



Society of Professional Journalists  
*Improving and protecting journalism since 1909*

## A CALL FOR ENTRIES . . .

*Nominations invited for 2011 Excellence in Journalism, Journalist of the Year Awards*

Through the Excellence in Journalism competition, Detroit SPJ will honor outstanding achievements during 2011 by print, broadcast, photo and online journalists in southeastern Michigan. Our chapter also will select a Journalist of the Year and Young Journalist of the Year.

Judges for the competition are working journalists from other SPJ chapters. Proceeds from the awards banquet and Excellence in Journalism competition are applied to the Detroit chapter's Larry Laurain scholarship fund.

Deadline for nominations and contest entries is Friday, Jan. 27, 2012. Winners in all categories will be honored at the awards banquet on Wednesday, April 18, 2012, at the San Marino Club, 1685 East Big Beaver Road, Troy. Call 586-306-2035 for tickets or table reservations.

### General Information

1. Entries must have been published or broadcast in southeastern Michigan **between Jan. 1, 2011, and Dec. 31, 2011**. Questions on geographic eligibility may be directed to [detroitspj@comcast.net](mailto:detroitspj@comcast.net).

2. In-house publications, such as those produced by hospitals and universities, are not eligible to compete.

3. All contest entries must be the product of original writing, reporting or production by the entrant(s). This contest is intended to reward individual achievement. In most cases, the name of the entrant(s) should be that of an individual or individuals, or the editor or news director involved; and the news organization they represent should be listed under media affiliation. News organizations should be listed as "entrant" only for categories which require comprehensive team effort involving more than four individuals.

4. Entrants do not need to be members of the Society of Professional Journalists.

5. Entry fee is \$25 for each entry. Payment **must** be received by the entry deadline. Make checks payable to "Detroit/SPJ" or pay with credit card through [www.spjdetroit.org](http://www.spjdetroit.org). Nominations for Journalist of the Year and Young Journalist of the Year are free.

6. Fee for one, single entry is \$10 if accompanied by a completed new membership form and annual dues payment for national and local chapter membership. Membership applications are available at [www.spjdetroit.org](http://www.spjdetroit.org).

7. An entry may be submitted in only one contest category. All entries from a publication must be submitted in the same class.

8. All entries must be in the correct presentation format. See information provided with each class.

9. Judges may declare "no winner" in any category at their discretion. All decisions by the judges, including interpretation of these rules, are final. Judges reserve the right to disqualify any entry. In the case of disputes, the Detroit chapter's board of directors will make final determinations.

10. Both broadcast and print entries may contain online elements. Include print-outs and URL if submitting by mail. Include URL or PDF attachments if submitting by e-mail.

11. A completed entry form must be attached to each entry with all names and titles. All awards and program references are prepared using the entry form. Verify names, titles, spellings as you want them to appear. Entries with incomplete forms will be disqualified. Entry forms are available at [www.spjdetroit.org](http://www.spjdetroit.org).

12. Entries must include the text of any correction or clarifications made in connection with that entry. Entries should also include a summary of any written challenges received concerning the accuracy or fairness of the entry (including letters to the editor, whether published or not), or any notice of legal action. As an aid to judges, include an explanation or refutation of any objections. Judges will take into consideration the SPJ Code of Ethics in evaluating all entries.

13. Excellence in Journalism deadline is **Friday, Jan. 27, 2012**. Journalist of the Year and Young Journalist deadline is Friday, Feb. 1, 2012. Mail entry packets to Detroit SPJ Awards Contest, 73756 Franklin, PO Box 279, Armada, MI 48005. Or, submit entries with electronic attachments by e-mail to [detroitspj@comcast.net](mailto:detroitspj@comcast.net). See specific attachment requirements for each class, inside. Questions? Call 586-306-2035 or e-mail [detroitspj@comcast.net](mailto:detroitspj@comcast.net).

