

# CALIFORNIA CHICANO NEWS MEDIA ASSOCIATION

## RUBEN SALAZAR JOURNALISM AWARDS

The Ruben Salazar Journalism Awards are presented annually by CCNMA: Latino Journalists of California to photographers and reporters or teams for work published or broadcast in the state of California that exemplify journalism excellence while contributing to a better understanding of Latinos in the United States by portraying Latinos fairly and accurately, including general stories affecting the Latino community.

The awards are named after the late Ruben Salazar, who at the time of his death in 1970 was a columnist for the *Los Angeles Times* and news director of Spanish-language television station KMEX in Los Angeles. Salazar was covering the Chicano anti-Vietnam War Moratorium in East Los Angeles when he was killed by a tear gas projectile fired by a Sheriff's deputy. Salazar had a keen sense of perspective and introspective in providing insight into the Latino community. As the *Los Angeles Times* eulogized him, Salazar was "sometimes an angry man as he observed the inequities around him, yet he spoke out with a calm vigor that made his words all the more impressive and influential."

CCNMA is a non-profit organization founded in 1972 that is dedicated to the social, economic and professional advancement of Latino journalists, and that seeks to foster a fair and accurate portrayal of Latinos in the news media.

### entry instructions

**1. rules:** Entries must be a news story (feature or breaking) or a series published or broadcast in the ordinary course of the journalist's production during the eligible period (Jan. 1, 2010, to Dec. 31, 2010). All Television entries will be considered a team production (reporter, photographer and producer) unless otherwise specified. Entries may be in English or Spanish. Membership in CCNMA is not required. A cover letter with each entry should include a summary of the story, any major findings or subsequent results and any account of the difficulty or uniqueness of the effort in obtaining the story. No part of any entry will be returned unless accompanied by sufficient postage. CCNMA reserves the right to use part or the whole of any entry for publicity or educational purposes. Multiple entries may be submitted in the same package, but a separate form must be attached to each entry and a separate fee paid for each entry.

**2. judging:** Entries will be judged by veteran journalists in their respective mediums. All decisions are final. An award may be withheld if the judges deem no entry merits recognition.

**3. fees:** Contest fees are \$25 per entry for CCNMA members, \$40 for nonmembers per entry.

**4. deadline:** Entries must be received by **March 11, 2011**.

**5. preparing the entry:** **Print/Online** entries may not be longer than three parts, including sidebars. Submit 3 copies no larger than 11" x 14." Submit text of story only; any accompanying photos or graphics will not be considered. • **Television** entries may be on DVD or flash drive, and may be no longer than 5 parts with the total length not to exceed 15 minutes. Submit 2 copies. No documentaries or public service announcements allowed. • **Radio** entries may be on CD, on standard audio cassettes or flash drive, and may not be longer than 5 parts, with the total length not to exceed 15 minutes. Submit 2 copies. No documentaries or public service announcements allowed. • **Photo** entries should be on CD or flash drive and may be a single photo or a series (up to 10 parts) on same subject.

For more information call (213) 821-0075, or e-mail to [ccnmainfo@ccnma.org](mailto:ccnmainfo@ccnma.org) or visit [www.ccnma.org](http://www.ccnma.org)

# CCNMA Ruben Salazar Journalism Awards Entry Form

**Attach this form with each entry (form may be photocopied)**

Please check the category of your entry:

- Print/Online       Television       Radio       Photography       Commentary

Individual Name(s) and Title(s) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Home Address \_\_\_\_\_

Home Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Title of Story/Photos \_\_\_\_\_

Where Story Appeared \_\_\_\_\_

Date Published/Broadcast \_\_\_\_\_

**I declare that the entry abides by the contest rules.**

Signature \_\_\_\_\_

Date \_\_\_\_\_

Mail with entry fee **payable to CCNMA** to:  
Ruben Salazar Journalism Awards • CCNMA • USC Annenberg School of  
Journalism • 727 W. 27<sup>th</sup> St., Room 201 • Los Angeles, CA 90007-3212

For Office Use Only  
Date: \_\_\_\_\_  
Check no. \_\_\_\_\_