



CALL FOR ENTRIES Awards Competition 2010

RULES

(Please read all rules.)

CATEGORIES

There are 12 categories, two of which have circulation divisions. They are Best Newspaper Food Coverage and Best Newspaper Food Feature. The 10 categories that have no circulation division are Best Newspaper Food News Story, Best Newspaper Food Column, Best Newspaper Restaurant Criticism, Best Newspaper Special Food Project, Best Magazine Food Feature, Best Food Essay, Best Food Visual, Best Internet Food News or Feature Story, Best Food Blog and Best Food Multimedia Presentation.

AFJ reserves the right to suspend competition in any category that does not receive 10 entries. If a category is discontinued, those entering it will be contacted to determine if they want their entry judged in the next highest circulation category if applicable, or if they want a refund of the entry fee. No entries will be returned.

Though all categories may be entered, there are restrictions in some categories. The same story cannot be entered in two different categories, although stories entered in Best Newspaper Food Feature, Best Newspaper Food News Story, Best Newspaper Food Column, Best Newspaper Restaurant Criticism, Best Newspaper Special Food Project and Best Essay also can appear in the Best Newspaper Food Coverage category.

All entries must have been published in 2009.

BEST NEWSPAPER FOOD COVERAGE TWO OR THREE CIRCULATION DIVISIONS

A newspaper can enter this category once.

This category encompasses all regularly scheduled food pages over the course of a week. Entries will be judged on graphics, writing, creative ideas, story mix, helpfulness to the reader, headlines and cutlines and useful information.

Circulation divisions will be determined after all entries are received, to ensure adequate and comparable numbers in each division. Please see How to Prepare an Entry Rule 5.

BEST NEWSPAPER FOOD FEATURE TWO CIRCULATION DIVISIONS

This category is for softer food stories, including interviews, profiles and features on food or cuisine, published in a newspaper. If recipes are included, they should be accurate and appropriate to the story. There is no restriction on the number of entries from one person. One feature is considered

to be one entry with one entry fee. Please see How to Prepare an Entry Rule 6.

Entries will be judged on writing, knowledge of the subject matter, on topic and creative approach and on relevance.

Circulation divisions will be determined after all entries are received, to ensure adequate and comparable numbers in each division.

BEST NEWSPAPER FOOD NEWS STORY NO CIRCULATION DIVISION

This category can include hard and breaking news, investigative reporting, consumer and nutrition issues, published in a newspaper. There is no restriction on the number of entries from one person. One news story plus any accompanying sidebar(s) is considered to be one entry with one entry fee. Please see How to Prepare an Entry Rule 6.

Entries will be judged on reporting (accuracy, timeliness, multi-sourced) and on writing (readability and organization).

BEST NEWSPAPER FOOD COLUMN NO CIRCULATION DIVISION

This category is for personal food columns OR columns on a specific and consistent topic such as wine, health, shopping, etc., published in a newspaper. (Columns of restaurant criticism in newspapers should be entered in the Best Newspaper Restaurant Criticism category.) A person may enter personal food columns as well as specific topic columns as two separate entries; however, no person can enter personal food columns more than once. Please see How to Prepare an Entry Rule 7 A&B.

Each entry will be judged on writing, on how well it entertains or informs and on whether it reflects the personality of the writer.

BEST NEWSPAPER RESTAURANT CRITICISM NO CIRCULATION DIVISION

This category is for restaurant reviews published in newspapers.

A person may enter restaurant reviews once. Please see How to Prepare an Entry Rule 7 A&B.

Entries will be judged on writing and on subject knowledge.

BEST NEWSPAPER SPECIAL FOOD PROJECT (SERIES & PACKAGES) NO CIRCULATION DIVISION

This category is for in-depth coverage of a specific food issue (nutrition, cooking basics, etc.), published in a newspaper.

