

# CALL FOR ENTRIES

70TH ANNUAL

# NAREE

## REAL ESTATE JOURNALISM

### *Competition*



Enter online [www.naree.org](http://www.naree.org)  
**between February 1 and March 1, 2020**

Open to Digital, Print and Broadcast Journalists:  
Writers, Editors, Columnists, Investigative Reporters, Producers and Freelancers  
Covering: Residential and Commercial Real Estate, Mortgage and Finance,  
Home and Urban Design, Luxury, Green Building and Architecture

**Debuting the *new* KENNETH R. HARNEY AWARD  
for Best Real Estate Consumer Education Reporting - \$1,000 Award**

Dogged, original enterprise reporting on current real estate policy and practices impacting the consumer – including mortgage finance, real estate brokerage, housing affordability, discrimination and other watch dog issues – are among eligible topics. The award is named in honor of the late Ken Harney, whose nationally syndicated column, “The Nation’s Housing,” explored issues faced by homeowners and home buyers for more than 40 years. Ken Harney was NAREE’s 2008 president. Entrant must submit a single in-depth report, column or series of up to three reports in any medium – print, online or broadcast – under a single byline. The winning entry chosen for this award is not eligible to win an award in any other category. The winner will be invited, as NAREE’s guest, to speak about the award-winning entry at NAREE’s 2020 Miami conference – running from June 24-27 at the Epic Kimpton hotel.

**Plus three overall awards for journalists with single bylines:**

**PLATINUM AWARD \$1,000 – Best Overall Individual Entry**

**PRESIDENT’S AWARD \$500 – Best Freelance Collection**

**RUTH RYON AWARD \$250 – Best Young Journalist (30 years or younger)**

**And GOLD, SILVER AND BRONZE AWARDS**

**honoring the work of individual journalists and teams of journalists  
covering residential and commercial real estate.**

Cash awards of \$250 will be presented to all Gold Award Winners.  
Gold, Silver and Bronze winners may request complimentary admission to  
the full NAREE Journalism Conference in Miami, June 24-27, 2020 • Kimpton Epic Hotel.  
Special Awards Day program is Friday, June 26.

All winners will be notified in early May so they can make advance travel arrangements to attend.

## Individual Awards - All Media

### (Single Byline - Recognizing the work of one reporter)

**Kenneth R. Harney Award for Best Real Estate Consumer Education Reporting** - \$1,000 Award  
Submit a single report, column or series of up to three reports in any medium – print, online or broadcast with a single byline. The entry winning in this category is not eligible to win an award in any other category. Winner will be invited, as NAREE's guest, to speak about the entry at NAREE's Miami 2020 Conference which runs June 24-27 at the Kimpton Epic Hotel.

Category 1: **Best Collection of Work by an Individual Covering Residential Real Estate** - \$250 Gold Award  
Submit 3 stories with a single byline - as a single PDF or single link, if possible -- stories can be in the same medium or published or broadcast in different media. Name the Collection at the beginning of the Summary.

Category 2: **Best Collection of Work by an Individual Covering Commercial Real Estate** - \$250 Gold Award  
Submit 3 stories with a single byline - as a single PDF or single link, if possible -- stories can be in the same medium or published or broadcast in different media. Name the Collection at the beginning of the Summary.

Category 3: **Best Real Estate Column** - \$250 Gold Award  
Submit 1 column with a single byline.

Category 4: **Best Economic Analysis** - \$250 Gold Award  
Submit 1 story with a single byline.

Category 5: **Best Interior Design Story** - \$250 Gold Award  
Submit 1 story with a single byline.

Category 6: **Best E-Newsletter by an Individual Journalist** - \$250 Gold Award  
Submit 1 e-newsletter written and/or compiled by 1 journalist. The e-newsletter, covering residential and/or commercial real estate, should be no more than 2,500 words, and be delivered by email.

Category 7: **Best Architecture Story** - \$250 Gold Award  
Submit 1 story with a single byline.

## Individual Awards - Newspapers - Print Or Digital

### (Single Byline - Recognizing the work of one reporter)

Category 8: **Best Residential Real Estate Story** - Daily Newspaper - \$250 Gold Award  
Submit 1 story with a single byline.

Category 9: **Best Mortgage or Financial Real Estate Story** - Daily Newspaper - \$250 Gold Award  
Submit 1 story with a single byline.

Category 10: **Best Commercial Real Estate Story** - Daily Newspaper - \$250 Gold Award  
Submit 1 story with a single byline.

Category 11: **Best Small Daily Newspaper Story** -  
Daily Newspaper under 75,000 Circulation - \$250 Gold Award  
Residential, Commercial, Mortgage or Financial Real Estate, Luxury, Green Building, Home or Urban Design.  
Submit 1 story with a single byline.

Category 12: **Best Weekly Newspaper Story** - Weekly Business Newspaper - \$250 gold award  
Residential, Commercial, Mortgage or Financial Real Estate, Luxury, Green Building, Home or Urban Design.  
Submit 1 story with a single byline.

