

# RTNA

RADIO & TELEVISION NEWS ASSOCIATION OF SOUTHERN CALIFORNIA

## Golden Mike Awards® Rules and Instructions

**72<sup>ND</sup>**  
**GOLDEN MIKE AWARDS®**  
Honoring Excellence in Broadcast News  
2021

# **GOLDEN MIKE AWARDS CONTEST**

The Golden Mike Awards® are Southern California's most prestigious, and most coveted, broadcast journalism prize. What sets the Golden Mikes apart from other competitions is the "Golden Mike Standard of Excellence", appended below. Unlike most awards contests in which winners are determined by selecting which entry is the "best" among all those submitted in each category, winners of the Golden Mike Awards® must also meet the "Standard of Excellence". If the judges decide that no entry in a category meets the "Standard of Excellence", then no award is given in that category. As a result, Golden Mike Award® winners know that their work has been judged to be "excellent", as well as the "best".

**“In previous years, the judging of the Golden Mike Awards® Contest was in-person. Due to the COVID-19 pandemic, judging for this year’s contest will be conducted online. We hope to return to in-person judging next year.”**

The Golden Mike Awards® are presented at an industry event which is both congratulatory and celebratory. For 70 years, the Radio & Television News Association of Southern California has promoted excellence in broadcast journalism through the Golden Mike Awards® and is committed to continuing that legacy into the future.

## **STANDARD OF EXCELLENCE**

To maintain the integrity of judging, the RTNA uses qualified broadcast professionals from around the country.

THE FOLLOWING STATEMENT IS MADE TO ALL  
GOLDEN MIKE AWARDS® JUDGES AS A PART OF THE JUDGING PROCEDURES:

The RTNA Board of Directors wishes to inform you of the standards by which we ask you to judge the entries in this year’s Golden Mike contest. It is RTNA’s intention that Golden Mikes be awarded only to those submissions which you, as an accomplished professional in broadcast news, would regard as excellent work. Where no entry in a given category meets your professional standard of excellence, RTNA asks that you make no award in that category.

Further, the board understands that the task of sifting through numerous entries in a short period can be very taxing, and thus the temptation to give short shrift to some entries can become great. Please understand that it is important to the continued integrity of the Golden Mikes that you give each entry your thoughtful, thorough consideration, except in those cases where a brief glance satisfies you that a given entry is conspicuously beneath your standards.

When considering Division B entries, please also understand that what is considered “routine,” “typical,” or “ordinary” coverage for a Division A station may be extraordinary work given the more limited resources available to a Division B station. However, this consideration does not diminish the standard of excellence.

# Rules for Entry

## 1. DIVISION DESIGNATION

1.1 In the competition for certain awards, the categories for radio and TV are divided into groups according to staff size. There are 2 groups, designated as Division A and Division B.

### 1.2 **Radio, Division A**

Six (6) or more news staff members.

### **Radio, Division B**

Five (5) or fewer news staff members.

### **Television, Division A**

Thirty-five (35) or more news staff members.

### **Television, Division B**

Thirty-four (34) or fewer news staff members.

1.3 In determining staff size, count all persons used on the "Designated News Day" who spend on News, including News Director and administrative staff, reporters and talent, technical staff including editors and field crews, writers, producers, researchers, newsroom production support staff and daily hires. Also include persons who contribute to the newscast that are employed by outside vendors under contract to the station. The size of staff should be counted according to these criteria, on the "Designated News Day". Stations that share facilities, equipment, and/or staff with another station must consider the size of the combined operation in determining Division status. Work produced by an outside production company is not eligible.

1.4 A Division B station wishing to enter in Division A may do so. However, a station cannot enter in a lower division.

1.5 A station or individual using these Golden Mike Awards® for any promotional purpose must state clearly which division they are in. Publicity announcements cannot be made before the Golden Mikes are awarded at the Golden Mike Awards® Dinner. The "Golden Mike Rule 1.5 Affirmation" checkbox must be marked on the On-line Entry Form.

