

**CALL FOR  
ENTRIES**

**DEADLINE: 11:59 p.m.  
SUNDAY, FEBRUARY 26, 2017**



Categories have been updated. Please read rules carefully.  
Judges will disqualify submissions that don't comply.

# **53<sup>rd</sup> Annual** *Golden Quill Awards*

The 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 now also nearby counties in **Ohio** and **West Virginia**.

- **ELIGIBILITY** All entries must have been published, broadcast, posted or circulated between January 1, 2016, and December 31, 2016, 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.
- **NEW IN 2017:** Journalists in the following Ohio and West Virginia counties are eligible to enter the Golden Quill Awards.  
Ohio: Belmont, Columbiana, Jefferson and Trumbull counties.  
West Virginia: Brooke, Cabell, Hancock, Marshall, Monongahela, Preston and Wetzel counties.  
Freelance writers and reporters from the counties listed above are also encouraged to enter.
- **JUDGING** Materials submitted will be judged out of the region by nationally recognized journalism 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 26, 2017.
- **AWARDS CEREMONY** Winners will be announced at the awards program on Thursday, May 25, 2017, at the Sheraton Station Square in Pittsburgh. Winners will receive a Golden Quill Award and finalists will receive a certificate.
- **MEMBERSHIP DISCOUNT:** Press Club members pay a discounted rate for entries. To qualify for the 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, CALL 412-281-7778**

**OR SEND E-MAIL TO [pressclubwpa@yahoo.com](mailto:pressclubwpa@yahoo.com)**

**OR VISIT [www.westernpapressclub.org](http://www.westernpapressclub.org)**

## ENTRY RULES

*Please read rules carefully. Judges will disqualify entries that don't comply.*

### **PRINT, PHOTOGRAPHY AND ILLUSTRATION** (Fee: \$20 per entry, \$15 for Press Club members)

- For a column to be eligible, it must appear regularly (at least three times in a calendar year for a quarterly publication, for example). Three columns constitute one entry. Sports columns should be entered in this category, not under sports.
- Each entry for print editorials also must include three published pieces.
- Each illustration submission (including page design, editorial cartoon) should be one piece, not a portfolio of work. Portfolios in this category will be disqualified.
- Articles that appear in a newspaper magazine or a supplement should be submitted in the daily or non-daily newspaper categories, not the magazine category.
- The magazine category is open to all publications, including, but not limited to, those produced by schools, institutions, corporations and professional organizations.

### **RADIO, TELEVISION & VIDEOGRAPHY** (Fee: \$20 per entry, \$15 for Press Club members)

Include intros to each story, when and where they are appropriate. Best newscast entries should be no longer than 30 minutes. Video entries must be of one story or broadcast segment, not a composite or compilation.

**DIGITAL MEDIA** (Fee: \$20 per entry, \$15 for Press Club members) Entries should include multimedia components, such as audio, video, slideshows, etc. Entries can be submitted as a URL address or as a screen grab formatted as a PDF, JPG, GIF or PNG file. URL addresses must link to work done in 2016. Be sure URL links are accessible through May 25, 2017.

**NUMBER OF ENTRIES** There is no limit to the number of entries an individual may submit per subcategory. In the column category, the three examples submitted count as a single entry. In the editorial category, three editorials constitute a single entry. In the continuing blog category, three samples constitute a single entry.

**TO SUBMIT ENTRIES** Entry instructions are detailed on page 5 of the Call for Entries. Entries may be submitted in the following formats: PDF, DOC, DOCX, TXT, JPG, GIF, PNG, URL links and screen grabs.

**NOTE:** To qualify for the member entry submission 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.

**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. Instructions are on page 7.

**QUESTIONS?** Contest inquiries should be made to Golden Quill Award Committee co-chairs Ginny Frizzi at 412-361-6028 or [gfrizzi@juno.com](mailto:gfrizzi@juno.com); or Karen Carlin at 412-585-0710 or [kcarlin@post-gazette.com](mailto:kcarlin@post-gazette.com) or [kcarlin@consolidated.net](mailto:kcarlin@consolidated.net).

