

## **2009 RULES FOR APTRA'S MARK TWAIN AWARDS**

The contest covers the period from Jan. 1, 2008 through Dec. 31, 2008. Entries MUST ARRIVE no later than Thursday, Jan. 29, 2009, at 2 p.m.

APTRA's online contest entry system is available on [www.aptra.org](http://www.aptra.org).

If your television or radio station in California, Nevada, Hawaii, Arizona, New Mexico, Idaho, Washington, Colorado, Utah, Montana, Wyoming, or Alaska subscribes to The Associated Press, you are a member of APTRA and are eligible to enter the contest. There are no dues or membership applications for membership in APTRA. Non-AP members will not be considered.

Winners in each of the competition categories will receive Mark Twain Trophies.

The AP's Mark Twain Awards will be presented at The Globe Theater at Universal Studios Hollywood June 27, 2009. In recent years there have been two ceremonies. This year winners for all categories will be presented only at the dinner.

### **DIVISIONS**

CLASS 1 Television: 50 or more paid employees in the newsroom.

CLASS 1 Radio: 7 or more paid employees in the newsroom.

CLASS 2 Television: 49 or fewer paid employees in the newsroom.

CLASS 2 Radio: 6 or fewer paid employees in the newsroom.

In determining staff size, count all paid staff who spend full time on news, including the News Director and administrative personnel. That includes reporters, anchors, and other on-air talent; editors, photographers, assignment desk personnel and field crews; writer producers, researchers, newsroom production support staff (graphic artists, etc.) and daily hires and per-diem staff. Work from an outside production company is ineligible. Entries from student stations fall into Class II.

### **DESIGNATED NEWS DAY COMPETITIONS**

Entries for any of the following categories must come from either of this year's two "designated news days" as announced on the AP wires. They are Thursday, November 13, 2008 and Wednesday, November 19, 2008.

Best News Broadcast  
Best Sports Segment  
Best Weather Segment (TV)  
Best News Writing

#### FEE SCHEDULE IN ALL CATEGORIES

\$100.00 per entry

#### COMPETITION PAYMENT

Payment may be made by check to APTRA or by a credit card processed on APTRA's online payment system at [www.aptra.org](http://www.aptra.org).

#### ENTERING THE COMPETITION

1. Go to the online entry system, register and fill out the online form.
2. Once all your entries are in the system, print out two copies of the automatically generated forms.
3. Firmly attach one copy to your entry.
4. Attach the other copy to your check or online payment receipt. Note: There is a fee for every entry paid by credit card.
5. Stations may submit more than one entry in each news category.
6. Entries without proper forms will be disqualified.

NOTE: WEBSITE ENTRIES MUST BE PRINTED AND SENT IN AS WELL!

#### DVD AND CD REQUIREMENTS

1. For television: DVDs are required.
2. Radio submissions may only be sent on CDs.
3. Commercials must be deleted and replaced with a three-second leader (for radio) or three seconds of black burst (for television). NOTE: Casual references to sponsors are permitted.
4. Transcripts from non-English broadcasting stations are encouraged BUT not required.
5. The DVD submission for the BEST ASSIGNMENT TEAM/Live Breaking News must accompany a written explanation of no more than 250 words or less as explained in the rules for that category
6. Entry DVDs and CDs will not be returned.

7. Entry fees or online receipts must accompany entries.
8. Entries not accompanied by checks or online receipts will be automatically disqualified.
9. Mail entries and entry fees/online receipts to:

Rachel Ambrose  
The Associated Press  
221 S. Figueroa St., Suite 300  
Los Angeles, CA 90012  
(213) 626-1200

#### DEADLINE FOR RECEIPT OF ENTRIES:

**Entries MUST ARRIVE no later than Thursday, Jan. 29, 2009, at 2 p.m. This rule will be strictly enforced.**

#### THE STAN CHAMBERS AWARD FOR EXTRAORDINARY ACHIEVEMENT

APTRA's Board of Directors will select this category and may honor such things as lifetime achievement, specific achievements or extraordinary service to the industry.

#### WEB JUDGING

The Web categories are judged on an unannounced day. They will be judged on presentation, creativity and production value.

#### NOTATION SYMBOLS

\* Nominee categories, in which, winners will be announced during the dinner

#### RADIO CATEGORIES

Radio entries must be submitted on audio CD. Cassettes are not acceptable. Bill Stout categories are contested as open categories in the APTRA competition without regard for market size or division class.

**R-1 BILL STOUT AWARD FOR ENTERPRISE** - This may be a long-form special segment, mini-series or documentary. It may be truly investigative in nature or it may be an enterprising, in-depth look at any subject. This may be the work of one reporter or the joint efforts of two or more reporters dealing with the same subject over a specific period of time.

