

2010 JACC STATE CONVENTION BRING-IN CONTESTS

DEADLINE FOR BRING-INS: 10:30 a.m. on Friday, APRIL 9, 2010. SUBMIT TO THE BRING-IN DESK at the JACC Info Booth.

YOU DO NOT HAVE TO ATTEND THE CONVENTION TO SUBMIT A BRING-IN CONTEST!

THE WAYNE OVERBECK FREE SPEECH BRING-IN VIDEO

Specific instructions for 2010:

Topic: "Free Speech and What It Means Today"

Students should place an emphasis on highlighting current issues dealing with free speech (challenges, current examples that support/contradict past Supreme Court rulings, recent events that support free speech, etc.)

Definition: A journalistic video shot and edited specifically for the Wayne Overbeck Free Speech Bring-in video contest. The entry **MUST** include video; if it does not include video it will be disqualified. The entry may include still shots but they are not required. The entry may include narration, but cannot include video with on-camera presentation by an anchor reporter. The entry may not include copyrighted material, including audio, from another source without written permission from the copyright holder. The video may be presented in Flash, Quicktime or Windows Media Format. Entries must be a minimum of three minutes and no more than five minutes long. Entries longer than five minutes will be disqualified.

Class: Multimedia

Entries: Two per college. The Bring-in video entry must be uploaded to a web server so it may be judged online with a standard web browser equipped with Flash, Windows Media and Quicktime plug-ins and it **MUST** not have been previously published, though it may be published after the competition.

Participants must “register” their URL at the Bring-in registration desk by the deadline to be eligible for judging. If the URL is inactive or if judges are unable to view the video, the entry will be disqualified. Entries must be a minimum three minutes and **NOT** longer than five minutes. Entries longer than five minutes will be disqualified.

Judging: Criteria for judging include appropriateness of presentation, clarity, story-telling ability, visual impact, content/composition, visual and audio quality, visual composition, editing, engagement and journalistic value. The entry may not include copyrighted material, including audio, from another source without written permission from the copyright holder. The entry **MUST** include video or it will be disqualified.

Awards: One winner will receive \$200. The 2010 entries will be judged personally by Wayne Overbeck.

DR. TOM PASQUA MEMORIAL BRING-IN ESSAY

Definition: Essays should contain information from a minimum of three sources; Internet sources are acceptable if properly cited. MLA guidelines apply, though footnoting, endnoting or in-text citation are all allowed. The essay should be between 750 and 1,000 words.

Class: Writing

Entries: Two per college. Entries must be typed, double-spaced.

Judging: Criteria are appropriateness to the contest topic/subject, logic, clarity, accuracy, factual support and documentation, organization, conciseness, fairness, and persuasiveness in presentation.

Topic: Health care reform: Why should college students care?

Include a synopsis of the larger nationwide problem and the stalemate in Congress, but focus on a narrower look at the state of insurance coverage among the college-aged population in the country, in your local area or on your campus. Take your essay beyond the current shallow discourse over whether people think Congressional legislation will pass or not, or whether anyone cares, and move into why people – particularly college students – *should* care. The position you take for or against health care reform is irrelevant as long as you support

it. Your essay must cite at least two published sources, plus at least one interview with one of your campus health officials. (Note that published sources include reports and expert analyses, *not* stories in other newspapers.) Your essay could also include student comment, but that would not count as one of the three authoritative sources. Your essay should employ terms and examples that make the topic clear to your audience without making it overly simplistic. Briefly, include figures and specifics about the plans being debated and specific objections or arguments for or against. Quotes may be included as well. Your essay should do one of the following: persuade, urge to action, encourage dialog or thought, praise or scold, or serve as an open letter to a person, such as an elected representative, stating your thoughts about a proposed course of action.

Award: one winner awarded \$200

BRING-IN AD

Specific instructions for 2010: 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 print or online publications including newspapers or magazines. 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 April 8.

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. Submit ads on a CD with the entrant's contest code written on it. Use a separate CD for each entry. Contest codes are given at registration. Entries must be sized at 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 2010: Any stand-alone photo or portrait with at least one person in the frame at any distance, recognizable or not, that is shot on campus and that is suitable as wild art. The subject is broad, and can include students, faculty, visitors, landscape, construction or other aspects of campus, as long as the photo is shot on campus. The photo should tell something about the person photographed or the culture of the college

by capturing a telling moment in time, whether through the photocomposition, human expression or subject matter. The photo may not have been published in print or online before April 8, 2010.

Caption information in AP style must include: a caption kicker or title of no more than four words; identity of recognizable subjects according to AP style; an apt description of the action if applicable; at least one additional fact or piece of information outside the photo that takes readers beyond the immediate moment. For instance, a shot of a venerable old tree on campus with a student resting beneath it would describe the scene, identify the student and note that a recent heat wave with temperatures of over 100 degrees brought on spring fever, or that coming cold weather will end days in the sun, or that Spring Break begins next week, that finals start in three weeks, or some other information relative to the photo. 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 10". 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, human interest, if applicable, 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

BRING-IN AUDIO SLIDE SHOW

Specific instructions for 2010: Create an Audio Slide Show using Sound Slides, Flash (a tutorial for this software is posted on the website), Final Cut Pro or the program of your choice. The slide show must depict any aspect of campus life. This can be a series of day-in-the-life shots, shots based on a particular event or course, or centered on one student or person, but must be shot on campus. Slide show must be 1 to 2 minutes long, plus or minus 5 seconds. It must include a minimum

of 15 photos. Slide show must have a title page and end with a credits page that includes the name of the publication and the individual students' full names, along with their contributions or job titles. Captions are mandatory, can be brief, but must be written in AP photo style. Auto display of captions may be disabled if so desired. The slideshow must include audio, but may not violate copyright law. Special consideration will be given to slideshows that include SOT or audio of subjects pictured. The Audio Slide Show MUST have been produced between March 19 and April 8, 2010.

Entries: Two per school.

The Audio Slide Show entry must be uploaded to a web server so it may be judged online with a standard web browser equipped with Flash, Windows Media and Quicktime plug-ins and it MUST not have been previously published, though it may be published after the competition.

Participants must "register" their URL at the Bring-in registration desk by the deadline to be eligible for judging. If the URL is inactive or if judges are unable to view the slideshow, the entry will be disqualified.

Judging: Appropriateness of presentation; clarity; story-telling ability; visual impact; audio impact; technical quality; and effectiveness of combination of photos, text and audio in communicating the

intended story. Emphasis in judging will be on the storytelling of the presentation. Copyright rules must be respected.

Awards: Meritorious