

**Recognizing  
Journalistic Excellence  
for 83 years**

# 83rd NATIONAL HEADLINER AWARDS

**Newspapers + Magazines + News Syndicates + TV + Radio + Online**

Founded in 1934 by the Press Club of Atlantic City, the National Headliner Awards program is one of the oldest and largest annual contests recognizing journalistic excellence.

The first National Headliner Awards were presented in 1935. Since then, more than 2,600 Headliner medallions have been presented to outstanding photographers, writers, graphic artist, daily newspapers, news syndicates, online, radio and television stations, TV and radio networks and magazines. Membership in the exclusive National Headliner Club is limited to individuals and organizations who have won Headliner medallions and to those men and women who serve as consultants and judges for the annual program. Many journalists have capped long and distinguished careers with a National Headliner Award, and each year the judges have recognized exceptional talent that might otherwise have gone unnoticed.

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**Individual awards of \$1,500 will be made to Headliner Award winners whose work is selected by the judges for “Grand Award” recognition.**

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## ELIGIBILITY

Headliner competition is open to all material appearing in publications distributed or broadcast in the United States between January 1, 2016 and Dec. 31, 2016. There is no limit on the number of entries that may be submitted. However, each entry may be entered in only one category.

## JUDGING

All Headliner entries are judged in Atlantic City by a panel of journalists representing newspapers and radio and television stations from around the country. The judges are distinguished professionals who are selected on the basis of the journalistic contributions they have made during their careers.

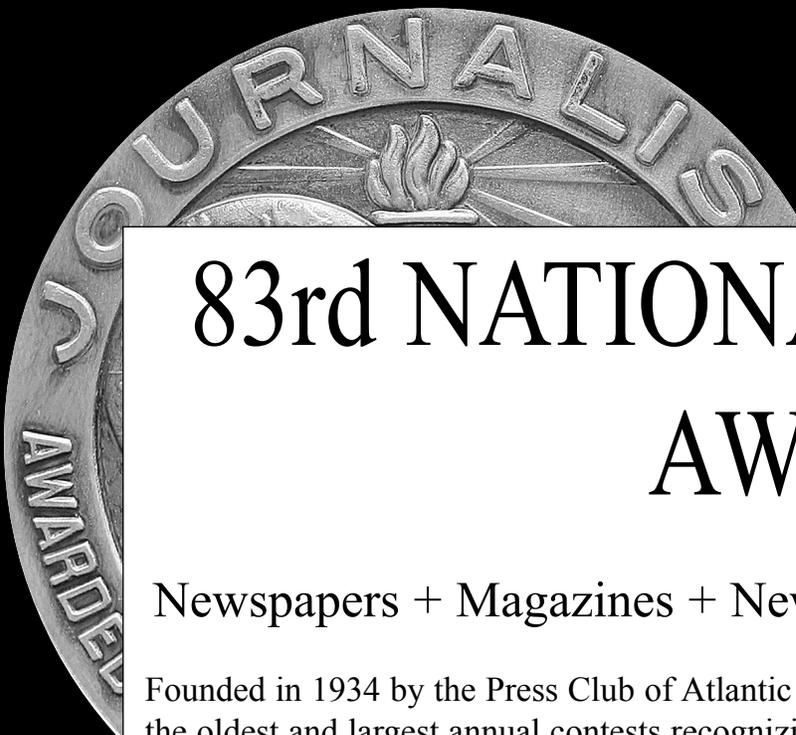
## DEADLINE

All nominations must be submitted to our website -- [www.headlinerawards.org](http://www.headlinerawards.org) -- no later than 11:59 p.m. on Friday, February 3, 2016. NOTE NEW THIS YEAR -- All entries must be submitted online.

