

NBNA News

**Celebrating
Over 60 Years
of
Service
to
Radio and
Television
News**

November 2011

NBNF Grant Applications Available

The Northwest Broadcast News Foundation is seeking applicants to receive a \$500 grant to be used for professional journalism training. The winning applicant may use the grant to pay for training-related expenses, such as registration fees, travel expenses and/or tuition. Possible uses include graduate-level coursework in journalism, training programs offered by specialized providers such as the Poynter Institute or seminars produced by journalism associations (RTDNA, IRE, SPJ, etc.) and should be used within one calendar year of notification of the grant.

If entries merit, up to two \$500 grants will be awarded. Winner(s) will be announced during the NBNA Banquet at the Midwest Journalism Conference on April 17th in Bloomington, MN.

Application Deadline: March 15, 2012.

For a complete grant application, contact NBNA Executive Secretary Christine Paige Diers at cpaigediers@gmail.com, or visit www.nbna.info.

Be the Change—President's Message

By Jaime Andrews

Google the word "change" and you'll get 3,580,000,000 hits. That is a lot of change. But none of us in the media these days has to run a Google search to find that change. We're living it every day.

Our newsroom at KELO-TV in Sioux Falls, SD, for example, just completed a change from Standard Definition to full High Definition broadcasting last month. It literally took years of planning and months of training to make the change, but I know that everyone impacted by the project, viewers and broadcasters alike, would agree that this change is for the better.

Change is exciting, energizing and, at times, a bit exasperating. But if journalism is your chosen field, hold on tight, because that's the foundation your career is built upon.

We've also seen some changes at NBNA over the past few months. Our president, Brian Bull of Wisconsin Public Radio, left the NBNA Board of Directors after accepting a new position in Ohio. That one change triggered a domino effect for those of us still in place on the board. I have moved up to serve as president; Michelle Van Maanen of the

University of South Dakota moved up to president-elect; and Matt Cullen of WEAU-TV in Eau Claire, WI has agreed to serve as vice-president. That's a lot of change.

But wait! There's more!

Our past president, Chris Allen with the University of Nebraska-Omaha, also had to step away from board after accepting a Fulbright award to teach at Sultan Qaboos University in Oman for a year. Thankfully, another past president, Rod Peterson of WHO-HD in Des Moines, IA has generously agreed to hang around and help guide us.

One thing that hasn't changed at NBNA is our commitment to help you weather the changes ahead by providing you with excellent opportunities to grow and learn through our annual Midwest Journalism Conference. Mark your calendars, because the next event is scheduled for March 30 & 31, 2012. I hope you will join us.

"Be the change you want to see in the world." —Mahatma Ghandi

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2011 Radio and

INSTRUCTIONS

- ⇒ **Who can enter?** All entries must be submitted by a broadcast station, an educational institution, or an individual student. No independent professional productions will be accepted.
- ⇒ **Air dates:** All entries must have aired during calendar year 2011. Please indicate on the entry form the date(s) the program was broadcast.
- ⇒ **Number of entries:** There is no limit to the number of entries that an entrant may submit.
- ⇒ **Multiple entries:** If applicable, a story may be entered in more than one category (i.e. Feature & Best Audio), however, two entry fees must be submitted.
- ⇒ **Online Entries:** All entries will be submitted through our online contest website, www.betterbnc.com. **NOTE: Entries must be submitted in the form of URL's—the entry is not uploaded to the contest site. If the entries are not already archived on your station's website, they can be uploaded to an online hosting site such as You Tube or Kiwi 6 (audio only). Specific instructions for entering the contest through the website can be found on page 5 of this newsletter.**
- ⇒ **NEW THIS YEAR:** We're requesting that each entry also be accompanied by a 30 second clip that will be used to complete our awards presentation.

Television Sevareid Awards Competition

⇒ **Supplementary material:** Supplementary material, can be uploaded to the contest site, but judging will be based solely on the broadcast entry.

⇒ **Deadline:** All online entries must be **submitted** by midnight EST **Tuesday, January 31, 2012.**

⇒ **Entry fees:** Fees, payable to **NBNA** are as follows: \$30 per entry.
NOTE: NBNA accepts payment by check, VISA or M/C.