A series constitutes no fewer than two (2) consecutively published articles on a single subject (columns and restaurant criticism cannot be entered in this category). A series from a wire service, syndicate or newspaper group is accepted from any subscribing newspaper in which it appears. A series is considered to be one entry.

A food package is considered to be a) one complete section, b) a dedicated portion of a section or c) a coordinated group of stories in more than one section of the newspaper on a given day devoted to one particular food topic (restaurant or cooking school guides, etc.). Each food package is considered to be one entry with one entry fee.

Entries will be judged on reporting and writing (use of multiple sources, readability, accuracy, timeliness, organization and cohesiveness of articles) and on relevance of subject (did the subject warrant a series? special section?). There is no restriction on the number of food projects or food packages that one person may enter. Please see How to Prepare an Entry Rule 8 A&B.

BEST MAGAZINE FOOD FEATURE NO CIRCULATION DIVISION

This category is for softer food stories, including interviews, profiles, photo essays and features on food or cuisine, published in a magazine. If recipes are included, they should be accurate and appropriate to the story.

There is no restriction on the number of entries from one person. One feature is considered to be one entry with one entry fee. Please see How to Prepare an Entry Rule 9.

Entries will be judged on writing and photography, knowledge of the subject matter, topic and creative approach and relevance.

BEST FOOD ESSAY NO CIRCULATION DIVISION

This category is for a single essay-style piece by a writer about a food subject that is not part of a regular column by that writer. It can be published in a newspaper, magazine or other print publication or on the Internet.

There is no restriction on the number of entries from one person. One essay is considered to be one entry with one entry fee. Please see How to Prepare an Entry Rule 10.

Essays will be judged largely on writing.

BEST FOOD VISUAL NO CIRCULATION DIVISION

This category is for a single food photo, art illustration or photo illustration published with a story in a newspaper or magazine or online publication. The visual piece must be submitted in context—that is, as it appeared in the publication or Web page, with headlines and text incorporated as part of a cohesive layout. The visual shall be submitted on CD, and a tear sheet (for print submissions) also shall be included.

This category can be entered more than once. Each food visual is considered to be one entry with one entry fee. Please see How to Prepare an Entry Rule 11.

Entries will be judged on impact, content and relevance.

BEST INTERNET FOOD NEWS OR FEATURE STORY NO CIRCULATION DIVISION

This category is for food stories that appeared on the Internet. The stories must be original and may not have been previously published either in print or online.

One food news or feature story is considered one entry with one entry fee. Please see How to Prepare an Entry Rule 12.

There is no restriction on the number of news, feature and column entries entered by one person.

Entries will be judged on writing and subject knowledge.

BEST FOOD BLOG NO CIRCULATION DIVISION

This category is for food blogs written by professional journalists or food freelancers. The blogs cannot have corporate affiliation except with a media company. Paid advertising is permitted on the blog. Blogs must be ongoing and in existence at the time of entering this contest and must have new postings at least 12 times a month. The blog must adhere to journalistic standards such as accuracy, fairness and attribution.

This category can be entered only once. Each blog entry consists of two consecutive weeks of

blog posts from 2009 with one entry fee. Please see How to Prepare an Entry Rule 13.

Entries will be judged on overall appeal, including writing, visual elements, how well it entertains and informs and how well it reflects the personality of the writer or writers. Judges will be free to contact the blog link.

BEST FOOD MULTIMEDIA PRESENTATION NO CIRCULATION DIVISION

This category is for any single presentation of food content that appears on the Internet other than text to read. It could be a journalistic (reporting-style) video; a video cooking demonstration; a slide show; or another kind of Web-based project. The presentation can be stand-alone OR one that supplements a larger print or online food story.

This category can be entered more than once. Please see How to Prepare an Entry Rule 14. Entries will be judged on entertainment value and/or usefulness (depending on topic), relevance to the bigger project the entry supplemented (when applicable) and appropriateness of the multimedia format chosen to present the content.

