

**Recognizing  
Journalistic Excellence  
for 87 years**

# 87TH 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 2,700 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, 2020 and Dec. 31, 2020. 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 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.

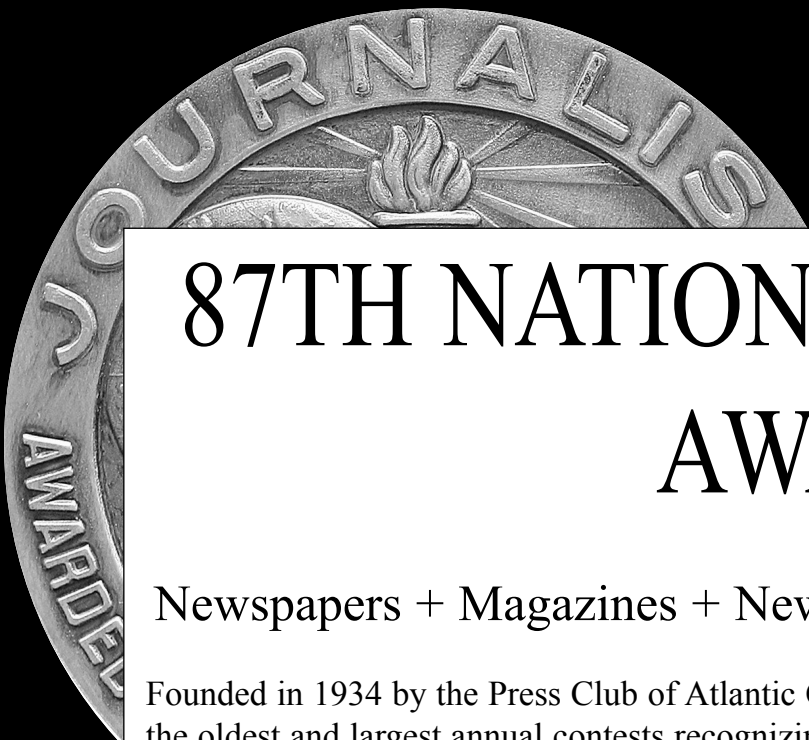
## DEADLINE

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 12, 2021. **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 National Headliner Awards and mailed to the following address: National Headliner Awards, 14 Colgate Road, Somers Point, NJ 08244.

**Now Accepting Nominations for 2020**



# RADIO & TELEVISION - NOTE CHANGES

## RADIO STATIONS

(These categories are for local radio stations)

- R01. Newscast.** Submit best newscast from one particular day in 2020. Not to exceed 45 minutes.
- R02. 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.
- R03. Feature and human interest story.** Not to exceed 10 minutes.
- R04. 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.
- R05. News series.** Not to exceed 20 minutes.
- NEW R06. Pandemic coverage/project.** In-depth feature/story on the COVID-19 pandemic. Not to exceed 20 minutes.

## BROADCAST RADIO NETWORKS AND SYNDICATORS

(These categories are for national radio networks, NPR, CBS Radio, ESPN radio, for example)

- R07. Newscast.** Submit best newscast from one particular day in 2020. Not to exceed 45 minutes.
- R08. 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.
- R09. Feature and human interest story.** Not to exceed 10 minutes
- R10. 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.

- R11. News series.** Not to exceed 20 minutes.
- NEW R12. Pandemic coverage/project.** In-depth feature/story on the COVID-19 pandemic. Not to exceed 20 minutes.

## BROADCAST TV STATIONS

(These categories are for local TV stations)

- TV01. Newscast.** Submit best newscast from one particular day in 2020. Not to exceed 45 minutes.
- TV02. 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.
- TV03. Continuing coverage of a single news event.** Not to exceed 20 minutes.
- TV04. Feature, sports or human interest story.** Not to exceed 10 minutes
- TV05. Public service.** No time limits.
- TV06. Documentary or series of reports on the same subject.** No time limits.
- TV07. Investigative reporting.** Not to exceed 20 minutes.
- TV08. Business & Consumer reporting.** Not to exceed 20 minutes.
- NEW TV09. Health / Science reporting.** Not to exceed 20 minutes. This category is for non-COVID-19 coverage. Please enter pandemic coverage in TV11 category.
- TV10. Environmental reporting.** Not to exceed 20 minutes.
- NEW TV11. Pandemic coverage/project.** In-depth feature/story on the COVID-19 pandemic. Not to exceed 20 minutes.
- NEW TV12. Severe weather reporting.** Breaking coverage of a severe weather event. Can be continuous coverage or a series of hits showcasing presenta-

tion skills, use of graphics and technology and value to viewer. Not to exceed 20 minutes.

