

2012 EDWARD R. MURROW AWARDS



RADIO TELEVISION DIGITAL NEWS ASSOCIATION

Call for Entries

RTDNA has been honoring outstanding achievements in electronic journalism with the Edward R. Murrow Awards since 1971. Murrow's pursuit of excellence in journalism embodies the spirit of the awards that carry his name. Murrow Award recipients demonstrate the excellence that Edward R. Murrow made a standard for the electronic news profession. In 2011, 600 Regional Edward R. Murrow Awards were handed out and of those 600, 95 went on to win National Edward R. Murrow Awards.

ELIGIBILITY

Entries may be submitted by stations, networks, syndication services, program services websites and online news organizations. Entrants will be identified as Radio Network/Syndication Service/Program Service, Large Market Radio Station, Small Market Radio Station, Television Network/Syndication Service/Program Service, Large Market Television Station, Small Market Television Station and Online News Organization. Entries must be submitted in the category in which the story first aired and must be as it was heard on air or online.

HOW ARE EACH OF THESE ENTRANTS DEFINED?

- Small Market Radio and Television Stations—51+ market*
- Large Market Radio and Television Stations—1-50 market*
- Radio and Television Network/Syndication Service/Program Service—an organization that programs to multiple markets
- Online News Organization—the organization should, as its principal function, disseminate news and information. **It CANNOT be an internal part of a radio or television station or network except where noted in the category description.**



Awards are given in the following divisions for Non-Broadcast-Affiliated Websites only:

Small—Fewer than 200,000 unique visitors per month

Large—More than 200,000 unique visitors per month

*Market size is determined by MSA ranking for radio entries and by DMA ranking for television entries. The division for international entries in radio is determined by population of individuals 12 years of age and older, with stations serving populations of more than 1,462,100 judged in the large-market category. The division for international entries in television is determined by television households served, with stations serving more than 550,390 television households judged in the large-market category.

Entries without appropriate station, network or company authorization will not be accepted. You do not have to be a member of RTDNA to enter the competition or win an award. International entries are accepted.

Each entry must have appeared between January 1, 2011, and December 31, 2011, with the exception of both website categories.

CATEGORIES

Enter your best work from 2011 in these categories. If you are entering an audio category, the corresponding media should be audio. If you are entering a video category, the corresponding media should be video. If you are entering either the Broadcast Affiliated Website or Non Broadcast Affiliated Website Categories, you will provide links to the website for judging.

If you are entering as an Online News Organization, the corresponding audio or video should have only appeared online.

OVERALL EXCELLENCE

- To be eligible to compete in this category, TV and Radio Stations must enter the Newscast category and at least one other category. Online News Operations must enter the Non-Broadcast Affiliated Website category and one other category.
- For TV and Radio Stations: submit a single entry that contains a copy of the program entered in the Newscast category and additional examples of breaking news, continuing coverage, features and/or other work, including your web presence, that reflects the depth and scope of the news organization. Please put the newscast at the end of the submission. Judging will be based on the original work samples and not on the way the entry is produced. ***Entry must not exceed length of Newscast plus 40 minutes.** Entry must include examples of a robust Web and digital media presence; relevant links must be inserted in the description box during the entry process.
- Entry may be edited (all commercial breaks must be removed).
- Voice-overs or narratives are permitted only if they were part of the original piece.
- Judging will be based on the original work samples and not on the way the entry is produced.
- Entry must not exceed length of newscast plus 40 minutes.
- A written rundown is required for audio and video.
- Must have appeared in 2011. Screenshots, archived and live URLs acceptable for Web and wireless components.

BREAKING NEWS COVERAGE

- Submit coverage of a single, unscheduled news event.
- Entry may be edited (all commercial breaks removed.)
- Voice-overs or narratives are permitted only if they were part of the original piece.
- Entry must not exceed 20 minutes.
- A written presentation is not required.
- Must have appeared in 2011.

CONTINUING COVERAGE

- Submit an entry showing continuing coverage of a major developing story over an extended period of time.
- Entry may be edited (commercial breaks removed).
- Voice-overs or narratives are permitted only if they were part of the original piece.
- The entry should include at least one complete news report.
- Entry must not exceed 30 minutes.
- A written presentation is not required.
- Must have appeared in 2011.

REPORTING: HARD NEWS

- Submit a single report covering a hard news event or topic that is not breaking news or investigative in nature.
- Humorous or soft-topic stories do not belong in this category.
- Report must have appeared on a regularly scheduled news program.
- Entry may not be entered in Feature Reporting category.
- Entry may be edited.
- Voice-overs or narratives are permitted only if they were part of the original piece.
- A written presentation is not required.
- Entry must not exceed 10 minutes.
- Must have appeared in 2011.

