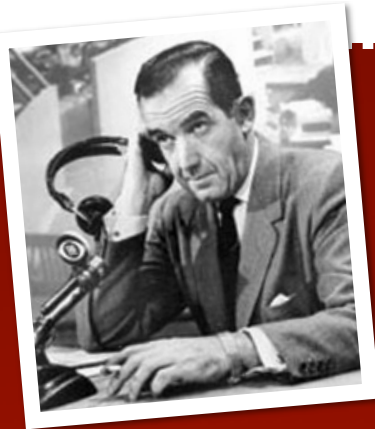


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# the EDWARD R. MURROW awards



RADIO TELEVISION DIGITAL NEWS ASSOCIATION



## Call for Entries

DEADLINE: FEBRUARY 8, 2013

### COMPETITION OPEN

Monday, December 3, 2012

### COMPETITION CLOSE

Friday, February 8, 2013

### QUESTIONS?

Katie Switchenko,  
Programs, Awards and  
Membership Manager  
katies@rtdna.org  
(202) 725-8318

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 2012, 645 Regional Edward R. Murrow Awards were given and of those 645, 99 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 must be submitted in the category in which the story first aired and must be as it was heard on air or viewed online.

Please familiarize yourself with the competition categories on the following pages.



RADIO TELEVISION DIGITAL NEWS ASSOCIATION



# Categories

Enter your best work from 2012 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. If you are entering as an Online News Organization, the corresponding audio or video should have only appeared online.

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## Newscasts

- 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.** If the program is longer than 30 minutes, submit only the first 30 minutes.
- The entry must have appeared between **January 1, 2012 and December 31, 2012.**
- No written presentation is required.

## 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 between **January 1, 2012 and December 31, 2012.**

## 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 between **January 1, 2012 and December 31, 2012.**

## 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 between **January 1, 2012 and December 31, 2012.**

## 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 between **January 1, 2012 and December 31, 2012.**



# Categories

## 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 between **January 1, 2012 and December 31, 2012.**

## 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 Reporting: Hard News 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 between **January 1, 2012 and December 31, 2012.**

## 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 between **January 1, 2012 and December 31, 2012.**



## 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 between **January 1, 2012 and December 31, 2012.**

## 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 between **January 1, 2012 and December 31, 2012.**

## 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 between **January 1, 2012 and December 31, 2012.**

## 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 between **January 1, 2012 and December 31, 2012.**

# Website

## Who's eligible to enter this category?

The news organization's website, as its principal function, 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.

## 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.

# 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

**DEADLINE: FRIDAY, FEBRUARY 8, 2013**



produced. Entry must include examples of a robust Web and digital media presence; relevant links may be inserted in the text box provided, or attached in a .pdf and uploaded to the entry form.

- 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 between **January 1, 2012 and December 31, 2012.**





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# RTDNA/UNITY AWARDS

RADIO TELEVISION DIGITAL NEWS ASSOCIATION

## Call for Entries

**DEADLINE: FEBRUARY 8, 2013**

RTDNA honors outstanding achievements in the coverage of diversity with the RTDNA/UNITY Award. The award is part of the covenant the association has adopted to achieve diversity in the newsroom through developing news content and editorial staffs that reflect the changing face of communities. The purpose of the award is to encourage and showcase journalistic excellence in covering issues of race and ethnicity. It is presented annually to news organizations that show an ongoing commitment to covering the diversities of the communities they serve.

Enter your radio, television or online news organization in the competition.

### HOW TO ENTER

Enter your RTDNA/UNITY entry by going to the RTDNA awards entry page. Select



‘RTDNA/UNITY Award’ from the category drop-down selection.

### ENTRY REQUIREMENTS

- Entries may be edited and must not exceed 60 minutes (all commercial breaks must be removed).
- Voice-overs or narratives are permitted only if they were part of the original piece.
- A written presentation is required and should include an explanation of the news organization’s philosophy related to the coverage of diversity issues.
- Entry must have appeared between January 1, 2012 and December 31, 2012.
- All material (link, written work) must be submitted at the time of entry.