## BROADCAST TELEVISION NETWORKS, CABLE NETWORKS AND SYNDICATORS

(These categories are for national TV networks - Fox News, CNN, MSNBC, for example)

- TV13. Newscast.** Submit best newscast from one particular day in 2020. Not to exceed 45 minutes.
- TV14. 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.
- TV15. Continuing coverage of a major news event.** Not to exceed 20 minutes.
- TV16. Feature, sports or human interest story.** Not to exceed 10 minutes.
- TV17. Documentary or series of reports on the same subject.** No time limits.
- TV18. Investigative report.** Not to exceed 20 minutes.
- TV19. News magazine program.** No time limits.
- TV20. Business & Consumer reporting.** Not to exceed 20 minutes.
- NEW TV21. Health / Science reporting.** Not to exceed 20 minutes. This category is for non-COVID-19 coverage. Please enter pandemic coverage in the TV23 category.
- TV22. Environmental reporting.** Not to exceed 20 minutes.
- NEW TV23. Pandemic coverage/project.** In-depth feature/story on the COVID-19 pandemic. Not to exceed 20 minutes.

# PRINT AND MAGAZINE – NOTE CHANGES

## NEWSPAPERS & NEWS ORGANIZATIONS WRITING AND REPORTING

- N01. 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.
- NEW N02. Local news beat coverage or continuing story in top 20 media market (see list below).** NOT a series. Send three.
- NEW N03. Local news beat coverage or continuing story NOT in top 20 media market.** Send three.
- N04. International news beat coverage or continuing story by an individual or team.** NOT a series. Send three samples.
- N05 News series (one series) in newspapers in top 20 media market.**
- N06. News series (one series) in newspapers NOT in top 20 media market.**

- N07. Local interest column on variety of subjects.** Send three samples.
- N08. Special or feature column on one subject by an individual.**(examples: food, fashion, radio-TV, music, etc.) Send three samples.
- N09. Editorial writing by an individual or team.** Send three samples.
- NEW N10. Sports opinion by an individual.** Entry must be framed around opinion and have point of view. Send three samples.
- NEW N11. Sports news writing by an individual or team.** Send three samples.
- NEW N12. Sports feature by an individual or team.** Send three samples. A column may be entered here.
- N13. Feature writing on variety of subjects by an individual.** Send three samples.
- N14. Business news coverage, commentary and/or columns by an individual or team.** Send three samples.
- N15. Education writing.** Send three samples of news stories, feature stories or columns by an individual or team.
- NEW N16. Health/Medical/Science writing.** Send three samples of news, features or columns by individual or

- team. This category is for non-COVID-19 coverage. Please enter pandemic coverage in N25 category.
- N17. Environmental writing.** Send three samples of news, features or columns by an individual or team.
- N18. Investigative reporting in newspapers in top 20 media market.** 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.
- N19. Investigative reporting in newspapers NOT in top 20 media market.**
- N20. Public service in newspapers in top 20 media market.** Entries must be accompanied by a letter outlining background and results. The entry may include stories, photographs, editorials, social media campaigns, videos, community reaction and supplemental material addressing the issue.
- N21. Public service in newspapers NOT in top 20 media market**
- N22. Editorial cartoons.** Send 10 samples contained in one PDF.

- N23. Journalistic innovation:** An experimental or unconventional reader service, design, feature or news and online package that connects newspapers to their communities. Must include letter explaining the effort and its impact on readers and community.
- N24. Best political coverage.** Send three samples by an individual or team.
- NEW N25. Pandemic coverage/project.** In-depth story or series on the COVID-19 pandemic that explores significant angles or breaks new ground. Send up to three samples and a letter explaining the impact.

## MAGAZINES

- M01. Coverage of a major news event or topic.** One sample per entry.
- M02. Feature writing by an individual.** Send one sample.
- M03. Column.** Three samples.
- M04. Political coverage.** Send three samples by an individual or team.
- NEW M05. Pandemic coverage/project.** In-depth story or series on the COVID-19 pandemic. Send up to three samples and a letter explaining the impact.