**2. COMPETITION FOR THE RTNA GOLDEN MIKE AWARDS®** is limited to the News Departments of Radio and Television stations licensed and/or operated within the following Southern California counties, and local cable News Departments or News Services for cable companies franchised within the same counties: Los Angeles, Orange, San Diego, Riverside, San Bernardino, Ventura, Santa Barbara, San Luis Obispo, Fresno, Imperial, Inyo, Kern, Kings and Tulare. There are two exceptions in the Television Awards: Category TV-15 is for cable and broadcast networks ONLY, and Category TV-27 and TV-28 are the ONLY categories stringers can enter. There are two exceptions in the Radio Awards: Category R-13 is for radio networks ONLY, and College-affiliated internet radio stations are eligible to enter in Division B if the school facilities are physically located within the contest area and the station produces at least one hour of news five days a week. (Please note that individuals working in eligible News Departments may submit entries per Rule 7.6)

2.1 Only one Golden Mike will be awarded in each category, and no additional designations such as "Honorable Mentions" or "Certificates of Merit", etc., will be awarded.

2.2 Each news story may be entered into no more than two categories with the exception that the same story may also be entered into the writing, editing, videography, and sound categories, if applicable.

### **3. ELIGIBILITY PERIOD**

3.1 Entries must have been originally broadcast between **October 4, 2020, and October 3, 2021.**

**4. ALL ENTRIES MUST BE LOCALLY-PRODUCED AND LOCALLY-AIRED** under the jurisdiction of the News Department. Segments that air on networks or syndicated services are eligible only in Television category TV-15 and Radio category R-13.

4.1 Radio and TV networks with news bureaus in the contest area may compete in the network categories only. (Radio Category R-13 and TV Category TV-15)

4.2 Entries produced by networks of local stations or consortiums of stations for initial broadcast in markets beyond or in addition to the defined contest area qualify for the competition in the network categories.

### **5. FINALISTS**

5.1 Winners will be announced during an in-person awards dinner or a virtual awards event. This rule may be subject to change depending on the COVID-19 pandemic situation leading up to an awards event. The Golden Mike Awards Rules Committee will post updates via the City News Service and AP wires as well as on the RTNA website at [www.rtnasocal.org](http://www.rtnasocal.org)

### **6. DESIGNATED NEWS WEEK**

6.1 All entries in the Best News Broadcast categories must have been originally broadcast during the "Designated News Day".

6.2 The "Designated News Day" will be selected by members of the Contest Coordinating Committee from the "Designated News Week", which is **Monday, September 20, 2021, through Friday, September 24, 2021.**

6.3 Official notification of the "Designated News Day" will come in the following manner: A notice will appear on the City News Service and the AP wires on Monday, September 27, 2021, announcing which day of the previous week was the "Designated News Day." A notice will also appear on the RTNA website at [www.rtnasocal.org](http://www.rtnasocal.org)

## 7. PREPARATION OF ENTRIES

7.1 The RTNA Board of Directors has established the following entry fees for the Golden Mike Awards® Contest:

**Radio, Division A - \$100 per entry**

**Radio, Division B - \$80 per entry**

**Radio, Network One Division - \$125**

**Television, Division A - \$125 per entry**

**Television, Division B - \$105 per entry**

**Television, Network One Division - \$150 per entry**

Stations and/or individuals must pay for each entry the corresponding fee for their station's division, A or B. In categories with One Division, stations and/or individuals must pay for each entry the corresponding fee for their station's division, A or B. Division B stations that choose to compete in Division A in any particular category may do so by selecting 'Division A' on the submittal form and paying the Division A entry fee for that entry.

7.2 Entry Forms must be filled out and submitted on-line by the entry deadline at [www.rtnasocal.org](http://www.rtnasocal.org) and then can be printed out for your reference. Entry fees for individual entries must be paid on-line. Entry fees for station entries may be paid on-line or by a check payable to the "Radio & Television News Association of Southern California" (or "RTNA").

7.3 Television entries must be posted on the internet on a self-hosted website such as a station website, Vimeo or a private YouTube channel. Entries on the internet must supply a functioning direct URL on the entry form that does not require a registration or a password. PLEASE DO NOT INCLUDE ANY AUDIO/VIDEO PRE-ROLL MATERIAL THAT PLAYS PRIOR TO THE ENTRY MATERIAL, IF POSSIBLE.