SPORTS REPORTING

- Submit a single packaged report. Anchored sports segments within programs, stand-alone sports programs and play-by-play are not eligible.
- Entry must be unedited.
- A written presentation is not required.
- Entry must not exceed 10 minutes.
- Must have appeared in 2011.

CATEGORIES

FEATURE REPORTING

- Submit a single report covering a human-interest or profile subject that is not breaking news or investigative in nature.
- Report must have appeared on a regularly scheduled news program. Entry may not be entered in the Hard News Feature category.
- Entry may be edited.
- Voice-overs or narratives are permitted only if they were part of the original piece.
- A written presentation is not required.
- Entry must not exceed 10 minutes.
- Must have appeared in 2011.

INVESTIGATIVE REPORTING

- Entry must demonstrate original and outstanding journalistic enterprise on an important issue.
- Entry may include materials from undercover sources, demonstrate extensive research of documents and records, and include records and documentation of allegations made in the report.
- Entry may be edited (all commercial breaks removed.)
- Voice-overs or narratives are permitted only if they were part of the original piece.
- A written presentation is not required.
- Entry must not exceed 15 minutes.
- Must have appeared in 2011.

NEWS DOCUMENTARY

- Submit coverage of a single subject reported in a single segment addressing a need or needs of your market.
- Entry may be not edited.
- Voice-overs or narratives are permitted only if they were part of the original piece.
- Entry must not exceed 60 minutes.
- Must have appeared in 2011.

NEWS SERIES

- Submit coverage of a single subject reported in multiple parts.
- Entry may be edited.
- Voice-overs or narratives are permitted only if they were part of the original piece.
- A written presentation is not required.
- Entry must not exceed 30 minutes.
- Must have appeared in 2011.

NEWSCAST

- Only regularly scheduled newscasts are eligible for entry, and only one entry is allowed per station (networks can submit one entry per news program.)
- The entry must represent the news organization's best effort at producing a newscast.
- Commercial breaks must be removed from the entry, but no other editing is allowed.
- Voice-overs or narratives are permitted only if they were part of the original piece.
- Entry must not exceed 30 minutes. For news programs exceeding 30 minutes after removing commercial breaks, submit only the first 30 minutes of the program.
- Must have appeared in 2011.
- A written presentation is not required.

USE OF SOUND (AUDIO ONLY)

- Submit coverage of a single subject reported in a single segment showing creative use of sound to tell a story.
- Entry must be exactly as it was heard on the air or online.
- "Year-ender" packages are not allowed.
- Entry must not exceed 10 minutes.
- No written materials are required.
- Must have appeared in 2011.

USE OF VIDEO (VIDEO ONLY)

- Submit an entry showing creative use of video to tell a story. (Composite pieces allowed)
- Entry must be exactly as it appeared on air or online.
- "Year-ender" packages are not allowed.
- Entry must not exceed 10 minutes.
- Must have appeared in 2011.

WRITING

- Submit an entry that demonstrates excellence in writing that conveys the feeling and significance of events to the listener or viewer. Entry may represent an individual or collaborative effort and may include up to three examples, exactly as it originally appeared.
- A script of each example must accompany the entry and needs to be entered in the description box during the entry process.
- Entry must not exceed 15 minutes.
- Must have appeared in 2011.

WEBSITE CATEGORIES

NON BROADCAST AFFILIATED WEBSITE

Who's eligible to enter this category?

Websites must not be affiliated with a radio or television news organization. Will compete in two divisions: Small (fewer than 200,000 unique visitors a month) and Large (more than 200,000 unique visitors a month). Submit at least 5 examples of functioning, cached or active URLs that demonstrate exceptional news coverage and journalistic skill. One of these must be the home page.

What do I need to enter to be eligible for this category?

- Submit at least 5 examples of functioning, cached or active URLs that demonstrate exceptional news coverage and journalistic skill. One of these must be the home page.
- Entry must include original content.
- Creativity, clarity, storytelling techniques, and use of audio, video or other Internet technologies will be considered by the judges.
- No written material is required.

Entry Process

To start your entry application,
[CLICK HERE.](#)

Once you've finished the online entry form and provided payment, you will receive an email from RTDNA that your entry is complete.

★ *New in 2012!*

MEDIA LINKS SUBMITTED UPON ENTRY

RTDNA will no longer provide a media upload platform. Individuals must submit a URL to their piece in the space provided on the application. Entrants are encouraged to upload media to YouTube, Vimeo, or personal sites. YouTube instructions are to follow.

