

OEA MARSHALL GREGORY AWARDS

PROFESSIONAL DIVISION

DEFINITION

The Marshall Gregory Awards recognize professional and high school student reporters and broadcasters and their newspapers, websites, radio and television stations for excellence in accurate, positive coverage of public schools, education issues, the education process and/or the Oklahoma Education Association.

WHO IS ELIGIBLE?

Professional journalists at Oklahoma media outlets who are covering education events or issues that affect teachers and/or students in Oklahoma public schools.

Awards will be presented to the person who writes the story, shoots the pictures or edits the publication, as is appropriate for the category entered. Media outlets may be the recipients of awards for a series of articles or programs, but not for individual stories or photos.

ENTRY CRITERIA

Winning entries will have focused on positive coverage of public education, the education process or a specific education event or issue. Nominees may submit only one entry per category.

AWARD CATEGORIES

All entries must have been published, broadcast, or otherwise produced and presented to the appropriate audience between January 1 and December 31 of the preceding calendar year.

News stories – Entries should fairly and accurately report a current education event or issue.

Feature stories – Entries should provide a creative, in-depth look at an education event or issue. The topic may be somewhat timeless, but could also be about a timely event or issue.

Series – Entries must include at least three stories in a series connected by topic or theme. Each printed story should include some kind of reference to the series.

Special publication or program – Entries are one-time publications or television or radio programs that cover a particular education issue in-depth, or cover a wide variety of education issues creatively and interestingly.

Opinion – Entries are works of opinion that support, promote and/or enhance public education or a particular education event or issue. Columns or blogs may be included in this category.

Photography/Videography – Entries are photos or video that creatively help tell the story of an education event or issue in a printed publication or in a televised program.

Exceptional Year-Round Coverage – This category recognizes year-round examples of excellence in reporting education issues. Entries should include 4-6 stories in different issues of a publication or from different broadcasts from throughout the year that demonstrate a continuing commitment and excellence in education reporting. Awards of Excellence may be given in all media categories for year-round excellence in

- news stories,
- feature stories,
- editorials (opinion), and
- photojournalism (still or video)

Special Awards – Special awards may be given if the quality of coverage is deemed so outstanding as to warrant special recognition. Awards are given at the discretion of the Communications Committee, with approval of the OEA Board of Directors.

WORK SAMPLES – Each entry must include a sample of the work being submitted.

- Print entries – submit a tear sheet or a photocopy of the story as it appeared in the publication.
- Website entries – submit a printed copy of the website showing at least the first page of the article, and a typed copy, double-spaced on white paper, of the full story for judging.
- Television entries – submit a DVD, a flash drive or link to a web-based file (8 min. or less) of the broadcast story.
- Radio entries – submit an audio CD, a flash drive with an MP3 file or a link to a web-based file of the broadcast story.

ENTRY APPROVAL – All entry forms must include the signature of a president of an Oklahoma Education Association local affiliate in the media outlet’s coverage area. Call OEA Headquarters at 800.522.8091 if you don’t know who that might be.

ENTRY DEADLINES – All entries must be received at OEA Headquarters by 5 p.m., January 24, 2020.

Mail entries to:

Oklahoma Education Association, Marshall Gregory Awards, P.O. Box 18485, Okla. City, OK 73154

Overnight to:

Oklahoma Education Association, Marshall Gregory Awards, 323 E. Madison, Okla. City, OK 73105

JUDGING:

Judging will be conducted by the OEA Communications Committee. The OEA Board of Directors reserves the right of final judgment on all awards.

MARSHALL GREGORY AWARDS
PROFESSIONAL NOMINATION/ENTRY FORM

Complete this form online, then print and include a copy with each entry.

ENTRY TITLE/HEADLINE _____

DATE(S) PUBLISHED/BROADCAST _____

PUBLICATION/STATION/WEBSITE NAME _____

ENTRY CATEGORY (check only one)

- News Story Feature Story Opinion/Column/Blog Series Year-Round Coverage
 Photography Videography Special Print Publication Special Broadcast

(Include a tear sheet of printed entries, a standard DVD for video entries, or a CD or flash drive with MP3 files for audio entries.)

MEDIA CLASSIFICATION (check one)

- Print/Web Television/Video Radio/Audio

JOURNALIST(S) NAME(S) _____

ADDRESS _____

CITY, STATE, ZIP _____

BUSINESS TELEPHONE _____



All entry forms must include the signature of a president of an Oklahoma Education Association local affiliate in the media outlet's coverage area. If a journalist or media outlet is self-nominating, please call Doug Folks, OEA Communications Specialist, at 405.528.7783 or 800.522.8091 for assistance.

LOCAL PRESIDENT'S NAME _____

LOCAL PRESIDENT'S SIGNATURE _____

HOME TELEPHONE _____ SCHOOL TELEPHONE _____