

POLAR BEAR

NEWSLETTER OF THE
ALASKA PRESS CLUB



Special Contest Issue
December 2004

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WHY ENTER THE CONTEST?

In a speech to Alaska Press Club some years ago, columnist Dave Barry joked that journalists, as a group, demonstrate that otherwise intelligent people will forego decent pay, reasonable work conditions, family responsibilities as well as endure all manner of public abuse—sacrificing virtually anything and everything in our inexplicable hunger for shiny medallions and fancy certificates.

OK, those aren't Barry's exact words. Barry was far more eloquent, I'm sure, skewering our collective craving for recognition. It's the message I carried home that evening, along with my own haul of award certificates.

Why bother?

Anyone who's entered a contest or two has probably experienced flickers of doubt about the effort required assembling an entry on deadline. Journalists working in smaller newsrooms may find the cost daunting, particularly when the odds of winning appear long. Managers of larger news organizations may rue the distractions professional contests represent and the return on investment for what amounts to bragging rights.

As your press club president, I'll point out that the contest is our annual money maker, a chief source of funding for the professional workshops and annual conference, offering Alaska journalists a chance to hear from national talents like Barry and Molly Ivans, to name a few, and old friends including Larry Makinson, Gary Cohn and Peter Kenyon.

That's the public service message. I'll give you a better reason. Contests force us look back and take stock of our work. Sifting through a year's worth of clips, tapes, images or tear sheets, pondering what worked on a given assignment, drawing lessons from what didn't, the whole process serves as incentive to reflect upon and improve our craft. Should we rely on a contest for that? Perhaps not. But, face it, this relentless business we're feeding has little appetite for savoring yesterday's assignment.

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.

Pour over those categories, entry rules and deadlines. See where your best work fits. Then join me this April as we celebrate Alaska journalism excellence.

— Brian O'Donoghue

THIS YEAR'S CONFERENCE

This year's conference will be held April 14-16 at the Anchorage Hilton hotel, 500 W. Third Ave. The conference will feature workshops by national-caliber journalists, panel discussions and useful handouts for reporters.

For those who have never attended the conference, there will be a kickoff reception the first night, Thurs. April 14. Workshops will be held all day Friday and Saturday at the Hilton. The Awards Banquet will start around 6 p.m. in a beautiful room at the top of the hotel that affords a great view of the city. Times, names of speakers and other details will be emailed out to members in February (a rough draft) and then again in March (a final version) — so stay tuned.

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 on the last day of 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.

MEMBERSHIP

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 14-16 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 on the last day of the conference.
- Members also receive dispatches from us via email, and this Polar Bear newsletter in the mail once each December.
- 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: Brian O'Donoghue, UAF, Fairbanks
Vice Pres. & Conference Chair: Katie Pesznecker, Anchorage Daily News
Treasurer: Megan Baldino, Channel 2, Anchorage
Secretary: Rebecca Palsha, Channel 13, Anchorage
Member: Paola Banchemo, UAA
Member: Jody Seitz, KDLG Dillingham
Member: Andrew Krueger, Juneau Empire
Member: Rindi White, Anchorage Daily News
Member: Bob Martinson, student member

QUESTIONS?

- E-mail tbrant@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 2004), 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, Investigative Reporting, Humor and Public Service).

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 Thurs., Jan. 22, 2005. No late entries will be accepted, so apply early.
- Send entries to: The Alaska Press Club, P.O. Box 143426, Anchorage, AK 99514-3426.

ENTRY FEES

Press Club Members: \$8 per entry.
Non-members: \$15 per entry.

JUDGING

- Entries are judged by professional out-of-state journalists selected by the Contest Committee. Judges' decisions are final.
- Have a judge suggestion? Email it to tbrant@adn.com, and we'll try to get them next year. Include the person's name, qualifications, contact information and what category you think they should judge.

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 16, 2005, at the Hilton hotel in Anchorage. 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 Brian O'Donoghue at ffbpo@uaf.edu. 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 \$8 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, Anchorage Chronicle, 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, 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 REPORTER: 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** 

PRINT CATEGORIES CONTINUED ...

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 OR SERIES: Up to five stories that show coverage on a single subject or series.

21. 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.

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

23. 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.

24. 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. Please 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. "25: Best Illustration."

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

26. 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.

27. 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. Photo entry submissions should be full-page tearsheets. Entries consisting of more than one photograph should be stapled together and numbered in sequence - i.e. "1 of 3," "2 of 3," with "End" on the final entry.
● Each entry **MUST** include an entry form and a classification letter and category number - i.e. "L-29."

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

28. BEST SPOT NEWS PHOTO: A single photo of an unscheduled event for which no advance planning was possible.

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

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

31. 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.

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

33. 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. 35 and category No. 36 on the same CD. But you or your station can put two entries for No. 35 on the same CD.
- Meet entry guidelines outlined in "General Rules" section.

Radio Categories

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

36. BEST SINGLE STORY REPORTING: Submit entire story.

37. 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.

