

**CALL FOR
ENTRIES**

**DEADLINE: 11:59 p.m.
MONDAY, FEB. 12, 2024**



60th Golden Quill Awards

**New this year: Achievement in collaboration and 60th anniversary celebration.
Please read instructions carefully.**

The 60th Golden Quill Awards competition, sponsored by The Press Club of Western Pennsylvania, recognizes professional and student excellence in written, broadcast, photographic, video and digital journalism in Western Pennsylvania and neighboring counties in Eastern Ohio and Northern West Virginia.

2024 Premier Sponsor: Highmark Blue Cross Blue Shield & Allegheny Health Network



- **PROFESSIONAL ELIGIBILITY:** All entries must have been published, broadcast, posted or circulated between Jan. 1 and Dec. 31, 2023, in Western Pennsylvania counties of Allegheny, Armstrong, Beaver, Bedford, Blair, Butler, Cambria, Cameron, Centre, Clarion, Clearfield, Crawford, Elk, Erie, Fayette, Forest, Greene, Huntingdon, Indiana, Jefferson, Lawrence, McKean, Mercer, Potter, Somerset, Venango, Warren, Washington and Westmoreland.
- Journalists in the following neighboring counties are also eligible to enter.
Ohio: Belmont, Columbiana, Jefferson, Mahoning and Trumbull.
West Virginia: Brooke, Cabell, Hancock, Marion, Marshall, Monongalia, Ohio, Preston and Wetzel.
- **STUDENT ELIGIBILITY:** All college and university entries must have been published, broadcast, posted or circulated between Jan. 1 and Dec. 31, 2023, in schools in the same Western Pennsylvania, Ohio and West Virginia counties as listed above.

The student contest is open to any undergraduate and/or graduate student in a journalism, communications, video production or multimedia degree or certification program from a two- or four-year college or university, or trade or technical school with one of these types of programs.

Students who work in a professional setting and are returning to school to obtain additional education are ineligible.

Entries must have been published in a recognized student/campus publication, digital platform or broadcast outlet of that institution. Classroom-only work is not eligible. If a student's work is published, broadcast or posted in a professional media outlet outside the academic institution, the student must enter in the professional division of the awards.

- **JUDGING:** All entries will be judged outside the region by nationally recognized journalism and communications professionals. One award will be given in each subcategory and up to four finalists will be named. If there is only one entry submitted in a professional category, no winner will be awarded and The Press Club will refund the entry fee. Judges may move an entry to a different category or disqualify an entry if they deem appropriate. The decision

of the judges will be final, including the option that judges elect not to give an award in any category.

The Press Club of Western Pennsylvania provides reciprocal judging for other journalism contests. If you are interested in being a judge, contact Karen Carlin at karenacarlin@gmail.com.

- **DEADLINE:** Entries must be received by 11:59 p.m. Monday, Feb. 12, 2024.
- **AWARDS CEREMONY:** Winners will be announced at the awards program scheduled for May 28, 2024, at the Rivers Casino in Pittsburgh.
- **ENTRY FEES:** \$25 per entry; \$20 per entry for Press Club members; \$10 per entry for students.

Golden Quill Award student winners will receive a one-year complimentary membership to The Press Club of Western Pennsylvania. Graduating seniors will have their membership revert to a professional membership upon renewal the next year.

- **MEMBERSHIP DISCOUNT:** Press Club members pay a discounted rate for entries. To qualify for the discounted rate, at least one person who is the principal author or creator in the production of the entry and being credited for the work must be a Press Club member.
- The Quills competition is offering a \$1,000 newsroom sponsorship that includes 10 memberships, a table for eight at the Quills ceremony and recognition during the event. Additional sponsorship levels for the event are available; visit www.westernpapressclub.org/about-the-quills for details.

**For membership information or membership status,
call 412-281-7778, send email to pressclubwpa@gmail.com
or visit www.westernpapressclub.org/membership for an application.**

ADDITIONAL ENTRY INFORMATION

- **NUMBER OF ENTRIES:** There is no limit to the number of entries an individual may submit per subcategory.
- **FORMAT:** Entries must be submitted in the following formats: PDF, TXT, DOC, DOCX, JPG, PNG, GIF and URL links. Entrants are encouraged to keep file sizes to 5MB or smaller to aid judges opening entry attachments for review. URL addresses must link to work done in 2023. The URL must be complete and accurate; otherwise the entry will be disqualified. Please be sure URL links are accessible through May 28, 2024. Please be sure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password information in the Comments section of your entry.
- **PAYMENT PROCEDURE:** Entry fees must be paid online at time of entering. Entries will not be accepted without accompanying payment. Payment for multiple entries from one organization can be made in one transaction.
- **QUESTIONS:** Contest inquiries should be made to Golden Quill Award Committee chair/contest administrator Karen Carlin at 412-585-0710 or karenacarlin@gmail.com.

