

# The Best of Photojournalism on the Web

The goal of this contest is to recognize the best work being done by publicly accessible journalism web sites, whether they are affiliated with big news organizations or are the product of talented independents. Advertising, business, and personal portfolio sites are not eligible.

In general, entries will be judged on the quality of their photographic content, presentation, and the publication's mastery of the technology and tools of the online medium. Specific criteria for individual categories are listed below.

## Entry Details:

Those eligible to enter include:

- web sites affiliated with newspapers, magazines, television and radio outlets
- those sites providing independent, unaffiliated photojournalism

Contest entries will be divided into 3 classifications as shown below. Note the designation to be used when naming entry folders and directories.

**-Affiliated Journalism Sites:** Web sites of newspapers, magazines, television or radio outlets.

(Count based on Media Metrix statistics for average monthly unique page views of your site.)

- More than 1/2 million unique page views/month (**\_over**)
- Less than 1/2 million unique page views/month (**\_under**)

**-Independent Journalism Sites** (**\_inde**)

## Submissions:

For best viewing by the judges, it is recommended that web site entries be submitted for review on either a CD or Zip disk that can be read either by a Mac or a PC and should be labeled accordingly. In addition, each submission (website) should be in its own folder or directory, which should be a sub-folder or subdirectory of the category entered.

The entire entry should reside in a top-level folder labels with the name of the publication and classification, with each word separated by an underscore.

If you are just submitting URLs however, please indicate that on your readme file, which should still be submitted on disk (CD or Zip).

Entrants should also include a readme file on the disk with summary information on each of an organization's entries:

- Organization or Web site name
- Name of entrant(s)
- Total number of entries
- Categories entered
- Titles of entries
- Working URLs for all entries

Below is an example of how to organize folders on a CD or Zip disk:

**Top Level** (folder or directory) - **houston\_chronicle\_over** (name and classification)

- **Category** entered (folder or directory) - **best\_news\_picture\_story**

- **Entry** (folder or directory containing website) -  
**a\_separate\_peace**

### **Contest Categories:**

**Best Use of the Web:** Entries must demonstrate a mastery of photographic storytelling in an online environment. Content, interface, navigation, and interactivity all will be evaluated to find the best use of the medium that furthers the evolution of web-based photojournalism.

Winners in each of the sub-categories below will then compete for the overall Best Use of the Web title.

Entry portfolios should include a maximum of 3 picture stories and 1 multimedia or event package.

### **Best Use Categories:**

- Affiliated Over (\_over)
- Affiliated Under (\_under)
- Independent (\_inde)

**Best Picture Story Categories:** Photo stories presented on the web in gallery or slide show format. The best use of still photographs where the content of the images is presented in the most direct and easily accessible way possible in an online environment. Animation can be used only to advance from one image to another. Audio, where appropriate, can be used to enhance the storytelling.

- Affiliated Over (\_over)
- Affiliated Under (\_under)
- Independent (\_inde)

**Best News Picture Story:** A maximum of 2 entries per organization.

**Best Feature Picture Story:** A maximum of 2 entries per organization.

**Best Sports Picture Story:** A maximum of 2 entries per organization.

The top 2 winners in each of the Picture Story categories will compete for the overall **Best Picture Story** title.

**Best Multimedia Package:** Highlights the use of audio, video and animation in the presentation of web-based stories. Judges will pay special attention to the use of available technology to complement and enhance the art of visual storytelling. Content, usability, and interactivity are key to this celebration of cutting-edge storytelling.

There is a maximum of 2 entries per organization.

Categories:

- Affiliated Over (\_over)
- Affiliated Under (\_under)
- Independent (\_inde)

**Best Event Package, Attack on America:** Web presentations, packages or series devoted to the 9/11 attacks and their aftermath.

One portfolio entry per organization. Animation, audio, and video, as well as still photography, can be included.

Categories:

- Affiliated Over (\_over)
- Affiliated Under (\_under)

-Independent (\_inde)