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

39. BEST ONE-TIME SPECIAL PUBLIC AFFAIRS PROGRAM: Submit entry in its entirety.

40. BEST COMMENTARY, EDITORIAL OR REVIEW

41. BEST DOCUMENTARY

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

43. BEST BUSINESS REPORTING: A single broadcast dealing with business, financial or consumer issues.

**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 14-16 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 is held on the last day of the conference.

✓ 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 (\$8 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 = \$32. Example for a group or organization: 12 entries, eight for Press Club members (\$64) and four for non-members (\$60) = \$124.

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 JAN. 22.** 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: \$8 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: _____

THE TELEVISION COMPETITION

RADIO CATEGORIES CONTINUED ...

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

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

46. BEST EDUCATION REPORTING

47. BEST REPORTING ON HEALTH OR SCIENCE

48. BEST RADIO FEATURE: A single broadcast limited to 10 minutes or less, emphasizing use of sound. Submit anchor intro.

49. BEST PROFILE: Includes obituaries.

50. BEST SPORTS REPORTING: A single broadcast, live or produced.

51. BEST COVERAGE OF A LIVE EVENT: Submit broadcast not to exceed 15 continuous minutes. Include one-paragraph note explaining procedures used in reporting the event. Portions of this entry may be submitted in other categories.

52. BEST ARTS COVERAGE: A single broadcast about any arts-related topic, event or person.

53. BEST DAILY NEWS PROGRAM: Submit one example 10 minutes or longer. This entry should be in the name of the station. Entry fee is \$15.

**CONTEST
ENTRIES
MUST BE
POSTMARKED
BY JAN. 22**

Entry Guidelines

- Each television entry must be on a VHS tape.
- Anchor intros, either audio/video or print, are optional, except where noted.
- Each television entry must be on a separate tape except where noted.
- The entry form should be folded around the tape(s) with information outside and secured with a rubber band. Each entry form **MUST** include the category name and number.
- Meet entry guidelines outlined in "General Rules" section.

TV Categories

54. BEST BREAKING NEWS STORY: Attach a one-paragraph note explaining deadline pressure and script of anchor intro.

55. BEST SINGLE STORY REPORTING: Attach anchor intro.

56. BEST SERIES REPORTING: Attach anchor intro.

57. BEST LIVE SHOT: Judged on reporter's position, ability to capture the scene and photography.

58. BEST DOCUMENTARY: 30 minutes or longer.

59. BEST REPORTING ON HEALTH OR SCIENCE

60. BEST EDUCATION REPORTING

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

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

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

64. BEST BUSINESS REPORTING: A single broadcast dealing with business, financial or consumer issues.

65. BEST TELEVISION FEATURE

66. BEST ARTS COVERAGE: A single broadcast about any arts-related topic, event or person.

67. BEST ONGOING PUBLIC AFFAIRS PROGRAM: A single broadcast about any arts-related topic, event or person. Submit three examples on one tape, not to exceed 30 minutes each.

68. BEST ONE-TIME SPECIAL PUBLIC AFFAIRS PROGRAM: Submit entry in its entirety.

69. BEST SPORTS STORY: A single broadcast on any sports-related topic.

70. BEST PROFILE: Includes obituaries.

71. BEST LIVE SPECIAL: Include one-paragraph note explaining procedures used in reporting the event. Portions of this entry may be submitted in other categories.

72. BEST EDITING: Judged on continuity, pacing and storytelling.

73. BEST FEATURE PHOTOGRAPHY

74. BEST SPOT NEWS PHOTOGRAPHY: A shot of an unscheduled event for which no advance planning was possible.

75. BEST SPORTS PHOTOGRAPHY

76. BEST DAILY NEWSCAST: Submit three examples of a regularly-scheduled, locally-produced news show that airs at least five times a week, 52 weeks a year. Submit one newscast from February, one from August and a third from a month of your choosing. Entry should be in the name of the station and the entry fee is \$15. No more than two entries per station.

THE OPEN COMPETITION

- One award will be given in each category.
- Each entry **MUST** include an entry form, the category name and number - i.e. "77: Humor."

77. HUMOR: Submit one piece per entry, one entry per person. Entries may have been entered in another category as long as separate entry fees and forms are submitted.

78. INVESTIGATIVE REPORTING: One or more pieces that are the result of extensive research and original investigation. Judged for quality of investigation, public importance, effectiveness in presentation and writing skill. Entrants may include a letter, up to 250 word in length, explaining the obstacles overcome in reporting the story. Does not include explanatory journalism. Entries may have been entered in one other category as long as separate entry forms and fees are submitted.

79. BEST MEDIA WEBSITE: List Website address in the "entry title" space on the entry form.

80. PUBLIC SERVICE AWARD: Entries should be the result of a marshaling of resources above and beyond what is expected. The mere existence of a publication or program is not sufficient grounds for entry in this category. Entrants may include a letter, up to 250 words in length, explaining the purpose for their reporting and the result. Entries may have been entered in one other category as long as separate entry forms and fees are submitted. Limit of two entries per media outlet. Entry should be made in the name of the sponsoring organization and entry fee is \$15.