## REGISTRATION FEE

There is a registration fee of \$75 per entry. Our tax-exempt IRS number is 22-213-8237 (Press Club of Atlantic City). You can pay through our website, or by mailing checks made payable to National Headliner Awards. Mail checks to P.O. Box 239, Northfield, NJ 08225-0239

**Now Accepting Nominations for 2016**



**PLEASE NOTE CATEGORY CHANGES**

**DAILY NEWSPAPERS & NEWS ORGANIZATIONS**

**Writing and Reporting**

- N1. Breaking News in daily newspapers, all sizes:** Coverage of the first 24 hours of a news event. Includes, but is not limited to, website and social media postings, news alerts, email blasts and the printed edition. Please include a timeline outlining the major points and a letter describing the circumstances.
- N2. Local news beat coverage or continuing story by an individual or team.** NOT a series. Send five samples.
- N3. International news beat coverage or continuing story by an individual or team.** NOT a series. Send five samples.
- N4. News series (one series) in daily newspapers with daily circulation up to 100,000.**
- N5. News series (one series) in daily newspapers with daily circulation over 100,000.**
- N6. Local interest column on variety of subjects.** Send three samples.
- N7. Special or feature column on one subject by an individual.**(examples: food, fashion, radio-TV, music, etc.) Send three samples.
- N8. Editorial writing by an individual or team.** Send five samples.
- N9. Sports column by an individual.** Send five samples.
- N10. Sports writing by an individual or team.** Send five samples.
- N11. Feature writing on variety of subjects by an individual.** Send five samples.
- N12. Business news coverage, business commentary and/or business columns by an individual or team.** Send five samples.

- N13. Education writing.** Send five samples of news stories, feature stories or columns about education by an individual or team.
- N14. Health/Medical/Science writing.** Send five samples of news, features or columns by individual or team.
- N15. Environmental writing.** Send five samples of news, features or columns by an individual or team.
- N16. Investigative reporting.** The entry may include, but is not limited to, stories, photographs, editorials, social media campaigns, videos, community reaction and supplemental material addressing the investigation. Please include a letter outlining the background and results, if any.
- N17. Public service performed by publishing material in a daily newspaper.** Entries must be accompanied by a letter outlining background and results. The entry may include, but is not limited to, stories, photographs, editorials, social media campaigns, videos, community reaction and supplemental material addressing the issue.
- N18. Editorial cartoons.** Send 10 samples.
- N19. Journalistic innovation:** an experimental or unconventional reader service, design, feature or news and online package that represents a fresh approach to connecting newspapers and their communities. Entries must include a letter explaining the effort and its impact on the readers and community.
- N20. NEW. Best political coverage.** Send five samples of political coverage by an individual or team.

- photo, not a series.**
- PG2. Newspapers- Feature photography, single photo, not a series.**
- PG3. Newspapers - Sports photography, single photo, not a series.**
- PG4. Magazines, News Organizations - Spot news photography, single photo, not a series.**
- PG5. Magazines, News Organizations - Feature or sports photography, single photo, not a series.**
- PG6. Photography Portfolio.** (Open to all newspaper, magazine and news organization photographers.) Upload 10 - 15 images. Entries must reflect the photographer's range, artistic skills and talents.
- PG 7. Photo Essay/Story** (Open to all newspaper, magazine and news organizations) - A series of photos on a single subject that were published together. Upload a maximum of 10 images. Must have title and essay/story summary accompany entry.
- PG8. Portrait** -A single picture that reveals the essence of the subject's character.
- PG9. Newspapers/Magazines - Illustrative or informational graphics by an individual or team.** Upload three to five samples.

**MAGAZINES**

- M1. Coverage of a major news event or topic.** One sample per entry.
- M2. Feature writing by an individual on a variety of subjects.** Send three samples by the same writer.
- M3. Column** - (Examples: business, food, finance, fashion, radio-TV, Washington coverage, sports, travel, etc.) Send five samples by the same writer.
- M4. Political coverage.** Send five samples by an individual or team.

