

**Recognizing  
Journalistic Excellence  
for 84 years**

# 84TH 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 2,650 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, 2017 and Dec. 31, 2017. 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.

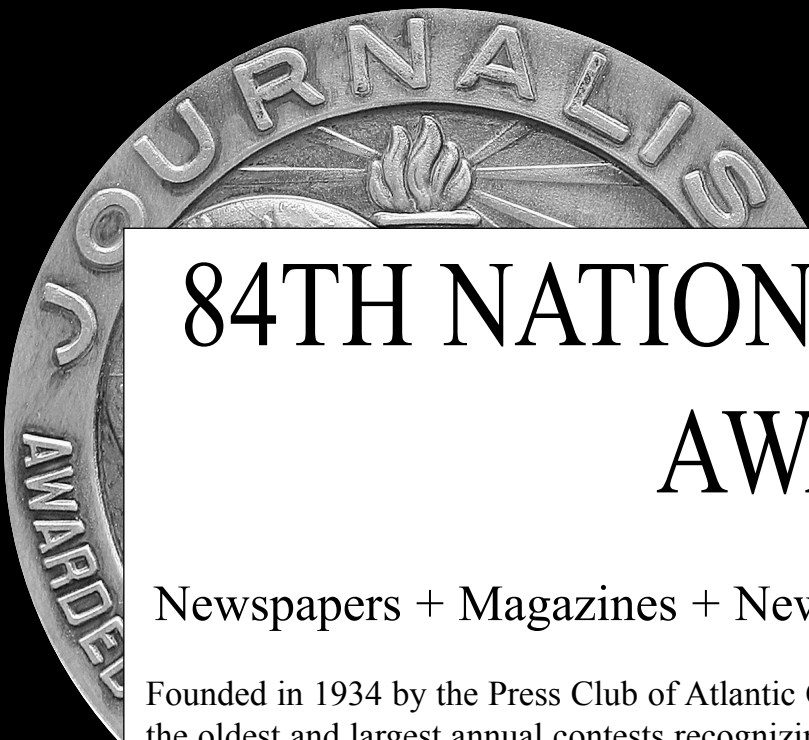
## DEADLINE

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, 2017. **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). **IT IS PREFERRED THAT YOU PAY THROUGH OUR WEBSITE.** You may mail checks made payable to **NEW MAILING ADDRESS: National Headliner Awards to P.O. Box 128, Somers Point, NJ 08244.**

**Now Accepting Nominations for 2017**



**DAILY NEWSPAPERS & NEWS ORGANIZATIONS WRITING AND REPORTING**

- N1. Breaking News, all sizes:** Coverage of the first 36 hours of a news event. May include, 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 three to five samples.
- N3. International news beat coverage or continuing story by an individual or team.** NOT a series. Send three to five samples.
- N4. News series (one series) in newspapers with daily circulation up to 100,000.**
- N5. News series (one series) in 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 four 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 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.
- NEW N16. Investigative reporting in newspapers with daily circulation up to 100,000.** The entry may include, but is not limited to, stories, photographs, editorials, social media campaigns, videos, community reaction and supplemental material addressing the investigation. Include a letter outlining the background and results, if any.
- NEW N17. Investigative reporting in newspapers with daily circulation over 100,000.** See above for guidelines.
- N18. 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.

- N19. Editorial cartoons.** Send 10 samples.
- N20. 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. Must include a letter explaining the effort and its impact on the readers and community.
- NEW N21. Best political coverage.** Send five samples of political coverage by an individual or team.
- NEW N22. Best satire or humor writing.** Send three to five samples by an individual or team.

**Open to all newspaper, magazine and news organizations**

- PG7. Photography Portfolio.** Upload 10 - 15 images. Entries must reflect the photographer's range, artistic skills and talents.
- PG8. Photo Essay/Story -** A series of photos on a single subject published together. Upload a maximum of 10 images. Must have title and essay/story summary accompany entry.
- PG9. Portrait.** A single photo that reveals the essence of the subject.
- NEW PG10. Pictorial -** A single photo that succeeds on its light, composition or geometry.
- NEW PG11. Disaster coverage.** It has been a year of both natural and criminal disasters. A series of photos from an individual or team covering a natural disaster or tragedy. 10-15 images.

**DAILY NEWSPAPERS & NEWS ORGANIZATIONS PHOTOGRAPHY (MUST HAVE CUTLINES)**

- PG1. Newspapers - Spot news photography, single photo, not a series.**
- PG2. Newspapers- Feature photography, single photo, not a series.**
- NEW PG3. Newspapers - Sports action photography, single photo.**
- NEW PG4. Newspapers - Sports feature photography, single photo.**
- PG5. Magazines, News Organizations - Spot news photography, single photo, not a series.**
- PG6. Magazines, News Organizations - Feature or sports photography, single photo, not a series.**

**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.) Five samples by the same writer.
- NEW M4. Political coverage.** Send five samples by an individual or team.

**CATEGORIES - RADIO & TELEVISION**

**RADIO STATIONS**

- R1. Newscast.** Submit best newscast from one particular day in 2017. 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 2017. 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 TELEVISION STATIONS**

- TV1. Newscast.** Submit best newscast from one particular day in 2017. 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 2017. 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**

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

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

## **NEWS ORGANIZATIONS NOT CONNECTED TO PRINT OR BROADCAST PARTNER**

**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 36 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.

**NEW O2. Online investigative reporting.** This category is for online news outlets not connected to a newspaper (enter in N16 or N17), television station (enter in TV7 or TV17) or broadcast partner. This 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.

**NEW O3. Online beat coverage.** This category is for online news outlets not connected to a print or broadcast partner. The entry demonstrates excellence in ongoing coverage of a specific topic. Send up to five samples by an individual or team.

## **OPEN TO ALL NEWS ORGANIZATIONS**

**O4. Best lifestyle blog:** Includes topics such as, but not limited to, food, the arts, fashion, family, music, parenting. Send three samples.

**O5. Political blog:** Includes breaking news, explanatory posts and commentary. Send three samples.

**O6. Sports blog:** Includes breaking news, explanatory posts and commentary. Send three samples.

**O7. News blog:** Includes, but not limited to, posts about one topic, such as neighborhoods, city council, trial or storm coverage. Send three samples.

**O8. Best news video up to 3 minutes.** Entries will be judged on news value, storytelling, cinematography, conciseness and relevance. Can be part of a larger package or a standalone feature. Please include URL to video.

**O9. Best news video 3 to 10 minutes.** Entries will be judged on news value, storytelling, cinematography, conciseness and relevance. Can be part of a larger package or a standalone feature. Please include URL to video.

**O10. Best news video 10 to 30 minutes.** Entries will be judged on news value, storytelling, cinematography, conciseness and relevance. Can be part of a larger package or a standalone feature. Please include URL to video.

**O11. Web or interactive project:** This is a

presentation of a single topic and may include written storytelling, video, photography, interactive graphics, social media interactions, events 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.

**O12. Social Media:** This award is for excellence in social media strategy and execution. This can include Twitter, Facebook, Google+, Snapchat, Instagram, Pinterest, NextDoor or any other social network or networks. Emphasis will be placed on best use of emerging digital techniques on creative and alternative platforms to tell a story and serve a community. Please include URLs and/or screenshots for all parts to be judged. Please include letter explaining vision, strategy, significance and reach.

**O13. 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.

**NEW O14. Best news app presentation.** This award is for excellence in app design and mobile presentation. Please include three examples of specific story presentation. Please include a letter explaining your platform and vision.

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