7.4 Radio entries must be posted on the internet on a self-hosted website such as a station website or an audio-sharing website. Entries on the internet must supply a functioning direct URL on the entry form that does not require a registration or a password. PLEASE DO NOT INCLUDE ANY AUDIO/VIDEO PRE-ROLL MATERIAL THAT PLAYS PRIOR TO THE ENTRY MATERIAL, IF POSSIBLE.

7.5 A station submitting entries on-line must notate name of the News Director to verify the entries. An individual submitting entries on-line must include the name, title, and phone number of the News Supervisor who can verify the entries. Individuals submitting entries in Designated News Day categories must also notate the name of the News Director who verified the entry to ensure there is only one entry per station in "DND" categories.

7.6 A station may submit multiple entries in any category, with the exception of all "Designated News Day" categories. Each station will be allowed three entries produced by different individuals per category for the DND. Individuals may enter their own work under this rule, but may only submit one entry each. Individual entries in "Designated News Day" categories including "Best Newscast" must be authorized by the News Director to ensure there are only three entries per station per "DND" category.

7.7 All entries must have commercials deleted and, in their place, either a three-second leader (radio entries) or three-seconds black (television entries). On individual entries for television you may have a slate at the beginning to identify material. Note: Casual reference to sponsors is permitted.

7.8 Except for the deletion of commercials, all entries must be submitted as they were originally broadcast, including any network inserts or features.

7.9 Each entry must be submitted on a separate internet URL.

7.10 You may give the judges a brief explanation of how the entry was produced or explain some special problem overcome in putting it on-the-air. This explanation must be notated on the on-line Entry Form. No sales pitches, please.

7.11 Translation requirement – This rule has been eliminated, no translation required.

**7.12 ENTRY DEADLINE:** Deadline for submission of on-line entry forms is 11:59 p.m. on Friday, October 29, 2021. **LATE ENTRY DEADLINE:** Late entries will be accepted after the entry deadline date; however, all late entries will incur a \$25 late fee per entry in addition to the entry fee. Deadline for submission of late on-line entry forms is 11:59 p.m. on Friday, November 5, 2021. No entries will be accepted after Friday, November 5, 2021.

**7.13 ALL ENTRIES WILL BE JUDGED IN THE CATEGORY SUBMITTED. JUDGES WILL NOT BE ALLOWED TO MOVE AN ENTRY TO ANOTHER CATEGORY FOR JUDGING. PLEASE DO NOT GUESS IF YOU ARE UNSURE.**

CALL RTNA FOR CLARIFICATION: 562-987-4545

7.14 Entrants are responsible for the technical quality of their entries and are encouraged to check them to ensure playability before submitting them. Entrants are responsible for ensuring the availability of the material on the Judging Day. The Judging Administrator will not check the technical quality or availability of entries prior to the Golden Mike judging and will not be able to request replacements of unplayable entries or non-functioning URLs on the Judging Day. No post-judging of flawed or missing entries will be allowed after the Judging Day. RTNA is not responsible for protecting the copyright or preventing public accessibility of entry materials submitted on the internet.

7.15 Entrant grants RTNA the right to incorporate all materials submitted by Entrant in any radio or television broadcast of the Golden Mike Awards® banquet or in any virtual presentation of the awards ceremony on any digital platform.

## **8. JUDGING RESULTS**

RTNA will announce the winners at the Golden Mike Awards Dinner or during a virtual event depending on COVID-19 or other pandemic situation during the period between the end of judging and an awards event whether in-person or virtual.

# TELEVISION CATEGORIES

## **TV-01. BEST NEWS BROADCAST 60 MINUTES, NEWSCAST AIRING BETWEEN 4PM AND MIDNIGHT ONLY A & B Divisions**

Format presentation should be representative of "typical" regularly scheduled daily newscast. The entry must be consistent with the station's permanent news programming format. Abbreviated or extended newscast due to a station's interim programming changes are ineligible. Entry must include a recording of the entire newscast (sports, weather, etc.) Upload a copy of the newscast rundown or other supporting material on the entry form. Entries must be submitted from the "Designated News Day".

