



## C.B. Blethen Memorial Awards

**Entry Deadline:**  
**Friday, July 7, 2017**  
**5 p.m.**



Administered by:  
Pacific Northwest Newspaper Association

Sponsored by:  
The Seattle Times



**Debby Lowman** was an optimist and a fighter. She was the consumer affairs reporter for The Seattle Times until her death from cancer in July 1978. The Debby Lowman Memorial Award is a tribute to her and the standards she set for consumer affairs reporting.

### DEBBY LOWMAN CONTEST

*For Distinguished Reporting of Consumer Affairs*

Submit an article or series of articles whose primary purpose is to provide practical information that can be of immediate use to readers in their everyday lives.

**Judging criteria:** Accuracy, clarity of writing, thoroughness of treatment, fairness and enterprise.

## CATEGORIES

### Distinguished Coverage of Diversity

Submit up to five attachments on a story by any author, from any section of the newspaper, including editorial and opinion columns that exemplify the publication's overall coverage of under represented communities. Each entry should be accompanied by a nomination letter from a senior editor that explains how the entry fits the criteria (below) and describes any change or community reaction generated by the coverage.

**Judging criteria:** Accuracy, clarity and style of writing, thoroughness of treatment, originality, insight into historical, cultural and economic factors affecting relationships between communities.

### Deadline Reporting

Entry should reflect a single event published on a single day that shows enterprise, writing ability and imagination in spot news coverage.

**Judging criteria:** Accuracy, clarity of writing and thoroughness of treatment.

### Enterprise Reporting

Enterprise reporting is all about the stories a reporter digs up on his or her own. Entry should reflect a non-deadline, issue-oriented, pre-planned story.

**Judging criteria:** Accuracy, clarity of writing

## PNNA is now accepting entries in the 2017 C.B. Blethen Memorial Awards & Debby Lowman Contest.

and thoroughness of treatment and originality.

### Feature Writing

Entry should show imagination and ability to entertain or hold interest of the reader on any features topic.

**Judging criteria:** Accuracy, clarity and style of writing, thoroughness of treatment (entries may take the form of a column, humor article, etc).

### Investigative Reporting

Submit up to five articles on a single investigative topic. Entry should display investigative effort and skill about subject of significant public concern.

**Judging criteria:** Accuracy, clarity of writing, thoroughness of treatment, imagination in uncovering subject matter, initiative in developing sources and coordinating information, persistence in the face of indifference, hostility or technical difficulties, impact, as measured by public reaction or any remedial action resulting.

## ABOUT THE CONTEST

### Eligibility

The 2017 C.B. Blethen Memorial Awards is open to all members of the Pacific Northwest Newspaper Association (PNNA).

### Publication Period

Entries must have been published between **June 1, 2016, through May 31, 2017**

### Entry Deadline

**Friday, July 7, 2017.** All entries must be uploaded by 5 p.m. to the contest website at <http://www.newspapercontest.com/PNNA>.

### \*Circulation Classifications

**Division A** (50,001 & above circulation)

**Division B** (50,000 & under circulation)

*\*Circulation figures are based as the newspaper chooses on weekday or Sunday circulation.*

### Winner Announcements

Winners will be announced in the fall.

## The C.B. Blethen Memorial Awards

were created in 1977 to honor one of the Northwest's most distinguished newspapermen

C.B. Blethen was publisher of The Seattle Times from 1915 until his death in 1941. He was known in his community

and among his newspaper colleagues as one who made the ideals and standards of American journalism a way of life.

He was knowledgeable in almost all phases of the newspaper business - as a reporter, editor, advertising authority, cartoon idea man, innovator and inventor of mechanical processes.

In 1987, C.B. Blethen was inducted into the State Hall of Journalism Achievement at Washington State University for his contributions to the profession and his commitment to the belief that a newspaper's first responsibility is to its readers and to the community.