

CALL FOR ENTRIES



New America Media,
the Los Angeles Multicultural
Leadership Network and KPCC Present

The 2013 NAM Ethnic Media Awards for Southern California

Awards Gala:

**March 7, 2013 - Thursday
6:00 - 8:30 PM**

**KPCC's Crawford Family Forum at
Southern California Public Radio**

**474 S. Raymond Avenue,
Pasadena, CA 91105**

Honoring Excellence in Journalism
in Ethnic Media With Special Recognition
for Inter-Ethnic Coverage



FINAL EXTENDED DEADLINE:

POSTMARK ENTRIES BY JANUARY 20, 2013!!!

The 2013 NAM Ethnic Media Awards for Southern California

For the 2013 NAM Awards, we are inaugurating several new approaches that reflect the rapid changes in California's media landscape.

NAM will consider all entries in English and in-language, across all media formats including print, online and broadcast [TV & Radio] as a single pool in all of the News Beats [NB1-NB6] and Spotlight Reports [SR1- SR6] categories.

The Spotlight Reports categories honor special news reporting on 2012 news events or trends.

We are also maintaining a separate track of awards for Outstanding Photojournalism, Outstanding Community reporting for Radio and Outstanding Community Reporting for Television.

We are requesting nominees to provide English translations of their entries whenever possible but this is not a requirement for submission. NAM will provide English translations to judges where needed.



NEWS BEAT CATEGORIES

OUTSTANDING REPORTING ON GOVERNANCE AND COVERAGE OF THE 2012 ELECTIONS - NB1

This award will honor an outstanding in-depth analysis, feature or investigative reporting that spotlights how government and electoral politics intersect with the everyday life of ethnic and immigrant communities. Topics could include for example, a community's stake in statewide reform initiatives like redistricting, rank choice voting, and realignment; the impact of the state's budget crisis, etc. Judges will consider originality of topic, depth of reporting, compelling storytelling, and a unique approach such as collaborative reporting across multiple media outlets. Nominees are encouraged where possible to provide English translations of their in-language print or online submissions.

PRINT/ONLINE ENTRIES: One story or up to three from a series.

BROADCAST ENTRIES [TV or Radio]: One story or up to three reports/video segments from a series. Judges should be provided with a short summary of the segments. Segments should be maximum 10 minutes long each.

ONE SET OF AWARDS: English & In-language Entries, as well as ALL media formats will be judged together.

OUTSTANDING REPORTING ON CIVIL LIBERTIES ISSUES IN ETHNIC COMMUNITIES - NB2

This award will honor an outstanding in-depth analysis, feature or investigative reporting that spotlights the struggle for immigrant rights, civil rights, gender rights, worker rights, criminal justice rights, etc. in California's ethnic and immigrant communities. Topics could include, for example, reports on DREAMers and Deferred Action; the impact of detention and deportation; instances of racial profiling, etc. Judges will consider originality of topic, depth of reporting, compelling story telling, and a

unique approach such as collaborative reporting across multiple media outlets. Nominees are encouraged where possible to provide English translations of their in-language print or online submissions.

PRINT/ONLINE ENTRIES: One story or up to three from a series.

BROADCAST ENTRIES [TV or Radio]: One story or up to three reports/video segments from a series Judges should be provided with a short summary of the segments. Segments should be maximum 10 minutes long each.

ONE SET OF AWARDS: English & In-language Entries, as well as ALL media formats will be judged together.

OUTSTANDING REPORTING ON HEALTH AND HEALTH CARE - NB3

This award will honor an outstanding in-depth analysis, feature or investigative reporting that documents the unique experiences of ethnic and immigrant communities in addressing health and health care issues. Topics could include for example, elders grappling with budget cutbacks; breakthroughs in disease prevention; challenges for the uninsured, etc. Judges will consider originality of topic, depth of reporting, compelling story telling, and a unique approach such as collaborative reporting across multiple media outlets. Nominees are encouraged where possible to provide English translations of their in-language print or online submissions.

PRINT/ONLINE ENTRIES: One story or up to three from a series.

BROADCAST ENTRIES [TV or Radio]: One story or up to three reports/video segments from a series Judges should be provided with a short summary of the segments. Segments should be maximum 10 minutes long each.

ONE SET OF AWARDS: English & In-language Entries, as well as ALL media formats will be judged together.