## **TV-02. BEST NEWS BROADCAST 30 MINUTES OR LESS, NEWSCAST AIRING BETWEEN 4PM AND MIDNIGHT ONLY A & B Divisions**

Format presentation should be representative of "typical" regularly scheduled daily newscast. The entry must be consistent with the station's permanent news programming format. Abbreviated or extended newscast due to a station's interim programming changes are ineligible. Entry must include a recording of the entire newscast (sports, weather, etc.) Upload a copy of the newscast rundown or other supporting material on the entry form. Entries must be submitted from the "Designated News Day".

## **TV-03. BEST DAYTIME NEWS BROADCAST ANY LENGTH, NEWSCAST AIRING BETWEEN MIDNIGHT AND 4PM. A & B Divisions**

Entry may not exceed a continuous 60-minute portion. Format presentation should be representative of "typical" regularly scheduled daily newscast. The entry must be consistent with the station's permanent news programming format. Abbreviated or extended newscasts beyond usual length due to a station's interim programming changes are ineligible. Entry must include a recording of the entire newscast (sports, weather, etc.) Upload a copy of the newscast rundown or other supporting material on the entry form. Entries must be submitted from the "Designated News Day".

## **TV-04. BEST SPORTSCAST A & B Divisions**

A comprehensive sports news report in a regularly-scheduled newscast which may include a sports feature and/or sports commentary, aired on any day in the contest period.

## **TV-05. BEST WEATHER SEGMENT A & B Divisions**

A comprehensive weather report in a regularly-scheduled newscast aired on any day in the contest period.

## **TV-06. BEST TRAFFIC REPORT A & B Divisions**

A comprehensive traffic report in a regularly-scheduled newscast aired on any day in the contest period.

## **TV-07. BEST INDIVIDUAL WRITING A & B Divisions**

Individual writing effort on a news or feature story.

#### **TV-08. BEST SPORTS REPORTING A & B Divisions**

Individual reporter's enterprise on a single, one-time sports news story or feature.

#### **TV-09. BEST CONTINUING COVERAGE A & B Divisions**

Individual or team effort of an ongoing breaking news story, which may be a mix of anchors, field reporters, and taped segments. Can be a composite recording of no more than 30 minutes. Composite submission must have a written summary indicating extent of coverage.

#### **TV-10. BEST AIRBORNE COVERAGE A & B Divisions NEW**

Individual or team effort on a breaking news story from airborne reporters. Coverage from the ground is not eligible. Must be live, on-scene coverage and not taped or anchored coverage. Can be a composite recording not to exceed 30 minutes. Composite submission must have a written summary indicating extent of coverage. Entries cannot use a live feed from another station or pool coverage.

#### **TV-11. BEST "LIVE" COVERAGE OF A NEWS STORY A & B Divisions**

Individual or team effort on a **breaking news story**. Must be live, on-scene coverage and not taped or anchor coverage. Can be a composite recording not to exceed 30 minutes. Composite submission must have a written summary indicating extent of coverage. Only live on scene reporter coverage will be judged.

#### **TV-12. BEST LONG FORM PROGRAM OR DOCUMENTARY A & B Divisions**

Individual or group effort including writing, production, and presentation of a single subject in a program produced by the News Department, that aired outside a regularly-scheduled news broadcast time period. Election Issue programs, Political Debates, Special Reports, etc. are NOT eligible in this category but might be eligible in BEST NEWS TALK SHOW OR PUBLIC AFFAIRS PROGRAM. Not to exceed 60 minutes.

#### **TV-13. BEST NEWS TALK SHOW OR PUBLIC AFFAIRS PROGRAM A & B Divisions**

A single program from a regularly-scheduled, issue-oriented public affairs series and one-time-only programs or a single program from a limited series on public affairs topics produced by the News Department. Not to exceed 60 minutes

#### **TV-14. BEST NEWS REPORTING A & B Divisions**

Individual reporter's enterprise on a single, one-time news story produced by the News Department. Must be 10 min or less.

#### **TV-15. BEST NEWS REPORTING BY A CABLE OR BROADCAST NETWORK**

##### **One Division**

Individual reporter's enterprise on a single, one-time news story produced by the News Department. Cable or broadcast network must have a bureau within RTNA boundaries and story must be produced in and specific to contest area.

