

WAIT!

Have You Enclosed:

- ✓ Summary of Entry? ✓ Cover Page?
- ✓ Entry Form? ✓ Written Description?

Submitted entries must include all of the above or they will be disqualified.

**DUE DATE: POSTMARKED BY
FEBRUARY 2, 2009**



NON-PROFIT ORG.
U.S. POSTAGE
PAID
WI ED. ASSN.
COUNCIL



an NEA affiliate
33 Nob Hill Road
Madison, WI 53713



CALL FOR ENTRIES



Note the Date!
Postmark Deadline
February 2, 2009

Great Schools benefit Everyone!

SCHOOL BELL AWARDS

Recognizing Excellence in Public Education Reporting

COMPETITION

The Wisconsin Education Association Council invites you to enter its annual School Bell Awards competition designed to recognize Wisconsin reporters, broadcasters, school journalism teachers and students for excellence in reporting and analysis of public education news.



Awards are presented to Wisconsin journalists who made a significant effort to provide distinguished coverage of public schools and critical education issues.

Emphasis is placed on news coverage leading to improved public understanding and support of quality education consistent with the educational objectives of the Wisconsin Education Association Council and teachers and education support professionals.

ELIGIBILITY

Entries are judged on the basis of the effectiveness of sustained or continuing news or feature coverage of ONE educational issue published or broadcast between the dates listed below. Reporters are limited to no more than two entries in a given year. News media entries can be submitted by the news reporters or on their behalf by an editor or news director. Reporters and broadcasters may also be nominated for an award by a local education association or a regional UniServ affiliate of the Wisconsin Education Association Council. Entries must be postmarked by February 2, 2009. Winners may not be recognized in two consecutive years. Therefore, last year's winners are ineligible for this year's competition.

CATEGORIES

Awards are made in these media categories:

PUBLIC MEDIA (Jan. 2008 to Dec. 2008)

1. Daily Newspapers.
2. Non-Daily Newspapers/Newsletters.
3. Magazines/Periodicals.
4. Television.
5. Radio.
6. Web Sites.

SCHOOL MEDIA (2007-2008 school year)

1. School Television.
2. School Radio.
3. School Newspapers.
4. School-Sponsored Web Sites.

PREPARING ENTRIES

All entries must include a brief summary of the project and a statement of the project's goals.

ENTRIES FOR PUBLIC MEDIA

1. **Daily Newspapers** – Each entry should consist of three or more news or feature stories by a reporter or team of reporters on a single educational issue. Entrants should submit tear sheets or reproductions with stories outlined and stapled to the entry form. Folding tear sheets is permitted.
2. **Non-Daily Newspapers/Newsletters** – The entry should consist of a sustained educational news or public service effort by the applicant. Entrants should submit tear sheets or reproductions with stories outlined and stapled to the entry form. Folding tear sheets is permitted.



3. **Magazines/Periodicals** – The entry should consist of a sustained educational news or public service effort by the public media applicant. Entrants should submit tear sheets or reproductions with stories outlined and stapled to the entry form. Folding tear sheets is permitted.
4. **Television** – Entries should consist of a CD/DVD of the education news, documentary or public service program or series of excerpts. Label CD/DVD with the station call letters or reporters' names, title of entry, date aired and length of CD/DVD.
5. **Radio** – Radio entries should consist of a CD/DVD of a sustained education news or public service effort by the station. Label CD/DVD with the station call letters, date aired and length of CD/DVD.
6. **Public/District Media Web Sites** – Entries should consist of laser printouts of the home page. Please include the Web address.

ENTRIES FOR SCHOOL MEDIA

1. **School Television** – Entries should consist of a CD/DVD of the education news, documentary or public service program or series of excerpts. Label CD/DVD with adviser's name, title of entry and length of CD/DVD.
2. **School Radio** – Entries should consist of a CD/DVD of a sustained education news or public service effort by the station. Label CD/DVD with adviser's name and length of CD/DVD.
3. **School Newspapers – Student newspaper entries should consist of each issue published during the 2007-2008 school year. Student entries must be submitted by the publication's adviser.**
4. **School-Sponsored Web Sites** – Web site entries should supply laser printouts of their home page, along with their Web address and site address specific to their entry. Web site entries must be submitted by the Web site adviser.



AWARDS/JUDGING

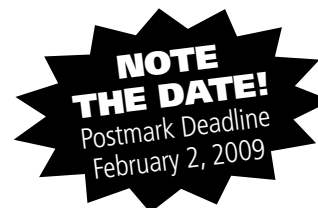


Award winners are honored during the annual Wisconsin Education Association Council Representative Assembly on April 25, 2009. Public media awards are made to the reporter except when reporting teams are involved, in which case the award is made to the news organization. School media awards are made to the program adviser. School awards are given in four school size classifications:

- Less than 400 students.
- 400-800 students.
- 801-1200 students.
- 1201 or more students.

Winning entries are judged by a statewide panel of association members.

Questions? Contact Anne Egan-Waukau
WEAC PR Committee
Liaison
262-789-6000
800-354-7816 or
waukaua@weac.org



ENTRY FORM - PUBLIC MEDIA

CATEGORY (circle one) Daily Newspapers Non-Daily Newspapers/Newsletters Magazines/Periodicals Television Radio Web Sites

Entry submitted by _____

Title _____

Name of reporter, editor or news director _____

Newspaper or station call letters _____

Address _____

City/State/Zip _____

Phone _____

Entries must be accompanied by a brief summary of the contents of the entered program or series and a statement of the goals for the series and related program efforts.

Mail to: School Bell Awards
Wisconsin Education Association Council
13805 W. Burleigh Rd.
Brookfield, WI 53005

Deadline: Postmarked by February 2, 2009
Entries will not be returned.

ENTRY FORM - SCHOOL MEDIA

CATEGORY (circle one) Television Radio Newspapers Web Sites

Title _____

Name of student newspaper or broadcast program _____

Web site address (if applicable) _____

Entry submitted by (adviser) _____

Address _____

City/State/Zip _____

Phone _____

School Size (circle one) <400 400-800 801-1200 >1201

Entries must be accompanied by a brief summary of the contents of the entered program or series and a statement of the goals for the series and related program efforts.

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