OUTSTANDING REPORTING ON EDUCATION – NB4

This award will honor an outstanding in-depth analysis, feature or investigative reporting on education in California. Topics could include for example, portraits of neighborhood schools or colleges and teacher profiles to analyses of issues like the achievement gap; budget cutbacks; ESL and bilingual education, etc. Judges will consider originality of topic, depth of reporting, compelling storytelling, and a unique approach such as collaborative reporting across multiple media outlets. Nominees are encouraged where possible to provide English translations of their in-language print or online submissions; or English summaries of their in-language broadcast entries.

PRINT/ONLINE ENTRIES: One story or up to three from a series.

BROADCAST ENTRIES [TV or Radio]: One story or up to three reports/video segments from a series Judges should be provided with a short summary of the segments. Segments should be maximum 10 minutes long each.

ONE SET OF AWARDS: English & In-language Entries, as well as ALL media formats will be judged together.

OUTSTANDING REPORTING ON INTER-ETHNIC, INTER-RACIAL, INTER-RELIGIOUS RELATIONS- NB5

This award will honor an outstanding in-depth analysis or feature reporting that explores how diverse racial, ethnic or religious communities intersect with one another, or that explores a specific ethnic/racial/religious community different from that of the reporter/publishing outlet. Topics could include for example, stories on conflict or collaboration among and between different groups or individuals; new identity patterns within multi-racial, multi-ethnic families; controversies over race-based and class-based affirmative action, etc. Judges will consider originality of topic, depth of reporting and compelling storytelling. Nominees are encouraged where possible to provide English translations of their in-language print or online submissions.

PRINT/ONLINE ENTRIES: One story or up to three from a series.

BROADCAST ENTRIES [TV or Radio]: One story or up to three reports/video segments from a series Judges should be provided with a short summary of the segments. Segments should be maximum 10 minutes long each.

ONE SET OF AWARDS: English & In-language Entries, as well as ALL media formats will be judged together.

OUTSTANDING REPORTING ON THE ENVIRONMENT – NB6

This award will honor an outstanding in-depth analysis or investigative reporting on environmental challenges as perceived and experienced by immigrant and ethnic communities – from climate change to energy conservation, toxic waste, air pollution, food deserts to access to public parks and public space. Topics

could include for example, profiles of communities adapting to changing climate conditions; the spread of urban gardens; how immigrant farmers cope with drought, etc. Judges will consider originality of topic, depth of reporting and compelling storytelling. Nominees are encouraged where possible to provide English translations of their in-language print or online submissions.

PRINT/ONLINE ENTRIES: One story or up to three from a series.

BROADCAST ENTRIES [TV or Radio]: One story or up to three reports/video segments from a series Judges should be provided with a short summary of the segments. Segments should be maximum 10 minutes long each.

ONE SET OF AWARDS: English & In-language Entries, as well as ALL media formats will be judged together.



NEWS STORIES OF 2012— SPOTLIGHT REPORTS CATEGORIES

OUTSTANDING REPORTING ON CALIFORNIA'S GROWING ECONOMIC DIVIDE - SR1

This award will honor outstanding reporting that documents the impact of rising poverty in California as it impacts the young, the elderly, families, and strategies for reversing the growing economic polarization in the state. Topics could include for example, the aftermath of home foreclosure on a family or community; children living in poverty; how people earn a living in the absence of jobs, etc. Judges will consider originality of topic, depth of reporting and compelling storytelling. Nominees are encouraged where possible to provide English translations of their in-language print or online submissions.

PRINT/ONLINE ENTRIES: One story or up to three from a series.

BROADCAST ENTRIES [TV or Radio]: One story or up to three reports/video segments from a series. Judges should be provided with a short summary of the segments. Segments should be maximum 10 minutes long each.

ONE SET OF AWARDS: English & In-language Entries, as well as ALL media formats will be judged together.

OUTSTANDING REPORTING ON INTERNATIONAL AFFAIRS – SR2

This award will honor outstanding reporting on international affairs done outside the United States, with a special focus on their relevance to immigrant or ethnic communities in California. Judges will consider originality of topic, unique angles, depth of analysis, balance and effectiveness of presentation. Nominees are encouraged where possible to provide English translations of their in-language print or online submissions.

PRINT/ONLINE ENTRIES: One story or up to three from a series.

BROADCAST ENTRIES [TV or Radio]: One story or up to three reports/video segments from a series. Judges should be provided with a short summary of the segments. Segments should be maximum 10 minutes long each.

ONE SET OF AWARDS: English & In-language Entries, as well as ALL media formats will be judged together.

