

Call for Entries



Building Healthy Communities in SWPA

The Inaugural Media and Mental Health Awards

The SWPA media industries annual awards honoring

accurate media coverage

of mental health issues within television, radio, print and online media in Southwestern Pennsylvania.

Produced by the Entertainment Industries Council, Inc.

In collaboration with the Staunton Farm Foundation



Awards (trophy)

Will be presented to one submission in each category that scores the highest based on accuracy in the coverage of mental health issues.

Commendations (plaque)

Commendations will honor additional submissions in each category for an exemplary job in their coverage of mental health issues based on awards criteria.

All submissions must have had initial (or anticipated initial) public exhibition between the dates of June 1, 2009 – May 31, 2011.



**staunton farm
foundation**

Send your submissions to:

Entertainment Industries Council, Inc. • P.O. Box 182 • Wildwood, PA 15091

For Information Contact: Susan Brozek Scott • Phone 412-486-2151 • E-mail swpa@eiconline.org

Categories

TV News Segment

To qualify, a submission must be:

- A news program segment.
- At least 1 minute in duration.
- Debuted to TV audiences via local broadcast or basic cable exclusive to the SWPA market.

TV News - Program Length

To qualify, a submission must be:

- A news program series episode or special.
- At least 22 minutes in duration.
- Debuted to TV audiences via local broadcast or basic cable exclusive to the SWPA market.

Radio News Segment

To qualify, a submission must be:

- A news program segment.
- At least 1 minute in duration.
- Debuted to radio audiences via local broadcast exclusive to the SWPA market.

Radio News - Program Length

To qualify, a submission must be:

- A news program series episode or special.
- At least 15 minutes in duration.
- Debuted to radio audiences via local broadcast exclusive to the SWPA market.

TV Community Affairs Program

To qualify, a submission must be:

- A community affairs program series episode or special.
- At least 22 minutes in duration.
- Debuted to TV audiences via local broadcast or basic cable exclusive to the SWPA market.

Radio Community Affairs Program

To qualify, a submission must be:

- A community affairs program series episode or special.
- At least 15 minutes in duration.
- Debuted to radio audiences via local broadcast exclusive to the SWPA market.

Newspaper Story

To qualify, a submission must be:

- A first-run work of written journalism.
- Debuted to audiences via local print periodical publication exclusive to the SWPA market.

Internet News Story

To qualify, a submission must be:

- A first-run work of written journalism.
- Debuted to audiences via local internet site emanating from and catering specifically to the SWPA market.

TV Public Service Spot or Campaign

To qualify, a submission must be:

- One or more PSAs created specifically for public service rather than advertising.
- A one-time or continuing project.
- At least a portion debuted during the eligibility period.
- Debuted to TV audiences via local broadcast or basic cable exclusive to the SWPA market.

Radio Public Service Spot or Campaign

To qualify, a submission must be:

- One or more PSAs created specifically for public service rather than advertising.
- A one-time or continuing project.
- At least a portion debuted during the eligibility period.
- Debuted to radio audiences via local broadcast to the SWPA market.



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To Enter

There is no limit to the number of entries you can submit. There are no entry fees.

Deadline for submission is August 20, 2011

Complete the entry form and send it to Entertainment Industries Council, Inc. at the appropriate address indicated on the entry form.

All completed entry forms must be accompanied by:

- **TV Entries:** 3 DVD copies of the complete production(s), including credits.
- **Radio Entries:** 3 CD copies of the production(s).
- **Newspaper Entries:** 3 copies of a CD containing a PDF file of the story in its published form.
- **Internet Entries:** 3 copies of a CD containing a PDF file of the story in screen capture form.

If your submission has been selected as an Award or Commendation recipient, you will be notified by phone, fax, e-mail or mail. Awards will be presented at a ceremony in late October/early November. An Award or Commendation for a submission entitles all those involved in that submission to receive copies of the corresponding trophy or plaque. Only one copy will be provided without charge.

An order form for duplicate trophies or plaques will be available upon request.

EIC reserves the right to present no Award in a category if entries do not sufficiently qualify or merit such recognition.



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Entry Form

Category (Check one):

- | | |
|---|--|
| <input type="checkbox"/> TV News Segment | <input type="checkbox"/> TV News - Program Length |
| <input type="checkbox"/> Radio News Segment | <input type="checkbox"/> Radio News - Program Length |
| <input type="checkbox"/> TV Community Affairs Program | <input type="checkbox"/> Radio Community Affairs Program |
| <input type="checkbox"/> Newspaper Story | <input type="checkbox"/> Internet News Story |
| <input type="checkbox"/> TV Public Service Spot or Campaign | <input type="checkbox"/> Radio Public Service Spot or Campaign |

Name of Production or Campaign: _____

Episode/Article Title (if applicable): _____

Production Co.'s (as applicable): _____

Station/Publication/Website (as applicable): _____

Approximate Length of Production (if applicable): _____

Original Air/Publication Date: _____

Number of Viewers/Readers (if available): _____

Subject: (Check one)

- | | |
|---|---|
| <input type="checkbox"/> Bipolar Disorder | <input type="checkbox"/> Depression |
| <input type="checkbox"/> Schizophrenia | <input type="checkbox"/> Post Traumatic Stress Disorder |
| <input type="checkbox"/> Suicide | <input type="checkbox"/> Dissociative Identity Disorder |
| <input type="checkbox"/> Other Mental Illness _____ | |

Briefly describe the message or how the submission addresses mental health (attach additional pages as needed):

Each nominee agrees that any film, video, audio, disc, graphic, photograph, script, or publication that is furnished in connection with an entry may be retained by the Entertainment Industries Council, Inc. (EIC), for file, reference, and archival purposes, and may be viewed partially or in its entirety for judging purposes. Clips and images from any such material may be used for or in connection with any live presentation and/or subsequent telecast or webcast of the *Media and Mental Health Awards*, including, but not limited to the promotional or educational activities related to any of the foregoing.

Name of person submitting form: _____

Title: _____

Affiliation/Company: _____

E-Mail: _____

Address: _____

Phone: _____

Fax: _____

On separate sheet(s) of paper, please list the following personnel, including names and titles (as they appear in credits), address, phone numbers, fax numbers, and e-mail addresses:

Cast/Talent

Director

Writer(s)

Producer(s)

Editor(s)

Publisher(s) (Internet and print category)

Publishing Company Executive(s)

Please duplicate form as needed and return with your submission materials.



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