

*The Milwaukee Press Club and the MPC Endowment, Ltd.  
are pleased to invite entries for the annual*

**MPC Collegiate Awards for Excellence in Wisconsin Journalism**  
***The deadline for entries is 5:00 p.m. Friday, Feb. 5, 2021***

All are invited to attend the Milwaukee Press Club Gridiron and Awards Dinner on Friday, May 7, 2021, at The Pfister Hotel. Award winners will be posted on the MPC website prior to the event. However, the specific award--gold, silver or bronze--will be announced and presented at the Gridiron Awards Dinner.

***Please note that this year's contest includes special Pandemic Showcase Categories.***

**Eligibility & General Rules:**

- The awards competition is open to student journalistic work originated and published in student daily, weekly, monthly or yearly publications; online; or broadcast on student radio or television stations during the year ending December 31, 2020. Broadcasting via cable access channels also qualifies. Material produced for paid placement is not eligible. Entrants need not be Milwaukee Press Club members.
- Work produced by students through such arrangements as internships or course-based partnerships with professional media outlets, including public radio and television, is eligible for the collegiate division ONLY if the work is minimally edited by professionals. The professional outlet must include a brief paragraph with the entry regarding the amount of professional involvement in the student work.
- Entries must be the work of students who were at the time of publication/broadcast enrolled full time (carrying a minimum of 12 credits) at an institution of higher education in the state of Wisconsin.
- There is no limit to the number of entries that can be submitted in each category. Contest judges may reassign an entry to a category that appears more appropriate or eliminate it from competition at their discretion.
- **The same work may not be entered in more than one category.** Exceptions: where indicated and where multiple samples are requested.
- Out-of-state journalists and educators will serve as judges for the contest. Judges have the discretion to decide how many awards will be given in each category.
- Each plaque is limited to six names. If you list more than six names on your entry form, the first six names will be engraved on the plaque.
- You are granting permission to the Milwaukee Press Club to use winning entries on its website, in its annual publication *Once A Year*, and for display at the Gridiron Awards Dinner. Copyright remains with the originating news organization.
- College entry fee: \$11 per entry
- If you have questions, please contact Joette Richards at [milwaukeeclub@gmail.com](mailto:milwaukeeclub@gmail.com).  
**DEADLINE: All entries must be uploaded by 5 p.m. Friday, Feb. 5, 2021**

## **Format Instructions:**

The MPC Awards for Excellence in Wisconsin Journalism Contest has been moved to a system that is entirely Internet based. You can simply upload your Word document, PDF, jpeg or URL. For video submit your URL. URL must be active during the judging period. **You must be logged in before you can upload your entries.** If you do not have a login you must create one.

We encourage you to submit your entries where the content fits.

### **Print**

Word document, PDF, screen grab or URL may be used. Stories, features and columns must be submitted in their entirety.

If a story appears as both print AND online versions, use your discretion as to which category you submit your entry. **(Choose ONE - Print OR Online)**

### **Visual Journalism**

PDF, jpegs or screen grabs must be submitted. Story accompanying the work may be attached, but judging will be based on photographic excellence.

### **Online**

For all online categories, entrants should include a website URL address, a direct link or a screen grab from 2020.

### **Video**

Entrants should designate the URL address. Anchor lead-ins to packages are permissible. It is advisable to delete commercials. Entries should not exceed 15 minutes unless otherwise noted. Time limits should reflect original; in other words, no re-editing of segments, anchor intros, etc. Lifts are allowed. You may also submit a link to the full length version for judge's optional review.

### **Audio**

Entrants should designate URL address where the content can be found. Anchor lead-ins to packages are permissible. It is advisable to delete commercials. Entries should not exceed 15 minutes unless otherwise noted; in other words, no re-editing of segments, anchor intros, etc. Lifts are allowed. You may also submit a link to the full length version for judge's optional review.

**MPC Collegiate Awards for Excellence in Wisconsin Journalism  
Competition Categories**

**Writing (Print or Online)**

**Best news story** (3 stories maximum)  
**Best long hard feature story** (approximately 1,500 words or more)  
**Best long soft feature story** (approximately 1,500 words or more)  
**Best short hard feature story** (less than 1,500 words)  
**Best short soft feature story** (less than 1,500 words)  
**Best sports story**  
**Best investigative reporting**  
**Best editorial or commentary**

**Visual Journalism (any medium)**

**Best still photograph/photos** (print or online) (submit single photo or up to 3 related photos)

**Audio (any medium)**

**Best news story single or ongoing** (3 stories maximum)  
**Best feature story**  
**Best sports story**  
**Best podcast** (submit 3)

**Video (any medium)**

**Best news story single or ongoing** (3 stories maximum)  
**Best feature story**  
**Best sports story**  
**Best newscast:** One newscast, no commercials  
**Best program, documentary or special** (not to exceed 60 minutes and no commercials)

**Online**

**Best use of multi-media:** Submit a URL link to the web page that shows best use of multiple forms of media to enhance a feature or news story. Include a one-paragraph explanation of how these forms (which may include audio/video, interactive maps, rollovers, or other uses of technology) work together to enhance the story's value. (Submit a maximum of 6 URLs.)

**Best website design:** Entries will be judged on ease of use, navigability, search functionality, integration of share tools, appropriateness and quality of imagery and multimedia elements, and overall appeal. (Submit 3 screen shots and up to 5 URL of features on the website that show its navigability.)

**Best local news or feature website:** (content driven) (Submit 3-5 URL examples of content on the website. This includes both written and visual forms.)

**Best blog** (Submit 5 URL blog posts.)

**Best news story**

**Best hard feature story**

**Best soft feature story**

**Best sports story**

**Best investigative reporting**

**Best editorial or commentary**

**Best journalistic use of social media to tell or enhance a story** (submit URL for your post or threads to the story, do not submit overall feed)

### **Pandemic Showcase Categories:**

Give us your best single pandemic story. You can enter other pandemic-related stories in any of the other categories. We are looking for what you think is your absolute best single pandemic story in this category. ***(Note: Entries entered into this category cannot be entered into another category.)***

**Best pandemic story in print**

**Best pandemic story in audio**

**Best pandemic story in video**

**Best pandemic story that appeared online**