



ENTRY REQUIREMENTS

DEADLINE:
January 15, 2007

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The Norman Lear Center, based at the Annenberg School for Communication at the University of Southern California, honors outstanding achievements in political coverage with the USC Annenberg Walter Cronkite Award for Excellence in Television Political Journalism.

The purpose of the award, named for the most prestigious broadcast journalist of the past forty years, is to encourage and showcase television journalistic excellence in political coverage, particularly innovative, issue-focused coverage that informs viewers about their electoral choices. The award recognizes coverage that helps viewers understand who the candidates are; what the issues and ballot propositions are; how electoral choices will affect their lives; how to assess campaign information, including advertising; and how to register, vote and make their own voices heard.

Awards Categories

- ***Local Commercial Broadcast Television Station:*** Entries will be judged in two categories: Large Market (1-50) and Small Market (51+).
- ***Local Commercial Cable Television Station:*** Entries will be judged in two categories: Large Market (1-50) and Small Market (51+).
- ***Local Public Broadcast or Cable Television Station:*** Entries will be judged in two categories: Large Market (1-50) and Small Market (51+).
- ***Local Station Individual:*** Any individual from a local public, commercial, broadcast or cable station is eligible.
- ***Station Group:*** Entries will demonstrate achievement on stations across an ownership group. Commercial broadcast and cable as well as public station groups are eligible. Entries will be judged in two categories: Large (20% national audience reach or more) and Small (less than 20% national audience reach).
- ***National Network Television Individual Program:*** Public, commercial, broadcast and cable networks are eligible to submit separate entries for one or more individual programs.

Entry Requirements

- Coverage must have aired in the United States during the year 2006.
- Entries must be postmarked by January 15, 2007.
- Each entry must be accompanied by a completed [entry form](#).
- All video must be submitted on Beta, DVD or VHS. Two copies must be provided, with labels including station/company name, contact name, category, and length of footage.
- The maximum length for the video is 40 minutes. Composites of coverage are permitted, but the log-list on the [entry form](#) must indicate when each piece aired. All commercial breaks must be removed.
- ***Non-English language entries are encouraged.*** Video must be accompanied by an English transcript or it may contain English subtitles or dialogue dubbed in English.
- The fee for each entry is \$100. Payment must accompany the entry. Checks should be payable to the University of Southern California.
- ***Multiple entries will be accepted.*** A station group, station or individual may apply only once to a station group, station or individual category, but multiple individuals from the same station may apply separately to the individual category. A network may submit separate entries for more than one program to the network category. Each entry must include a fee, a completed [entry form](#) and two copies of a DVD or Beta or VHS tape.

Submission Checklist

- Entry fee
- Completed [entry form](#)
- Two copies of video on Beta, DVD or VHS
- Mail to: The Walter Cronkite Award
USC Annenberg Norman Lear Center
8383 Wilshire Blvd, Suite 650
Beverly Hills, CA 90211

Entries will not be returned. The USC Annenberg Norman Lear Center reserves the right to use part of the entry or the whole entry for publicity or educational purposes.

Judging of Entries

USC Annenberg journalism faculty and staff screen the entries and forward their evaluations to a panel of journalism professionals and scholars. That panel makes the final judging decisions. Judges may give more than one award in a category. Judges are not required to give an award in every category.

Additional Information

[Read our FAQ](#) or contact us at 213.821.1343 or enter@usc.edu.