and digital content produced by a company or profit/nonprofit organization primarily for its client projects, customers, employees, members, students, donors, vendors, boards of directors and other outside audiences of the organization(s).

For example, academic magazines, organizational websites/wire services and digital communications and fundraising materials would qualify under this new category listing.

### **Categories:**

#### 1. Written Excellence:

- A. Feature
- B. Business/Technology/Consumer
- C. Medical/Health
- D. Science/Environment
- E. History/Culture
- F. Arts/Entertainment
- G. Lifestyle
- H. Education
- I. Sports
- J. Profiles
- K. Columns/Blogs

Three samples from the same writer constitute one entry.

#### 2. Video Excellence:

- A. Feature
- B. Business/Technology/Consumer
- C. Medical/Health
- D. Science/Environment
- E. History/Culture
- F. Arts/Entertainment
- G. Lifestyle
- H. Education
- I. Sports
- J. Profiles
- K. Columns/Blogs

3. Audio Excellence:
  - A. Feature
  - B. Business/Technology/Consumer
  - C. Medical/Health
  - D. Science/Environment
  - E. History/Culture
  - F. Arts/Entertainment
  - G. Lifestyle
  - H. Education
  - I. Sports
  - J. Profiles
  - K. Columns/Blogs
4. Photography Excellence
5. Design/Illustration
6. Digital Excellence

## **STUDENT CATEGORIES**

### **Category #1 -- NEWS**

- A. Written
- B. Audio/Podcasts
- C. Photography
- D. Videography

### **Category #2 -- FEATURE**

- A. Written
- B. Audio/Podcasts
- C. Photography
- D. Videography

### **Category #3 -- SPORTS**

- A. Written
- B. Audio/Podcasts
- C. Photography
- D. Videography

### **Category #4 -- OPINION**

- A. Written
- B. Audio/Podcasts
- C. Photography
- D. Videography

# ENTRY INSTRUCTIONS

Entries to the 2020 Tri-State Golden Quill Awards for Excellence in Journalism, Media and Communications in Western Pennsylvania, Eastern Ohio and Northern West Virginia are submitted using a web-based program at [www.betterbnc.com](http://www.betterbnc.com).

**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.

All entries must be submitted online. The following are directions for preparing and submitting entries. Please read the directions carefully and pay attention to the difference between contestant manager (contact person responsible for submitting entries on behalf of a news organization) and open call contestant. If you have questions, please contact Ginny Frizzi, 412-361-6028 or [gfrizzi@juno.com](mailto:gfrizzi@juno.com), or Karen Carlin, 412-585-0710 or [karenacarlin@gmail.com](mailto:karenacarlin@gmail.com).

Entry fees must be paid online. Instructions follow entry information.

**SPECIAL NOTE:** Entries must be submitted in the following formats: PDF, TXT, DOC, DOCX, JPG, PNG, GIF and URL links. Entrants are encouraged to keep file sizes to 5MB or smaller to aid in judges opening entry attachments for review. URL addresses must link to work done in 2019. The URL must be complete and accurate; otherwise the entry will be disqualified. Be sure URL links are accessible through May 27, 2020.

**THE DEADLINE FOR ALL ENTRIES IS SUNDAY, FEBRUARY 23, 2020, AT 11:59 P.M.**

## ENTRY INSTRUCTIONS:

### 1. Go to [www.betterbnc.com](http://www.betterbnc.com):

- a. If you are the single point of contact for your organization (responsible for the submission of entries for your news organization), select Contestant Login, and remain on the Contestant Manager tab.
  1. Select contest 2020 Press Club of W. Pa. Tri-State Golden Quill Awards.
  2. Select your Organization.
  3. Enter your password.
  4. Click "Login."

**Note:** If this is your first time logging into your account, use the temporary password bnc (lowercase). After you log in using that temporary password, the system will require you to update your password. Going forward (including future years) you will log in with the password you set.

If the designated Contestant Manager should leave your media organization, please contact the Contest Administrator Ginny Frizzi to have the contact info in your account updated.

- b. If you are an individual submitting your own entries (such as freelancers), select Open Call Login.
  1. If you already have an Open Call Contestant account, enter your email address and password, then click "Login."
  2. If you do not already have an Open Call Contestant account, click "Create Your Open Call account."
    - a. Fill out the form.
    - b. Click "Submit" at the bottom of the page. Once you fill out the form to create your Open Call Contestant account, the system will send you a validation email with a link that must be clicked before you can log into your account.
    - c. Request to make entries in a contest. Under "Open Call Contestant" select "My Contests" in the drop-down menu.
    - d. In the "Available Contests" section, check the box next to the contest 2020 Press Club W. Pa. Tri-State Golden Quill Awards.
    - e. While awaiting email confirmation from the Contest Administrator, you can begin submitting entries.



3. Select "Manage Entries" in the drop-down menu under "Open Call Contestant."

## 2. Submit Entries:

- a. Click "Submit Entry" from the Manage Entries page.
- b. Select a Division (group of Categories).
- c. Select a Category.
- d. Select the Organization where the entry was published or performed (Open Call only).
- e. Enter the entry headline or title.
  1. To upload digital file attachments (other than audio/video), click "Browse," navigate to the desired file, and then click "Open." Allowed file types are PDF, DOC/DOCX, TXT, JPG, GIF and PNG. To upload additional attachments to a single entry, click the "Browse and Attach More Files" button. BetterBNC will allow up to about a 20MB file, however, we suggest keeping your files around 5MB in case the judges have a slow connection. For files larger than 20MB, you can click the "RealView" icon on the Submit Entry page to create a free account, upload your files, and then copy and paste the URL into the URL field on the Submit Entry page. You may also use a similar third-party website that provides hosting services (scribd.com, issuu.com, etc.).
  2. To add web/audio/video content, copy and paste the content's URL address into the provided Website URL field. To host your content online, either upload it to a free streaming content website (e.g. YouTube) or talk to your IT person about adding it to your station's/publication's website. Make sure the content will be accessible online through May 27, 2020. Here are some examples of free streaming content websites where you can upload audio and video content:
    - a. Audio: [www.kiwi6.com](http://www.kiwi6.com), [www.tindeck.com](http://www.tindeck.com)
    - b. Video: [www.youtube.com](http://www.youtube.com), [www.vimeo.com](http://www.vimeo.com)
  3. **IMPORTANT:** Please be sure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password info in the Comments section of your entry. Judges may disqualify your entry if work samples are inaccessible.
- f. Add Comments.
- g. Enter Credits.
- h. Click "Submit Entry."

## 3. Pay for Entries:

- a. When all entries are submitted (but before the Entry Deadline), log in to your account's Manage Entries page.
- b. Click Calculate Entry Fee and review your list of entries for accuracy.

If you are not a Press Club member, be sure you are calculating your entries using the nonmember rate (\$20 per entry). If you are a current Press Club member, use the member fee (\$15 per entry).

To qualify for the membership rate, at least one person who is the principal author or creator in the production of the entry and being credited for the work must be a Press Club member.

For example, a contest manager cannot apply his or her membership to an entry produced by someone who is not a member.

Member and nonmember entries can be calculated together and combined in the same transaction. If you have questions about your calculation or status of your membership, **before making payment**, contact Karen Carlin at 412-585-0710 or [karenacarlin@gmail.com](mailto:karenacarlin@gmail.com).

- c. Scroll to the bottom of the list for your Entry Fee Subtotal.
- d. Click the payment link to pay for your contest entries, which will take you to a Paypal payment page. The total you come up with may differ from what is indicated on the "Calculate Fee" page. **Manually enter your total on the Paypal payment page and follow the instructions.**