⇒ **Questions:** Call NBNA Executive Secretary Christine Paige Diers at (605) 490-3033, or email cpaigediers@gmail.com

⇒ Unless otherwise noted, entries can be edited to fit the maximum allowed length.

MARKET SIZE

TELEVISION

LARGE: Milwaukee, Minneapolis/St. Paul

MEDIUM: Cedar Rapids/Waterloo, Des Moines, Fargo, Green Bay, Lincoln/Hastings/Kearney, Madison, Omaha, Quad Cities, Sioux Falls.

SMALL: Alexandria, Bismarck/Minot/Dickinson, Duluth, LaCrosse/Eau Claire, Mankato, North Platte, Ottumwa, Rapid

City, Rochester/Mason City/Austin, Rhinelander, Wausau, Sioux City.

STUDENTS: Can submit their own entries or college/university can enter on behalf of student(s).

RADIO

LARGE: Four or more full-time newsroom employees.

MEDIUM: Two or three full-time newsroom employees.

SMALL: One or no full-time newsroom employees.

STUDENTS: May submit their own entries or college/university can enter on behalf of student(s).

News staff that operate only within the framework of a network must compete at the large market category regardless of the size of their individual shop. News operations that are part of a network, but operate independently from that network—and at least 75 percent of the news produced is for a local audience—should compete based on the size of their staff. Stations may enter in multiple categories, but must select only one market size.

SPECIAL NOTES ON ENTERING & JUDGING

MARKETS

Program producers or syndicated non-broadcast services must enter in the largest market in which their programs are aired regionally.

SELECTING WINNERS

The judges will select one First Place and up to two Award of Merit winners in each category and market size (where applicable).

Although judges are instructed to select as many winning entries as allowed by contest rules, they do have the discretion to select no winners in a category if they feel none are merited. In that event, judges will submit a written explanation of their reason.

Categories

SPOT NEWS

Coverage of an unscheduled event for which there was no advance planning or notice, broadcast or telecast within 24 hours of the event. A single story or composite of all coverage of an event aired within 24 hours may be entered.

Maximum Length: 15 min.

Judging Criteria: Depth of coverage; Information developed in limited time period (under deadline pressure); use of station resources such as graphics, live interviews, audio/video to help the story.

GENERAL REPORTING

Best reporting on a single topic. May be in-depth, investigative, enterprise, or coverage of a planned event used in a regularly scheduled newscast. Single stories or composites are allowed.

Maximum Length: 15 min.

Judging Criteria: Significance of the report; depth; originality; public interest; results; contains information discovered by a deliberate journalistic effort.

SPORTS REPORTING

Best sports reporting on a single topic. Will be awarded when merited.

Maximum Length: 15 min.

Judging Criteria: Significance of

the issue; impact on the community; quality.

SPORTSCAST/PROGRAM

A regularly scheduled sportscast or program airing on any day in the contest year.

Maximum Length: 60 min.

Judging Criteria: Overall content, presentation, writing, editing and use of audio and/or video.

NEWSCAST

A regularly scheduled newscast airing on any day in the contest year. Only one entry is allowed per news organization. Entry will represent the station's best effort at producing a newscast.

Maximum Length: 60 min.

Judging Criteria: Overall content, presentation, story selection, writing, editing and use of audio and/or video.

DOCUMENTARY/SPECIAL

Single program scheduled outside of a newscast, showing commitment of the station to a community issue.

Support material and results of the effort may be included with the entry.

Maximum Length: 60 min.

Judging Criteria: Depth of reporting; significance; originality; impact of the project on the community; depth of the station's commitment to the project; service to the community.

SERIES

Multi-part reports on a single subject or continuing coverage of a single news event, broadcast in a regularly scheduled newscast.

Maximum Length: 30 min.

Judging Criteria: Significance of the series; depth; originality; public interest.

BROADCAST WRITING

Stations are asked to submit entries **and accompanying scripts** that demonstrate excellence in writing. The writing must convey the feeling

and significance of events to the listener or viewer. It may represent individual or collaborative efforts. Stations may include up to three examples, exactly as broadcast.

Maximum Length: 15 min.

Judging Criteria: Clear, concise writing that conveys the feeling and significance of events.

HARD FEATURE

A planned story on a news-related topic in which the reporter, producer or photographer put considerable time and effort into the production of the story;

Maximum Length: 15 min.

