

# CALL FOR ENTRIES



## **LONE STAR AWARDS**

**2010**

**HOUSTON PRESS CLUB**

**WINNERS RECEIVE A TROPHY, AND RECOGNITION  
IN TEXAS' ONLY STATEWIDE PRESS CLUB-SPONSORED  
JOURNALISM AND COMMUNICATIONS CONTEST.**

**AWARDS IN "OF THE YEAR" CATEGORIES INCLUDE  
A \$150.00 CASH AWARD.**

**LOOK INSIDE FOR PRINT, BROADCAST, PHOTOGRAPHY,  
PUBLIC RELATIONS, MAGAZINE, AND INTERNET-BASED  
NEWS CATEGORIES.**

**ENTRIES MUST BE POSTMARKED BY MARCH 18, 2010**



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# THE HOUSTON PRESS CLUB

## 2010 LONE STAR AWARDS COMPETITION

### FOR WORK DONE IN 2009

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#### OFFICIAL RULES

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**Entries will be judged by media professionals in markets outside of Texas.**

1. Entries must have been published or broadcast between January 1 and December 31, 2009.
2. Entries must have been published, broadcast, or originated within Texas.
3. All entries must be the product of original reporting, writing and/or photojournalism and public relations work. A single story, column or photo will be considered a single entry unless otherwise noted in the rules.
4. **The entry fee is \$30. In the student categories, the entry fee is \$10. Entry fee checks should be made payable to: Houston Press Club.** When submitting a single check for multiple entries, include a list of entries covered by the fee.
5. An individual may submit or be listed as an entrant on no more than three (3) entries in any single category.
6. **All entries must be accompanied by two (2) completed copies of the entry form.**
7. In an "of the Year" category, a candidate should submit three samples of his/her work—one of which is entered in another category.
8. **Improperly prepared entries or incomplete forms may be disqualified.** The Press Club reserves the right to eliminate a category if too few entries are received for that category. In that case, the entry fee will be returned.
9. Judges may award first, second, and third place winners in each category. All decisions by the judges are final. **No entries will be returned.**
10. Finalists will be notified by May 7, 2010. The Lone Star Awards Banquet will be held Friday June 25, 2010, at Brady's Landing Restaurant at the Turning Basin at the Port of Houston..
11. Entries from a newspaper of less than 100,000 circulation may be entered in the "A" category of newspapers of more than 100,000 circulation if management of the newspaper informs contest officials that is their choice. If that option is exercised, all entries from that publication must be entered in the "A" category. Please indicate the proper category by identifying "A" or "B" with the number on the entry form.
12. Winners in the "of the Year" categories will receive a check for \$150 and an award.
13. **Entries must be postmarked no later than March 18, 2010.** Entries should be mailed to The Lone Star Awards Committee, c/o Liz Johnson, Fifth Business, 5555 San Felipe, Ste. 500, Houston, TX 77056.
14. Questions about contest rules, entry preparations, and judging criteria should be directed, preferably by e-mail, to: for newspapers, photography, magazines, web, or public relations to Jack Barnett at [John.Barnett@SUG.com](mailto:John.Barnett@SUG.com) or 713-989-7556; for radio or TV, Debra Fraser at [dfraser@kuhf.org](mailto:dfraser@kuhf.org) or 713-743-1822 .





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## PREPARATION OF ENTRIES

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**Radio:** Submit on CDs, one entry per CD. Each must be labeled with the name of the entrant and entry category. Two (2) copies of the entry form must be attached to the recording.

**Television:** Submit entries on DVD, one entry per DVD. Each one must be labeled with the name of the entrant and entry category. Two (2) copies of the entry form must be attached to the DVD with a rubber band.

**Newspapers, Magazines, & Newsletters:** Entries should be clipped from the publication and presented on 8-1/2 x 11 inch paper. Entries may be folded and may be photocopied and reduced in size. Photocopies of the originals will be accepted. If more than one sheet of paper is required, pages should be numbered in sequence and the entry category name and number and the entry title should appear on each page. Two (2) copies of the entry form should be attached to the entry with paperclips.

**Public Relations:** News and feature release entries should be on 8-1/2 x 11 inch paper, or folded to fit that size. Newsletters, magazines, and annual report entries must be originals and should have two (2) copies of the entry form paper-clipped to the first page or cover.

**Print Photography:** Submit a copy of the published photo, with cut line or brief description, or a news clip containing the photo. **Do not send entire periodical!** Print of photograph may be submitted with published clip. Two (2) copies of the entry form should be attached to the front of the photo with a paperclip.

**Internet-based News:** Entries must include printout of on-line article, accompanied by two (2) copies of entry form. Entries also must include URL of the work entered.