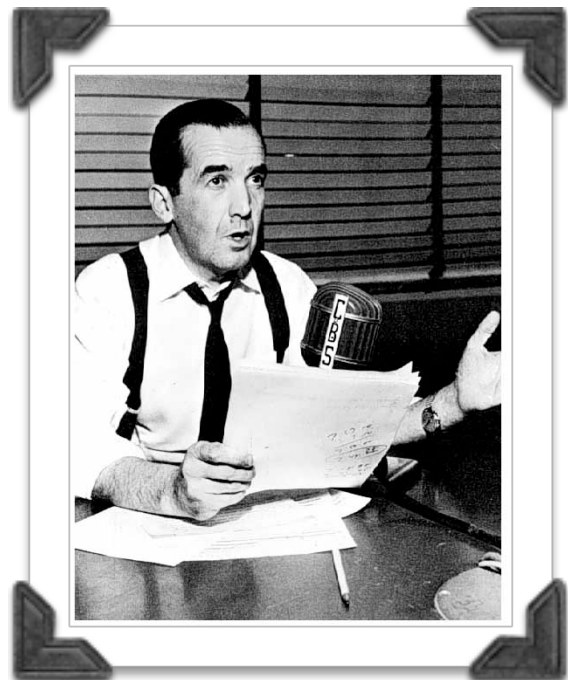
BROADCAST AFFILIATED WEBSITE

Who's eligible to enter this category?

The website must be affiliated with a radio or television news organization. The news organization's website, as its principal functions, must disseminate timely news and information targeted for its core audiences. News content must be generated primarily by entrant, supplemented by secondary content provided by wire services or networks. The site should be of practical use to the general public and maximize online technologies to inform and educate the public and enhance public debate about important daily issues. Entries will be judged on depth and quality, content, innovation, use of audio and video, visual design, functionality and interactivity, usability, and story telling techniques.

What do I need to enter to be eligible for this category?

- Submit at least 5 examples of functioning, cached or active URLs that demonstrate exceptional news coverage and journalistic skill. One of these must be the home page.
- Entry must include original content.
- Creativity, clarity, storytelling techniques, and use of audio, video or other Internet technologies will be considered by the judges.
- No written material is required.



DEADLINE: THURSDAY, FEBRUARY 9, 2012

Entry Fees

Large Market Station/Small Market Station/ Online News Operations

	RTDNA MEMBER	NON MEMBER
Audio	\$65	\$115
Video	\$110	\$195

Network/Syndication Service/ Program Service

	RTDNA MEMBER	NON MEMBER
Audio	\$135	\$220
Video	\$150	\$245

Broadcast and Non Broadcast Affiliate Websites

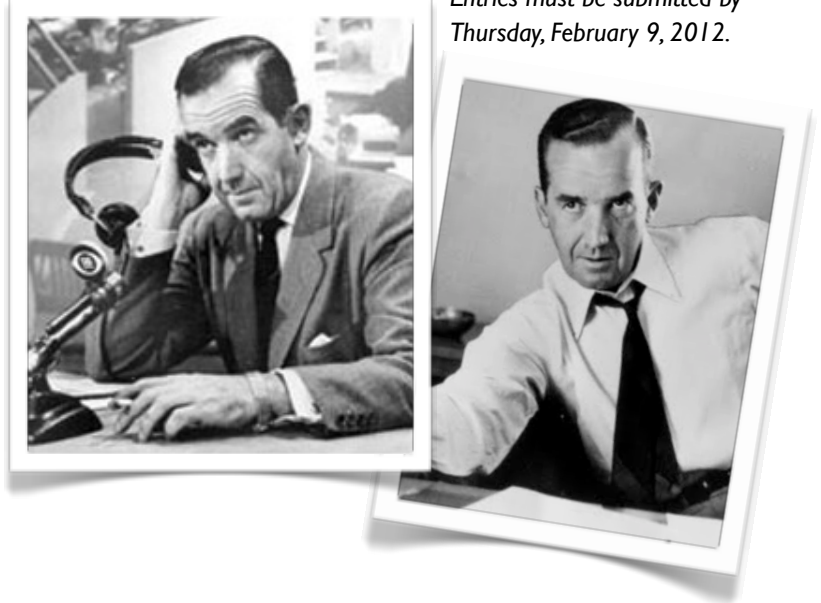
	RTDNA MEMBER	NON MEMBER
Website	\$150	\$245

Payment for entry fees can be made online by credit card (VISA, MasterCard or American Express) when you submit your entry or by mailing a check. If payment is made by a check, please include a copy of the invoice received via email or note the invoice number(s) directly on the check to ensure proper credit to your account. Entries must be paid by the time judging starts or they won't be judged. Checks should be made payable to RTDNA and sent to:

RTDNA
529 14th Street, NW, Suite 425
Washington, DC 20045

EDWARD R. MURROW AWARDS

* Don't miss the deadline to enter!
 Entries must be submitted by
 Thursday, February 9, 2012.



