

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 FINAL deadline for entries is 5:00 p.m. Friday February 7, 2025

All are invited to attend the Milwaukee Press Club Gridiron and Awards Dinner on May 9, 2025 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.

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, 2024. 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. **Please provide phonetic spelling (or pronouncers) for each of the entrants first and last names so they are announced correctly at the awards ceremony.**
- 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.
- NEW RE-SUBMITTING FEE \$10 per entry *if you realize you submitted an entry in the wrong category and MPC has to correct the submission.

- **College entry fee: \$15 per entry**
- If you have questions, please contact Lexie Deblitz at lexie@milwaukeeclub.org
DEADLINE: All entries must be uploaded by 5 p.m. Friday February 7, 2025.

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.

Visual Journalism

PDF, jpegs, screen grabs or URL's 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 2024.

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 (MUST APPEAR IN PRINT)

- 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** (print or online) (submit single photo)
- Best photo essay or series** (print or online) (submit up to 3 related photos)

Audio (any medium)

- Best news story single or ongoing** (3 stories maximum)
- Best feature story**
- Best original podcast** (Not a rebroadcast of a radio program. Must be produced as a podcast first. Submit either one episode not to exceed 60 minutes, without commercials OR a compilation of shorter episodes, 3 max, not to exceed 60 minutes.)

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 (Entry appears online only. *Entries that are substantially different from a version that aired or was in print can also be submitted in this category.)

- 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, live streaming 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 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