#### **TV-16. BEST HARD NEWS SERIES REPORTING A & B Divisions**

Individual or group effort on a series of reports on a single topic, news or feature.



**TV-17. BEST LIGHT NEWS SERIES REPORTING A & B Divisions**

Individual or group effort on a series of reports on a single topic, news or feature.

**TV-18. BEST INVESTIGATIVE REPORTING A & B Divisions**

An expose on a single subject, digging up or revealing new information, reported in one program or series. Must be produced by the News Department. Entry must include a chronology of how the investigation was developed, reported and follow-up. (Notes on entry should include as much information as possible: What prompted the story? How many hours expended to research the story? The result of the investigation? Impact and current status?)

**TV-19. BEST SERIOUS FEATURE REPORTING 5 MINUTES OR LESS A & B Divisions**

Individual reporter's effort on a single subject produced by the News Department. A serious feature may be an in-depth look at a breaking news story or a sidebar to an ongoing story.

**TV-20. BEST SERIOUS FEATURE REPORTING 5 MINUTES OR LONGER A & B Divisions**

Individual reporter's effort on a single subject produced by the News Department. A serious feature may be an in-depth look at a breaking news story or a sidebar to an ongoing story.

**TV-21. BEST LIGHT FEATURE REPORTING 10 MINUTES OR LESS A & B Divisions**

Individual reporter's effort on a single subject produced by the News Department. A light feature may be humorous or a unique treatment of the passing scene, a light look at a serious subject or a serious look at a light subject.

**TV-22. BEST ENTERTAINMENT REPORTING 10 MINUTES OR LESS A & B Divisions**

Individual or team effort on a single entertainment story or series of stories on a single subject.

**TV-23. BEST BUSINESS AND CONSUMER REPORTING 10 MINUTES OR LESS A & B Divisions**

Individual or team effort on a single business, consumer, financial, or economic story on a single subject.

**TV-24. BEST GOVERNMENT AND POLITICAL REPORTING 10 MINUTES OR LESS A & B Divisions**

Individual or team effort on a single government, political, or public policy story on a single subject.

**TV-25. BEST MEDICAL & SCIENCE REPORTING 10 MINUTES OR LESS A & B Divisions**

Individual or team effort on a single medical, science, or technology story on a single subject.

**TV-26. BEST ENVIRONMENTAL REPORTING **NEW** 10 MINUTES OR LESS A & B Divisions**

Individual or team effort related to an environmental story on a single subject. Series are not eligible in this category.

**TV-27. BEST NEWS VIDEOGRAPHY OF HARD NEWS STORY, SERIES, OR SPECIAL A & B Divisions**

Best field work by a news camera crew or crews on a breaking news or hard news enterprise. Entries from series or specials must submit only one segment. Stringers regularly selling video/audio clips to local news organizations can enter this category. Entry must be submitted as aired on television station in the Southern California market. Stringers must identify their work. Must be 80% original footage from contest year.

**TV-28. BEST NEWS VIDEOGRAPHY OF A FEATURE STORY, SERIES, OR SPECIAL A & B Divisions**

Best field work by a news camera crew or crews. Entries from series or specials must submit only one segment. Must be 80% original footage from contest year.

**TV-29. BEST VIDEO EDITING OF A HARD NEWS STORY, SERIES, OR SPECIAL A & B Divisions**

Entries from series or specials must submit only one segment.

**TV-30. BEST VIDEO EDITING OF A FEATURE STORY, SERIES, OR SPECIAL A & B Divisions**

Entries from series or specials must submit only one segment.

**TV-31. BEST DIGITAL NEWS REPORTING A & B Divisions**

Individual reporter's or group's enterprise for a news story that was initially prepared for and presented on the station's website. Entry must be composed of video and audio elements and may not be altered from its original form. Stories initially prepared for and broadcast on the station and then repurposed on the website are not eligible. Stories from sources other than the News Department are not eligible. College-affiliated websites are eligible to enter in Division B if the school facilities are physically located within the contest area.



