

Excellence in Financial Journalism Award

The New York State Society of Certified Public Accountants (NYSSCPA) offers its annual Excellence in Financial Journalism Award to recognize reporters from the national and local press who contribute to a better understanding of business topics. The Society presents awards in the categories offered below at a special Awards Luncheon in May.

Judging Criteria

A panel of members of the New York State Society of Certified Public Accountants and the New York Financial Writers Association judges entries on:

- 1) accuracy and thorough research,
- 2) the ability to communicate an understanding of the topic, and
- 3) fair and balanced representation of the issue(s).

Award winners are notified within three months of the competition deadline.

Eligibility Requirements

Articles printed or programs broadcast between January 1 and December 31, 2009 (inclusive) are eligible for the competition. Entries must be received by 5:00 p.m. on February 1, 2010. All submissions become property of the NYSSCPA. We are not responsible for lost entries.

Program Rules

- 1) All entries must include an original plus **eight** stapled sets of the award application (or tapes if radio or television entry) and the entry on 8.5-x-11-inch paper. This includes hard copies of electronic media stories. Incomplete entries will be disqualified.
- 2) Print entries must be at least 500 words in length and should include the original publication.
- 3) Television entries must be submitted on VHS cassette, CD, or DVD. Radio entries must be submitted on audio cassette or CD. All tape labels must indicate program title, running time, media outlet, and applicant's name and phone number. All entries must include a script.
- 4) Only one entry per person will be accepted. There is no limit to the number of entries per media outlet.
- 5) No award will be given in a category if there are no entries deemed worthy of citation by the judges.
- 6) The NYSSCPA presents one award for each winning entry. Journalists may purchase additional plaques.
- 7) **A \$50 fee is required for each entry submitted.** Please make check payable to the NYSSCPA.
- 8) Send entries and check to: Excellence in Financial Journalism Award, NYSSCPA Public Relations Department, 3 Park Avenue, New York, NY 10016-5991.

Entry Form

(Please use additional paper if necessary. Photocopies are acceptable.)

Journalist's Name(s) _____

Media Outlet _____

Address _____

Phone _____ Fax _____ E-mail _____

Website _____

Title of Entry _____

Date of Publication/Broadcast _____

Whom should we contact if you are a winner: your editor? producer?

Name _____ Title _____

Address (if different from yours) _____

Phone _____ Fax _____ E-mail _____

Please state your entry's objectives: _____

Describe the audience demographics for the article/program (include geographic area covered by your medium): _____

Which general topic best describes your publication/program: Accounting Other Business/Financial General Audience

My entry is in the following category:

PRINT

- newspaper under 1,500 words
- newspaper over 1,500 words
- magazine under 1,500 words
- magazine over 1,500 words
- series of articles

ELECTRONIC MEDIA

WIRE SERVICES

BLOGS

TELEVISION

- news segment
- feature
- spot news
- documentary

RADIO

- news segment
- feature
- series

Please note: Non-English transcripts should be accompanied by an English translation.

new york state society of

NYSSCPA

certified public accountants

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