# PRINT CATEGORIES

## DAILY NEWSPAPERS

**Category #1 – Circulation: 45,000 and Over**

**Category #2 – Circulation Under 45,000**

## Category #3 – NON-DAILY NEWSPAPERS

- A. Enterprise/Investigative
- B. General Feature
- C. Business/Technology/Consumer
- D. Health/Science
- E. Environment
- F. History
- G. Arts and Entertainment (includes criticism, fine arts, culture)
- H. Editorials (three editorials constitute one entry, which represents the opinion of the newspaper)
- I. Columns (three columns constitute one entry, which represents the opinion of the writer, includes sports columns)
- J. Sports
- K. Lifestyle (content that deals with everyday life subjects such as food, recipes, restaurants, home improvement/design, gardening, outdoors, hobbies, crafts, automotive, etc.)
- L. Education
- M. Page Design (one piece per entry)

## Category #4 – MAGAZINES

- A. General Feature
- B. Business/Technology/Consumer
- C. Health/Science
- D. Environment
- E. Arts and Entertainment (includes criticism, fine arts, culture)
- F. Lifestyle (content that deals with everyday life subjects such as food, recipes, restaurants, gardening, outdoors, hobbies, crafts, automotive, etc.)
- G. Columns (three columns constitute one entry, which represents the opinion of the writer; includes sports columns)
- H. History
- I. Sports
- J. Fashion/Style
- K. Homes
- L. Profile
- M. Education
- N. Best Cover Design

## Category #5 – ILLUSTRATION AND ANIMATION (all media)

**One published work per entry, no portfolios.**

- A. News Illustration
- B. Feature Illustration
- C. Editorial Cartoon
- D. Animation (includes all original animation for online and broadcast news)

## **BROADCAST CATEGORIES**

### **Category #6 – TELEVISION**

*Entrants should include on-air intro to each package/story as appropriate.*

- A. Enterprise/Investigative
- B. Spot/Breaking News
- C. Feature
- D. Public Affairs/Community Service (for coverage of societal concerns, social ills or general community interest)
- E. Documentary
- F. Arts and Entertainment (includes fine arts, culture)
- G. Business/Technology/Consumer
- H. Health/Science
- I. Environment
- J. History
- K. Sports (not play-by-play)
- L. Education
- M. Lifestyle (content that deals with everyday life subjects such as food, recipes, restaurants, home improvement/design, gardening, outdoors, hobbies, crafts, automotive, etc.)
- N. Best Newscast (awarded to news director or news team). Newscast should be no longer than 30 minutes.

### **Category #7 – RADIO and PODCASTS**

- A. Enterprise/Investigative
- B. Spot/Breaking News
- C. Feature
- D. Public Affairs/Community Service (for coverage of societal concerns, social ills or general community interest)
- E. Documentary
- F. Arts and Entertainment (includes fine arts, culture)
- G. Business/Technology/Consumer
- H. Health/Science
- I. Environment
- J. History
- K. Sports (not play-by-play)
- L. Education
- M. Lifestyle (content that deals with everyday life subjects such as food, recipes, restaurants, home improvement/design, gardening, outdoors, hobbies, crafts, automotive, etc.)
- N. Best Newscast (awarded to news director or news team). Newscast should be no longer than 30 minutes.

### **Category #8 – PHOTOGRAPHY AND VIDEO (all media)**

- A. Spot News Photo
- B. Feature Photo
- C. Sports Photo
- D. Personality Portrait Photo (this is photography only, not a feature story with photos)
- E. Photo Essay
- F. News Video (one story per entry; awarded to videographer only, not also news director, reporter or team)
- G. Feature Video (one story per entry; awarded to videographer only, not also news director, reporter or team)
- H. Sports Video (one story per entry; awarded to videographer only, not also news director, editor, reporter or team)

## Category #9 – DIGITAL

***Coverage of same content entered elsewhere in the competition is permitted to also be entered in this category.***

- A. Best Multimedia/Multiplatform Entry — Demonstrating media convergence and coverage across multiple platforms for one story, report or project
- B. Enterprise/Investigative Project
- C. Spot/Breaking News
- D. Continuing Blog (representing news organization or single writer; three samples constitute one entry)
- E. Feature
- F. Education
- G. Business/Technology/Consumer
- H. Health/Science
- I. Environment
- J. Arts and Entertainment (includes fine arts, culture)
- K. History
- L. Lifestyle (content that deals with everyday life subjects such as food, recipes, restaurants, home improvement/design, gardening, outdoors, hobbies, crafts, automotive, etc.)
- M. Sports (not play-by-play)

## ENTRY INSTRUCTIONS

Entries to the 2017 Golden Quill Awards 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, [kcarlin@post-gazette.com](mailto:kcarlin@post-gazette.com) or [kcarlin@consolidated.net](mailto:kcarlin@consolidated.net).

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.

**THE DEADLINE FOR ALL ENTRIES IS SUNDAY, FEBRUARY 26, 2017, AT 11:59 P.M.**

### 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 2017 Press Club of W. Pa. Golden Quill Awards
  - 2. Select your Media 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 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 2017 Press Club W. Pa. 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 Media 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 stations/publications website. Make sure the content will be accessible online through May 25, 2017. 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 [kcarlin@post-gazette.com](mailto:kcarlin@post-gazette.com) or [kcarlin@consolidated.net](mailto:kcarlin@consolidated.net).

- 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. Enter total fee and follow the instructions on the payment page.