

POLAR BEAR

NEWSLETTER OF THE
ALASKA PRESS CLUB



Special Contest Issue
December 2006

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PRESIDENT'S MESSAGE

NEW AWARD AND WEB SITE COMING SOON

The First Amendment is a right that journalists celebrate, invoke, and enjoy during any given day on the job. This year, the Alaska Press Club Board decided to create a new award to celebrate the glories of freedom of speech. The Alaska Press Club First Amendment Award will go to an Alaskan who has demonstrated above-and-beyond will in promoting or protecting First Amendment rights, and it's open to all. You can nominate yourself or others. It's as simple as submitting a letter to tell us, the board members, why the nominee is deserving. Go ahead and submit corroborating evidence if you'd like. Want to know more? Check our web site.

Speaking of our web site, by the time this mailer reaches you, the site should look dramatically different. Longtime Press Club web guru Sonya Senkowski is revamping the site so it will be more useful and relevant for our members. Among its features: A searchable online database of our membership, complete with contact information. We hope you like it.

This year's conference will be held April 19, 20 and 21 at the Anchorage Hilton Hotel, 500 West Third Ave. Press Club Vice President Paola Banchemo is lining up an impressive roster of workshops by national-caliber journalists, panel and roundtable discussions, and useful material for reporters.

So far, confirmed speakers include Mark Kramer, a writer-in-residence for the Nieman Program on Narrative Journalism at Harvard University; David Germain, a former Alaska reporter who now covers Hollywood and entertainment for the Associated Press; and Scott Reader, who won the 2005 IRE Freedom of Information award for his work in Illinois where, during an investigative piece on teacher tenure, he filed 1,500 FOIAs with almost 900 governmental entities and achieved a 100 percent compliance rate.

We typically send out a conference line-up by e-mail and post it on our web site in early March, so watch for that schedule. Also, at last year's conference we tried things a little differently when we held the banquet Friday. The Fourth Avenue Theatre drew raves as a venue, and the food was fantastic. But attendance was down, and the board has decided to move the banquet back to Saturday night.

One final note: We encourage you and your coworkers to enter the annual contest. The contest is the Press Club's main money-maker, and healthy participation is key to the club's survival, and to our ongoing mission to put on an interesting, relevant, high-quality conference.

But as last year's president, Brian O'Donoghue, so eloquently said, "Contests force us to look back and take stock of our work. ... Those flimsy certificates represent more than a fleeting surge of pride for the winners. Each is a statement of what we and our colleagues value."

We have recruited excellent judges from some of the nation's most respected news organizations to judge your work. Let's show them Alaska's finest.

— Katie Pesznecker

ALASKA PRESS CLUB AWARDS CONTEST

THE ONLY PLACE FOR FIERCE LOCAL COMPETITION

ABOUT US

The Alaska Press Club is an independent professional organization that provides continuing education and recognition to reporters across the state. We have existed since 1953 and currently have about 300 members. The club is run by nine volunteers, all journalists elected by the membership. The board meets monthly via teleconference and once a year in an open meeting with the membership. The Press Club is a non-profit entity. Most of its resources are spent organizing and financing two events each year: A three-day journalism conference held in April that includes workshops and panel discussions, and an awards contest and banquet, held during the conference. The Press Club is dedicated to gaining better access to public records and meetings for its members, and hopes to devote more resources to this in the future.

WHY BECOME A MEMBER?

The Perks

- Alaska Press Club members get in free to the annual journalism conference held in Anchorage in late April (conference cost to non-members is \$30 per day). This year's conference will be held April 19-21 at the Hilton hotel, 500 W. Third Ave. The conference features workshops by national-caliber journalists and usually includes a party or two to boot — a great opportunity to network or just catch up with journalists you haven't seen in a while. The awards banquet is held during the conference (this year it will be on Sat., April 21).
- Members also get a discount on contest entries, as noted under "Entry Fees" in the next column.

The Cost

- Any journalist working in Alaska can become a member of the Alaska Press Club for \$25 a year. The cost for students is \$10. The best time to sign up or renew is during our annual journalism conference or now — when entering the contest (membership form is enclosed). To sign up at other times, send a check or money order to: The Alaska Press Club, PO Box 143426, Anchorage, AK 99514-3426. Do not send cash. Checks should be made out to the Alaska Press Club; please include your name, address, phone number, email address and the news organization you work for (or a "freelance" designation). Allow two months for processing.
- Public relations professionals or other interested persons can join the Alaska Press Club with board approval. Cost is \$35 per year.