Judging Criteria: Quality of writing; use and quality of audio/video; originality.

SOFT FEATURE

A story providing an imaginative and colorful look at an event or individual(s). Entry may be human interest stories, personality profiles, trend stories, or any other feature that is not breaking news.

Maximum Length: 15 min.

Judging Criteria: Quality of writing; use and quality of audio/video; originality.

WEATHER (Television Only)

Best weather coverage over a 24 hour period. Entrants must submit any two regularly scheduled weathercasts that aired 24 hours apart. Students need only submit one weathercast.

Judging Criteria: Content; clarity, accuracy, and overall presentation.

TALK/PUBLIC AFFAIRS

The category provides for a variety of locally-produced entries in substance and form, serious or humorous. The subject and format can be anything newsworthy, including talk show, caller interaction, interview, debate, or other broadcasts, live or taped, outside of a regular newscast.

Maximum Length: Unedited 15 min.

WEB SITES

Submit at least three (3) examples of functioning, cached or active URL's that demonstrate exceptional news coverage and journalistic skill.

Creativity, clarity, storytelling techniques, and uses of audio, video or other internet technologies will be considered by the judges.

INVESTIGATIVE

This award is given for enterprising investigative reporting by a reporter or team. Entry may be a single broadcast or a series of no more than three parts. This category is for short reports; not documentaries.

Maximum Length: 15 min.

Judging Criteria: Use of investigative techniques, depth, timeliness, public interest.

SPORTS PLAY-BY-PLAY

An unedited aircheck of play-by-play coverage of any sporting event produced by your station.

Commercial breaks should be removed.

Maximum length: 15 minutes

AUDIO (Radio Only)

Best use of audio in a story which places the listener at the scene of an event. Accuracy in conveying story, meaning and impact will be factors in judging.

PHOTOJOURNALISM (TV)

Best use of video and sound in a story; best photography.

CABLE NEWSCAST

Each Cable system can submit one newscast originally produced for cable.

Maximum Length: 60 min.

Cable operators are still eligible to enter under single categories, but will be competing against those stations listed for their market size. In this category only will they compete solely with each other.

Online Contest Entry—Step-by-Step

This year, entries to the NBNA Eric Sevareid Awards will be submitted using a web-based program at www.betterbnc.com.

Below are directions for preparing and submitting entries. If you have questions, please contact Christine Paige Diers at 605-490-3033 or cpaigediers@gmail.com

IMPORTANT: Please make sure to use a recent version of Mozilla Firefox (3.0 or higher) or Internet Explorer, and that you have an updated Adobe Flash Player for the browser you will use to make entries.

The deadline for all entries is January 31, 2012.

Login:

Go to www.betterbnc.com.

- a. Under “Are you a contestant?”, click [Login Here](#).
- b. Select the appropriate Contest (2012 NBNA Sevareid Awards).
- c. Select the appropriate News Organization.
- d. Enter your temporary password: [bnc](#) (lower case), and click Login. When you first login, the system will prompt you to create a secure password (one per news organization). If you set the new password for your organization, please make sure to share it with others who may be making entries. Please note: When you first log in, you should check to make sure all of the contact information is correct, and the contestant title is what you would like to have on any awards plaques. If you are an organization that is eligible to enter in more than one market size – like a university that will enter both television and radio, your organization should be listed more than once.

Submit Entries:

- a. On the Manage Entries page, click [Submit Entry](#) (left side).
- b. Under Division, you will find only “General.”
- c. Select the appropriate category.
- d. Read the corresponding Category Note (directly below the Category selection box), describing what is expected for the category’s entry content. Longer descriptions of many of the categories are available on pages 2-4 of this newsletter.
- e. Complete the Headline/Title field. This is the title that will appear on any subsequent awards plaques.

Based on the type of entry, add content:

To upload digital file attachments (other than audio/video), click [Browse](#), navigate to the desired file, select [Open](#), and click [Upload](#). Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. The maximum number of attachments allowed is three. Attachments should only be used if supplementary material is allowed or required by the contest rules. If you are entering the Broadcast Writing category, this is where you will attach your scripts. If more than one attachment is desired for this entry, repeat these steps.