CELEBRATE QUILLS 60TH EDITION

In honor of its 60th anniversary, the Golden Quills competition invites journalists past and present to enter a piece of work from the past (going back at least 20 years) that will be incorporated into a slideshow during the Quills awards dinner. There is no fee for entry.

PROFESSIONAL DIVISIONS

Media outlets will be assigned to a division by the Quills Committee, based, in part, on staffing levels, circulation, audience reach and frequency of original online content. The Press Club wants to ensure that all media outlets — regardless of size — can compete in the contest. The Quills Committee will work with entrants to determine the appropriate division to enter, and entrants will have the option to compete in a division higher than their staff size, circulation and audience reach might indicate. Contact Quills Committee chair/contest administrator Karen Carlin at karenacarlin@gmail.com with questions or to request a change in division.

Division 1: Large daily print publications or online outlets

Division 2: Small daily print publications or online outlets

Division 3: Weekly or nondaily hyperlocal print publications or online outlets

Division 4: Magazines (all sizes)

Division 5: TV stations and journalistic video streaming services (all markets)

Division 6: Radio stations, journalistic streaming services and podcasts (all markets)

All entries must be journalistic in nature, meet journalistic standards and be intended for and available to a wide general audience.

Not eligible: Company publications intended primarily for and distributed solely to employees, their associates and/or customers; print or digital newsletters; marketing and promotional newspapers, magazines and websites; in-house publications, newsletters, advertorial or native advertising articles or sections, sponsored content or membership publications.

All professional categories that follow are open to all divisions: Predominantly print or online publications may enter video or audio categories, outlets that are primarily video or audio outlets may enter written categories, etc.

CATEGORIES

Excellence in Written Journalism

Submissions from Divisions 1-3 outlets may be material from traditional print publications or posted on a website or written digital media associated with any journalistic or media organization that considers the work published. Entries may be a single story or series (limit five stories) on the same topic. Qualifying entries from Division 4 publications/outlets (magazines) may be from traditional print magazines or the digital versions of magazines, including those produced by digital media and news organizations with long-form magazine-style entries. Articles that appear in a newspaper magazine or a supplement should be submitted in Division 1, 2 or 3, not Division 4. Entry credit must be the writer(s) or reporter(s) **most responsible** for the written entry. Limit credit to four names. If the credit requires more people, designate “staff” or “team” on the entry.

Excellence in Written Journalism Categories

1. Enterprise/Investigative
2. Spot/Breaking News
3. News Feature (feature story on serious subject)
4. Traditional Feature (feature story on light subject)
5. Public Affairs/Politics/Government
6. Business/Technology/Consumer
7. Medical/Health
8. Science/Environment
9. History/Culture
10. Arts/Entertainment
11. Criticism (reviews of film, music, art, books, television, restaurants, etc. Entry must consist of three samples from the same writer/reporter.)
12. Lifestyle

13. Education
14. Sports
15. Profile
16. Columns/Blogs (Three samples from the same writer/reporter constitute one entry, representing one person's opinion. Sports columns should be entered here, not in sports category.)
17. Editorials (Three samples from the same writer/reporter constitute one entry, representing an organization's opinion.)

Excellence in Video/Broadcast Journalism

Qualifying entries may be from traditional television or digital video media or from traditional print outlets, news services, electronic or digital media for which the video is the main component of the entry, associated with any journalistic or media organization. Entries may be a single story, single program or series. Limit entries to 60 minutes or one contained episode or story. Entrants should be the member(s) of the production team **most responsible** for the entry (i.e., reporters, producers, writers, editors, videographers). Limit credit to four names. If the credit requires more people, designate "staff" or "team" on the entry.

Excellence in Video/Broadcast Categories

1. Enterprise/Investigative
2. Spot/Breaking News
3. Documentary
4. Public Affairs/Politics/Government
5. News Feature (feature story on a serious subject)
6. Traditional Feature (feature story on a light subject)
7. Business/Technology/Consumer
8. Medical/Health
9. Science/Environment
10. History/Culture
11. Arts/Entertainment
12. Lifestyle
13. Education
14. Sports
15. Profile

Excellence in Audio Journalism

Qualifying entries may be from traditional radio broadcasts, podcasts or digital audio media associated with any journalistic or media organization, including traditional print outlets. Entries may be a single story, single program or series. Limit entries to 60 minutes or one contained episode or story. Entrants should be the member(s) of the production team **most responsible** for the entry (i.e., reporters, producers, editors, writers, sound engineers). Limit credit to four names. If the credit requires more people, designate "staff" or "team" on the entry.