CIRCULATION VERIFICATION

Circulation must be verified for entries in Best Newspaper Food Coverage and Best Newspaper Food Feature.

Circulation verification is not needed for entries in the following categories: Best Newspaper Food News Story, Best Newspaper Food Column, Best Newspaper Restaurant Criticism, Best Newspaper Special Food Project, Best Magazine Food Feature, Best Food Essay, Best Internet Food Story, Best Food Visual, Best Food Blog and Best Food Multimedia Presentation.

Only one of the following forms of circulation verification should accompany Best Newspaper Food Coverage and Best Newspaper Food Feature entries. If all entries in one mailing appear in the same publication, only one copy of circulation verification is needed.

(a) A report for 2009 from the Audit Bureau of Circulation (available from the publication's advertising department), or

(b) A photocopy of the publication's circulation report for 2009 in Editor & Publisher Yearbook, or

(c) A statement of circulation for 2009 signed by the publication's publisher, circulation manager, advertising manager or managing editor.

ENTRY FEES

The fee per entry is \$30 (USD) for 2010 AFJ members and \$40 (USD) for non-members. The entry fee is per entry, not per person. Other journalists can enter at the AFJ member rate of \$30 (USD) per entry IF a food journalist at the publication where they are employed is a member of AFJ. If this is not the case, these journalists should enter at the non-member rate of \$40 (USD) per entry.

Entry fee(s) must accompany the entry. Entry fees are non-refundable except where noted. If an entry is disqualified for not following the rules, written notice will be given, but the entry fee will not be returned.

Entries originating within the U.S. are payable to AFJ by check drawn on a United States bank or by using the AFJ Credit Card Authorization form (there is a \$10 fee for paying by credit card). Only one check should be included for all of the entries sent in one packet originating within the U.S.. Money orders are not acceptable.

Entries originating outside the U.S. are payable only by the AFJ Credit Card Authorization form (the \$10 fee to pay by credit is waived for entries outside the U.S.). Money orders or checks drawn on banks outside the U.S. are not acceptable.

AFJ is a tax-exempt non-profit 501 (c) (6) corporation. Its tax number is 23-7324877, which is

required by accounting departments of many publications.

JUDGING

AFJ secures the best-qualified judges. Two judges will work independently of each other in each category. They will confer only if there is a tie. Copies of each entry — one for each judge — plus another for AFJ files are required for all entries. That is a total of three (3) copies of each entry. **IF ONLY ONE COPY OF THE ENTRY IS SENT, THE ENTRY WILL BE DISQUALIFIED AND THE ENTRY FEE WILL NOT BE REFUNDED.** Written notice will be given.

PRIZES

All winners will receive certificates. First-place winners also will receive a cash prize of \$300 (USD).

If more than one writer produced the work being entered, all of the names must be listed on the Entry Form, using the back of the entry form sheet if needed. If the entry is a first prize winner, the total prize money will be divided between or among all of the names listed on the Entry Form.

Contest winners will be notified by May 15 if they are winners so that they can make arrangements to attend AFJ's Awards Competition Banquet at the Santa Fe conference on Thursday, Sept. 2, 2010.

SENDING ENTRIES

No entry will be accepted before Jan. 2, 2010. Entries received before that date will be disqualified.

Entries may be sent by FedEx, UPS or United States mail. If sending by FedEx, UPS or United States Express mail, please make the proper notation on the delivery form that the packet does not require a signature upon delivery. If the delivery form requires a phone number, please use (505) 466-4742. Your cancelled check is your receipt.

Entries must be postmarked before or on March 1, 2010, and sent to:

Carol DeMasters
AFJ Awards Competition 2010
7 Avenida Vista Grande Ste. B7 # 467
Santa Fe NM 87508-9133
USA

QUESTIONS

If you have questions about any of the rules, for clarification please contact:

Nancy J. Stohs, Awards Competition 2010 Chairman, (414) 224-2382; nstohs@journalsentinel.com.