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## CATEGORIES

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### NEWSPAPER-OVER 100,000 CIRCULATION & WIRE SERVICES ENTRY # AND CATEGORY

#### **A/1 Print Journalist of the Year**

Must submit three (3) samples of candidate's writing--one of which is entered in another category.

#### **A/2 News or Feature Story**

Coverage of breaking or developing news or personality profile, coverage of lifestyle, humorous report.

#### **A/3 Investigative Reporting**

Entries should show enterprise, initiative and in-depth research. May include report by a single reporter or a team. One story or a series.

#### **A/4 Public Service**

An in-depth look at a problem or issue facing the community. Coverage should raise public consciousness. May include report by a single reporter or a team. One story or a series.

#### **A/5 Politics/Government**

One story or a series.

#### **A/6 Business Story**

Coverage of business or financial matters.

#### **A/7 General Commentary/Criticism**

General column written by a single writer. May have a serious, feature, or humorous angle.

#### **A/8 Sports Story**

May include personality profile, coverage of lifestyle, or humorous report by one or more reporters. One story or a series.





## **NEWSPAPER-UNDER 100,000 CIRCULATION ENTRY # AND CATEGORY**

### **B/1 Print Journalist of the Year**

Must submit three (3) samples of candidate's writing--one of which is entered in another category.

### **B/2 News or Feature Story**

Coverage of breaking or developing news or personality profile, coverage of lifestyle, humorous report.

### **B/3 Investigative Reporting**

Entries should show enterprise, initiative and in-depth research. May include report by a single reporter or a team. One story or a series.

### **B/4 Public Service**

An in-depth look at a problem or issue facing the community. Coverage should raise public consciousness. May include report by a single reporter or a team. One story or a series.

### **B/5 Politics/Government**

One story or a series.

### **B/6 Business Story**

Coverage of business or financial matters.

### **B/7 General Commentary/Criticism**

General column written by a single writer. May have a serious, feature, or humorous angle.

### **B/8 Sports Story**

May include personality profile, coverage of lifestyle, or humorous report by one or more reporters. One story or a series.

## **PHOTOGRAPHY (PRINT & MAGAZINES) ENTRY # AND CATEGORY**

### **C/1 Photojournalist of the Year**

Must submit three (3) samples of candidate's photography--one of which is entered in another category.

### **C/2 News or Sports Photo**

Color or black and white.

### **C/3 Photo Package**

Three or more photos, on a single subject published on the same day.

## **TELEVISION ENTRY # AND CATEGORY**

### **D/1A Television Journalist of the Year**

Must submit three (3) samples of candidate's work--one of which is entered in another category.

### **D/1B Television Photojournalist of the Year**

Must submit three (3) samples of candidate's work--one of which is entered in another category.

### **D/2 Spot News**

Single-day coverage of breaking or developing news produced under deadline pressure. One to three spots on a single event constitute an entry.

### **D/3 Hard News Feature**

In-depth coverage of a hard news event, other than a breaking story. May include business or medical news.

### **D/4 Soft News Feature**

May include personality profile, coverage of lifestyle or humorous report.





**D/5 Investigative/Series**

Entires should show enterprise, initiative and in-depth research. May include report by a single reporter or a team. One story or a series.

**D/6 Politics/Government**

Single story or series.

**D/7 Weathercast**

Complete regularly scheduled weathercast broadcast on one of the days specified as a 2009 Associated Press Contest Day for "Best Newscast".

**D/8 Consumer News**

Stories on consumer issues.

**D/9 Documentary**

Self-contained program scheduled outside regular news programming. Material must be original to the broadcast and not a repeat of reports aired elsewhere. May not exceed 30 minutes.

**D/10 Public Affairs**

A story or program, not to exceed 30 minutes, examing a community issue.

**D/11 Sports Feature**

May include personality profile, coverage of lifestyle or humorous report by one or more reporters. May include one program or a series.

**D/12 Feature Photography**

Photo coverage of news or sports topic that is not of a breaking or developing nature.

**D/13 Editing**

Editing of a single story that exemplifies good pacing and continuity.

**RADIO**

**ENTRY # AND CATEGORY**

**E/1 Radio Journalist of the Year**

Must submit three (3) samples of candidate's work--one of which is entered in another category.

**E/2 Hard News Feature**

In-depth coverage of a hard news event, other than a breaking story. May include consumer, business or medical news.

**E/3 Soft News Feature**

May include personality profile, coverage of lifestyle or sports.

**E/4 Politics/Government**

One story or a series.

**E/5 Public Affairs**

A story or program, not to exceed 30 minutes, examing a community issue.

