



**The 39th Annual San Francisco Peninsula Press Club**  
**GREATER BAY AREA JOURNALISM**  
**AWARDS COMPETITION 2016**  
**CALL FOR ENTRIES**

*Enter your best stories in the SFPPC annual contest  
and join Bay Area media professionals in celebrating  
the best local journalism of 2015*

**Awards Luncheon**  
**11:30 a.m. – 2 p.m.**  
**Saturday, October 1, 2016**  
**Crowne Plaza Foster City - San Mateo**  
**1221 Chess Drive, Foster City CA 94404**

*Submit work in Digital Media, Magazine/Trade Press/  
Newsletter, Newspaper, Photography, Public Relations,  
Radio and Television divisions, in several different categories.  
Entries will be judged by media professionals outside the Bay Area.*

**Enter online July 22 – August 12, 2016 at**  
**[www.BetterNewspaperContest.com/SFPPC2016](http://www.BetterNewspaperContest.com/SFPPC2016)**

**Contact: [SFPPCContests@gmail.com](mailto:SFPPCContests@gmail.com)**

**The 39th Annual San Francisco Peninsula Press Club  
GREATER BAY AREA JOURNALISM AWARDS COMPETITION 2016  
ELIGIBILITY & CONTEST RULES**

**ELIGIBILITY:** The contest is open to all digital media, magazine/trade press, newspaper, photography, public relations, radio and television professionals working or residing in Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma or Yolo counties.

**RELEASE DATES:** Entries must have been originally published, broadcast or posted between **January 1 and December 31, 2015**, inclusive.

**JUDGING:** Most entries will be judged by professional journalism club chapters outside the San Francisco Bay Area. No San Francisco Peninsula Press Club member will judge entries.

**AWARDS:** First, second and third place awards will be presented during the SFPPC awards event. Judges will have the option to award up to three "Honorable Mentions." Judges are not required to make any award if, in their opinion, no entry is of prize-winning quality.

**ENTRY FEES:** Each Standard Entry: \$30; Each Overall Excellence: \$50.

**MEMBERSHIP:** Annual SFPPC Membership is included with contest entry fees. All entry bylines are listed as active SFPPC members from October 2016 through October 2017.

**PAYMENTS:** Pay online at [www.penpressclub.org](http://www.penpressclub.org) via credit card or PayPal.

**ENTRY RULES:** All entries should be input online or received (not postmarked) by August 12, 2016.

- Entries should be entered in the name of the creator of the work.
- On the entry form, enter name(s) as they should appear on the award.
- SFPPC is not responsible for any errors in the information submitted.
- **All entries must conform with the Society of Professional Journalists ethics code. (<http://www.spj.org/ethicscode.asp>)**
- **Print stories** – Upload PDF format.
- **Page Design** categories must keep headlines, mastheads, logos.
- **Headline** entries must include the story for which the headline was written.
- **Print Photography** – Upload JPEG of photo and PDF of published story.
- **Digital Media, Radio, and Television** should provide URL story links.
- A story can be **entered** in more than one category with separate entry forms and fees for each, but may **win** in only one category.
- The San Francisco Peninsula Press Club may move entries to a more suitable division or category if necessary.
- All entry and judging decisions by the SFPPC and its agents are final and incontestable.
- All entries are subject to being printed, broadcast, posted or linked online, via SFPPC media channels.

**DEADLINE: Submit entries from July 22 – August 12, 2016,  
which must be submitted online or RECEIVED (not postmarked) by August 12.  
Entries received after 7 p.m. on August 12 will be ineligible.**

**[www.BetterNewspaperContest.com/SFPPC2016](http://www.BetterNewspaperContest.com/SFPPC2016)**

**Questions: Contact [SFPPCContests@gmail.com](mailto:SFPPCContests@gmail.com)**

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**DIVISIONS & CATEGORIES**

The SFPPC journalism awards contest is structured by lettered “Divisions” A – H, which refer to the type of media organization that you represent, and numbered “Categories” 1 – 39, which refer to the type of entry within the Division. All divisions will compete for Category 1 “Overall Excellence.” In some cases divisions compete with other divisions in some categories; in some cases divisions do not compete with other divisions in the category. After you sign on for a particular Division, you will automatically be able to sign up for the appropriate Categories.