### ENTRY FEES

Please see page 6 for entry fees.



### COMPETITION OPEN

December 3, 2012

### COMPETITION CLOSE

February 8, 2013

### QUESTIONS?

Katie Switchenko,  
Programs, Awards and  
Membership Manager  
katies@rtdna.org  
(202) 725-8318

# Entry Fees

## LARGE MARKET & SMALL MARKET STATIONS

	MEMBER	NON - MEMBER
Radio	\$70	\$120
TV	\$115	\$200
Website	\$150	\$245

## NETWORKS, SYNDICATION SERVICES & PROGRAM SERVICES

	MEMBER	NON - MEMBER
Radio	\$140	\$225
TV	\$160	\$250
Website	\$150	\$245

## LOCAL & NATIONAL ONLINE NEWS ORGANIZATIONS

	MEMBER	NON - MEMBER
Audio	\$100	\$150
Video	\$120	\$200
Website	\$150	\$245

## Member Discount

If you enter your submissions at the member rate, you must verify your RTDNA membership on your entry form. The membership of the individual must be paid in full at the time you are entering. During the validation process you will be asked for the first and last name of the member, as well as the email address associated with their membership.

If you are not a member at the time of entry and would like to become a member, there will be a link on the membership verification pop-up that will bring you to our membership sign-up page. There is no need to start your application over. Once you have purchased a membership, return to the verification screen and enter your information again so that the system can verify your new membership.

RTDNA does not have any organizational memberships. Organizations can use the membership of any staff member to get the discounted entry rate.

Please contact Katie Switchenko at [katies@rtdna.org](mailto:katies@rtdna.org) if you have questions about your membership.

## Payment

Payment for entry fees can be made online by credit card (Visa, MasterCard or American Express) at the time of entry. If your total fees are less than \$1,500 we require all organizations to pay via credit card.

If payment is made by check, please include the confirmation number of all of the entries included in your total. You may also include a copy of the confirmation with your check. **RTDNA must receive your check by Friday, February 8, 2013 or your entries will be disqualified.**

Checks can be sent to:

RTDNA  
Attn: Katie Switchenko  
529 14th Street N.W.  
Suite 425  
Washington, D.C. 20045



# FAQ

## CATEGORIES

**Q: Can I enter multiple entries in the same category?**

A: Yes and no. Only one Newscast entry, Overall Excellence entry and Website entry can be entered per organization. Stations can enter multiple entries in all other categories.

**Q: Can I enter the same entry in more than one category?**

A: Yes and no. Stations cannot enter an entry in the Hard News Reporting category and the Feature Reporting category. Organizations can enter the same entry (or parts of the same entry) in all other categories.

## TIME LIMITS

**Q: Are time limits for each category strictly enforced?**

A: Yes. Judges are instructed to only watch or listen up to the allotted time for each entry.

## ENTRY DETAILS

**Q: My entry is in multiple links, will it still be accepted?**

A: No. Your entry must be submitted in one single, functioning link. If your entry is a composite entry, you must edit your separate stories together. (The exception to this rule is the Website category. Your main link should be your home page, but additional links will be accepted).

**Q: How long should the link to my entry be active?**

A: Entrants are responsible for making sure that entry links are active through the time of judging and beyond. If the link is not active at the time of judging, the entry will be disqualified immediately and entry fees will not be refunded. RTDNA encourages entrants to keep links active permanently.

**Q: What Region am I in?**

A: Please take a look at our map of membership regions. If you are an international entrant you fall under region 14.

**Q: I am an independent journalist, can I still enter the Edward R. Murrow Awards?**

A: Yes. RTDNA encourages all journalists to enter. We ask that you enter in the market and medium where your piece was first broadcast.

**Q: My entry is not in English, can I still enter the Edward R. Murrow Awards?**

A: Yes. Non-English entries are required to include subtitles or English-translated scripts with their piece.

**Q: Can I mail my entry to RTDNA?**

A: No. RTDNA will not accept mailed entries. The entry form is entirely digital and all supporting materials must be provided on the online entry.