THE BOARD

President: Katie Pesznecker, Anchorage Daily News
Vice Pres. & Conference Chair: Paola Banchemo, UAA and ADN
Treasurer: Brian O'Donoghue, UAF, Fairbanks
Secretary: Jed Smith, UAF, Fairbanks
Member: Rhonda McBride, Channel 2, Anchorage
Member: Johanna Eurich, KDLG Dillingham
Member: Scott Christiansen, Kodiak Daily Mirror
Member: John Creed, UA Chukchi College, Kotzebue
Member: Bob Martinson, freelance, Mat-su

QUESTIONS?

- E-mail kpesznecker@adn.com or tabrant@hotmail.com
- Or check us out on the Web: www.alaskapressclub.org

THE CONTEST

ELIGIBILITY

The contest is open to anyone who lives in Alaska or lived in the state during the past year. You do not have to be an Alaska Press Club member to enter. All entries must be original work broadcast or published in Alaska or Outside in the last calendar year (i.e. work done in 2006), and must have been prepared for a bona fide news purpose. Entries published or aired Outside must be relevant to Alaska to be eligible (i.e. a story about Iowa corn farmers, freelanced by an Alaska journalist for an Outside publication would not be eligible). In-kind support of a news report (i.e. an airplane ride to a crash site) does not make an entry ineligible. Work produced for advertising, marketing or other non-editorial departments is not accepted.

THE COMPETITIONS

There are five competitions in the Alaska Press Club Awards Contest:

- Radio
- Television
- S: Small Newspapers & Publications
- L: Large Newspapers & Publications
- All Media: Open to radio, television and print journalists (includes awards for Best Media Website, Alaska History Story, Outdoors Story, Investigative Reporting, Humor, Public Service and the First Amendment Award).

NOTE: The print competition is no longer divided into weekly and daily categories. It's divided by size — see "The Print Competition" for more details.

DEADLINE

- Entries must be postmarked by Sat., Jan. 20, 2007. No late entries will be accepted, so apply early.
- Send entries to: The Alaska Press Club, P.O. Box 143426, Anchorage, AK 99514-3426.
- To save on postage, entries can also be dropped off at the Anchorage Office of the Associated Press, 750 W. 2nd Ave., Mon. through Fri. from 5 a.m. to 7 p.m. This option is only available till Fri., Jan. 19. No entries will be accepted at AP after that date.

ENTRY FEES

Press Club Members: \$10 per entry.
Non-members: \$15 per entry.

JUDGING

- Unless otherwise noted, entries are judged by professional out-of-state journalists selected by the Contest

Committee. Judges' decisions are final.

- Full judges' comments are released the night of the awards banquet in booklet format.

AWARDS & BANQUET

- Certificates are awarded for first, second and third place, at the judges' discretion.
- Winners will be announced at the annual awards banquet, Sat., April 21, 2006, location TBA. Tickets are \$25 and will be on sale at the conference. Banquet includes a keynote address, slide show, no-host bar and dinner. Seating is limited.

GRIEVANCE POLICY

For problems, concerns or complaints email club president Katie Pesznecker at kpesznecker@adn.com. Your message will be shared with the Press Club board, who will rule on the matter.

THE PRINT COMPETITION

GENERAL RULES

ETHICS & DISQUALIFICATION

The Alaska Press Club promotes ethical journalism and recognizes that contest rules cannot envision every potential breach of professional standards. The club reserves the right to disqualify any entry or withdraw any award based on ethical violations as noted in the rules. If an entry is disqualified, the prize will be awarded to the next place winner. Disqualified entrants will forfeit their entry fees.

ENTRY GUIDELINES THAT APPLY TO EVERYONE

- There is no limit on the number of times you can enter a given category.
- You cannot enter the same piece of work more than once, unless otherwise noted.
- The entrant is responsible for choosing the proper category, but the Contest Committee may reassign any entry.
- All entries must be submitted as they were published or broadcast.
- Institutions or companies that sponsor group entries must list the name of each person in the group.
- Each entry must be accompanied by an (enclosed) entry form (photocopies accepted).
- Each entry must be accompanied by an entry fee. Cost is \$10 for members and \$15 for non-members. Make checks payable to The Alaska Press Club. Do not send cash. NOTE: If any person in a group entry is not a member, then the fee for that entry is \$15.
- Entry forms must be legible (please!).
- In all categories, entries shall consist of a single piece of work unless otherwise noted.
- Each entry must be submitted in the medium for which it was created.
- Entrants must meet eligibility requirements and deadlines, as outlined in previous sections.
- Entrants must meet any additional entry guidelines for their respective field.

