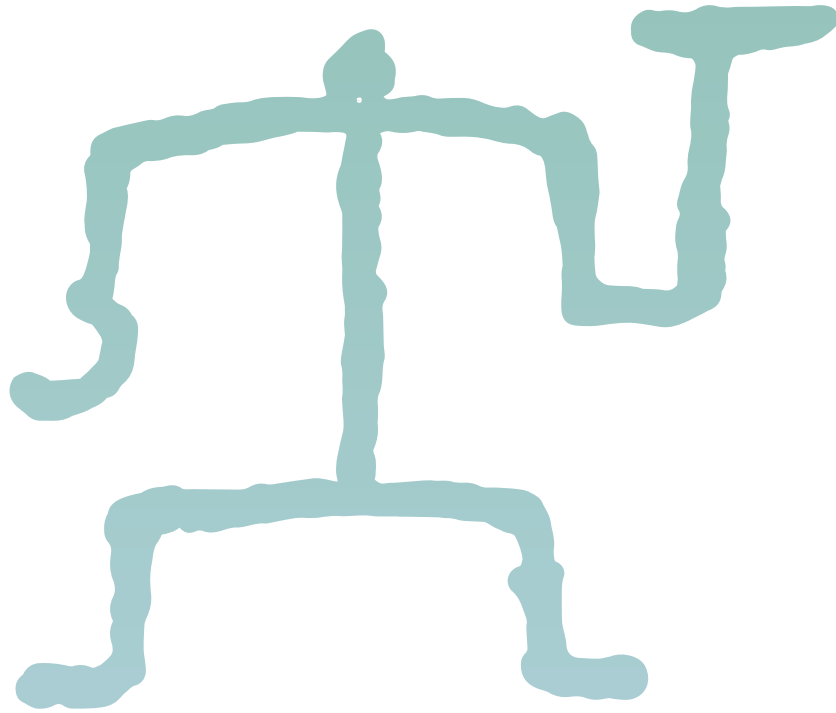


HAWAII PUBLISHER'S
ASSOCIATION



31ST ANNUAL

PA'11

AWARDS



PAI JOURNALISM AWARDS

1. SPOT NEWS REPORTING

This award will be presented to the publication that does the best job of first-day coverage of a one-time event. A deadline story.

JUDGING CRITERIA:

- General Community Importance
- Alertness or Quick Action
- Exclusivity of Unique Angles Developed
- Quality of Final News Product

2. EDITORIAL FEATURE

The purpose of this award is to recognize the outstanding single one-time feature story. Entries can either be soft news of human interest or can delve into significant community problems.

JUDGING CRITERIA:

- Degree of Reader Interest
- Quality of the Finished Product
- Exclusivity or Unique Angle Developed

3. EDITORIAL ENTERPRISE REPORTING

This award is for publications breaking a story, regardless of publication schedule.

JUDGING CRITERIA:

- The publication must have broken the story
- The story should have a compelling public interest
- The story must be proactive
- Exclusivity or Unique Angle Developed

4. EDITORIAL SERIES

The purpose of this award is to recognize multi-part efforts, which examine some aspects of the community, its people, its problems, its needs, its successes, and its failures. Entries must consist of at least two articles or stories run in different issues.

JUDGING CRITERIA:

- Degree of Community Service
- Quality of Finished Product
- Exclusivity of Unique Angles Developed

5. EDITORIAL OPINION

This award will be given to the publication which produces the best single editorial dealing with any subject. The purpose of this award is to encourage publications to take stands and express opinions on issues affecting their community, state or nation.

6. EDITORIAL COLUMN DEPARTMENT

The purpose of this award is to honor the outstanding regular appearing Column and/or Department by a single writer. Submit three samples, two of which must be consecutive of entry.

7. INVESTIGATIVE REPORTING

The award is given for investigative reporting by a reporter or reporting team. Entries may be a single article or series of no more than 10 articles, which may include sidebars. Judging Criteria:

- General Writing Excellence
- Degree of Investigative Difficulty
- Exclusivity
- Impact of Investigation



PA'I JOURNALISM AWARDS (continued)

8. SPORTS REPORTING

This award will be given for the best single story or feature about sport.

