

THETA SIGMA PHI
INLAND EMPIRE PRESS-RADIO-TV AWARDS CONTEST

October 15, 1961

TO ALL WRITERS IN THE INLAND EMPIRE...

Greetings!

Enclosed is a copy of the rules for the Ninth Annual Inland Empire Press-Radio-TV Awards Contest, sponsored by the Spokane Alumnae Chapter of Theta Sigma Phi, national professional fraternity for women in journalism.

We were pleased with the excellent quality of the entries last year and hope that you will find time to enter this year's competition. The judging last year was done by people on the New York staffs of such outstanding groups as Associated Press, American Broadcasting Company, Readers Digest, National Broadcasting Company, United Press International, Wall Street Journal and Young & Rubicam. Similar qualified professional judges will be evaluating your entries this year.

Please note that the deadline date is January 10, 1962, and that all entries are to be mailed by that date to our Contest Registrar.

If any more copies of the rules are desired, please let me know and I will supply them.

We urge everyone to send in entries, so that you may receive the recognition you deserve.

Thank you and good luck!

Respectfully yours,

Virginia L. Grimes (Mrs. R.F.), Chairman
Theta Sigma Phi Inland Empire
Press-Radio-TV Awards Contest

North 6121 Belt Street
Spokane 16, Washington

TSP-61-3

NINTH ANNUAL
INLAND EMPIRE PRESS-RADIO-TV AWARDS CONTEST
Sponsored By The
Spokane Alumnae Chapter, THETA SIGMA PHI
(National Professional Fraternity for Women in Journalism)

GENERAL RULES

1. Deadline for all entries will be January 10, 1962.
2. A contestant may enter as many categories as he or she wishes.
3. Entry fee will be \$2 per contestant (regardless of number of entries) and MUST be mailed with entries.
4. Entries should be mailed to Contest Registrar: Mrs. Earl W. Pierson
E. 1914 39th Avenue
Spokane 34, Washington
5. Entries must have been published, broadcast or telecast during the calendar year 1961.
6. Entries in all divisions are limited to three (3) per category.
7. No entries from institutional communications will be accepted.
8. All decisions of the judges will be final. It will be left to the free decision of the judges to name 1 to 3 winners in each category. If, in the opinion of the judges, there are insufficient entries in any one category, no winners will be named.
9. Awards will be presented at the annual Inland Empire Press-Radio-TV Awards Banquet on March 10, 1962, at the Spokane Press Club.

NEWSPAPER DIVISION

RULES FOR NEWSPAPER ENTRIES

1. Each entry must be pasted on 8 1/2 x 11" unruled paper.
2. In upper right hand corner, give name and address of writer, newspaper by which employed, page and date of publication and category in which entered.
3. In upper right hand corner of staff entry, give name of managing editor, date and page of publication.
4. Entries will not be returned.

CATEGORIES FOR NEWSPAPER ENTRIES - DAILIES

- (1) NEWS STORY (written by individual or staff) — ~~Funeral~~ *6x IND conference*
- (2) FEATURE STORY *Funeral*

CATEGORIES FOR NEWSPAPER ENTRIES - WEEKLIES

- (3) NEWS STORY (written by individual or staff)
- (4) FEATURE STORY

CATEGORIES FOR NEWSPAPER ENTRIES - DAILIES & WEEKLIES COMBINED

- (5) FEATURE SERIES *- IND LIFE + history*
- (6) EDITORIAL
- (7) PUBLIC SERVICE (article or series devoted to community betterment) *L*
- (8) COLUMNS (except sports) published 5 OR MORE/WEEK (3 to 7 samples)
- (9) COLUMNS (except sports) published 4 OR LESS/WEEK (3 to 7 samples)
- (10) SPORTS COLUMNS
- (11) SPECIAL FIELD WRITING - such as religious, mining, sports news or *L*
sports interpretive story, drama or book review.

(more)

CATEGORIES FOR NEWSPAPER ADVERTISING ENTRIES

(In case of agency copywriter, give name of agency instead of newspaper in rule 2. It is not necessary to give page of publication. Include entire ad. Judge's primary consideration will be given to copy in this journalism contest.)