**R-2 BILL STOUT AWARD FOR STATION SPOT NEWS** - This should be a total station effort toward spot news that may include live and taped elements

within the total coverage. This entry should not exceed 60-minutes in length, but may include breaks into programming, as well as newscasts while covering a single, breaking spot news story. (This may include elements from BEST LIVE COVERAGE OF A NEWS EVENT and BEST SPOT NEWS STORY, if appropriate.)

R-3 BEST NEWS WRITING - Individual or staff effort. Entire script or portion thereof should not exceed 15 minutes.

R-4 BEST SPORTS SEGMENT - Must be a regular comprehensive sports report.

\*R-5 BEST LIVE COVERAGE OF A NEWS EVENT - Interrupting either a regularly scheduled program or within a news broadcast. Must not exceed 60 unedited minutes.

\*R-6 BEST SPOT NEWS STORY - Must be on-the-scene coverage of an unscheduled, breaking news story.

\*R-7 BEST INVESTIGATIVE REPORTING - An in-depth expose of a single subject. This may be reported in one newscast or a series of newscasts.

R-8 BEST SPECIAL PROGRAM - No year-end summaries. Documentaries can be submitted in this category.

\*R-9 BEST COVERAGE OF AN ONGOING STORY – A compilation DVD or tape must be submitted along with a written explanation of what's on the tape and the extent of coverage.

\*R-10 BEST SERIOUS FEATURE

\*R-11 BEST LIGHT FEATURE

R-12 BEST SPORTS REPORTING - Must be a sports story on an athletic event or other sports topic.

R-13 BEST ANCHOR OR ANCHOR TEAM - Submit one unedited newscast.

NOMINEES WILL BE ANNOUNCED IN THE FOLLOWING RADIO CATEGORIES, WITH WINNERS TO BE ANNOUNCED DURING THE AWARDS CEREMONIES.

\*R-14 BEST USE OF SOUND - Serious or hard news.

\*R-15 BEST USE OF SOUND - Feature.

\*R-16 PAT DAVIS RADIO REPORTER OF THE YEAR - On one CD, submit one example each of a hard news story, a spot news story and a feature story.

\*R-17 BEST NEWS BROADCAST (Less than 15 minutes) - Entries must be material that was broadcast during a continuous period of time less than 15 minutes. Network or syndicated cut-ins must be included if they were part of the broadcast. All news or newsblock formats excluded.

\*R-18 BEST NEWS BROADCAST (More than 15 minutes) - Entries must be material that was broadcast during a continuous period of time longer than 15 minutes. Network or syndicated cut-ins must be included if they were part of the broadcast.

#### TELEVISION CATEGORIES

As a reminder DVDs are now required for the television competition.

Please note: Bill Stout categories are contested as open categories without regard for market size or division class.

T-1 BILL STOUT MEMORIAL AWARD FOR EXCELLENCE IN ENTERPRISE NEWS COVERAGE - This may be a long-form special segment, mini-series or documentary. It may be truly investigative in nature or it may be an enterprising, in-depth look at any subject. This may be the work of one reporter or the joint efforts of two or more reporters dealing with the same subject over a specific period of time.

T-2 BILL STOUT MEMORIAL AWARD FOR EXCELLENCE IN STATION SPOT NEWS - This should be a total station effort toward spot news that may include live and taped elements within the total coverage. This entry should not exceed 60 minutes in length, but may include breaks into programming, as well as newscasts during a single breaking spot news story. (This may include elements from BEST LIVE COVERAGE OF A NEWS EVENT and BEST SPOT NEWS STORY, if appropriate.)

#### DESIGNATE WHETHER YOU ARE ENTERING ANY OF THE FOLLOWING IN CLASS ONE OR CLASS TWO TELEVISION

T-3 BEST NEWS WRITING - Individual or staff effort. Entire script or portion thereof should not exceed 15 minutes.

T-4 BEST SPORTS SEGMENT - Must be a regular, comprehensive sports news report.

T-5 BEST WEATHERCAST SEGMENT - Must be a regular comprehensive weather report.

\*T-6 BEST LIVE COVERAGE OF A NEWS EVENT - Interrupting either a regularly scheduled program or within a news broadcast. Entry must not exceed 60 unedited minutes.

\*T-7 BEST SPOT NEWS STORY - Must be on-the-scene coverage of an unscheduled, breaking news story.

\*T-8 BEST INVESTIGATIVE REPORTING - An in-depth expose of a single subject. This may be reported in one newscast or a series of newscasts.

\*T-9 BEST COVERAGE OF AN ONGOING STORY - Compilation DVD/tape must be submitted along with a written explanation of what's on the tape and the extent of coverage.

T-10 BEST SPECIAL PROGRAM - No year-end summaries. Documentaries can be submitted in this category.

\*T-11 BEST SERIOUS FEATURE

\*T-12 BEST LIGHT FEATURE

T-13 BEST SPORTS REPORTING - Must be a sports story on an athletic event or other sports topic.

\*T-14 BEST VIDEOGRAPHY OF HARD NEWS - Best field work by an electronic camera crew in coverage of breaking news or hard news.