JUDGING CRITERIA:

- General Writing Excellence
- Layout Excellence
- General Photographic Excellence (if any photos are included)

9. BUSINESS & INDUSTRY REPORTING

This award will be given for the best coverage of business news story that focuses on a business, industry or profession.

JUDGING CRITERIA:

- Degree of Reader Interest
- Quality of the Finished Product
- Exclusivity or Unique Angle Developed

10. ARTS & ENTERTAINMENT

The purpose of this award is to recognize an outstanding single review or feature about arts and entertainment.

JUDGING CRITERIA:

- General Writing Excellence
- Exclusivity of Unique Angles Developed

11. EDITORIAL CARTOON

This award recognizes the best single editorial cartoon on any issue of public interest. The award is meant to encourage cartoonists to take a stand and express their opinions visually and humorously on issues affecting their communities, state or nation.

JUDGING CRITERIA:

- Originality
- Visual Effectiveness
- Humor

PA'I PHOTOGRAPHY AWARDS

12. SPOT NEWS PHOTOGRAPHY

The purpose of this award is to recognize the outstanding spot or hard news photograph.

JUDGING CRITERIA:

- Timeliness
- Uniqueness
- General Excellence
- Originality
- Human Interest
- Photo Technical Quality

13. FEATURE PHOTOGRAPHY (COATED STOCK)

Color or Black & White Photos. The purpose is to award the outstanding feature Color or Black & White photograph.

JUDGING CRITERIA:

- Uniqueness
- Human Interest
- Photo Technical Quality
- Originality • General Excellence



PA'I PHOTOGRAPHY AWARDS (continued)

14. FEATURE PHOTOGRAPHY (NEWSPRINT STOCK)

Color or Black & White Photos. The purpose is to award the outstanding feature Color or Black & White photograph.

JUDGING CRITERIA:

- Uniqueness
- Human Interest
- Photo Technical Quality
- Originality
- General Excellence

15. SPORTS PHOTOGRAPHY

Color or Black & White Photos. The purpose is to award the outstanding sport related Color or Black & White photograph.

JUDGING CRITERIA:

- Uniqueness • General Excellence • Photo Technical Quality
- Originality

16. ESSAY PHOTOGRAPHY

Single theme, told through multiple pictures either with or without copy.

JUDGING CRITERIA:

- Originality and Imagination
- Reproduction
- Photo Technical Quality
- Effectiveness in Conveying the Message

17. VISITOR PUBLICATION - PHOTOGRAPHY

The purpose of this award is to recognize the outstanding color photograph used to illustrate a feature.

JUDGING CRITERIA:

- Uniqueness
- Human Interest
- Photo Technical Quality
- Originality

PA'I DESIGN AWARDS

18. EXCELLENCE IN DESIGN (COATED STOCK)

The purpose of this award is to recognize the best overall, using all elements of artwork, graphics, or photography that make up what the readers see together on the page. Can be a single editorial story, a cover, or a layout.

JUDGING CRITERIA:

- Creativity of Subject Matter
- Technical Quality
- Effectiveness in Conveying Editorial Message

19. EXCELLENCE IN DESIGN (NEWSPRINT STOCK)

The purpose of this award is to recognize the best overall, using all elements of artwork, graphics, or photography that make up what the readers see together on the page. Can be a single editorial story, a cover or layout.

JUDGING CRITERIA:

- Creativity of Subject Matter
- Technical Quality
- Effectiveness in Conveying Editorial Message



PA‘I DESIGN AWARDS (continued)

20. EXCELLENCE IN ILLUSTRATION

The purpose of this award is to honor the artist for their illustration, be it watercolors, painting, pencil sketches or creations made from a computer that best illustrate or illuminate a single editorial story, cover, or layout.

JUDGING CRITERIA:

- Creativity of Subject Matter
- Technical Quality
- Effectiveness in Conveying Editorial Message

21. EXCELLENCE IN COVER DESIGN ~ COATED STOCK

The purpose of this award is to recognize the best overall use of artwork and/or graphic design for a cover or section front.