DISCLAIMER

The Press Club takes great care handling and processing entries and is not responsible for lost or damaged entries. All entrants and sponsors agree to hold the Press Club harmless from liability for any decision made in connection with the awards competition. The club promises to do its best to correct any problems brought to its attention.

Entry Guidelines

The print competition is divided by size. Please note:

- Small newspapers can compete in large-newspaper categories if they so choose.
- Large newspapers cannot enter small-newspaper categories.
- No one can enter both categories — i.e., you cannot enter a feature story in “S-3,” and enter the SAME story in “L-3.” You must choose one or the other.
- Confused about which division to enter? Email your question to kpesznecker@adn.com.

L: Large Newspapers & Publications :

- Alaska Business Monthly, Anchorage City Scene, Anchorage Daily News, Anchorage magazine, Anchorage Press, Alaska Magazine, Art Matters, Coast Magazine, Fairbanks Daily News-Miner, First Alaskans, Frontiersman, Juneau Empire, Ketchikan Daily News, Peninsula Clarion, Voice of the Times, Alaskan freelancers for these or Outside publications and any Alaskan who works for a wire service in Alaska.

S: Small Newspapers & Publications :

- All small publications including Alaska Journal of Commerce, Alaska Military Weekly, Alaska Post, Alaska Star, Alaska Wellness, AK This Month, Arctic Sounder, Bristol Bay Times, Business News Alaska, Capital City Weekly, Catholic Anchor, Chilkat Valley News, Cordova Times, Cuisine Scene, Daily Sitka Sentinel, Delta Discovery, Dutch Harbor Fisherman, Homer Alaska Tribune, Homer News, Insurgent 49, Kodiak Daily Mirror, Nome Nugget, Northern Light, Petersburg Pilot, Petroleum News Alaska, Senior Voice, Seward Phoenix Log, Skagway News, Sourdough Sentinel, Sun Star, Talkeetna Goodtimes, True North, Tundra Drums, Turnagain Times, Valdez Star, Valdez Vanguard, Wrangell St. Elias News and any Alaskan who freelances for these publications.

- Print submissions should be full-page tearsheets or photocopies of the relevant part of the page, showing the publication name and date, with the entry form attached.

- Please use staples — not paperclips — to attach entry forms.

- Print submissions from an online publication should be printouts of the relevant part of the Web page, showing the publication name, date and online address, with the entry form attached.

- A diagonal line should be drawn through all articles on the tearsheet that are not being entered.

- Entries consisting of more than one tearsheet should be stapled together and numbered in sequence “1 of 3,” “2 of 3,” with “End” on the final tearsheet.

- In all cases, the term “story” may include a main story and associated sidebars, all relating to the same event and all appearing together as a package in a single edition.

- A story submitted as part of a series, section or sustained coverage may be entered by itself in other categories.

- Meet entry guidelines outlined in “General Rules.”

Print Categories

- Each entry MUST include an entry form and a division letter and category number - i.e. “S-5.” The only exception is when large and small publications compete together in a category. In those cases, your entry form need only list the category name and number - i.e. “21: Best Headline Writing.”

S: Small newspapers and publications
L: Large newspapers and publications

1. BEST BREAKING NEWS STORY: A single story written in a single day about an unscheduled news event. Entrants may include a letter, up to 250 words in length, explaining the deadline circumstances. Stories submitted in this category can also be entered in other categories.

2. BEST GENERAL NEWS STORY

3. BEST USE OF STORY & PHOTOS BY A JOURNALIST: Entrant must be the person who wrote the story (no double-bylines) and took the picture(s). Large and small publications compete separately.

4. BEST SHORT FEATURE: A single feature story up to 1,500 words in length.

5. BEST LONG FEATURE: A single feature story more than 1,500 words in length. Large and small publications compete together on this one.

6. BEST BUSINESS REPORTING: A single story dealing with business, financial or consumer issues.

7. BEST GOVERNMENT OR POLITICAL REPORTING: A single story concerning local, state or federal government, politics or campaigns.

8. BEST EDUCATION REPORTING

9. BEST PROFILE: Includes obituaries.

10. BEST ENVIRONMENTAL REPORTING: A single story on issues concerning natural resources, growth and development and related topics.