## Individual Awards - Magazines - Print Or Digital

### (Single Byline - Recognizing the work of one reporter)

Category 13: **Best Residential, Mortgage or Financial Real Estate Magazine Story** -  
General Circulation- \$250 Gold Award  
Shelter, Business or Financial story in a consumer publication. Submit 1 story with a single byline.

Category 14: **Best Residential Trade Magazine Story** - \$250 Gold Award  
Residential Real Estate or Development, Mortgage, Finance or Home Building. Submit 1 story with a single byline.

Category 15: **Best Commercial Real Estate Trade Magazine Story** - \$250 Gold Award  
Submit 1 story with a single byline.

## Individual Awards - Online Or Broadcast

### (Single Byline - Recognizing the work of one reporter)

Category 16: **Best Online Residential, Mortgage or Financial Real Estate Story** - \$250 Gold Award  
Submit 1 story with a single byline.

Category 17: **Best Online Commercial Real Estate Story** - \$250 Gold Award  
Submit 1 story with a single byline.

Category 18: **Best Real Estate Tweet Collection** - \$250 Gold Award  
Submit 3 tweets from one reporter - 280 characters or less published on Twitter.

Category 19: **Best Audio or Video Report – Online or Broadcast – Podcast or Videocast, Radio or Television** – local, network, subscription or Internet channels - \$250 Gold Award  
Residential, Commercial, Mortgage or Financial Real Estate, Luxury, Green Building, Home or Urban Design.  
Submit work by one reporter who voiced the report or hosted the podcast/videocast.

## Individual Or Team Awards - All Media (Single or Multiple Bylines)

Category 20: **Best Breaking Real Estate News Story** - \$250 Gold Award  
Submit 1 story with a single or multiple bylines.

Category 21: **Best Investigative Report or Investigative Series** - \$250 Gold Award  
Submit ALL parts in one file if possible. Submit report or entire investigative series with a single or multiple bylines.

Category 22: **Best Series** - \$250 Gold Award  
Submit ALL parts with a single or multiple bylines.

Category 23: **Best Blog** - \$250 Gold Award  
Residential, Commercial, Mortgage or Financial Real Estate, Luxury, Green Building, Home or Urban Design.  
Submit 1 blog with a single or multiple bylines.

Category 24: **Best International Real Estate Story** - \$250 Gold Award  
Submit 1 story with a single byline focused on real estate outside the U.S.

## Team Awards - All Media (Multiple Bylines)

Category 25: **Best Team Report** - \$250 Gold Award  
Residential, Commercial, Mortgage or Financial Real Estate, Luxury, Green Building, Home or Urban Design.  
Submit 1 multiple bylined report.

## Individual Or Team Awards - Magazines Or Newsletters - Print Or Digital (These awards recognize the work of the publication and its editor[s].)

Category 26: **Best Design, Home or Shelter Magazine** - \$250 Gold Award  
Submit 1 magazine. (This award recognizes the work of the publication and its editor[s].)

Category 27: **Best Residential Trade Magazine** - \$250 Gold Award  
Submit 1 magazine. (This award recognizes the work of the publication and its editor[s].)

Category 28: **Best Commercial Trade Magazine** - \$250 Gold Award  
Submit 1 magazine. (This award recognizes the work of the publication and its editor[s].)

Category 29: **Best Newsletter** - \$250 Gold Award  
Residential, Commercial, Mortgage or Financial Real Estate, Luxury, Green Building, Home or Urban Design.  
Submit 1 newsletter. (This award recognizes the work of the publication and its editor[s].)

## Individual Or Team Awards - Newspapers - Print Or Digital (This award recognizes the work of the publication and its editor[s].)

Category 30: **Best Newspaper Real Estate or Home Section** - Daily or Weekly Newspaper - \$250 Gold Award  
Submit 1 section. (This award recognizes the work of the publication and its editor[s].)

## Individual Or Team Awards - Online (This award recognizes the Web Site and its editor[s].)

Category 31: **Best Web Site** - \$250 Gold Award  
Solely Devoted to Residential, Commercial, Mortgage and/or Financial Real Estate, Luxury, Green Building Home and/or Urban Design.  
Submit 1 URL. (This award recognizes the Web Site and its editor[s].)

## Notes on Overall Awards:

### Platinum Award - \$1,000 - Best Overall Individual Entry

Judges choose from categories 1-19 which exclusively recognize single bylined work as well as any entries with single bylines in category 20-24.

### President's Award - \$500 - Best Freelance Collection

For journalists not on staff but whose work is published in bona fide media outlets. Entrant must request that the paid entry being submitted in categories 1-24 also be considered for this award. Entrant must submit two additional pieces of work in any medium at no additional charge.

### Ruth Ryon Award - \$250 - Best Young Journalist

Judges choose from categories 1-19 which exclusively recognize single bylined work as well as any entries with single bylines in category 20-24. (Entrant must be 30 years old or younger by Dec 31, 2019 to qualify.)

**NAREE Awards**  
**Recognizing Excellence in Real Estate Journalism**  
**Questions and Technical Support**

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