# RADIO CATEGORIES

## **R-01. BEST NEWSCAST -- OVER 15 MINUTES A & B Divisions**

Must be material broadcast during a continuous one-hour-or-less time period. Network or syndicated cut-ins must be included if part of original broadcast. Format presentation should be representative of "typical" broadcast day. Entry must include a recording of the entire newscast (sports, weather, etc.) Upload a copy of the newscast rundown or other supporting material on the entry form. Entries must be submitted from the "Designated News Day".

## **R-02. BEST NEWSCAST -- UNDER 15 MINUTES A & B Divisions**

Must be material broadcast during a continuous 15 minute-or-less time period. Network or syndicated cut-ins must be included if part of original broadcast. Format presentation should be representative of "typical" broadcast day. Entry must include a recording of the entire newscast (sports, weather, etc.) Upload a copy of the newscast rundown or other supporting material on the entry form. Entries must be submitted from the "Designated News Day".

## **R-03. BEST SPORTSCAST A & B Divisions**

A comprehensive sports news report which may include a sports feature or sports commentary, in a regularly-scheduled newscast aired on any day in the contest period.

## **R-04. BEST TRAFFIC REPORT A & B Divisions**

A comprehensive traffic report in a regularly-scheduled newscast aired on any day in the contest period.

## **R-05. BEST INDIVIDUAL WRITING A & B Divisions**

Individual writing effort on a news or feature story.

## **R-06. BEST SPORTS REPORTING A & B Divisions**

Individual reporter's enterprise on a single, one-time sports news story or feature.

## **R-07. BEST CONTINUING COVERAGE A & B Divisions**

Individual or team effort of an ongoing breaking news story, which may be a mix of anchors, field reporters, and taped segments. Can be a composite recording of no more than 30 minutes. Composite submission must have a written summary indicating extent of coverage.

## **R-08. BEST AIRBORNE COVERAGE A & B Divisions **NEW****

Individual or team effort on a breaking news story from airborne reporters. Coverage from the ground is not eligible. Must be live, on-scene coverage and not taped or anchored coverage. Can be a composite recording not to exceed 30 minutes. Composite submission must have a written summary indicating extent of coverage. Entries cannot use a live feed from another station or pool coverage.

**R-09. BEST "LIVE" COVERAGE OF A NEWS STORY A & B Divisions**

Individual or team effort on a **breaking news story**. Must be live, on-scene coverage and not taped or anchor coverage. Can be a composite recording not to exceed 30 minutes. Composite submission must have a written summary indicating extent of coverage. Only live on scene reporter coverage will be judged.

**R-10. BEST LONG FORM PROGRAM OR DOCUMENTARY A & B Divisions**

Individual or group effort including writing, production, and presentation of a single subject in a program produced by the News Department, that aired outside a regularly-scheduled news broadcast time period. (Entries in this category may not also be entered in the BEST NEWS SPECIAL category). Not to exceed 60 minutes.

**R-11. BEST NEWS TALK SHOW OR PUBLIC AFFAIRS PROGRAM A & B Divisions**

A single program from a regularly-scheduled, issue-oriented public affairs series and one-time-only programs or a single program from a limited series on public affairs topics produced by the News Department. Not to exceed 60 minutes

**R-12. BEST NEWS REPORTING A & B Divisions**

Individual reporter's enterprise on a single, one-time news story produced by the News Department.

**R-13. BEST NEWS REPORTING BY A RADIO NETWORK OR CONTENT SYNDICATOR**

**One Division**

Individual reporter's enterprise on a single, one-time news story produced by or for the News Department. Radio network or syndicator must have a bureau within RTNA boundaries and story must be produced in and specific to contest area.

**R-14. BEST HARD NEWS SERIES REPORTING One Division**

Individual or group effort on a series of reports on a single topic, news or feature.

**R-15. BEST FEATURE NEWS SERIES REPORTING One Division**

Individual or group effort on a series of reports on a single topic, news or feature.

**R-16. BEST INVESTIGATIVE REPORTING A & B Divisions**

An expose on a single subject, digging up or revealing new information. Can be reported in one segment or a series of segments (The investigation entered in this category may not also be entered in BEST DOCUMENTARY or BEST NEWS SPECIAL categories.) Must be produced by the News department. Entry must include a chronology of how the investigation was developed, reported and the follow-up. (Notes on the entry should include as much as possible: What prompted the story? How many hours expended to research the story? The result of the investigation? The impact and current status?) One-page limit.

