



Society of Environmental Journalists

AWARDS

for REPORTING on the

ENVIRONMENT

CALL FOR ENTRIES Deadline April 1, 2009

DEADLINE

APRIL 1, 2009

A **\$1,000** prize will be offered in each of nine categories

\$250 Student prize with up to **\$750** travel assistance to SEJ's 19th Annual Conference

\$20,000 offered in 11 categories

\$10,000 for the winner of the Rachel Carson Environment Book Award

Recognizing the best journalism on environmental subjects in books, newspapers, magazines and newsletters and on television, radio and the Internet.

Reporters from all beats are encouraged to enter their best work on environmental subjects.

The Society of Environmental Journalists is the oldest and largest organization of journalists dedicated to improving the quality, accuracy and visibility of environment reporting. SEJ offers unique educational programs and services for journalists, educators and students, including annual conferences, tipsheets, the quarterly SEJournal, web resources and more. For information on these and other services, please visit www.sej.org.

Society of Environmental Journalists

Awards for Reporting on the Environment

CATEGORIES:

Rachel Carson Environment Book Award —

A published nonfiction book covering a topic of environment journalism.

Prize: **\$10,000**

Outstanding Beat or In-depth Reporting, Radio —

Up to five radio reports, with a combined total running time of no more than 60 minutes, on one or more environmental subjects.

Prize: **\$1,000**

Outstanding Beat or In-depth Reporting, Television —

Up to five television reports, with a combined total running time of no more than 60 minutes, on one or more environmental subjects.

Prize: **\$1,000**

Outstanding Story, Television, Large Market —

A single television report, up to ten minutes long, on an environmental subject. (Eligible: national networks in U.S. and elsewhere and top 10 markets in U.S. as determined by Nielsen.)

Prize: **\$1,000**

Outstanding Story, Television, Small Market —

A single television report, up to ten minutes long, on an environmental subject. (Eligible: all networks falling outside the large market definition, above.)

Prize: **\$1,000**

Kevin Carmody Award for Outstanding Investigative Reporting, Print —

An investigative story, series or occasional series of up to four parts on a single environmental subject, published in a newspaper, magazine, wire service, newsletter or other print medium.

Prize: **\$1,000**

Outstanding Explanatory Reporting, Print —

A story, series or occasional series of up to four parts that illuminates a significant and complex environmental subject, demonstrating mastery of the subject, lucid writing and clear presentation, published in a newspaper, magazine, wire service, newsletter or other print medium.

Prize: **\$1,000**

Outstanding Beat Reporting, Print —

Up to seven stories on various environmental subjects, published in a newspaper, magazine, wire service, newsletter or other print medium.

Prize: **\$1,000**

Outstanding Small-Market Reporting, Print —

Up to four stories on related or unrelated environmental topics by a print publication with a circulation of less than 100,000, published in a newspaper, magazine, wire service, newsletter or other print medium.

Prize: **\$1,000**

Outstanding Online Reporting —

Up to four stories on one or more environmental subjects. They must be prepared either specifically for an online news outlet or for other media but displayed online with significant use of Internet-only tools demonstrating the power of online display.

Prize: **\$1,000**

Outstanding Student Reporting —

A student-produced story or up to four parts of a series on a single environmental subject in print, online, or on radio or television accessible to the general public or the campus community.

Prize: **\$250** plus up to **\$750** travel assistance to attend SEJ's 19th Annual Conference in Madison, Wisconsin.

SEJ Awards FAQs

NOTE: Visit the contest page at www.sej.org for the complete contest rules or to obtain additional contest entry forms.

How do I know I'm eligible?

You don't have to be an SEJ member or an environment specialist to enter. Reporters who cover health, politics, science, energy, local government or any other beat are encouraged to enter their work on environmental subjects. Students may enter work that was published or broadcast in a media outlet accessible to the general public. SEJ welcomes entries from outside the U.S., but non-English entries must be accompanied by a complete English translation. Judges for this contest may enter except in a category to which her or his panel is assigned. Members of SEJ's Board of Directors and Awards Committee and SEJ staff may not enter. Exceptions will be made for

group entries including an SEJ board member if that member did not play a significant role. Please see the complete rules for details on all categories.

What should I send SEJ?

No matter which category you're entering, you need to send five copies of your work. Each copy of the entry must have a copy of the entry form (front and back of the first copy, front only of the other four) on top or affixed to the outside of a folder, followed by the supporting letter, a list of story titles, then the story or stories being entered. If more than one reporter is on the entry, include one sheet

continued

listing the reporting team names, phone numbers, complete mailing addresses and email addresses. Fees must be included. Please do not send supplemental materials, as these will be removed and discarded. All entries become the property of SEJ.

- Print category stories must be submitted in one of four ways: 1) clearly legible photocopies on paper measuring no smaller than 8.5" x 11" and no larger than 11" x 17", 2) clips mounted on paper, cardboard or similar material not to exceed 11" x 17" inches, 3) reprints, or 4) printouts of PDF versions of print stories. In each case, the submitted material must show the same stories, headlines, photos and graphics that appeared originally in print, without any additions or deletions, and must be accompanied by at least one actual tearsheet or clipping. Tearsheets alone are not accepted. News services may submit computer printouts. SEJ also requests entrants in print categories to include, if possible, an electronic copy on CD for archiving.
- Television stories must be on VHS cassettes or DVD (digital video disc). It is the entrant's responsibility to make sure entered DVDs are playable in multiple formats and readable on both PC and Mac.
- Radio stories must be on audio compact discs. It is the entrant's responsibility to ensure each copy is readable on both PC and Mac.
- Online entries must be submitted in one of three ways: 1) web addresses that are current and publicly accessible (content must not have been updated beyond Feb. 28, 2009); 2) compact discs showing exactly how the material appeared online or 3) legible printouts of exactly how the material appears (or appeared) online. In each case, the submitted material may not reflect any changes made after the last day of February of the current contest year. Entries must also be accompanied by complete instructions indicating which stories and web pages are to be judged. It is the entrant's responsibility to ensure each copy is readable on both PC and Mac.
- Book entries must be submitted as published. Computer printouts or proofing copies will not be accepted.