\*T-15 BEST VIDEOGRAPHY OF A NEWS FEATURE - Best field work by an electronic camera crew in coverage of feature material.

T-16 BEST VIDEOGRAPHY OF SPORTS - Best field work by an electronic camera crew in coverage of sports material.

T-17 BEST ANCHOR OR ANCHOR TEAM - Submit one unedited newscast.

\*T-18 BEST HARD NEWS EDITING - Must be one single story or one segment of a multi-part series.

\*T-19 BEST FEATURE EDITING - Must be one single news or sports story or one segment of a multi-part series.

\*T-20 DICK TERRY VIDEOGRAPHER OF THE YEAR - On one entry, submit one example each of a hard news story, spot news story and feature story.

\*T-21 BEST ASSIGNMENT TEAM/LIVE BREAKING NEWS - Stations may enter only those people on an assignment desk who worked on a breaking news story whether broadcast live within a newscast or as a break-in during regular programming. Entries must include a tape of what was broadcast and a written statement of 250 words or less explaining what was involved in that team effort and why they believe it was exceptional, creative and demonstrated excellence in finding and getting a story to air.

\*T-22 CHRIS HARRIS REPORTER OF THE YEAR AWARD - On one tape, submit one example each of a hard news story, spot news story and feature story.

\*T-23 BEST NEWS BROADCAST - 30 minutes.

\*T-24 BEST NEWS BROADCAST - 60 minutes.

MARK TWAIN Web Awards –Since many websites being used are not uniquely designed for each station but the look and template are created by a network for its affiliates, Best Website Awards will be judged on the actual use of the site. To enter, provide the site name and anything, in writing, you would like about the way the site is used. For other categories provide links for viewing by giving an url for an archived copy or provide the material (such as a vodcast, podcast, webcast, streamed story etc.) on a disk.

W-1 BEST USE OF A NEWS WEBSITE – Class 1 Radio

W-2 BEST USE OF A NEWS WEBSITE - Class 2 Radio

W-3 BEST USE OF A NEWS WEBSITE – Class 1 Television

W-4 BEST USE OF A NEWS WEBSITE – Class 2 Television

W-5 BEST VOD, POD or WEBCAST OF A REGULARLY SCHEDULED PROGRAM EXCLUSIVELY FOR THE WEB - Class 1 Radio

W-6 BEST VOD, POD OR WEBCAST OF A PROGRAM REGULARLY SCHEDULED MADE EXCLUSIVELY FOR THE WEB – Class 2 Radio

W-7 BEST VOD, POD or WEBCAST OF A REGULARLY SCHEDULED PROGRAM EXCLUSIVELY FOR THE WEB – Class 1 Television

W-8 BEST VOD, POD OR WEBCAST OF A PROGRAM REGULARLY SCHEDULED MADE EXCLUSIVELY FOR THE WEB – Class 2 Television

W-9 BEST VOD, POD OR WEBCAST OF A PROGRAM NOT REGULARLY SCHEDULED MADE EXCLUSIVELY FOR THE WEB – Class 1 Radio

W-10 BEST VOD, POD OR WEBCAST OF A PROGRAM NOT REGULARLY SCHEDULED MADE EXCLUSIVELY FOR THE WEB Class 2 Radio

W-11 BEST VOD, POD OR WEBCAST OF A PROGRAM NOT REGULARLY SCHEDULED MADE EXCLUSIVELY FOR THE WEB – Class 1 Television

W-12 BEST VOD, POD OR WEBCAST OF A PROGRAM NOT REGULARLY SCHEDULED MADE EXCLUSIVELY FOR THE WEB- Class 2 Television

W-13 BEST USE OF THE WEB: BREAKING NEWS COVERAGE - Class 1 Radio

W-14 BEST USE OF THE WEB: BREAKING NEWS COVERAGE - Class 2 Radio

W-15 BEST USE OF THE WEB: BREAKING NEWS COVERAGE - Class 1 TV

W-16 BEST USE OF THE WEB: BREAKING NEWS COVERAGE - Class 2 TV

W-17 BEST BLOG Serious (Radio – Class 1 and 2 are combined)

W-18 BEST BLOG Light (Radio – Class 1 and 2 are combined)

W-19 BEST BLOG Serious (Television – Class 1 and 2 are combined)

W-20 BEST BLOG Light (Television – Class 1 and 2 are combined)

MARK TWAIN News Promo Awards – Entries must be spots that appeared “on air” outside of the newscast.

NP-1 BEST NEWS PROMO – Class 1 Radio

NP-2 BEST NEWS PROMO – Class 2 Radio

NP-3 BEST NEWS PROMO – Class 1 Television

NP-4 BEST NEWS PROMO – Class 2 Television

Print a copy of your information and send to:

Rachel Ambrose

AP, 221

S. Figueroa St. #300

Los Angeles, CA 90012