

**MSC/IRA
PRINT MEDIA AWARD
CONTEST RULES AND PROCEDURES**

1. The Print Media Award contest recognizes outstanding reporting in newspapers, magazines, and wire service. Entries must be written by professional journalists. For the purpose of this award, a professional journalist is defined as someone who devotes the major portion of his or her time to that profession and whose major source of income is writing.
2. Entries must be the work of the individuals submitting them. Although advice and ideas may be obtained from others, the submitted work must be written by the entrant.
3. Entries must focus on reading and literacy. Topics may include, but are not limited to, in-depth studies of reading and literacy activities, accounts of outstanding reading practices, relevant research, and coverage of reading and literacy programs in the community.
4. Entries may be a single article or a series of articles on reading. A series is a set of single articles by the same author published over a period of time in the same publication. A set of articles by different authors will be considered individual articles, not a series. There is no limit to the number of entries an individual may submit. Entries must have been published for the first time between September 1, 2007 and September 1, 2008.
5. Entries written in any language are welcome. Entries in language other than English must include a translation into English, as well as comply with rule 6 below.
6. Entries must include one copy of the original clipped from the publication in which it appeared, with two (2) clear and legible photocopies of the original and a completed entry form including the signed certificate of noncollaboration. Please do not FAX entries. Entry forms may be photocopied if more than one entry is being submitted.
7. Evaluations of the entries are based on:
 - Journalistic Quality** – clear, imaginative, and error-free writing appropriate to the topic and audience.
 - Communication Impact** – significance in increasing public knowledge and understanding of the reading process, reading instruction, or reading-related programs; wide audience appeal; timeliness.
 - Objectivity** – valid information free of undue commercial bias.
 - Scope** – breadth of topic coverage.
 - Comprehensiveness** – depth of topic coverage.
8. Entries must be received no later than September 1, 2008

Send entries to: Faye Crow
3703 Watts Drive
Columbia, MO 65203
Email: fcrow@mchsi.com

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ENTRY FORM**

Please print or type.

Entry code _____
(for committee use only)

Name of publication _____

Publisher's name _____

Circulation: Daily Weekly Monthly Annual Other

If other, please specify _____

Date(s) of publication entry _____

- Category:
- Single article Series of articles
 - Metropolitan (daily circulation over 100,000)
 - Nonmetropolitan (daily circulation under 100,000)
 - Weekly newspaper (published other than daily)
 - Magazine (weekly, monthly, quarterly, annually)
 - Wire service or syndicate

Certificate of originality

This is to verify that the entry submitted for consideration in the International Reading Association's Print Media Award contest is entirely the work of the undersigned, although advice and suggestions may have been obtained from others. Moreover, I am a professional journalist who devotes the major portion of my time to the profession and obtains the major portion of my income from writing.

Entrant's signature _____

Name _____

Address _____

City _____ State/Province _____

Country _____ ZIP/Postal code _____

Telephone _____ Email _____

Date of submitting entry _____

Entries must be received by September 1, 2008

Send to: Faye Crow
 3703 Watts Drive
 Columbia, MO 65203
 Email: fcrow@readywork.com

Note: Please adhere to the Print Media Award Contest Rules and Procedures on the accompanying sheet.