**PHOTOGRAPHY AND GRAPHICS FOR DAILY NEWSPAPERS, MAGAZINES AND NEWS ORGANIZATIONS**

**(EACH ENTRY MUST HAVE OUTLINES)**

- PG1. Newspapers - Spot news photography, single**

**CATEGORIES - RADIO & TELEVISION**

**RADIO STATIONS**

- R1. Newscast.** Submit best newscast from one particular day in 2016. Not to exceed 45 minutes.
- R2. Breaking news or continuing coverage of a single news event.** May include, but is not limited to, website and social media postings, news alerts, email blasts. Not to exceed 20 minutes.
- R3. Feature and human interest story.** Not to exceed 10 minutes.
- R4. Documentary or Public Affairs.** For Public Affairs, submit three complete regularly scheduled shows that focus on addressing issues of the day. For documentary, submit one show. No time limits.
- R5. News series.** Not to exceed 20 minutes.

- from one particular day in 2016. Not to exceed 45 minutes.
- R7. Breaking news or continuing coverage of a single news event.** May include, but is not limited to, website and social media postings, news alerts, email blasts. Not to exceed 20 minutes.
- R8. Feature and human interest story.** Not to exceed 10 minutes
- R9. Documentary or Public Affairs.** For Public Affairs, submit three complete regularly scheduled shows that focus on addressing issues of the day. For documentary, submit one show. No time limits.
- R10. News series.** Not to exceed 20 minutes.

**BROADCAST OR CABLE TELEVISION STATIONS**

- TV1. Newscast.** Submit best newscast from one particular day in 2016. Not to exceed 45 minutes.
- TV2. Coverage of a live breaking news event.** May include, but is not

- limited to, website and social media postings, news alerts, email blasts. Not to exceed 20 minutes.
- TV3. Continuing coverage of a single news event.** Not to exceed 20 minutes.
- TV4. Feature, sports or human interest story.** Not to exceed 10 minutes
- TV5. Public service.** No time limits.
- TV6. Documentary or series of reports on the same subject.** No time limits.
- TV7. Investigative reporting.** Not to exceed 20 minutes.
- TV8. Business & Consumer reporting.** Not to exceed 20 minutes.
- TV9. Health / Science reporting.** Not to exceed 20 minutes.
- TV10. Environmental reporting.** Not to exceed 20 minutes.

**BROADCAST TELEVISION NETWORKS, CABLE NETWORKS AND SYNDICATORS**

- TV11. Newscast.** Submit best newscast from one particular day in 2016. Not to exceed 45 minutes.
- TV12. Coverage of a breaking news event.** May include, but is not limited to, website and social media postings, news alerts, email blasts. Not to exceed 20 minutes.
- TV13. Continuing coverage of a major news event.** Not to exceed 20 minutes.
- TV14. Feature, sports or human interest story.** Not to exceed 10 minutes.
- TV15. Documentary or series of reports on the same subject.** No time limits.
- TV16. Investigative report.** Not to exceed 20 minutes.
- TV17. News magazine program.** No time limits.
- TV18. Business & Consumer reporting.** Not to exceed 20 minutes.
- TV19. Health / Science reporting.** Not to exceed 20 minutes.
- TV20. Environmental reporting.** Not to exceed 20 minutes.

**BROADCAST RADIO NETWORKS AND SYNDICATORS**

- R6. Newscast.** Submit best newscast

**Distinguished online journalism that most effectively takes advantage of the Internet while maintaining the highest journalistic standards.**

## **PLEASE NOTE CATEGORY CHANGES**

**These categories are now open to all news organizations (newspaper, TV, radio, magazine, online-only sites), unless specifically noted.**

**All entries must be submitted at [www.headlinerawards.org](http://www.headlinerawards.org)**

**NOTE: PLEASE PROVIDE A PASSWORD IF ENTRIES ARE BEHIND PAYWALL**

**O1. Breaking news.** This category is for news organizations not affiliated with a newspaper (enter in N1), television station (enter in TV2 or TV12), or radio station (enter in R2 or R7). This includes coverage of up to 24 hours of a developing, unplanned news event. Entries will be judged on clarity, tone, use of all available tools, writing, audio/video quality, consistency of information throughout, speed and updates. Please include URLs for all parts to be judged. Include a letter explaining the circumstances, staffing and reach of the package.

