



Salute to Excellence Professional Categories

Digital Media

Commentary/Weblog

For excellence in essays, editorials, opinion pieces or Weblogs focusing on the black community. Submit a minimum of three (3) and maximum of five (5) examples.

Interactive: Feature

For excellence in innovative, interactive technology to communicate ideas or deliver information relating to the black community. Each submission should contain a minimum of three (3) components, such as a slide show, video, audio, animation, flash media, etc.

Interactive: News

For excellence in innovative, interactive technology to deliver news relating to the black community. Each submission should contain a minimum of three (3) components, such as a slide show, video, audio, animation, flash media, etc.

Online Project: Feature

For excellence in an online feature project on the black community or experience. Entries may be a Web-only project or a feature project posted as a companion piece to a print or broadcast story. Entrants should demonstrate in detail how the online project differed from what was broadcast or published.

Online Project: News

For excellence in an online news project on the black community or experience. Entries may be a Web-only project or a news project posted as a companion piece to a print or broadcast story. Entrants should demonstrate in detail how the online project differed from what was broadcast or published.

Single Story: Feature

For excellence in a single online feature story on the black community or experience. Entries must be a Web-only story or a feature story posted as a companion piece to a print or broadcast story. Entrants should demonstrate in detail how the online project differed from what was broadcast or published.

**Single Story: News**

For excellence in a single online news story on the black community or experience. Entries must be a Web-only story or a news story posted as a companion piece to a print or broadcast story. Entrants should demonstrate in detail how the online project differed from what was broadcast or published.

Sports

For excellence in an online story devoted to a sports topic or issue related to the black community.

Magazine

Art & Design: Page Design

For excellence in a single page design or series of page designs as they relate to the black community. Submit with accompanying article, series or package of related articles, as well as an explanation of the design concept.

Business

For excellence in a single story devoted to a business-related topic or issue affecting the black community.

Commentary/Essay

For excellence in a single or multipart editorial, essay, opinion column or commentary article on a single topic or issue. Limit entries to no more than three (3) articles or columns.

Copy Editing

For excellence in headline writing by a single person.

General Reporting

For excellence in the reporting of a single story regarding the black community.

International

For excellence in a single story about events within the African Diaspora, but outside the continental United States and its territories.

Investigative

For excellence in a single in-depth story investigating a problem that impacts the Black community.



Single Topic Series

For excellence in a multipart story covering the black community. Limit entries to no more than three (3) articles.

Specialty

For excellence in a single story devoted to environmental, health or medical issues affecting the black community.

Sports

For excellence in a single story devoted to a sports topic or issue related to the black community.

Newspaper

Art & Design: Graphics

For excellence in an informational or illustrative graphic or graphics pertaining to the black community. Graphics may be used as stand-alone art. Submit an explanation of the graphic concept.

Art & Design: Page Design

For excellence in a single page design or series of page designs as they relate to the black community. Submit with accompanying story, series or package of related stories, as well as an explanation of the design concept.

Business

For excellence in a single story devoted to a business-related topic or issue affecting the black community.

Feature: Single Story

For excellence in a single human interest story covering issues or people affecting the black community.

International

For excellence in a single story about events within the African Diaspora, but outside the continental United States and its territories.

News Photo

Photograph published in a newspaper that reports news and information relevant to a locality, community or specific local area with circulation under 100,000 during the calendar year 2018.

News: Single Story

For excellence in a single news story of interest to the black community.



Photo Story

Photograph published in a newspaper that reports news and information relevant to a locality, community or specific local area with circulation under 100,000 during the calendar year 2018.

Specialty

For excellence in a single story devoted to environmental, health or medical issues affecting the black community.

Sports

For excellence in a single story devoted to a sports topic or issue related to the black community.

Photojournalism

Photography: Multiple Images

For excellence in a photo essay or package of photographs portraying the black community or experience. Submit a minimum of three (3) and a maximum of five (5) photographs along with the accompanying story, series or package of related stories.

Photography: Single Image

For excellence in a single news or feature photograph portraying the black community or experience. Submit the accompanying story with the photograph.

Videography

For excellence in photography in a single news story, series or documentary focusing on the black community. At least 75 percent of the video must be shot by the photographer or station submitting the piece. Entries should not exceed ten (10) minutes.

Podcast

Arts and Culture

For outstanding production of a digital audio program produced exclusively for internet for download to a computer or mobile device, typically available as a series whereby new installments can be received by subscribers automatically. Entries may be a single podcast episode or series with episodes not to exceed a total run time (TRT) of sixty (60) minutes. Entries include society and culture, music, television, film, and sports.



Commentary and Discussion

For outstanding production of a digital audio program produced exclusively for internet for download to a computer or mobile device, typically available as a series whereby new installments can be received by subscribers automatically. Entries may be a single podcast episode or series with episodes not to exceed a total run time (TRT) of sixty (60) minutes. Entries should include subjects such as current events, current affairs, and politics featuring one on one conversations or panel discussions

Lifestyle

For outstanding production of a digital audio program produced exclusively for internet for download to a computer or mobile device, typically available as a series whereby new installments can be received by subscribers automatically. Entries may be a single podcast episode or series with episodes not to exceed a total run time (TRT) of sixty (60) minutes. Entries should include food and drink, health and fitness, science and medicine, spirituality and religion.