**E/6 Series**

In-depth stories broadcast over two or more days.

**E/7 Use of Sound**

Best use of audio resources in a radio story.

**E/8 Talk Show**

Locally-produced talk show. Submit a segment not to exceed 30 minutes.





## MAGAZINES

### ENTRY # AND CATEGORY

#### **F/1 Article**

One story by one or more reporters.

#### **F/2 Column**

Column by author whose work appears regularly in the publication.

#### **F/3 Layout**

Overall appearance of one issue of a publication.

## PUBLIC RELATIONS

### ENTRY # AND CATEGORY

#### **G/1 Public Relations Communicator of the Year**

Must submit three (3) samples of candidate's work--one of which is entered in another category.

#### **G/2 Release**

Single news release to be judged on the quality of writing. Submit original release only.

#### **G/3 Article**

Single article to be judged on the quality of writing. Submit original article only.

#### **G/4 Newsletter**

Issue of an in-house or external newsletter to be judged on quality of writing, contents and presentation. Each issue must be a

separate entry.

#### **G/5 Magazine**

Issue of an in-house or external magazine to be judged on quality of writing, contents and presentation. Each issue must be a separate entry.

#### **G/6 Annual Report**

One copy of an annual report to be judged on quality of writing, contents and presentation.

## INTERNET BASED NEWS-ORIGINAL

### ENTRY # AND CATEGORY

*Entries restricted to news written for publication on the Internet and not previously presented in another medium.*

#### **H/1 Feature Story**

May include personality profile, coverage of lifestyle, sports or humorous report. Entries consist of a single piece, series or package.

#### **H/2 Opinion**

May include criticism, editorials, or perspective pieces. Entries consist of a single piece, series or package.





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## STUDENT ENTRY RULES

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1. All entries must be the product of original reporting, writing and/or photojournalism by the student.
2. All submissions must meet one of the following two requirements:
  - A. It must have been produced in a school-sponsored publications or broadcast outlet.
  - B. It must have been produced while working for a professional media outlet.
3. **The entry fee is \$10. Entry fee checks should be made payable to: Houston Press Club.** When submitting a single check for multiple entries, include a list of entries covered by the fee.



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## STUDENT ENTRY CATEGORIES

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### PRINT

#### **J/1 News, Sports, or Feature Story**

Single story by one reporter or a team.

#### **J/2 Best Student Newspaper**

Three (3) issues on different dates should be accompanied by a supporting letter.

### PRINT PHOTOGRAPHY

#### **J/3 News, Sports or Feature Photo**

Color or black and white.

### BROADCAST - TV & RADIO

#### **J/4 News, Sports, or Feature Story**

Single story by one reporter or a team.







# THE HOUSTON PRESS CLUB 2010 LONE STAR AWARDS COMPETITION

## ENTRY FORM

Please type or print clearly. And please see "Official Rules" for instructions. Photocopies of this entry form may be used, but only if copied full sized on 8-1/2 x 11 inch paper.

★ No entry accepted without a contact person's day and evening phone numbers!

Please print clearly.

Name of entrant(s): \_\_\_\_\_

Street address: \_\_\_\_\_

City, State, and ZIP: \_\_\_\_\_

Contact person's name (if other than entrant): \_\_\_\_\_

Day phone (include area code!): (\_\_\_\_\_) \_\_\_\_\_

Evening phone (include area code!): (\_\_\_\_\_) \_\_\_\_\_

E-mail address: \_\_\_\_\_

Media/PR Affiliation: \_\_\_\_\_

Where Published/Aired: \_\_\_\_\_

Name (Individual or Company) to appear on Award (Limit 2): \_\_\_\_\_

Category Entry Number: (See "Categories-Entry # and Category"): \_\_\_\_\_

Entry Title: \_\_\_\_\_

Entry Fee enclosed: \$\_\_\_\_\_ (\$30 for professionals/\$10 for students-per entry)

Please make check payable to: Houston Press Club

Mail your entry, two completed entry forms, and a check for entry fee to:

Lone Star Awards Committee  
 c/o Liz Johnson  
 Fifth Business  
 5555 San Felipe, Ste. 500  
 Houston, TX 77056

★ Remember: Entries must be postmarked no later than midnight, March 18, 2010.



A circular logo with a black and white marbled background. In the center is a large, white, five-pointed star. Overlaid on the left side of the star is a black rectangular box containing white text. The text is arranged vertically: 'HOUSTON PRESS CLUB 2009' at the top, 'LONE STAR' in large, bold, serif letters in the middle, and 'AWARDS' at the bottom.

HOUSTON PRESS CLUB 2009

**LONE  
STAR**  
AWARDS

HOUSTON PRESS CLUB

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