

2010 JACC NORCAL BRING-IN CONTEST

Deadline: Saturday, Nov. 6 8:45 a.m. The student does not have to attend the conference to submit an entry. BUT, the student MUST have a competition number—one will be assigned to non-attending delegates at the registration desk!

BRING-IN AD

Specific instructions for 2010: House advertisement. Create an advertisement that promotes your student news media products or program. The ad may promote 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. 6, 2010.

Definition: An advertisement suitable for publication in a college newspaper in a broadsheet, tabloid or online format. 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. Entry will consist of an ad that must be at least 6.5 inches wide by 7 inches deep and be **printed or mounted on an 8.5- x 11-inch sheet. (PLEASE NOTE WE WILL NOT BE ACCEPTING digital ads this year!)** Entries may be spray-mounted. It may be in black and white, one color, or 4-color.

Judging: Based on effectiveness for a college readership; visual impact; compelling nature of ad; story-telling ability; completeness of presentation; maximization of space utilized.

Awards: Four places, plus honorable mentions.

BRING-IN PHOTO

Specific instructions for 2010: Any photo or portrait of or relating to a political event, election or person running for office on campus or in the community. The photo should tell the story of the event or person or capture a telling moment during the event through the photocomposition, human expression or subject matter. The photo may not have been published in print or online before Nov. 6.

An accurate photo outline, including name, age if applicable, date and description of action, or information from story, in correct Associated Press style 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. 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 black and white or color photograph in which the longest side is not longer than 10². In other words the image can be 10 x 10 or less and MUST be mounted on 11"x 14" mount board. Entries may be spray mounted. 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 to contest criteria, 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