**Excellence in Journalism entry deadline: Friday, Jan. 27, 2012**  
Entry forms available at [www.spjdetroit.org](http://www.spjdetroit.org)

# BROADCAST

## Classes, how to submit:

**Radio:** Entries may be submitted on CD or DVD with only one entry per disk. Each item must be marked with the name of the entrant(s), category and broadcast date to match the accompanying entry form. Entries may also be submitted by e-mail with audio file and entry form attachments. Submit only one entry per e-mail. Send to [detroitspj@comcast.net](mailto:detroitspj@comcast.net). For online elements, include print-outs and URL if submitting by mail and URL or PDF attachments if submitting by e-mail.

**Television:** Individual entries must be submitted on DVD with only one entry per disk. Each entry should include any studio lead-in, and recordings must be marked with the name of the entrant(s), category and broadcast date to match the accompanying entry form. Entries may also be submitted by e-mail with video and entry form attachments. Submit only one entry per e-mail. Send to [detroitspj@comcast.net](mailto:detroitspj@comcast.net). For online elements, include print-outs and URL if submitting by mail and URL or PDF attachments if submitting by e-mail.

## Categories:

**1. Spot or breaking news reporting:** Single-day coverage of breaking or developing news produced under deadline pressure.

**2. General news reporting:** A story or series of stories resulting from a journalist's initiative, but excluding coverage of breaking or developing news.

**3. Feature reporting:** A report or series of reports on a single subject not considered "hard" news. This includes profiles, human-interest pieces, etc.

**4. Sports reporting:** A report or series of reports within a regular newscast or of a sporting event.

**5. Investigative reporting:** A single report or series of reports covering a significant problem or issue. Entries must show enterprise, initiative, depth and research by a single reporter or team.

**6. Automotive reporting:** Includes coverage of OEMs, suppliers or dealers. Entries will be judged on quality, timeliness and exclusiveness. If being first was important, please provide documentation of how others followed.

**7. Newscast:** One single complete, regularly scheduled news program.

**8. News special and documentary:** A program 15 minutes or longer broadcast outside of a regular newscast and prompted by breaking news or a major issue of community concern. This may be a live or taped original broadcast.

**9. Open-government reporting:** To individuals or news organizations for significant, effective coverage promoting open government in Michigan.

# PRINT

## Classes:

**Class A:** Stories/photos published in any newspaper of greater than 100,000 circulation; by wire services; or in magazines, trade publications and non-daily entertainment/alternative newspapers of greater than 50,000 circulation.

**Class B:** Stories/photos published in daily newspapers of less than 100,000 circulation or in magazine or trade publication of less than 50,000 circulation. Publications and websites in Class B may choose to compete in Class A.

**Class C:** Stories/photos published in any non-daily newspaper. Publications and websites in Class C may choose to compete in Class A or Class B.

**NOTE:** Determine an entry's circulation classification by its publication use. For chains and group publications sharing editorial or photographic copy across several publications or nameplates, the largest circulation of any single publication within the group should be used; if the story or photo was used only in one single publication, use only that publication's circulation.

## How to submit:

### Print media, Class A, B, C:

Fold or print to 8.5x11 inch size. Print-outs of PDF files are acceptable. Entries may include online elements; include print-outs and URL if submitting by mail and URL or PDF attachments if submitting by e-mail. Editorial cartoons, graphics, design categories and artwork may be submitted on a CD or DVD as a PDF file or JPEG. Attach an entry form to each disk. Use one disk for each entry. Entries may also be submitted by e-mail with PDF and entry form attachments. Submit only one entry per e-mail. Send to [detroitspj@comcast.net](mailto:detroitspj@comcast.net)

### Photojournalism

An image can be entered in only one category. Submit files in JPEG format on a CD or DVD, with each image in a separate file. Use one disk for each entry. Entries may also be submitted by e-mail with PDF and entry form attachments. Submit only one entry per e-mail. Send to [detroitspj@comcast.net](mailto:detroitspj@comcast.net)

## Print categories:

### Writing and reporting

**10. Spot or breaking news reporting:** Single-day coverage of breaking or developing news written on deadline.

**11. General news reporting:** A story or series of stories resulting from a journalist's initiative, but excluding coverage of breaking or developing news.

