

The Milwaukee Press Club and the MPC Endowment, Ltd. are
pleased to invite entries for the 95th annual
MPC Awards for Excellence in Wisconsin Journalism

Early bird fee with 5:00pm Jan. 24, 2025 deadline

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

All are invited to attend the Milwaukee Press Club Gridiron and Awards Dinner on Friday, 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 work originated and published, broadcast or posted online in Wisconsin, by a state-based media outlet, during the year ending December 31, 2024. Eligible entries in writing, graphics and photography categories must have appeared in general circulation daily, weekly, monthly, quarterly or yearly publications, or have originated from a local wire service bureau or website using the highest journalistic principles and standards. Material produced for paid placement is not eligible. Entrants need not be MPC members.
- Freelance entries must be approved by the supervising editor of the Wisconsin media outlet that published, posted or aired the entry. A letter from that supervising editor must be uploaded along with the entry.
- There is no limit to the number of entries that may 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.
- The following are NOT eligible to enter the Milwaukee Press Club Awards: company publications intended primarily for and distributed solely to employees, their associates and customers; print or digital newsletters; marketing and promotional newspapers, magazines and websites.
- 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.
- Professional entry fee (per entry):
\$40 Early bird entry fee for entries submitted and the checkout process completed by Fri., Jan. 24, 2025
\$50 entry fee after January 24 and by 5 pm Fri., Feb. 7, 2025

Entries will NOT be accepted after 5pm on Fri., Feb. 7, 2025

****NEW** \$10 RESUBMITTING FEE for each entry the press club has to correct due to a mistake by the submitting media organization**

- If you have questions, please contact Lexie Deblitz at lexie@milwaukeeclub.org

DEADLINE: All entries must be submitted and the checkout process completed by 5 p.m. Fri., Feb. 7, 2025. NO EXCEPTIONS.

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 2023.

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 Awards for Excellence in Wisconsin Journalism Professional Division
Contest Categories

Writing (MUST APPEAR IN PRINT):

Best CRITIC (submit 3 reviews per entry)

Best coverage of a single news topic or event including breaking news

Best multi-story coverage of a single feature topic or event

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 single editorial, statement of editorial position or opinion

Best business or consumer story or series

Best investigative story or series

Best public service story or series

Best column (news, sport, feature or business originated (not critical review)). Entries must be published regularly and written by the same individual(s) consistently; three examples constitute one entry.

Best explanatory story or series (a story that gives context to an issue or subject)

Best personal profile (A single example of a profile of a person(s). Entries should introduce readers to an interesting person(s) and offer insight into his or her background, character and motivation.)

Visual Journalism (any medium):

Best illustration, cartoon or animation

Best photo essay or series (print or online) Photos entered in this category may not be entered in other categories.

Best news photograph (print or online)

Best feature photograph (print or online)

Newspaper Design:

Best overall design: Judges will consider layout and production values, organization, overall visual appeal and relevance of visual elements to material presented. Submit three samples of entire newspaper (excluding inserts). You choose the dates.

Magazine Design:

Best overall design: Submit three issues, two of them consecutive. Judges will consider layout and production values, organization, overall visual appeal and relevance of visual elements to material presented.

Best single cover design

Best single story or feature design

Audio (any medium):

Best coverage of a single or ongoing breaking news story (not to exceed 15 minutes and 3 stories maximum)

Best series reporting (A series of stories on a news topic or issue, rather than ongoing coverage of a breaking news story or event.)

Best long hard feature story (5 minutes or longer)

Best long soft feature story (5 minutes or longer)

Best short hard feature story (less than 5 minutes)

Best short soft feature story (less than 5 minutes)

Best use of audio within a report

Best writing in an audio 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.)

Best regularly-scheduled audio program (not to exceed 60 minutes and no commercials)

Video (any medium):

Best coverage of a breaking news story (This category can include multiple reports from different reporters in one show or multiple reports in one day from the same reporter as the breaking news unfolds.) (Not to exceed 15 minutes).

Best multi-day coverage of an ongoing story (not to exceed 15 minutes)

Best individual reporting of news (composite – 15 minute maximum)

Best individual reporting of sports (composite - 15 minute maximum)

Best investigative report or series (not to exceed 15 minutes)

Best long hard feature story (5 minutes or longer)

Best long soft feature story (5 minutes or longer)

Best short hard feature story (less than 5 minutes)

Best short soft feature story (less than 5 minutes)

Best regularly-scheduled news or sports program (outside of a newscast, not to exceed 60 minutes and no commercials.)

Best one-time special (outside of a newscast, such as a Super Bowl Special, a community issue or event such as Juneteenth Day Celebration, a parade or concert, not to exceed 60 minutes and no commercials)

Best newscast (one program, not to exceed 60 minutes, without commercials)

Best writing in a video story

Best documentary (a documentary examines an event, issue, place or person based on facts of cultural, current or historical significance. Not to exceed 60 minutes.)

Best editing (Submit one example or a compilation with no more than 3 different examples. A lift from a story entered in another category is allowed.)

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 multimedia: Submit links 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 URLs 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 use of multi-platform reporting: Online, extensive coverage using a combination of two or more mediums, such as online coverage incorporating audio and video (Submit 2 or more URL examples.)

Best critical review

Best coverage of a single news topic or event including breaking news

Best multi-story coverage of a single feature topic or event

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 single editorial, statement of editorial position or opinion

Best business or consumer story or series

Best investigative story or series

Best public service story or series

Best Columnist (news, sport, feature or business originated (not critical review)). Entries must be published regularly and written by the same individual(s) consistently; three examples constitute one entry.

Best explanatory story or series (a story that gives context to an issue or subject)

Best personal profile (A single example of a profile of a person(s). Entries should introduce readers to an interesting person(s) and offer insight into his or her background, character and motivation.)