OUTSTANDING REPORTING ON ARTS, CULTURE, FOOD AND ENTERTAINMENT - SR3

This award will honor outstanding reporting on the diversity of California's cultural life as reflected by the arts, food and entertainment of immigrant or ethnic communities. Judges will consider originality of topic, unique angles and freshness of perspective. Nominees are encouraged where possible to provide English translations of their in-language print or online submissions.

PRINT/ONLINE ENTRIES: One story or up to three from a series. English translations if needed, are encouraged to be provided by nominees.

BROADCAST ENTRIES [TV or Radio]: One story or up to three reports/video segments from a series. Judges should be provided with a short summary of the segments. Segments should be maximum 10 minutes long each.

ONE SET OF AWARDS: English & In-language Entries, as well as ALL media formats will be judged together.

OUTSTANDING REPORTING ON SPORTS - SR4

This award will honor outstanding reporting that explores the growing diversity of sports in California through the skills and passions of its diverse ethnic and immigrant populations. It will be given to the outstanding piece that spotlights remarkable sports figures independent of celebrity, as well as the impact of their sport on ethnic communities. Judges will consider originality of topic, unique angles and freshness of perspective. Nominees are encouraged where possible to provide English translations of their in-language print or online submissions.

PRINT/ONLINE ENTRIES: One story or up to three from a series.

BROADCAST ENTRIES [TV or Radio]: One story or up to three reports/video segments from a series. Judges should be provided with a short summary of the segments. Segments should be maximum 10 minutes long each.

ONE SET OF AWARDS: English & In-language Entries, as well as ALL media formats will be judged together.

EMERGING YOUTH VOICES AWARD-SR5

This award will honor the outstanding work of one or more young people, ages 16 to 24, who are expanding and enriching the media landscape of California through their own content production or through collective media work. Judges will consider the originality of the topics and power of their storytelling. Nominees are encouraged where possible to provide English translations of their in-language print or online submissions.

PRINT/ONLINE ENTRIES: One story or up to three from a series.

BROADCAST ENTRIES [TV or Radio]: One story or up to three reports/video segments from a series. Judges should be provided with a short summary of the segments. Segments should be maximum 10 minutes long each.

ONE SET OF AWARDS: English & In-language Entries, as well as ALL media formats will be judged together.

COMMUNITY ADVOCATE AWARD - SR6

This award will be presented by NAM to an ethnic media organization for its public advocacy on a specific issue impacting its own community and/or California. Advocacy could include consistent reporting on an untold or controversial topic/issue; raising public awareness through organizing or sponsoring events; promoting policy change through editorials; and public speaking. Nominees should submit a 300-word description of their journalism/media work in line with these guide points, as well as some written examples and web links if available.

Please provide three hard copies of this essay. Payment entry fee of \$10 applies.

ONE AWARD will be given from among all media outlet applicants.



PHOTOJOURNALISM & BROADCAST CATEGORIES

OUTSTANDING PHOTOJOURNALISM - PJ1

This award will honor outstanding photography that shows exceptional skill in capturing defining moments in news; or illustrating a story about life in Southern California's ethnic or immigrant communities. Judges will consider technical excellence and the compelling nature of the photograph. Judges should be provided with a short summary in English -- minimum of five, maximum of 10 sentences, describing these photographs; and where possible, with a copy of the accompanying news report/ story that used these images.

ENTRY: Up to 5 individual photos or samples from a series.

**OUTSTANDING COMMUNITY REPORTING [Radio]
- B1**

This award will honor the exceptional coverage of an issue affecting a local community that is broadcast on a radio program. Judges will consider originality of topic, unique angles, technical excellence and compelling insight.

Judges should be provided with a short summary in English of the show.

ENTRY: Maximum air time: 30 minutes.

**OUTSTANDING COMMUNITY REPORTING
[Television] - B2**

This award will honor the exceptional coverage of an issue affecting a local community that is broadcast on a television program. Judges will consider originality of topic, unique angles, technical excellence and compelling insight. **Judges should be provided with a short summary in English of the show.**

ENTRY: Maximum air time: 30 minutes.

FIRST PLACE WINNERS WILL RECEIVE AN AWARD OF \$300 AND A TROPHY.
RUNNERS-UP WILL RECEIVE AN AWARD OF \$100 AND A CERTIFICATE.



Recognizing journalistic excellence, NAM invites media organizations (print, online, radio and television) serving Southern California's ethnic minority and newcomer communities, as well as individuals whose work is published or aired by these media outlets, to submit entries published between October 1, 2011 and Dec. 1, 2012.

Entries may be in the language of the publication such as English, Spanish, Chinese, Korean, Vietnamese, Japanese, Arabic or other relevant languages. Participants are encouraged to include their own English translations wherever possible.