## PLEASE NOTE CATEGORY CHANGES

**NOTE: PLEASE PROVIDE A PASSWORD IF ENTRIES ARE BEHIND PAYWALL. ENTRIES WILL BE DISQUALIFIED IF NO PASSWORD IS PROVIDED**

### COMPANIES THAT PUBLISH PRIMARILY ONLINE

**NEW D01. Online investigative reporting for digital-only website.** This entry may include, but is not limited to, stories, photographs, editorials, social media campaigns, videos, community reaction and supplemental material addressing the investigation. **This category is specifically for web-only journalism outlets.** Please include a letter outlining the background and results.

**NEW D02. Online investigative reporting for digital partnerships with other news outlets.** This entry may include, but is not limited to, stories, photographs, editorials, social media campaigns, videos, community reaction and supplemental material addressing the investigation. **This category is for web-only journalism outlets that partner with TV, radio, newspapers or other media companies.** Please include a letter outlining the background and results.

**D03. Online beat coverage.** 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

**D04. Best blog:** Includes topics such as, but not limited to, food, the arts, fashion, family, music, parenting, political, sports, news. Send three samples.

**D05. Best news video up to 1 minute.** Entries will be judged on news value, storytelling, cinematography, conciseness and relevance. Can be part of a larger package or a standalone feature. Must be original content. Please include URL.

**D06. Best news video up to 3 minutes.** Entries will be judged on news value, storytelling, cine-

matography, conciseness and relevance. Can be part of a larger package or a standalone feature. Must be original content. Please include URL.

**D07. 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. Must be original content. Please include URL.

**D08. 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. Must be original content. Please include URL.

**D09: Digital presentation of a single news topic.** Involves revelatory news reporting that is presented in a compelling manner for digital audiences. Must be a single project and should include a combination of digital storytelling tools not limited to, video, photography, graphics, social media, written narrative. Must be original work. Judges will be looking for creativity and originality including excellence in user experience and design. Print and/or broadcast may accompany entry. Please include URLs for all parts to be judged. Must submit a letter outlining the project and its impact.

**D10. Digital presentation of a single features topic.** Involves explanatory, human interest features or behind-the-headlines projects that are presented in a compelling manner for digital audiences. Must be a single project and should include a combination of digital storytelling tools not limited to, video, photography, graphics, social media, written narrative. Must be original work. Judges will be looking for creativity and originality including excellence in user experience and design. Print and/or broadcast may accompany entry. Please include URLs for all parts to be judged. Must submit a

letter outlining the project and its impact.

**D11. Social Media:** This award is for excellence in social media strategy and execution. This can include Twitter, Facebook, Snapchat, Instagram, Pinterest or any other social network. 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 screen shots for all parts to be judged. Please include letter explaining vision, strategy, significance and reach.

**D12. 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. 10-15 images, plus cutlines.

**D13. Best narrative podcast.** For a podcast that is based on a serial narrative in recounting a single topic or closely related topics. Typically, this involves extensive reporting and brings a new angle or information. Please include a letter introducing the podcast. Submit up to five URLs.

**D14 Best information podcast.** For a podcast that brings insight, background and news to help public understanding. Typically, this involves a host or hosts of a regularly scheduled podcast. Please include a letter introducing the podcast. Submit up to five URLs.

**NEW D15. Best criminal justice and/or crime podcast.** For a podcast that involves crime or criminal justice. Please include a letter introducing the podcast. Submit up to five URLs.

**NEW D16. Pandemic coverage/project:** In-depth story or series on the COVID-19 pandemic that explores significant angles or breaks new ground. Send up to three samples and a letter explaining the coverage and impact.

## PHOTOGRAPHY - OPEN TO ALL NEWS ORGANIZATIONS (PRINT, MAGAZINE, ONLINE)

Must be staff-generated or first-use work. Images must include caption information as originally published. On multiple-image entries, please include story headline and brief description.

**PG01. Spot news photography, single photo, not a series.**

**PG02. Feature photography, single photo, not a series.**

**PG03. Sports action or feature photography, sin-**

**gle photo.**

**PG04. Individual Photo Portfolio.** This is a collection of 10-15 images from a single staff photographer. Entries that have less than 10 will be disqualified.

**PG05. Staff Photo Portfolio.** This is a collection of 10-15 images from a photography staff.

**PG06. Single Day Photo Story.** 10-15 images from a single photographer or staff that covers a single-

topic event published on one day.