**MORE CATEGORIES
ON THE NEXT PAGE** 

11. BEST REPORTING ON CRIME OR COURTS: A single story on any aspect of law enforcement, courts, corrections and related areas.

12. BEST REPORTING ON HEALTH OR SCIENCE

13. BEST EDITORIAL WRITING: Submit three opinion pieces by an individual writer.

14. BEST COLUMNIST: Submit three examples. Sports columnists not eligible (see next category).

15. BEST SPORTS COLUMNIST: Submit three examples. Large and small newspapers compete together in this category.

16. BEST SPORTS NEWS REPORTING

17. BEST SPORTS GAME/EVENT STORY: A single story about a sports game or event.

18. BEST SPORTS FEATURE: A single story about any sports topic.

19. BEST ARTS COVERAGE: A single story about any arts-related topic, event or person. Includes critiques. Large and small papers compete together in this category.

20. BEST SUSTAINED COVERAGE: Up to 10 stories, published over time, following developments in an ongoing news story.

21. BEST SERIES: Stories, published in sequence, covering an event or issue in depth, conceived and presented as a series.

22. BEST HEADLINE WRITING: Any five headlines, along with their sub-headlines, composed by the same person. Include stories the headlines accompany. Large and small publications compete together on this one.

23. BEST EDITORIAL CARTOON: Submit three examples. Large and small publications compete together on this one.

24. BEST SECTION: Submit three examples. Must be a regular section of the newspaper. Entrants may include a letter, up to 250 words in length, explaining how the section fits into the paper overall and why it was created.

25. BEST WEEKLY NEWSPAPER: Open to all weekly newspapers, regardless of size. Includes newspapers published more than once a week but not five days a week. Each newspaper should submit one issue from February and one from August, plus a third issue from any month. Rubber band the issues and the entry form together. This entry should be in the name of the newspaper. Entry fee is \$15.

GRAPHICS

● Each entry MUST include an entry form and a classification letter and category number - i.e. "S-26."

S: Small newspapers and publications
L: Large newspapers and publications

● The only exception to this rule is when large and small publications compete together in a category. In those cases, your entry form need only list the category name and number - i.e. "26: Best Illustration."

26. BEST ILLUSTRATION: Submit one example. Large and small papers compete together on this one.

27. BEST PAGE LAYOUT & DESIGN: A full-page or double truck from any section of a publication dealing with a single topic or packaging a variety of unrelated stories and art.

28. BEST GRAPHIC: Any informational graphics, designed to tell a story or illustrate information in a story. Include story with graphics. Large and small publications compete together on this one.

PHOTOGRAPHY

● A photo from a series may be entered by itself in another category. Color or black-and-white photos are eligible.

● **NEW! DO NOT SEND SLIDES OR TEARSHEETS.** Entrees in all photo categories are to be submitted on a CD with scanned jpeg images. All photos should be scanned at a 200 dpi resolution, with the longest dimension not exceeding 10 inches. **NAME FILES USING THIS FORMAT:** Category number + publication size (L or S) + photographer's last name + descriptive slug. For example, "36sRobertson-Greenlights" would suffice as the file name for a small publication division feature photo of the northern lights by

photographer Bob Robertson. File names consisting of more than one photo should be numbered in sequence. Properly named entries in multiple categories may be submitted by individuals or organizations on a single CD. Include caption information in the image or, in Photoshop, under the "file info" category.
● Each entry MUST include an entry form and a classification letter and category number - i.e. "L-29." For multiple entries submitted on a single CD, wrap all entry forms around the CD.

S: Small newspapers and publications
L: Large newspapers and publications

29. BEST SPOT NEWS PHOTO: A single photo of a breaking news event for which no advance planning was possible.

30. BEST NEWS PHOTO: A single photo from a scheduled news event, including but not limited to coverage of campaign appearances, court hearings, and other planned assignments.

31. BEST ARTS PHOTO: A photo of performances such as plays, dances, concerts, singers and the like. May include artistic stage lighting conditions already provided or arranged by the photographer.

32. BEST PICTURE STORY: A group or sequence of up to five photos used to reveal a single story line.

33. BEST SPORTS PHOTO: A single photo from any sports event.

34. BEST SCENIC PHOTO: A single image that expresses the beauty and wonder of the Alaska landscape through composition and tonal and color relationships more than through human interaction.