Member vs. Non Member

If entering at the member rate, you must give the name of the RTDNA member and member number. The member must be paid in full through March 1st, 2012. If you are unsure of your member status or can't remember your member number, contact RTDNA staff at 202.725.8318 or e-mail us at membership@rtdna.org.



Uploading Media with YouTube

Uploading Media

The Radio Television Digital News Association will ONLY accept media in the form of links upon entry. Individuals MUST provide URLs to their stories. If your piece does not already exist on a personal or station website RTDNA encourages applicants to upload media to YouTube.

New to YouTube?

To create your own YouTube account go to www.youtube.com and click 'Create Account' in the top right hand corner.

1. YouTube

Create a new YouTube | Google account

Signing up for YouTube means creating a Google Account that you can use to access YouTube, iGoogle, Picasa and many other Google services.

If you already have a Google Account, you can [sign in here](#).

Required information for Google account

Your current email address:
e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password: Password strength:
Minimum of 8 characters in length.

Re-enter password:

Stay signed in

Enable Web History [Learn More](#)



Enter your email address, choose a password and verify your password.

2.

Get started with YouTube

Location:

Birthday:
MM/DD/YYYY (e.g. "10/3/2011")

Word Verification: Type the characters you see in the picture below.

 
Letters are not case-sensitive

Terms of Service: Please check the Google Account information you've entered above (feel free to change anything you like), and review the Terms of Service below.

[Printable Version](#)


Google Terms of Service
Welcome to Google!
1. Your relationship with Google

By clicking on 'I accept' below you are agreeing to the [Terms of Service](#) above and the [Privacy Policy](#).

Submit your location and birthday to proceed. Complete the word verification and click 'I Accept, Create my account.'

3



 **Please check your email and confirm your address**
A confirmation email has been sent to you, it may take a few minutes. Follow the directions in the email to confirm and complete your account.

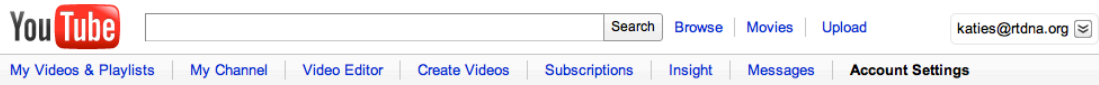
- [Didn't get your verification email?](#)
- [Used the wrong email address?](#)

Account information

- Google Account email address: katies@rtdna.org

After completing registration check your email to confirm your address.

4.




Account Settings

Overview

- Profile Setup
- Playback Setup
- Email Options
- Sharing
- Privacy
- Mobile Setup
- Manage Account

Overview

 [change](#)

katies@rtdna.org
Videos Uploaded: 0
Favorites: 0

Channel Type: [Create a channel](#)
Channel Views: 0
Subscribers: 0

Sign into your account and click on 'Mobile Setup.'

5.



You must select a username and create a channel in order to upload and share a video. [Learn more](#)

Set up your YouTube username and channel

Username [Check Availability](#)

Your username can only contain letters A-Z or numbers 0-9

Date of Birth

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Gender

Let others find my channel on YouTube if they have my email address

Send me occasional YouTube product-related email

Next!

You must create a username before uploading any media.

Video File Upload

or [Record from webcam](#)

Drag and drop videos anywhere on the page.

Videos can be...

- High Definition
- Up to 15 minutes in length. [Increase your limit.](#)
- A wide variety of formats

Begin uploading your media. For uploads longer than 15 minutes in length, click 'Increase your limit.'

Increase Your Upload Limit

To upload media longer than 15 minutes enter your Mobile Number and click 'Submit.'

Account Verification (Step 1 of 2)

To enable your account for videos longer than 15 minutes, we require you to verify that your account is currently under your control by providing us your mobile phone number. Please enter your mobile number, and we'll send you a text message containing a verification code from Google. [Learn more](#)

Select your country

Enter your mobile number (no dashes or other symbols, please)

8. A text will be sent to the Mobile number you provided. This text will include an important Google verification code.

Increase Your Upload Limit

Enter Google Verification Code and click 'Verify.'

Account Verification (Step 2 of 2)

Your code has been sent to **2027258313**. Please enter it below to complete the verification.

Enter your code

Important: Do not upload any movies, TV shows, music videos, music concerts, or commercials without permission unless they consist entirely of content you created yourself.

BEGIN UPLOADING!