Excellence in Audio Journalism Categories

1. Enterprise/Investigative
2. Spot/Breaking News
3. Documentary
4. Public Affairs/Politics/Government
5. News Feature (feature story on a serious subject)
6. Traditional Feature (feature story on a light subject)
7. Business/Technology/Consumer
8. Medical/Health
9. Science/Environment
10. History/Culture
11. Arts/Entertainment

12. Lifestyle
13. Education
14. Sports
15. Profile

Excellence in Journalistic Craft Achievement

Qualifying entries will be from various media and journalistic organizations based on categories listed below. Journalistic Craft Achievement recognizes those individuals whose work is not recognized anywhere else.

Entry credit should be the craftsperson(s) only. In some cases there may be more than one person's name on an entry. **Examples:** two photographers who worked together on the same photo essay, two web designers who worked on the same digital presentation, or three animators who teamed up to add the motion graphics to a documentary. Each entrant may enter more than one different piece of work into the same Journalistic Craft Achievement category, but each must be a separate and different entry.

Each entry must be **one**, separate, single piece of work. Compilations of a person's body of work are not eligible as an entry and will be disqualified.

Excellence in Journalistic Craft Achievement Categories

1. Spot News Photo
2. Spot News Video
3. Feature Photo
4. Feature Video
5. Sports Photo
6. Sports Video
7. Personality Profile Photo
8. Photo Essay
9. Video Essay (Entrant must be the photojournalist and editor, weaving together elements that might include interview sound bites, natural sound or music to tell the story without a professional talent voice track. Entry may not be entered in any other category.)
10. Editorial Cartoon
11. Animation/Motion Graphics
12. Illustration: News or Feature
13. Page Design – Print
14. Cover Design – Print
15. Digital Presentation (For presentation or layout of web page(s) for one specific story or project. An organization's overall website is not eligible. Entry may not be entered in any other category.)
16. Multiplatform Project (Entries should demonstrate media convergence and coverage across multiple platforms for one story, report or project.)

Excellence in Collaboration

A story or series of related stories (limit five) involving a collaborative effort of two or more media outlets. Entries **MUST** include a letter that details the genesis of the partnership, challenges faced, resources shared, and what made the collaboration a success.

Division 7 (Student Competition)

Entries must have been published in a recognized student/campus publication, digital platform or broadcast outlet of that institution. **Classroom-only work is not eligible.** If a student's work is published, broadcast or posted in a professional media outlet outside the academic institution, the student must enter in the professional division of the Quill Awards.

Categories

Student Excellence in Written Journalism

1. News
2. Feature
3. Sports
4. Columns (submit up to three from same author)
5. Editorials (submit up to three from same author)
6. Criticism (submit up to three reviews of film, music, art, books, television, restaurants, etc., from same author)

Student Excellence in Video/Broadcast Journalism

1. News
2. Feature
3. Sports
4. Editorials (submit up to three from same author)
5. Criticism (submit up to three reviews of film, music, art, books, television, restaurants, etc., from same author)
6. Newscast (entry limited to one complete newscast from one date in 2023; compilation newscasts ineligible)

Student Excellence in Audio Journalism (includes podcasts)

1. News
2. Feature
3. Sports
4. Editorial (submit up to three from the same author)
5. Criticism (submit up to three reviews of film, music, art, books, television, restaurants, etc., from same author)
6. Newscast (entry limited to one complete newscast from one date in 2023; compilation newscasts ineligible)

Student Excellence in Journalistic Craft Achievement

1. News Photo
2. Feature Photo
3. Sports Photo
4. News Videography
5. Feature Videography
6. Sports Videography
7. Page Layout/Design (provide three samples from the same designer)
8. News or Feature Illustration (provide three samples from the same artist)
9. Editorial Cartoon (provide three samples from the same artist)
10. Animation/Motion Graphics
11. Multimedia Presentation

ENTRY INSTRUCTIONS

Entries to the 2024 Golden Quill Awards are submitted using a web-based program at www.betterbnc.com.

IMPORTANT: BetterBNC is optimized for the Google Chrome browser and Firefox for PC and Macintosh/Apple. Please have a recent version downloaded and installed for the best contest experience.

All entries must be submitted online. The following are directions for preparing and submitting entries. Please read the directions carefully and pay attention to the difference between contestant manager (contact person responsible for submitting entries on behalf of a news organization) and open call contestant. If you have questions, please contact Karen Carlin, 412-585-0710 or karenacarlin@gmail.com.

Entry fees must be paid online. Instructions follow entry information.