OR

Carol DeMasters, AFJ Executive Director, (505) 466-4742; caroldemasters@yahoo.com or carolafj@execpc.com.

HOW TO PREPARE AN ENTRY

1. One completed entry form must accompany each entry. Each entry is comprised of three identical copies. One copy of each entry is sent to each of two different judges and AFJ retains the other copy of the entry.
2. If the name of the publication appears on the folio line or in the story entered, it must be blacked out, except in the following categories: Best Newspaper Food Coverage and Best Newspaper Special

Food Project (Series or Packages). The name of a city in the story does not need to be blacked out.

3. Daily (not Sunday) circulation will be used to determine the circulation category of a publication where applicable.

4. All bylines, photo credits and photos of the writer or columnist must be blacked out. Informational graphics, headlines, photos and cutlines do not need to be blacked out.

5. **For Best Newspaper Food Coverage**, follow these rules for preparing an entry:

The entry is comprised of three different weeks of regularly scheduled food sections or pages published in 2009. Two of the weeks must have been published consecutively. Include THREE identical sets of the entry with one completed entry form. The telephone number minus the area code of the person entering this division must be written in the upper right corner of each section or pages. When food is part of a section, the entire section must be included, even if some of the content is unrelated (i.e., entertainment). Only the food part of the section will be judged.

A Best Newspaper Food Coverage entry requires circulation verification.

6. **For Best Newspaper Food News Story and Best Newspaper Food Feature**, follow these rules for preparing an entry:

Paste or tape the story on 8.5x11-inch white copier paper. When original tear sheets are not available, photocopies will be allowed. Use more than one page if needed, OR, obtain a copy of the story from the publication's electronic archive. Print it out. Black out the byline and the name of the publication as well as the Web site address. If sending an entry copied from an electronic archive, you will need to provide verification (on the Entry Form) from a supervisor that the story submitted is the same version that appeared on the date the entry was published. There is space on the entry form for the supervisor's signature.

Staple all pages of the entry together and code all pages with the writer's telephone number minus the area code. If the phone number is that of a newspaper food department and there is only one number and more than one person entering the contest, use the home number of the writer minus the area code. This number is used ONLY to identify the entry. Cover letters, explanatory notes or other markings on the entry are not permitted. After one entry has been properly prepared as explained above, make two (2) additional photocopies stapling each together if more than one page is involved. Then paperclip all three copies of the entry to one completed entry form.

A Best Newspaper Food Feature entry requires circulation verification.

7. **For Best Newspaper Food Column and Best Newspaper Restaurant Criticism**, follow these rules for preparing an entry:

7A. Two (2) different columns or restaurant critiques are needed for one entry. The two (2) columns or restaurant critiques must have been published consecutively. Consecutive publishing can be weekly, biweekly or monthly. A person may enter personal food columns as well as specialty-themed columns as two separate entries; however, no person can enter more than one set (2 different columns) of personal food columns or specialty-themed columns. The same person can enter restaurant critiques only once.

7B. Follow Rule 6 for preparing one entry; one entry is made up of two columns or critiques.

8. **For Best Newspaper Special Food Project (Series & Packages)**, follow these rules for preparing an entry:

8A. A Series constitutes no fewer than two (2) consecutively published articles on a single subject. Consecutive publishing can be daily, weekly, biweekly or monthly. Columns and restaurant criticism cannot be entered in this category. Follow Rule 6, considering that one entry is made of no

fewer than two series parts.

8B. A Package entry is considered to be one complete section devoted to one particular food topic. Submit three (3) complete identical sections. The writer's telephone number minus the area code must be written in the upper right corner of each section or project.

9. **For Best Magazine Food Feature**, follow these rules for preparing an entry:

Paste or tape the story on 8.5x11-inch white copier paper. When original tearsheets are not available, photocopies will be allowed. Use more than one page if needed. Staple all pages of the entry together and code all pages with the writer's telephone number minus the area code. This number is used ONLY to identify the entry. Cover letters, explanatory notes or other markings on the entry are not permitted. After one entry has been properly prepared as explained above, make two (2) photocopies of it stapling each together if more than one page is involved. Then paperclip all three copies to one completed entry form.