## **DIVISIONS**

- A. DIGITAL MEDIA**
- B. MAGAZINES / TRADE PUBLICATIONS / NEWSLETTERS**
- C. NEWSPAPERS — Daily**
- D. NEWSPAPERS — Non-Daily**
- E. PUBLIC RELATIONS**
- F. RADIO / AUDIO ONLY — Commercial**
- G. RADIO / AUDIO ONLY — Non-Commercial**
- H. TELEVISION / VIDEO**

## **CATEGORIES**

1. Overall Excellence*	11. Entertainment, Arts & Music	21. Photography - Photo Series
2. Editorial	12. Sports Feature	22. Blog / Commentary
3. Columns-News/Political (Submit 3)	13. Sports Game Story	23. Public Affairs Program (Staff 1-4)
4. Columns-Features (Submit 3)	14. Headline	24. Public Affairs Program (Staff 5+)
5. Columns-Sports (Submit 3)	15. Graphic Design	25. Documentary
6. News Story	16. Page Design	26. Videography
7. Series or Continuing Coverage	17. Editorial Cartoons	27. Newsletter (Submit 3)
8. Feature Story / Light Nature	18. Photography - News	28. Press Releases (Submit 3)
9. Feature Story / Serious Nature	19. Photography - Sports Action	29. Corporate Brochure
10. Business/Technology Story	20. Photography - Feature	30. Annual Report

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SUBMISSION GUIDELINES**

**STEP 1: SIGN ON TO [www.BetterNewspaperContest.com/SFPPC2016](http://www.BetterNewspaperContest.com/SFPPC2016).**

- A. Decide the TYPE of organization that corresponds to your organization: Divisions A - H.
- B. Select the appropriate organization name. (If your organization does not appear on the list, email: [SFPPCContests@gmail.com](mailto:SFPPCContests@gmail.com) and we will add your organization.)
- C. Enter the temporary password: bnc (lowercase) then create a secure password for your organization. Please share your new password with others from your media organization making entries.

**STEP 2: SUBMIT YOUR ENTRIES.**

- A. On the *Manage Entries* page, click Submit Entry (left side). The Division is “General” for all. Select the appropriate category.
- B. Read the corresponding *Category Note* describing entry expectations.
- C. Complete the *Headline/Title* field.
- D. Based on the type of entry, add content:
  - To upload digital files (other than audio/video), click Choose File, navigate to the desired file, select Open, and click Upload. Allowed file types are PDF, DOC, TXT, JPEG, GIF and PNG.  
If you wish to include more than one attachment for this entry, repeat these steps.
  - To add web/audio/video content, paste the content’s web address into the provided URL field.
  - To host your content online, either upload it to a hosting website (like YouTube) or talk to your IT person about adding it to your station’s website. Make sure the content will be accessible long enough to be viewed at the awards banquet.
  - Add *Credits* for those responsible for the entry content.
  - Add *Comments* (if available), but keep them brief (100 words).
  - Click *Submit* to finalize your entry. Repeat process for additional entries.
- E. *Overall Excellence* entries can be submitted digitally. If necessary, complete issues for *Overall Excellence* can be mailed to the San Francisco Peninsula Press Club, P.O. Box 986, San Carlos, CA 94070.

**STEP 3: PAY FOR YOUR ENTRIES.**

- A. Fees are \$30 for each individual entry, and \$50 for each a General Excellence entry. Note that in some entries and for General Excellence, you will be required to submit three samples, which all are considered one entry and only charged one entry fee.
- B. Annual SFPPC Membership is included with contest entry fees. All entry bylines are listed as active SFPPC members from October 2016 through October 2017.
- C. Pay via credit card or PayPal account on the SFPPC website [www.penpressclub.org](http://www.penpressclub.org).

**\* CATEGORY 1 – OVERALL EXCELLENCE**

The SFPPC contest offers one “Overall Excellence” category open to all media:

- Digital Media should submit entries via URL links to specific pages. (Judges will select a designated period to view all website entries.) Supporting material can be submitted via PDF. Original post dates should be in 2015.
- Newspapers and Magazines / Trade Publications / Newsletters should submit three complete issues from 2015.
- Radio and Television stations should submit three complete newscasts from 2015.
- Public Relations should submit an overall sampling of materials for one campaign.
- All Overall Excellence entries will be charged \$50.
- Overall Excellence entries can be submitted digitally. If necessary, complete issues for Overall Excellence can be mailed to the San Francisco Peninsula Press Club, P.O. Box 986, San Carlos, CA 94070.

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