How much does it cost?

Book entries are **\$50** for members, **\$80** for non-members who include a membership application with the entry, **\$125** for non-members.

Student entries are **\$15** for members, **\$25** for non-members who include a membership application with the entry, **\$50** for non-members.

All others are **\$30** for members, **\$50** for non-members who include a membership application with the entry, **\$80** for non-members. Please note: payment must accompany your entry.

What are the eligible air/publication dates?

Books: *Jan. 1 — Dec. 31, 2008*

All other entries must have been published between March 1, 2008, and Feb. 28, 2009. A series that begins or ends outside the contest dates may include those stories published outside the contest dates. Check your category for the number of stories allowed.

What types of stories may I enter?

Each story entered in the contest must be predominantly about an environmental subject and must have been published or broadcast in a media outlet accessible to the general public. Stories may be about unrelated environmental topics unless entered in the explanatory, investigative, or outstanding broadcast story categories, which must be about a single subject. The awards committee is the final authority for determining whether an entered story is eligible. Entry fees will not be returned for entries deemed not eligible.

How many stories may I enter?

There are different limits for the various categories, so consult the rules carefully at www.sej.org. Also refer to the application form. Related stories published or broadcast on the same day count as one story, as do daily installments of a series.

What should I include in my brief cover letter?

You should describe your story or stories, including the resources that went into reporting them, their impact, and the deadlines and other obstacles you faced. The letter may be from you or a supervisor but it may not exceed one side of an 8 1/2 by 11 sheet of paper, using 10-point type or larger.

May other people be part of my entry?

In addition to journalists working alone, groups may be part of the same entry if the group worked together on the entered stories. Only individuals may enter—not publications, stations, programs or networks. If a group wins, the prize will be divided according to instructions given by the group on the entry form. Group entries may include photographers, producers, artists, etc. Only one of the reporting team must be a member of SEJ to qualify for the member rate.

Which category should I enter?

Choose carefully because you may select only one category per entry. The beat category is to recognize a body of work, which could include deadline or feature reporting. The explanatory or investigative reporting categories are for more involved pieces or series. The online category is reserved for journalism produced specifically for Internet viewing, or republished using tools unique to the Internet, such as hyperlinks, streaming audio or interactive features. It is not for no-frills reproductions of print, television or radio stories. If you're still uncertain about which category best fits your entry, please contact the SEJ office at (215) 884-8174.

May I enter the small market category?

You are eligible to enter the small market category for print if your stories first appeared in a publication with a circulation of less than 100,000.

May I enter more than once?

Yes, but only if you enter different stories each time and mail each entry separately with a separate entry fee. No story may be included in more than one entry, i.e., the same package of stories cannot be entered in more than one category and each story in a package may be part of only one entry.

Who will select the winners?

Panels of journalists, journalism educators and other qualified individuals appointed by the awards committee will judge qualified entries and pick place-winners. Judges may select no winners in a category if they decide there are no deserving entries. The awards committee, whose members are appointed by the SEJ board, is the final authority for interpreting contest rules and may disqualify entries that do not comply with those rules.

When will the winners be announced?

Winners will be announced in early July. Awards will be presented at SEJ's annual conference in Madison, Wis., Oct. 7-11, 2009.

What will happen to the winning entries?

Copies of place-winning stories will be retained as an archive by SEJ and may be reproduced on the SEJ website and in SEJ publications at SEJ's discretion.

Entry Enclosure Checklist

Please review FAQs and complete rules for details.

1. Entry form (five copies: include second page fee information on first copy only)
2. Entry fee (for fee information, see FAQs or entry form)
Separate payment for each entry!
3. (Reporting teams only) list of reporting team names (please check spelling!), phone numbers, complete mailing addresses and current email addresses (one copy)
4. List of titles for all stories in your entry (five copies)
5. Cover letter, limited to one side of one 8.5 x11 paper, 10 pt. type or larger (five copies)
6. Your entry story or stories prepared as instructed by FAQs or rules (five copies)
7. Air or publication dates for each story listed on your entry form in the space provided
8. Run time for broadcast entries listed on your entry form in the space provided
9. Only one entry per envelope (multiple entries may be shipped together, but must be in separate envelopes with separate payments within the shipping parcel)
10. No supplemental materials

Deadline

April 1, 2009

Mailing Address

SEJ Awards, P.O. Box 2492
Jenkintown, PA, 19046

Overnight shipping address

321 Old York Rd., Suite 200
Jenkintown, PA, 19046
(215) 884-8174

Questions? Email SEJ at sej@sej.org
or call (215) 884-8174.

For the complete contest rules and to
obtain a contest entry form, go to

www.sej.org



Society of
**ENVIRONMENTAL
JOURNALISTS**

P. O. Box 2492
Jenkintown, PA 19046

www.sej.org