New America Media is the country's first and largest national collaboration of ethnic news organizations. Founded by the non-profit Pacific News Service in 1996, NAM (formerly New California Media) is headquartered in California, where ethnic media are the primary source of news and information for over half of the state's new ethnic majority. NAM's goal is to promote the editorial visibility and economic viability of this critical sector of American journalism, as a way to build inclusive public discourse in our increasingly diverse, global society. NAM produces and aggregates editorial content from and for the ethnic media sector and develops pioneering marketing services on behalf of corporations, foundations, and non-profits who are targeting ethnic media and ethnic communities.



ENTRY RULES FOR THE NAM SOUTHERN CALIFORNIA ETHNIC MEDIA AWARDS

- [] All entries must be postmarked no later than January 20, 2013.
 - [] Entries must have been published or aired between October 1, 2011 – Dec. 1, 2012.
 - [] Entries must have been published or aired by a news media organization of any size serving an ethnic/newcomer community in Southern California.
 - [] Each entry must be submitted with a separate entry form and a \$10 filing fee (payable to New America Media) and can only be submitted in one category.
 - [] A writer should not be nominated for more than one entry per category.
 - [] Nominators or nominees are encouraged to submit English-language translations of entries wherever possible. Otherwise, NAM will translate non-English language entries selected as finalists.
 - [] We reserve the right to move an entry from one category to another.
 - [] If the judges deem it appropriate, no award may be presented in a particular category.
- [] Each entry must include four copies (one original and three photocopies) of the following:
- Media outlet submission appeared in and date submission appeared
 - Original clip of each newspaper or periodical story entered. Originals should be tear sheets - please do not send the entire publication.
 - 8 x 10 original photograph of each newspaper, periodical, or online photo entered
 - Printout of online stories or photos accompanied by an Internet address
 - Video entries should be submitted in DVD format
 - Radio entries should be submitted on DVD/CD-ROM
 - One paragraph about media outlet
 - One paragraph biography of nominee
 - One photograph of nominee

SUBMISSION FORM

2013 NAM Ethnic Media Awards for Southern California

Please submit one form per entry.

NOMINEE (NAME):

WORK ADDRESS:

PHONE: FAX: EMAIL: (please indicate preferred mode of contact)

HOME ADDRESS:

PHONE: FAX: EMAIL: (please indicate preferred mode of contact)

MEDIA OUTLET WHERE ENTRY APPEARED:

ADDRESS: PHONE:

NAME OF NOMINATOR: (if different from Nominee) EMAIL AND PHONE:

PUBLICATION (POSTING) DATE(S) OF ARTICLE or PHOTO:

AWARD CATEGORY FOR WHICH ENTRY IS BEING NOMINATED (USE CATEGORY NUMBER CODE):

LANGUAGE(S) ENTRY SUBMITTED IN:

Submission Must Include: (please check boxes)

Print/Online Story

- Submission Form
- Check for \$10 (or credit card info)
- Original clip of story entered plus three copies
- One paragraph biography of nominee (including age, work experience)
- Photograph of nominee
- (Optional)One-paragraph summary of entry and its importance (In English)
- One-paragraph description of media outlet where entry appeared

Photo

- Submission Form
- Check for \$10 (or credit card info)
- 8 x 10 Original photograph(s) of photo entered plus 3 copies
- One-paragraph biography of nominee (including age, work experience)
- Photograph of nominee
- (Optional)One-paragraph summary of entry and its importance (In English)
- One-paragraph description of media outlet where entry appeared

Broadcast

- Submission Form
- Check for \$10 (or credit card info)
- 8 x 10 Original photograph(s) of photo entered plus 3 copies
- If video, 4 copies on DVD
- If radio, 4 copies on DVD/CD Rom
- One paragraph biography of nominee (including age, work experience)
- Photograph of nominee
- (Optional)One-paragraph summary of entry and its importance (In English)
- One-paragraph description of media outlet where entry appeared

CARDHOLDER NAME: (if paying entry fee with credit card)

BILLING ADDRESS: CITY STATE ZIP

CARD TYPE: [Circle One] MC VISA AMEX

CARD NUMBER EXPIRATION DATE:

Telephone Fax Email

Signature

Please make check(s) payable to New America Media. Fee is \$10 per entry per category.

All entries must be postmarked no later than January 20, 2013!

MAIL TO:
New America Media 2013 Awards – Southern California
209 9th St., [2nd Floor]
San Francisco, CA 94103

For more information about the 2013 NAM Southern California Ethnic Media Awards, please contact:
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