To add web/audio/video content, copy and paste the content’s web address into the provided Web URL field. To host your content online, either upload it to a free *streaming content* website (e.g. YouTube) or include the URL link to your station’s website. Make sure the content will be accessible online throughout the contest and awards process. Here are some examples of free *streaming content* websites where you can upload audio and video content:

Audio: www.kiwi6.com, www.tindeck.com

Video: www.youtube.com, www.vimeo.com

IMPORTANT: Please ensure that items are not behind a paywall or a password-protected area. **Judges may**

(Continued on page 6)

Step-by-Step (cont'd)

(Continued from page 5)

disqualify your entry if work samples are inaccessible. You can enter more than one URL for categories where multiple stories are allowed (e.g. series, continuing coverage, broadcast writing).

AWARDS CLIP: Once all URLs for an entry are in place, please copy and paste a final URL for a **30 second clip from the entry**. All winning entries' clips will be included in our awards ceremony presentation. To differentiate this clip from the entry itself, please include "clip" in the name of this URL.

g. Click Next.

h. Add Credits for those responsible for the entry content.

i. The comments section should be used only for host intros that are not included in the URLs. If host intros are already included in the URL, please leave the comment section blank.

Click Submit.

3. Payment for Entries

All payments must be made online or mailed with a postmark on or before January 31, 2012. If payment is not received within one week of January 31, entries will be disqualified.

NBNA will accept payment by check or you can pay through our website using Visa or Mastercard. When you have completed all of your entries, click "calculate entry fees" from your entries page.

If you are paying by check, print the entry fee page and send it, along with your check payable to NBNA to:

NBNA Severeid Awards
P.O. Box 838
Sturgis, SD 57785

If you are paying by credit card, click "Click here to pay with your Visa or Mastercard." You will be taken directly to our secure online payment page. Enter the entire amount due (from your "calculate entry fees" page), click "Check Out" and follow the instructions to check out.

News from Oman

While Oman technically isn't in the six-state region normally associated with the Northwest Broadcast News Association, those of us living here have a rare opportunity to learn more about this intriguing nation through the experiences of one of our own. NBNA immediate Past President Chris Allen and his wife Elaine are spending a year in Oman where Chris has been awarded a Fulbright Scholarship. They moved to Oman in early September, and are having an amazing experience there.

Chris, who is a wonderful writer, has created a blog. His intro to the blog reads: "I am teaching at Sultan Qaboos University in Oman on a one-year Fulbright award. During this year, my wife Elaine and I hope to see as much of the country and the region as we can before we have to return home in June 2012. This is a place for my thoughts and reflections, and to document our experiences."

The blog provides some excellent insights and Chris would love to have you subscribe to the blog. You can check it out at <http://chrisalle200.wordpress.com/about/> You can subscribe here, or just read through the blogs already posted. We'll look forward to hearing more about Chris' experience when he returns home.

Nominations Sought for Charnley Award

The NBNA Board is seeking nominations for the organization's lifetime achievement award, the Mitchell V. Charnley Award. The award has been given every year since it was awarded to Harry Reasoner in 1968.

If you'd like to make a nomination for the Mitchell V. Charnley award, please provide information on the nominee to NBNA Executive Secretary Christine Paige Diers. Nominations are accepted on an on-going basis. Email cpaigediers@gmail.com. Please include "Charnley Nomination" in the subject line of your email. **In order to be considered for 2012, nominations must be received by January 10, 2012.**

For more information, contact Christine Paige Diers at 605-490-3033.

Dates to Remember

January 21, 2012—NBNA Board Meeting/MJC Planning

January 31, 2012 - Eric Sevareid Awards Deadline

March 6, 2012 - Crowne Plaza Hotel & Suites Reservation Deadline - Call 952-854-9000.

March 30 & 31, 2012 - Midwest Journalism Conference - Crowne Plaza Hotel & Suites, Bloomington, MN

Find us online at www.nbna.info and www.midwestjournalism.com

2011 Awards Issue

NBNA is pleased to announce online contest entry. See pages 2-6 for a complete list of categories, rules, deadlines and step-by-step instructions on entering.

2012 MIDWEST JOURNALISM CONFERENCE

***A cooperative effort between NBNA, RTDNA, SPJ, NTA, & MN AP
March 30 & 31, 2012***

***Crowne Plaza Hotel & Suites - Bloomington - Mark Your
Calendars***

Reminder