10. **For Best Food Essay**, follow these rules for preparing an entry:

Paste or tape the story on 8.5x11-inch white copier paper. When original tear sheets are not available, photocopies will be allowed. For stories published on the Internet, Web printouts can be used but must include a posting date. Use more than one page if needed. Staple all pages of the entry together and code all pages with the writer's telephone number minus the area code. This number is used ONLY to identify the entry. For essays printed online, write the online link and posting date below the phone number. Cover letters, explanatory notes or other markings on the entry are not permitted. After one entry has been properly prepared as explained above, make two (2) photocopies of it, stapling each together if more than one page is involved. Then paperclip all three copies to one completed entry form.

11. **For Best Food Visual**, follow these rules for preparing one entry:

11A. An entry should be put on a CD in jpeg or tiff format in a size that allows it to fit on one 800mb disk. The CD should be labeled with the telephone number minus the area code of the person entering it and then be put in an envelope, which should be labeled with the same number. Two more identical, labeled CDs (each in its own labeled envelope) also must be provided. More than one entry in the category can be put on the same CD; however, a separate completed entry form must accompany each visual on the disk. Rubber-band the completed entry form(s) and the three CDs together.

11B. For visuals appearing in print, three tear sheets showing the photo/illustration/photo illustration, the name of the publication and the date of publication must accompany the CDs. For visuals published online, three printouts of the Web page containing the visual piece, and showing a posting date, must accompany the CDs. The name of the photographer or artist should be blacked out. The link to the Web page must appear on the printout.

11C. The name of the photographer or artist also should not appear with the visual piece(s) as they appear on the CDs, on the CDs themselves or on the envelopes containing the CDs. Only the telephone number minus the area code can appear on CDs and envelopes. Failure to follow this rule will disqualify the entry.

12. **For Best Internet Food News or Feature Story**, follow these rules for preparing an entry:

Print out the story on 8.5x11-inch white copier paper, using as many pages as needed. Staple all pages of the entry together and code all pages with the writer's telephone number minus the area code. This number is used ONLY to identify the entry. Write the online link and posting date below the phone number. Cover letters, explanatory notes or other markings on the entry are not permitted. After one entry has been properly prepared as explained above, make two (2) photocopies of it, stapling each together if more than one page is involved. Then paperclip all three copies to one completed entry form.

13. **For Best Food Blog**, follow these rules for preparing an entry:

Download two consecutive weeks of blog posts from 2009 onto a CD. Write the blog link and your phone number minus the area code on each CD. This number is used ONLY to identify the entry. Cover letters, explanatory notes or other markings on the entry are not permitted. Provide three identical CDs of the entry and place each in an envelope labeled with the same phone number. Rubber-band one completed entry form and the three CDs together.

Be sure the link remains active. Entries with links that are found to be inactive will be disqualified and the entry fee will not be returned.

14. **For Best Food Multimedia Presentation**, follow these rules for preparing an entry:

On 8.5-by-11-inch white paper, print out the Web page on which the presentation is posted. At the top, write the Web address where the presentation can be viewed. Be sure the link remains active. Entries with links that are found to be inactive will be disqualified and the entry fee will not be returned.

Entrants are permitted a short (150 words or less) explanatory note as to the context of the Internet presentation (did it play off something in the news? was it stand-alone? did it enhance another story in print or online?). This should appear on a separate 8.5-by-11-inch sheet of white paper.

Staple all pages of the entry together and code all pages with the writer's telephone number minus the area code. This number is used ONLY to identify the entry. After one entry has been properly prepared as explained above, make two (2) photocopies of it, stapling each together if more than one page is involved. Then paperclip all three copies to one completed entry form.