**PG07. Multiple Day Photo Story.** 10-15 images from a single photographer or staff that covers a single topic or event published on no more than seven days.

**PG08. Portrait.** A single photo that reveals the essence of the subject.

**PG09. Pictorial** - A single photo that succeeds on its light, composition or geometry.

## TOP 20 MEDIA MARKETS

New York	Oakland / San Jose	Tampa-St. Petersburg	Denver
Los Angeles	Washington, D.C.	Seattle	Orlando
Chicago	Houston	Detroit	Cleveland
Philadelphia	Boston	Minneapolis-St. Paul	Sacramento
Dallas-Fort Worth	Atlanta	Miami-Ft.	Source: Nielsen
San Francisco /	Phoenix	Lauderdale	Research, 2020

## REMINDERS

- All entries must be submitted online at [HeadlinerAwards.org](http://HeadlinerAwards.org).
- **Association code to register:** NHA
- **Deadline for entries:** 11:59 p.m., Friday, Feb. 12, 2021
- **More information:** Call 609-732-2330 or 609-350-3099 or email [info@headlinerawards.org](mailto:info@headlinerawards.org)

## BASIC INSTRUCTIONS TO SUBMIT ENTRIES

Step 1 — Go to either [headlinerwards.org](http://headlinerwards.org) and click on the Submit Entry button or go to: [newspapercontest.com/nha](http://newspapercontest.com/nha)

Step 2 — THE ASSOCIATION CODE REQUIRED TO REGISTER IS NHA. Register by completing the online registration form. Use the “Register” link above. You will receive a confirmation email from [NOREPLY@newspapercontest.com](mailto:NOREPLY@newspapercontest.com) within a few minutes, which you will need to click on the embedded confirm link to complete the registration process. (We recommend each news organization create just one sign on, even if there will be more than one person submitting entries.)

Step 3 — With your confirmed email and password registration information, login to the contest entry page by using the “News Organization Login” link above. From this page you will enter new and view and edit existing entries. Existing entries will appear in a list below the two green horizontal fields. On your first visit the page will be blank.

Step 4 — To start the entry process, click on the “Add New Entry” link at the top of the page.

Step 5 — On this page, select your news organization from the dropdown list to the right of “Company.” A lot of information will autofill. If that information is incorrect, please contact [nha@newspapercontest.com](mailto:nha@newspapercontest.com).

Step 6 — Fill in the preparer’s name.

Step 7 — Select a “Contest Type” from the dropdown list. This field will clear each time you save an entry, so you must select a class for each new entry.

Step 8 — Select a “Contest Category” from the dropdown list. When you select the category, special instructions will appear below it. These special instructions describe the award and what supporting documentation should be uploaded and in what forms. This information can also be found in the contest rules.

Step 9 — Provide a description of your entry that must be less than 500 words. You can also include a password if needed to access entries that are behind a pay-

wall. If you wish to provide a longer letter to the judges you can download it below.

Step 10 — Each entry submission must be a URL, whether it’s a story, video or radio entry. Do not upload the radio or video file to the database. Please enter the URL in the URL box. There is no need to type “http://.”

Step 11 — Include the name of the entry.

Step 12 — Using the “Person(s) to Receive Award” box, add the name of the person or people who should be credited for the award.

Step 13 — Add your supporting file or files, for example a Letter to the Judges, a PDF of the page as it appeared in the newspaper or photos for the photography categories. You can drag and drop files or use the “Add files” button to navigate to your files. Files can be either .doc, .docx, .jpg or .pdf. If you need to provide a password to get around a paywall, include it here.

Step 14 — When you have completed your submission, click the “Save” button. If you click the “Back to list” button, you will lose the entry you just completed. After clicking “Save,” you will be directed back to the list of your entries.

Step 15 — To submit another entry, click “Add New Entry.” As long as you have not logged out of the system, your news organization name will still be in place and you can simply start at Step 5 again. You may log out and log back in later to continue adding entries.

Step 16 — If you are done submitting entries, please review the list. You may not change an entry, but you may delete an entry and resubmit it.

Step 17 — Once you have reviewed the list and are done submitting entries it’s time pay up. From your news organization page of entry listings, on the left hand side click on “Entry Billing.” There you will see the total cost of your entries. You can choose to “Pay Now” using a credit card or PayPal account or you can pay by check to, National Headliner Awards, 14 Colgate Road, Somers Point, NJ 08244