



Texas Classroom Teachers Association Silver Apple

Official 2007-08 award nomination rules & regulations

Purpose of the award

1. To recognize journalists and their employing publication/station for excellence in reporting about public education.
2. To project a clear image of what classroom teachers feel exemplifies outstanding education reporting.

Prerequisites for nomination

1. The submitted articles or broadcasts must relate to public education and must have been published or broadcast by a Texas medium between Sept. 1, 2006, and Aug. 31, 2007. Nominees must have completed the work while in the employment of a Texas newspaper, magazine or radio/television station on a regular or freelance basis.
2. Awards will be based on three articles or broadcasts; however, a series of five articles or broadcasts may be considered if the series is limited to a single subject area within the field of education. All articles or broadcasts must be from the same newspaper or station and must be written or co-written by the same person(s).

Award categories

- Print, circulation of less than 50,000
- Print, circulation of 50,000 or more
- Broadcast, including television and radio

Criteria for the awards

The TCTA Communications/Public Relations Committee will consider the following:

1. Nominations must help promote understanding of teachers and public education, and help improve communication between educators and the community.
2. Submitted articles or broadcasts must be informative, timely, objective, fair and accurate.
3. Teachers or the teaching profession should play a major role in the submitted pieces.

What to submit

Print:

1. Newspaper/magazine entries must include a completed entry form and three articles published under a byline. A series of five articles may be submitted if the series examines one education-related theme or subject.
2. Newspaper/magazine entries may include photocopies or tear sheets. Each entry must be mounted or copied onto paper no larger than 11x17.

Broadcast:

1. Radio and television entries must include three separate broadcast pieces totaling no more than 20 minutes. A series of up to five broadcasts on one education-related theme or subject may be entered if the submission totals no more than 30 minutes.
2. Television entries must be in VHS or DVD formats. Radio entries must be placed on one audiocassette or CD.
3. Entries submitted in an alternative language must be accompanied by a written English translation.

Nomination procedures

1. Nominations may be submitted by any TCTA member or by a journalist or editor associated with the publication/station. Nominees also may be identified by the Communications/Public Relations Committee.
2. Nominations must include an official entry form and be submitted to TCTA headquarters using the information below. Official nomination forms are available online through the TCTA Web site at tcta.org. Submitted materials will not be returned.
3. Nominations must be postmarked on or before Nov. 1, 2007.

Selection process

Winners are selected by members of the TCTA Communications/Public Relations Committee.

Presentation of the award

Each TCTA Silver Apple media award winner receives a cash prize and an engraved plaque; the employing newspaper/station also receives an engraved plaque. The winners will be honored at the Awards Luncheon during the TCTA Convention in Houston, February 29-March 1, 2008.



TCTA Awards Program

P.O. Box 1489 • Austin, TX 78767-1489

Toll-free number: (888) 879-8282 • FAX: (512) 469-9527 • Web site: tcta.org

Physical address: 700 Guadalupe St. • Austin, TX 78701

Nominations must be electronically stamped or postmarked on or before Nov. 1, 2007



TCTA Silver Apple

Official 2007-08 award nomination form

Please duplicate if necessary

Nomination category (check one only):

- Print, circulation of less than 50,000
- Print, circulation of 50,000 or more
- Broadcast, including television and radio

Nominee: _____

Publication or television/radio station: _____

If print nomination, publication's circulation: _____

Position: _____

Work address: _____

Daytime phone: (_____) _____ E-mail: _____

Years in journalism profession: _____

College attended/date graduated: _____

Major: _____

Summary of previous journalism experience: _____

Honors or awards: _____

Submitted materials must have been published/broadcast between Sept. 1, 2006, and Aug. 31, 2007.

This section **MUST** be completed or the nomination may be deemed invalid:

Person submitting: _____

Address: _____

City, state, ZIP: _____ E-mail: _____

Daytime phone: _____

_____ Classroom Teachers Association (if applicable)

Best number to use and time to call: _____



TCTA Awards Program

P.O. Box 1489 • Austin, TX 78767-1489

Toll-free number: (888) 879-8282 • FAX: (512) 469-9527 • Web site: tcta.org

Physical address: 700 Guadalupe St. • Austin, TX 78701

Nominations must be electronically stamped or postmarked on or before Nov. 1, 2007