

Call For Entries



Building Healthy Communities in SWPA

The 4th Annual 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.

**All submissions must have had initial public exhibition
between the dates of June 1, 2013 – May 31, 2014.**

No entry fee required.



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: sbscott@eiconline.org

Categories

TV News - Spot/Breaking

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 - Enterprise/Investigative Series

To qualify, a submission must be:

- An enterprise or investigative series of at least two reports
- A combined duration of at least 4 minutes
- Debuted to TV audiences via local broadcast or basic cable exclusive 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

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

TV Feature Story

To qualify, a submission must be:

- A single news story or single entertainment program segment
- At least 1 minute in duration
- Debuted to TV audiences via local broadcast or basic cable 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

Internet Video Story

To qualify, a submission must be:

- A first run work of video journalism created uniquely for the internet
- At least 1 minute in duration
- Debuted to audiences via local internet site emanating from and catering specifically to the SWPA market



Building Healthy Communities in SWPA

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Categories

Magazine Article

To qualify, a submission must be:

- A first run work of written journalism.
- Debuted to audiences via local magazine publication exclusive to the SWPA Market

Newspaper Article

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

Newspaper - Enterprise/Investigative Article or Series

To qualify, a submission must be:

- A first run work of written journalism.
- Part of an in depth series of articles stemming from a specific news event
- Debuted to audiences via local print periodical publication exclusive to the SWPA market

Newspaper Op-Ed

To qualify, a submission must be:

- A first run work of written journalism.
- An in-depth commentary or news analysis of important issues concerning mental wellness
- Debuted to audiences via local print periodical publication 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

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

Radio News - Spot/Breaking News

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



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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 October 31, 2014

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).
- **Magazine Entries:** 3 copies of a CD containing a PDF file of the story in its published form.
- **Newspaper Entries:** 3 copies of a CD containing a PDF file of the story in its published form.
- **Internet Entries:** 3 copies of a DVD containing Video, or a PDF file of the story in screen capture form.

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

An order form for duplicate trophies 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 Spot/Breaking News | <input type="checkbox"/> Radio News Spot/Breaking News |
| <input type="checkbox"/> TV News Enterprise/Investigative Series | <input type="checkbox"/> Radio News Program Length |
| <input type="checkbox"/> TV Public Service Spot or Campaign | <input type="checkbox"/> Radio Community Affairs Program |
| <input type="checkbox"/> TV Community Affairs Program | <input type="checkbox"/> Radio Public Service Spot or Campaign |
| <input type="checkbox"/> TV Feature Story | <input type="checkbox"/> Newspaper Op-Ed |
| <input type="checkbox"/> Internet News Story | <input type="checkbox"/> Newspaper Article |
| <input type="checkbox"/> Internet Video Story | <input type="checkbox"/> Newspaper Enterprise/Investigative Article of Series |
| <input type="checkbox"/> Magazine Article | |

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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