**R-17. BEST SERIOUS FEATURE REPORTING - One Minute or Longer One Division**

Individual reporter's effort on a single subject produced by the News department. A serious feature may be an in-depth look at a breaking news story or a sidebar to an ongoing story.

**R-18. BEST SERIOUS FEATURE REPORTING - Less than One Minute One Division**

Individual reporter's effort on a single subject produced by the News department. A serious feature may be an in-depth look at a breaking news story or a sidebar to an ongoing story.

**R-19. BEST LIGHT FEATURE REPORTING - One Minute or Longer One Division**

Individual reporter's effort on a single subject produced by the News department. A light feature may be humorous or a unique treatment of the passing scene; a light look at a serious subject or a serious look at a light subject.

**R-20. BEST LIGHT FEATURE REPORTING – Less than One Minute One Division**

Individual reporter's effort on a single subject produced by the News department. A light feature may be humorous or a unique treatment of the passing scene; a light look at a serious subject or a serious look at a light subject.

**R-21. BEST ENTERTAINMENT REPORTING A & B Divisions**

Individual or team effort on a single entertainment story or series of stories on a single subject.

**R-22. BEST BUSINESS AND CONSUMER REPORTING A & B Divisions**

Individual or team effort on a single business, consumer, financial, or economic story or series of stories on a single subject.

**R-23. BEST GOVERNMENT AND POLITICAL REPORTING A & B Divisions**

Individual or team effort on a single government, political, or public policy story, or series of stories on a single subject.

**R-24. BEST MEDICAL AND SCIENCE REPORTING A & B Divisions**

Individual or team effort on a single medical, science, or technology story, or series of stories on a single subject.

**R-25 BEST ENVIRONMENTAL REPORTING A & B Divisions**

Individual or team effort related to an environmental story on a single subject. Series are not eligible in this category.

**R-26. BEST USE OF SOUND One Division**

Capturing drama and emotion in (ambient or natural sound) coverage of news event in the field AND/OR technical and artistic excellence in production, mixing and editing.

**R-27. BEST DIGITAL NEWS REPORTING A & B Divisions**

Individual reporter's or group's enterprise for a news story that was initially prepared for and presented on the station's website. Entry must be audio only and may not be altered from its original form. A title graphic or other visual identification is acceptable. Stories initially prepared for and broadcast on the station and then repurposed on the website are not eligible. Stories from sources other than the News Department are not eligible. College-affiliated websites are eligible to enter in Division B if the school facilities are physically located within the contest area.

# PODCAST CATEGORY

## **P-01 BEST PODCAST A & B Divisions**

News-oriented Audio or Video Podcast initially prepared for and presented on the station's website. Entries may not be altered from its original form. Stories initially prepared for and broadcast on the station and then repurposed in its original form on the podcast are not eligible. A longer version of a broadcast story is eligible as long as it was not originally broadcast on the station. Podcasts can be any length and any format (single story, newscast, news talk show, interviews). Podcasts must be produced by the News Department. College-affiliated podcasts are eligible to enter in Division B if the school facilities are physically located within the contest area.

## **P-02 BEST PODCAST FEATURE REPORTING A & B Division**

Individual reporter's effort on a single subject produced by the News department. A feature may be an in-depth look at a breaking news story or a sidebar to an ongoing story. News-oriented Audio or Video Podcast initially prepared for and presented on the station's website. Entries may not be altered from its original form. Stories initially prepared for and broadcast on the station and then repurposed in its original form on the podcast are not eligible. A longer version of a broadcast story is eligible as long as it was not originally broadcast on the station. Podcasts can be any length and any format (single story, newscast, news talk show, interviews). Podcasts must be produced by the News Department. College-affiliated podcasts are eligible to enter in Division B if the school facilities are physically located within the contest area.



# **71<sup>ST</sup> GOLDEN MIKE AWARDS<sup>®</sup>**

**Honoring Excellence in Broadcast News**

**2021**

[www.rtnasocal.org](http://www.rtnasocal.org)