**12. Feature reporting:** A report or series of reports on a single subject not considered "hard" news. This includes profiles, human-interest pieces, etc.

**13. Investigative reporting:** A story or series of stories covering a significant problem or issue. Entries must show enterprise, initiative, depth and research by a single reporter or team.

**14. Open-government reporting:** To individuals or news organizations for significant, effective coverage promoting open government in Michigan.

**15. Automotive reporting:** Includes coverage of OEMs, suppliers or dealers. Entries will be judged on quality, timeliness and exclusiveness. If being first was important, please provide documentation of how others followed. Classes A, B and C compete in one division.

**16. Car review:** Submit three reviews from a single writer. Classes A, B and C compete in one division.

**17. Criticism:** Includes art, music, film, book, theatre and restaurant reviews or recurring cultural commentary. Submit three examples. Classes A, B and C compete in one division.

**18. General column writing:** Regularly appearing viewpoint, business, features or news columns by a single writer. Submit three columns. No blogs.

**19. Sports column writing:** Sports commentary appearing on a regular basis by a single writer. Submit three columns. No blogs.

**20. Sports reporting:** A single game, news or feature story related to sports. No columns.

**21. Editorial writing:** An individual editorial that appears on the editorial or op-ed page. No columns.

**22. Headline writing:** An individual (not team) award. Submit five headlines by one headline writer. Include stories.

### Photography, art and graphics

**23. Editorial cartoon:** Submit three cartoons. Classes A, B and C compete in one division.

**24. News photography:** A single, compelling photo of a breaking-news event.

**25. Feature photography:** A single, compelling photo not of a breaking-news event.

**26. Sports photography:** A single, compelling photo featuring sports.

**27. Informational graphics:** A storytelling graphic that illustrates an aspect of a news or feature story. Classes A, B and C compete in one division.

### Publication design

**28. Page one design:** Newspapers only. Submit a one-page layout.

**29. Feature page design:** Newspapers only. Submit a one-page or a two-page layout.

**30. Inside news page design:** Newspapers only. Submit a one-page or a two-page layout.

**31. Sports page design:** Newspapers only. Submit a one-page or a two-page layout.

**32. Cover design:** Magazines and some tabloid newspapers. (Depending on their design format, tabloid newspapers have the option of entering either #28 or #32, but not both.) Submit a one-page layout.

**33. Magazine spread design:** Magazines and some tabloid newspapers. (Depending on their design format, tabloid newspapers have the option of entering either #29 or #33, but not both.) Submit a one- or two-page layout.

## ONLINE

### Classes:

All news websites, whether independent or affiliated with print or broadcast news organizations, may enter. But an entry is eligible in only one category (print, broadcast or online).

### How to submit:

Mailed entries should include printouts on 8-1/2x11-inch paper. The website address and directions on how to access the site, including passwords, must be on the attached entry form. Entries submitted by e-mail must include the URL and passwords needed to access the site. Attach a completed entry form. Submit each entry in a separate e-mail to [detroitspj@comcast.net](mailto:detroitspj@comcast.net).

### Categories:

**33. Spot or breaking news reporting:** Single-day coverage of breaking or developing news written on deadline.

**34. General news reporting:** A story or series of stories resulting from a journalist's initiative, but excluding coverage of breaking or developing news.

**35. Feature reporting:** A report or series of reports on a single subject not considered "hard" news, including profiles, human-interest pieces, etc.

**36. Investigative reporting:** A story or series of stories covering a significant problem or issue. Entries must show enterprise, initiative, depth and research by a single reporter or team.

**37. Blogging:** Online commentary. An entry should consist of three blogs.

**38. Digital-media presentation:** A single entry demonstrating excellence in blending multiple media into a single online presentation. Classes A, B and C compete in one division.

# SPJ Detroit Journalist of the Year

SPJ Detroit's Journalist of the Year competition is open to all journalists (reporters, editors, producers, anchors, photojournalists, etc.) in southeastern Michigan.