JUDGING CRITERIA:

- Effective Use of Graphic and Art Elements
- Technical Quality
- Conveying the Type of Publication

22. EXCELLENCE IN COVER DESIGN ~ NEWSPRINT

The purpose of this award is to recognize the best overall use of artwork and/or graphic design for a cover or section front.

JUDGING CRITERIA:

- Effective Use of Graphic and Art Elements
- Technical Quality
- Conveying the Type of Publication

PA‘I ONLINE AWARDS

23. ONLINE REPORTING

This award is for the best reporting produced for online consumption.

JUDGING CRITERIA:

- The story or package breaks online before print version.
- Package provides opportunities for readers to converse about the content.
- Story includes links to related information.
- The reporting concerns an issue of reader interest.

24. ONLINE VIDEO

This award is for the best submitted video.

JUDGING CRITERIA:

- The video concerns an issue of reader interest.
- The video uses interviews, standups and/or voiceovers to advance the story.
- Visuals include a range of long, medium and closeup shots and the shots are well composed, balanced, and focused.
- Audio is clear.
- Graphics are used to identify story elements and/or subjects

25. GENERAL WEBSITE EXCELLENCE

This award recognizes the best overall website.

JUDGING CRITERIA:

- The website's homepage has an appealing balance of text, display type, photographs and graphics.
- The website is easy to navigate; using menus or tabs that work and provide content when clicked.
- Content is written and organized for the Web and provides multimedia approaches and links to additional sites or resources.
- A link is provided to PDF version of a print newspaper, and the site can be viewed on mobile devices.
- The site provides readers with opportunities to comment, contact information for the site/staff and archives of earlier content.



PA'I PUBLICATION AWARDS

26. DIRECTORIES

The purpose of this award is to recognize the industry directory that best represents its markets in its overall presentation. Must be a stand alone product.

JUDGING CRITERIA:

- Ease of Use
- Value to User
- Use of Graphics, Artwork, and Supporting Editorial
- Completeness of Coverage

27. TRADE MAGAZINE

The purpose of this award is to recognize a trade magazine published specifically for one type of industry.

JUDGING CRITERIA:

- Overall Industry Completeness of Coverage
- Effective Use of Artwork and Graphic Design
- Effective Design and Layout

28. SPECIAL SECTION EXCELLENCE

The purpose of this award is to recognize the best special section.

JUDGING CRITERIA:

- Degree of Reader Interest
- Quality of the Finished Product
- Exclusivity or Unique Angle Developed

29. VISITOR PUBLICATION EXCELLENCE (PRINTED CIRCULATION OVER 500,000 PER YEAR)

The purpose of this award is to recognize a visitor publication that best represents its markets in its overall presentation.

JUDGING CRITERIA:

- Overall Industry Completeness of Coverage
- Effective Use of Artwork and Graphic Design • Effective Design and Layout

30. VISITOR PUBLICATION EXCELLENCE (PRINTED CIRCULATION UNDER 500,000 PER YEAR)

The purpose of this award is to recognize a visitor publication that best represents its markets in its overall presentation.

JUDGING CRITERIA:

- Overall Industry Completeness of Coverage
- Effective Use of Artwork and Graphic Design
- Effective Design and Layout

31. NON-DAILY NEWSPAPER EXCELLENCE

This award will be for an all round award for a weekly, biweekly, or monthly newspaper which serves a local Hawaii community or particular group. Three complete issues of the publication is required for entry.

JUDGING CRITERIA:

- Quality and Completeness of Editorial Coverage
- Relevance to the Community or Group it is Serving
- Design, Layout, and Photography

32 . SCHOOL NEWSPAPER EXCELLENCE

This award will be for a weekly, biweekly, monthly or quarterly newspaper which serves a Hawaii school. Three complete issues of the publication is required for entry.

JUDGING CRITERIA:

- Quality and Completeness of Editorial Coverage
- Relevance to the School it is Serving
- Design, Layout, and Photography