

## 2009 JACC NORCAL BRING-IN CONTESTS

Deadline: Saturday, Nov. 7, 8:45 a.m. You do not have to attend the conference to submit an entry.

### BRING-IN AD

Specific instructions for 2009: House advertisement to be used in your online edition. Create an advertisement that promotes your student news media products or program. The ad may promote any of your publications including newspapers or magazines online or in print. Or your ad may promote other media elements, such as a broadcast or podcast. The advertisement must be new and may not have been published in print or online before Nov. 7.

Definition: An advertisement suitable for publication on a college newspaper Web site. Color may be used in the entry, but color WILL NOT be a factor in judging. May be prepared by more than one student.

Entries: Two per college. Ads must be brought in on a flash drive. They must be 300px x 250px, 72 dpi and saved as a jpg, png or gif. If the judges are unable to open and/or download your ad/s your entry will be disqualified.

Judging: Based on effectiveness for a college readership; visual impact; compelling nature of ad; suitability to the online format; completeness of presentation; maximization of space utilized.

Awards: Four places, plus honorable mentions.

### BRING-IN PHOTO

Specific instructions for 2009: Any news or feature photo or portrait of or relating to a story involving health issues on the campus or community. The photo should tell the story of the issue or person or capture a telling moment through the photo composition, human expression or subject matter. The photo may not have been published in print or online before Nov. 7.

An accurate photo cutline, including name, age if applicable, date and description of action, or information from story, must be affixed to the back of the mounting board, but do not include a

photo credit. See the category definition that follows for more details.

Definition: A photo suitable for publication in community college news media. Sports or hard news shots are eligible as long as they pertain to the theme. A photo submitted in a mail-in contest category may not be submitted in the Bring-In Photo category. A photo submitted in the Bring-In Photo contest is not eligible for entry in future mail-in contests. An individual photo may be entered in only one regional and one annual conference. Color photographs may be submitted, but color WILL NOT be a factor in judging. A cutline is required.

Entries: Two per college. Entry will consist of a 8 x 10 black and white or color photograph mounted on 11"x 14" mount board. Entries may be spray mounted. Details of how and when prints are submitted will be indicated in pre-conference information. Accurate, libel-free cutline information must be submitted with the photo; failure to meet the cutline requirement will result in disqualification.

Judging: Criteria are aptness of subject, human interest, apparent planning and execution, use of camera controls and lighting (as well as props where possible and appropriate), visual impact, story-telling ability, content/composition and technical quality, and aptness of caption. Color photos may be entered, but color WILL NOT be a factor in judging.

Awards: Four places, plus honorable mentions