**No entry fee. Entry deadline: Feb. 1, 2012**

Nominees will be judged on the overall quality of their body of work for the year. This includes their impact on the practice of journalism through outstanding work or exemplary service to or leadership in the profession.

Each JOY entry packet must include the following:

**1. The entry form** for SPJ Detroit Journalist of the Year. Entry forms can be found at [www.spjdetroit.org](http://www.spjdetroit.org).

**2. A letter of nomination** from a supervisor stating why the individual should be considered as the SPJ Detroit Journalist of the Year.

**3. A resume/work history.**

**4. Work samples**, minimum 5 and maximum 10. Include a brief explanation of each work sample, including information about what it took to produce the piece of work. Put the work into context for judges not familiar with the market.

**5. Five copies** of all work samples and supporting explanations.

# SPJ Detroit Young Journalist of the Year

SPJ Detroit's Young Journalist of the Year aims to recognize the best journalist under age 30 in southeast Michigan. Nominees may have turned 31 in 2011 and still be eligible.

**No entry fee. Entry deadline: Feb. 1, 2012.**

Nominees will be judged on the overall quality of their body of work for the year. Nominees must have at least 1 year of paid, full-time work experience. Internships do not qualify.

Each YJOY entry packet must include the following:

**1. The entry form** for SPJ Detroit Young Journalist of the Year. Entry forms can be found at [www.spjdetroit.org](http://www.spjdetroit.org).

**2. A letter of nomination** from a supervisor stating why the individual should be considered as the SPJ Detroit Young Journalist of the Year.

**3. A resume/work history.**

**4. Work samples**, minimum 3 and maximum 10. Include a brief explanation of each work sample, including information about what it took to produce the piece of work. Put the work into context for judges not familiar with the market.

**5. Five copies of all** work samples and supporting explanations.

## Journalists of the Year

**2011:** John Carlisle  
Metro Times, C&G  
**2010:** Jennifer Dixon  
Detroit Free Press  
**2009:** ML Elrick, Jim Schaefer  
Detroit Free Press  
**2008:** Jack Kresnak  
Detroit Free Press  
**2007:** Ron French  
Detroit News  
**2006:** Jim Schaefer  
Detroit Free Press  
**2005:** David Zeman  
Detroit Free Press  
**2004:** George Bullard,

Detroit News  
**2003:** John Wisely,  
Oakland Press  
**2002:** Jack Lessenberry,  
Wayne State University  
**2001:** Scott Lewis,  
WJBK-FOX-TV2  
2000: Patricia Anstett,  
Detroit Free Press  
**1999:** Lisa Zagaroli,  
Detroit News  
**1998:** Diana Dillaber-Murray,  
Oakland Press  
**1997:** Jack Kresnak,  
Detroit Free Press  
**1996:** Rod Hansen,  
WJR-AM

**1995:** Joanne Muller,  
Detroit Free Press  
**1994:** James Mitzelfeld,  
Detroit News  
**1993:** Gary Baumgarten,  
WWJ-AM  
**1992:** John Wark,  
The Detroit News  
**1991:** Jane Briggs-Bunting,  
Oakland University

## Young Journalists

**2011:** Gina Damron  
Detroit Free Press  
**2010:** Tim Higgins  
Detroit Free Press  
**2009:** Brian Kaufman

Detroit Free Press  
**2008:** Jennifer Guerra  
Michigan Public Radio  
**2007:** Keith Dunlap  
Oakland Press  
**2006:** Marissa Schultz  
Detroit News  
**2005:** Andrea Nobile,  
Macomb Daily  
**2004:** Sheri Hall,  
Detroit News  
**2003:** Charles Robinson,  
Oakland Press  
**2002:** Lisa Collins,  
MetroTimes  
**2001:** Sylvia Jones,  
WKBD-UPN-TV50

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**Journalist of the Year, Young Journalist of the Year entry deadline:  
Friday, Feb. 1, 2012**

Entry forms available at [www.spjdetroit.org](http://www.spjdetroit.org)

Questions: Call 586-306-2035 or e-mail [detroitspj@comcast.net](mailto:detroitspj@comcast.net)