- (12) INSTITUTIONAL ADVERTISEMENT (for retailer, manufacturer or service organization)
- (13) SERVICE ADVERTISEMENT (for bank, funeral home, utility, etc.)
- (14) RETAIL OR PRODUCT ADVERTISEMENT (for specific products)

RADIO AND TELEVISION DIVISION

RULES FOR RADIO AND TELEVISION ENTRIES

1. Each entry to include writer's name, address, station or agency where employed, date and station on which entry was broadcast or telecast.
2. Note form in which entries are to be made in each category. Written entries will not be returned. All tapes, videotapes, films and story-boards may be claimed at the Awards Banquet, or enclose postage with entries for their return by mail. All typing should be double space.
3. All entries should be submitted by writer, reporter or staff. Owing to the nature of TV news, writer may want to include name of photographer if other than self.
4. No newscasts may be entered.
5. No musical or singing commercials will be accepted.
6. When submitting entries on tapes, PLEASE mark clearly the cut number and give copy cues identifying the news or announcement which is to be judged as your entry. All tapes, videotapes and films must be on reels, ready to run.
7. Do not send discs or slides.
8. Send copy and video material as required by category. Judge's primary consideration will be to copy and reporting in this journalism contest.

CATEGORIES FOR RADIO NEWS

- (15) NEWS STORY (by individual or staff) (tape cut-ins optional)
- (16) FEATURE STORY
- (17) SPORTS NEWS STORY
- (18) PUBLIC SERVICE (article or series devoted to community betterment)

CATEGORIES FOR RADIO SPOT ANNOUNCEMENTS

- (19) PRODUCTION RADIO COMMERCIALS - 60 SECONDS (with sound/spec.effect)
- (20) PRODUCTION RADIO COMMERCIALS - 30 SECONDS or less (as above)
- (21) STRAIGHT RADIO COMMERCIALS - 60 SECONDS (one voice delivery)
- (22) STRAIGHT RADIO COMMERCIALS - 30 SECONDS or less (as above)
- (23) PUBLIC SERVICE SPOTS - 60 SECONDS or less (devoted to community betterment)

(more)

CATEGORIES FOR TELEVISION NEWS

(Please submit all written copy typed double space. Include in entries film, videotape, story-board and/or written description of video.)

- (24) NEWS STORY (by individual or staff)
- (25) FEATURE STORY
- (26) SPORTS NEWS STORY
- (27) PUBLIC SERVICE (story or series devoted to community betterment)

CATEGORIES FOR TELEVISION SPOT ANNOUNCEMENTS

(Video may include live camera, slide, telop, opaque, film, videotape, or any combination thereof. Copy may incorporate sound effects and music, but please note Radio-TV Rule 6. Submit copy typed double space or on tape and story-board)

- (28) TV COMMERCIALS - 60 SECONDS
- (29) TV COMMERCIALS - 30 SECONDS OR LESS
- (30) TV PUBLIC SERVICE - SPOTS OR SERIES OF SPOTS (any length)
(devoted to community betterment)

FREE LANCE DIVISION

RULES FOR FREE LANCE ENTRIES

1. Entries must be submitted in actual published form with name and address of writer, date and place of publication included.

CATEGORIES FOR FREE LANCE ENTRIES

- (31) ARTICLE OR SERIES based predominantly on information gained through reportage, interviewing.
- (32) ARTICLE OR SERIES based predominantly on written research sources.
- (33) ARTICLE OR SERIES based on personal experience or opinion (essay).

SPECIAL AWARDS DIVISION

TO THE MOST OUTSTANDING DAILY NEWSPAPER REPORTER

TO THE MOST OUTSTANDING RADIO ~~and~~ TELEVISION REPORTER

(Nominations to be made by Managing Editors, Station Managers or News Directors of Inland Empire Daily Newspapers and Radio and Television Stations. Nominations should include (1) reasons reporter is deserving of award, and (2) a representative selection of news stories by candidate during 1961; and they should be mailed to Contest Registrar by deadline date - see General Rules.)

(Note: NO entry fee required in this division only)