**O2: Planned News:** This is coverage of an event that was scheduled ahead of time, such as sports events, elections and trials. This should not exceed 24 hours. Entries will be judged on breadth of coverage, interactivity, innovation, design and use of all available tools to further the story. Please include URLs for all parts to be judged. Include a letter explaining the circumstances, staffing and reach of the package.

**BEST BLOG:** Entries will be judged on writing, voice, clarity, timeliness, relevance and use of visuals. Please submit three entries by an individual or team that show the entries were put online during 2016. If an entry's links are not functioning at the time of the judging, the entry will be disqualified.

**O3. Lifestyle:** Includes topics such as, but not

limited to, food, the arts, fashion, family, music, parenting.

**O4. Political:** Includes breaking news, explanatory posts and commentary

**O5. Sports:** Includes breaking news, explanatory posts and commentary

**O6. News:** Includes, but not limited to, posts about one topic, such as neighborhoods, city council, trial or storm coverage.

**ONLINE-ONLY WRITING:** For journalism that ONLY appears online on a continually updated website and NOT in a written publication. Submit five written samples and active URLs that show the story was put online during 2016. If an entry's links are not functioning at the time of the judging, the entry will be disqualified.

**O7. For radio site.**

**O8. For television site.**

**O9. For newspaper site.**

**O10. For magazines sites.**

**O11. Writing for website.** This category is open to any media site that is not affiliated with a newspaper, magazine, radio station or TV station.

**BEST VIDEO:** Entries will be judged on storytelling, visuals, conciseness and relevance. Can be part of a larger package or a standalone feature. Please include URL to video.

**O12.** Up to 3 minutes

**O13:** 3-10 minutes

**O14:** 10+ minutes

**O15. Web or interactive project:** This is a presentation of a single topic and may include written storytelling, video, photography, interactive graphics, social media interactions and promotions. This must be original work. Print and/or broadcast elements may accompany entry. Please include URLs for all parts to be judged. Please include letter explaining the significance of project.

**O16: Social Media:** This award is for excellence in using social media to reach the community. This can include Twitter, Facebook, Google+, Snapchat, Instagram, Pinterest, NextDoor or any other social network. This can be on one or multiple topics. Please include URLs and/or screenshots for all parts to be judged. Please send three examples and a letter explaining the significance and reach.

**O17: Online slideshow:** Entries must be original content not aggregated from elsewhere and will be judged on depth/range of information and images presented, design and user experience. Can include accompanying story or contextual information. Can be one photographer or team. Must include at least 10 images, plus cutlines.

## ONLINE GENERAL EXCELLENCE

Entries in these categories should demonstrate exceptional merit in the use of digital technology in the content, design and presentation of its journalism. Please include three URL examples:

1. A day of a breaking or planned news event
2. One example from a typical day at 8 a.m.
3. One example that created high reader engagement.

NOTE: Please include a letter explaining your entry

**O18: Newspaper-affiliated websites with circulation more than 100,000**

**O19: Newspaper-affiliated websites with circulation less than 100,000**

**O20: Network television-affiliated websites (CNN, MSNBC for example)**

**O21: Local TV affiliates websites**

**O22: Radio-affiliated websites (networks and local affiliates)**

**O23: Magazine-affiliated websites**

**O24: Online-online websites**

**ALL ENTRIES MUST BE SUBMITTED ONLINE  
AT [WWW.HEADLINERAWARDS.ORG](http://WWW.HEADLINERAWARDS.ORG)**