35. BEST PORTRAIT: A single photo of a person or persons that reveals the essence of the subject's character.

36. BEST FEATURE PHOTO: A single image that falls outside straight news photography and may be of a light or serious nature.

THE RADIO COMPETITION

Entry Guidelines

- All radio entries must be submitted on CD, with each CD labeled separately.
- Entry form should be folded around the CD with the information outside and secured with a rubber band. Each entry form MUST include the category name and number.
- Multiple entries for a single category can be entered on the same CD (but each entry must have its own entry form and fee; wrap all forms around the CD). For example, you cannot put an entry for category No. 37 and category No. 38 on the same CD. But you or your station can put two entries for No. 37 on the same CD.
- Meet entry guidelines outlined in "General Rules" section.

Categories

37. BEST BREAKING NEWS STORY: A single broadcast reported in a single day about an unscheduled news event.

38. BEST SINGLE STORY REPORTING: Submit entire story.

39. BEST COMPREHENSIVE REPORTING: Does not have to be packaged as a series. Comprehensive coverage or series by one or more reporters. Submit up to three parts of the series, not to exceed 15 minutes total. Include anchor intro.

40. BEST ONGOING PUBLIC AFFAIRS PROGRAM: Must air at least monthly.

**MORE CATEGORIES
ON PAGE 7**



Alaska Press Club Awards Contest

MEMBERSHIP FORM



Member's Name: _____

News Organization: _____

Your Title: _____

Address _____
(address you want your Polar Bear mailed to)

City, State, Zip Code: _____

Phone: _____

Email: _____
If you don't print CLEARLY there's a good chance you won't get the Polar Bear emails.

ANNUAL DUES

Annual membership in the Alaska Press Club costs \$25, or \$10 for students. Membership expires every year on December 31. To qualify for the lower member rate for the Alaska Press Club Awards Contest this year, you need to renew your membership now. Make checks payable to the Alaska Press Club and mail to:

The Alaska Press Club
PO Box 143426
Anchorage, AK 99514

When enclosing payments that include annual dues and fees for entries, please include a brief breakdown of the payment total.

AMOUNT ENCLOSED (check one)

- \$25 for annual membership OR \$ _____ for membership dues and award entry fees
- \$10 for student membership
- \$35 associate membership — for non-working press

BENEFITS OF MEMBERSHIP

✓ Alaska Press Club members get in free to the annual journalism conference held in Anchorage in late April (conference cost to non-members is \$30 per day). This year's conference will be held April 19-21 at the Hilton hotel in Anchorage, 500 W. Third Ave. The conference features workshops by national-caliber journalists and usually includes a party or two to boot — a great opportunity to network or just catch up with journalists you haven't seen in a while. The awards banquet will be held during the conference, on Sat., April 21.

✓ Members also receive dispatches from us via email, and a Polar Bear newsletter in the mail once a year in December (includes the contest entry forms).

✓ Members also get a discount on contest entries (\$10 for members; \$15 for non-members).

Alaska Press Club Awards Contest

ENTRY FORM



Instructions: Include one entry form for each entry and be sure they are securely attached. When submitting more than one entry, include a brief breakdown of entry fees covered by the check you are enclosing. Example for an individual: Four entries for Press Club member = \$40. Example for a group or organization: 12 entries, eight for Press Club members (\$80) and four for non-members (\$60) = \$140.

You must pay your annual Alaska Press Club dues with the entries or before the entry deadline to qualify for the lower member rate for award entries. If you are including annual dues with your entries, fill out a separate membership form for each member and include the dues in the brief breakdown of fees covered by the check you are enclosing. **ENTRIES MUST BE POSTMARKED BY SAT., JAN. 20.** Mail entries to: The Alaska Press Club, PO Box 143426, Anchorage, AK 99514-3426.

Entrant(s): _____

Category Name (i.e. "Best Headline Writing"): _____

Category Number and Classification Letter (S/L) where needed: _____

Entry Title: _____

Publication or Air Date: _____

News Organization: _____

News Organization Address: _____

City, State, Zip Code: _____

Your Phone: _____ Email: _____

Entry Fee: \$10 for members; \$15 for non-members. (Checks for multiple entries must include a written breakdown of how total was calculated).

Total Enclosed: _____

Please fill out the following so we will have a record of your entry.

Entrant(s): _____

Category Number and Classification Letter (S/L) where needed: _____

Entry Title: _____

News Organization: _____

Your Phone: _____ Email: _____

