

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 on this entry form at a special Awards Luncheon in May.

Judging Criteria

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

- 1) accuracy and thoroughness of 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

Entries created between January 1 and December 31, 2011 (inclusive) are eligible for the competition. Entries must be received by 5:00 p.m. on February 1, 2012. 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** 8.5 x 11 inch stapled sets of the award application (or CDs or DVDs if radio or television entry). 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 CD or DVD. Radio entries must be submitted on 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 journalist 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 \$60 fee is required for each entry submitted.** Please make check payable to the NYSSCPA and mail it with entry.
Or, to pay by credit card, fax the credit card form on page 3 to the NYSSCPA Accounting Department.
- 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 and give a brief summary. (Either you or your editor can provide this.) This may be just one or two sentences for a short piece. To summarize a longer piece, you can use a separate piece of paper, clearly noting that the summary is not part of the article itself.

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

Which general topic best describes your publication/program? (Before making a submission, please read the descriptions below so that you place your entries in the correct category.) My entry is in the following category:

PRINT & ONLINE

This category includes conventionally printed and online articles.

We have two broad categories—business and consumer—each further divided into three subcategories: news, feature and opinion. Up to three related articles may be submitted as a single entry.

BUSINESS CATEGORY

- News
- Feature
- Opinion

CONSUMER CATEGORY

- News
- Feature
- Opinion

- "Business" articles are those aimed primarily at an audience of professionals, such as CPAs, financial advisers or corporate executives.
- "Consumer" articles are those aimed primarily at the general public.
- "News" articles are breaking news stories and analysis.
- "Feature" stories cover a business or financial topic. These must be balanced journalism—for opinion pieces, see below.
- "Opinion" articles can be an editorial from an editor or publisher, an op-ed piece or regular column.

TELEVISION

- Segment running 10 minutes or less
- Segment running more than 10 minutes

RADIO

- Segment running 10 minutes or less
- Segment running more than 10 minutes

Please note: Non-English transcripts should be accompanied by an English translation. No submission may contain vulgarity, defamatory language or any other subject deemed by the NYSSCPA to be inappropriate for the tone of the competition.

Excellence in Financial Journalism Award

Paying by Credit Card

Journalist's Name(s) _____

Media Outlet _____

Address _____

Phone _____ Fax _____ E-mail _____

Number of Entries _____

Fee per Entry _____

Regular Entry (\$60.00)

Book Entry (\$75.00)

Credit Card Information

Amount to Be Charged _____

Method of Payment:

American Express

MasterCard

Visa

Discover

Credit Card No. _____

Expiration Date _____

Security Code _____

Cardholder's Name _____

Cardholder's Signature _____

Fax this sheet with credit card details to the secure fax in the NYSSCPA Accounting Department.

Fax number: 888-527-4761