SPECIAL NOTE: Entries must be submitted in the following formats: PDF, TXT, DOC, DOCX, JPG, PNG, GIF and URL links. Entrants are encouraged to keep file sizes to 5MB or smaller to aid judges opening entry attachments for review. URL addresses must link to work done in 2023. The URL must be complete and accurate; otherwise the entry will be disqualified. Be sure URL links are **accessible through May 28, 2024**.

THE DEADLINE FOR ALL ENTRIES IS MONDAY, FEB. 12, 2024, AT 11:59 P.M.

ENTRY INSTRUCTIONS

1. Go to www.betterbnc.com.

- a. If you are the single point of contact for your organization (responsible for the submission of entries for your news organization), select Contestant Login, and remain on the Contestant Manager tab.
 1. Select contest 2024 Press Club of W. Pa. Golden Quill Awards.
 2. Select your organization.
 3. Enter your password.
 4. Click "Login."

Note: If you don't see your organization appear in the menu, contact contest administrator Karen Carlin. If this is your first time logging into your account, use the temporary password "bnc" (lowercase). After you log in using that temporary password, the system will require you to update your password. Going forward (including future years) you will log in with the password you set.

If the designated Contestant Manager should leave your media organization, please contact contest administrator Karen Carlin to have the contact information in your account updated.

- b. If you are an individual submitting your own entries (such as freelancers), select Open Call Login.
 1. If you already have an Open Call Contestant account, enter your email address and password, then click "Login."
 2. If you do not already have an Open Call Contestant account, click "Create Your Open Call account."
 - a. Fill out the form.
 - b. Click "Submit" at the bottom of the page. Once you fill out the form to create your Open Call Contestant account, the system will send you a validation email with a link that must be clicked before you can log into your account.
 - c. Request to make entries in a contest. Under "Open Call Contestant" select "My Contests" in the drop-down menu.
 - d. In the "Available Contests" section, check the box next to the contest 2024 Press Club W. Pa. Golden Quill Awards.
 - e. While awaiting email confirmation from the Contest Administrator, you can begin submitting entries.
 3. Select "Manage Entries" in the drop-down menu under "Open Call Contestant."

2. Submit Entries:

- a. Click "Submit Entry" from the Manage Entries page.
- b. Select a Division (group of Categories).
- c. Select a Category.
- d. Select the Organization where the entry was published or performed (Open Call only).
- e. Enter the entry headline or title.
 1. To upload digital file attachments (other than audio/video), click "Browse," navigate to the desired file, and then click "Open." Allowed file types are PDF, DOC/DOCX, TXT, JPG, GIF and PNG. To upload additional attachments to a single entry, click the "Browse and Attach More Files" button. BetterBNC will allow up to about a 20MB file, however, we suggest keeping your files around 5MB in case the judges have a slow connection. For files larger than 20MB, you can click the "RealView" icon on the Submit Entry page to create a free account, upload your files, and then copy and paste the URL into the URL field on the Submit Entry page. You may also use a similar third-party website that provides hosting services (scribd.com, issuu.com, etc.).
 2. To add web/audio/video content, copy and paste the content's URL address into the provided website URL field. To host your content online, either upload it to a free streaming content website (e.g. YouTube) or talk to your IT person about adding it to your station's/publication's/outlet's website. Make sure the content will be accessible online through May 28, 2024. Here are some examples of free streaming content websites where you can upload audio and video content:
 - a. Audio: www.kiwi6.com, www.soundcloud.com
 - b. Video: www.youtube.com, www.vimeo.com
 3. **IMPORTANT:** Please be sure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password info in the Comments section of your entry. Judges may disqualify your entry if work samples are inaccessible.
- f. Add Comments.
- g. Enter Credits (limit four or use "staff" or "team").
- h. Click "Submit Entry."

3. Pay for Entries:

- a. When all entries are submitted (but **before** the Entry Deadline), log in to your account's Manage Entries page.
- b. Click Calculate Entry Fee and review your list of entries for accuracy.

If you are not a Press Club member, be sure you are calculating your entries using the nonmember rate (\$25 per entry). If you are a current Press Club member, use the member fee (\$20 per entry).

To qualify for the membership rate, at least one person who is **the principal author** or creator in the production of the entry and being credited for the work **must be a Press Club member**. For example, a contest manager cannot apply his or her membership to an entry produced by someone who is not a member.

Member and nonmember entries can be calculated together and combined in the same transaction. If you have questions about your calculation or status of your membership, **before making payment**, contact Karen Carlin at karenacarlin@gmail.com or 412-585-0710.

- c. Scroll to the bottom of the list for your Entry Fee Subtotal.
- d. Click the payment link to pay for your contest entries, which will take you to a PayPal payment page. The total you come up with may differ from what is indicated on the "Calculate Fee" page. **Manually enter total on the PayPal payment page and follow the instructions.**