Sports

Best Sports episodic series of digital audio or video files that users can download to listen to on their own time. The series must have been created and available for download in the calendar year 2018 and produced by an undergraduate student. Entries may be a single podcast episode or series with episodes not to exceed a total run time (TRT) of sixty (60) minutes.

Public Relations & Marketing Campaigns

Business – Services

Candidates are encouraged to submit clips, press releases, media advisories, pitch letters, requests for coverage, etc., along with the one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. TV and radio coverage should be submitted via upload or link.

Cause-Related- Business – Products

The award category recognizes what good can be done when companies embrace causes. This award category recognizes one business and one nonprofit organization for their leadership in joining forces to advance a community or public affairs initiative, demonstrate an extraordinary commitment to public service, and advances the African American community.



Cause-Related- Business - Services

The award category recognizes what good can be done when companies embrace causes. This award category recognizes one business and one nonprofit organization for their leadership in joining forces to advance a community or public affairs initiative, demonstrate an extraordinary commitment to public service, and advances the African American community.

Government

Candidates are encouraged to submit clips, press releases, media advisories, pitch letters, requests for coverage, etc., along with the one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. TV and radio coverage should be submitted via upload or link.

Nonprofit

Candidates are encouraged to submit clips, press releases, media advisories, pitch letters, requests for coverage, etc., along with the one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. TV and radio coverage should be submitted via upload or link.

Online Media

Candidates are encouraged to submit print, radio or video creative, website, packaging, photographs of events or displays, premiums, research, clippings and other documentation of program impact.

Print

Candidates are encouraged to submit print, radio or video creative, website, packaging, photographs of events or displays, premiums, research, clippings and other documentation of program impact.

Radio

Candidates are encouraged to submit print, radio or video creative, website, packaging, photographs of events or displays, premiums, research, clippings and other documentation of program impact. Radio coverage should be submitted via upload or link.

TV

Candidates are encouraged to submit print, radio or video creative, website, packaging, photographs of events or displays, premiums, research, clippings and other documentation of program impact. TV coverage should be submitted via upload or link.



Radio

Commentary

For excellence in one or more essays, editorials or opinion pieces on a single topic or issue affecting the black community. Entries should not exceed ten (10) minutes.

Documentary

For excellence in an in-depth story exploring an important and/or timely issue of concern to the black community. Entries should not exceed thirty (30) minutes.

Feature

For excellence in a single human-interest story covering issues or people affecting the black community. Entries should not exceed ten (10) minutes.

Investigative

For excellence in a single or multipart in-depth story investigating a problem that impacts the black community. Entries should not exceed fifteen (15) minutes.

News: Series

For excellence in a single or multipart news story on a single event or issue related to the black community aired during regular newscasts. Entries should be longer than five (5) minutes, but not longer than fifteen (15) minutes regardless of total broadcast length.

Public Affairs: Segment

For excellence in a public affairs segment focusing on issues or subjects related to the black community. Entries should not exceed ten (10) minutes in length regardless of total broadcast length.

Sports

For excellence in a story devoted to a sports topic or issue related to the black community. Entries should not exceed ten (10) minutes.

Television

Documentary

For excellence in a single in-depth story exploring an important and/or timely issue of concern to the black community. Entries should not exceed thirty (30) minutes.

Feature: Long Form

For excellence in a single or multipart human-interest story covering issues or people affecting the black community. Entries should not exceed fifteen (15) minutes.

**Feature: Short Form**

For excellence in a single human-interest story covering issues or people affecting the black community. Entries should not exceed five (5) minutes.

General Assignment News: Long Form

For excellence in a single or multipart story covering issues or subjects related to the black community or experience that aired during regular newscasts. Entries should be longer than five (5) minutes, but no longer than fifteen (15) minutes regardless of total broadcast length.

General Assignment News: Short Form

For excellence in a single story covering issues or subjects related to the black community or experience that aired during a regular newscast. Entries should not exceed five (5) minutes regardless of total broadcast length.

International

For excellence in a single or multipart story about events within the African Diaspora, but outside the continental United States and its territories. Entries should not exceed ten (10) minutes regardless of broadcast length.

Investigative

For excellence in a single or multipart in-depth story investigating a problem that affects the black community.

Public Affairs: Interview/Discussion

For excellence in an interview or discussion based public affairs program focusing on the black community. Entries should not exceed thirty (30) minutes in length regardless of total broadcast length.

Public Affairs: Program

For excellence in a public affairs program focusing on subjects of interest to the black community. Entries should not exceed thirty (30) minutes in length regardless of total broadcast length.

Public Affairs: Segment

For excellence in a public affairs segment focusing on issues or subjects related to the black community. Entries should not exceed fifteen (15) minutes in length regardless of total broadcast length.

Specialty

For excellence in a single or multipart story devoted to the environment, health or medicine as it relates to the black community. Entries should not exceed ten (10) minutes in length.



Sports

For excellence in a single or multipart story devoted to a sports topic or issue relating to the black community. Entries should not exceed ten (10) minutes.

Spot News

For excellence in coverage of a single unanticipated news event related to the black community or experience. Entries may include multiple live and/or taped elements, but should not exceed fifteen (15) minutes in regardless of total broadcast time.