

JACC Mail-in Magazine Contest

ENTRY INSTRUCTIONS & JUDGING CRITERIA

CONTESTS and CLASSIFICATIONS

Publication — General Excellence (see accompanying sample judging form for details)

Writing — Profile Feature, Feature (non-profile), Opinion

Art/Design — Design/Layout, Cover Design, Illustration

Photo — Photo, Photo Essay

(Awards in these categories do not apply to the Pacesetter award given at the state convention)

ENTRIES and ELIGIBILITY

Materials published in student publications during the calendar year prior to the annual convention are eligible in that competition. Materials produced in the school year prior to the regional conferences are eligible in those competitions.

Unless otherwise indicated, each college will be allowed a maximum of **two entries per contest**. Exceptions are Magazine General Excellence, Magazine Design/Layout and Magazine Cover Design where only one entry is allowed per publication.

If an entry has been prepared by more than three individuals, it should be listed on the electronic entry form as prepared by the publication staff.

Entries will be prepared using one of three approaches, depending on the category:

- **Clippings:** A clipping is an original story, photo or piece of art neatly cut out of a print publication and affixed with rubber cement to an 8.5- by 11-inch sheet of paper.
- **Tear sheets:** A tear sheet is an entire page of a print publication
- **Printouts:** A printout is a physical copy of an online publication page from a black and white or color printer.

MERITORIOUS AWARDS

Only "Meritorious" awards will be awarded in contests that generate 10 percent or less capacity (i.e., if 50 schools participate capacity is 100 — 50 x 2). If 10 or fewer entries are received, no first-through-fourth award or honorable mention awards will be made, only meritorious awards at the discretion of the judges.

Meritorious awards will also be awarded during the first two years of an experimental category. In addition, the JACC Board of Directors can approve permanent distribution of meritorious awards as it has done in the case of the newspaper enterprise category.

MAGAZINE GENERAL EXCELLENCE (MA1)

Definition: A journalistic publication (as opposed to, for example, a literary magazine). Entry must be a typical issue and not one published for public relations purposes.

Entries: One per college. An entry is any ONE complete issue. Place the entry label in the top right corner of the issue's front cover.

Class: Publication

Judging: Criteria for judging are adapted from the rating book of the Associated Collegiate Press and will evaluate excellence in:

- a) Design and Typography — logo and folios, headlines, text type, printing quality
- b) Layout and Format — design unity, layout, readability, cover
- c) Photography and Art — composition and content, technical quality, art, use
- d) Content — lead story, variety, reader interest
- e) Writing — mechanics, language, composition
- f) Editing — headlines, text.

Use of color WILL NOT be a factor in judging.

Awards: Winning entries will be unranked. All entries meeting detailed criteria will earn general excellence awards.

FYI: See accompanying magazine GE judging checklist at the end of category listing

MAGAZINE COVER DESIGN (MB1)

Definition: Any single magazine cover published during the eligibility period. The entry must be a journalistic publication (as opposed to, for example, a literary magazine), must be a typical issue and not one published for public relations purposes. If cover design wraps to the back, include the double truck as one entry.

Entry: One per college. Tear sheet. Place label in the top right corner of the cover. If you believe the label would damage the evaluation of the cover, place the label instead in the top right corner of an 8.5- by 11-inch sheet of paper (portrait view) and staple it to the back of the cover. When placing into the envelope for mailing to the judging coordinator, please insert the entry with the label facing upward for easy sorting.

Class: Art/Design

Judging: Criteria for judging include visual impact, artistic merit, creativity, composition and technical quality. Use of color WILL NOT be used as a factor in judging.

Awards: Four places, plus honorable mentions.

MAGAZINE DESIGN/LAYOUT (MC1)

Definition: Visual appeal of the magazine as a whole.

Class: Art/Design

Entry: One per college. Submit entire magazine. Place label in top right corner of cover.

Judging: Criteria for judging will include visual impact consistency of design theme, technical quality, effectiveness of the combination of photo, art, words and layout. Includes cover. Use of color WILL NOT be a factor in judging.

Awards: Four places, plus honorable mentions.

MAGAZINE NEWS FEATURE ARTICLE / Non-Profile (MD1 and MD2)

Definition: An article that provides information supplementing a news story, usually by adding the human element behind a news event or giving background through interpretation or explanation. May also include first-person narrative stories. The entry should be issue-, trend- or activity-oriented and may have a news peg.

Entries: Two per college. Magazine clippings or online printouts. Remove or obliterate headlines; okay to leave bylines. Place entry label in the top right corner of 8.5- by 11- inch printout or page (portrait view) to which entry is affixed.

Class: Writing/Editing

Judging: Criteria for judging include appropriateness and significance of topic, appeal of lead, originality, clarity, accuracy, grammar and writing style.

Awards: Four places, plus honorable mentions.

MAGAZINE PROFILE ARTICLE (ME1 and ME2)

Definition: A personality sketch of an individual or group. Can be written in either first- or third-person. The entry does not require a news peg, though it may occur.

Entries: Two per college. Magazine clippings or online printouts. Remove or obliterate headlines; okay to leave bylines. Place entry label in the top right corner of 8.5- by 11- inch printout or page (portrait view) to which entry is affixed.

Class: Writing/Editing

Judging: Criteria for judging include appropriateness and significance of subject, human interest, appeal of lead, originality, clarity, accuracy, grammar, and writing style.

Awards: Four places, plus honorable mentions.

MAGAZINE OPINION ARTICLE (MZ1 and MZ2)

Definition: Personal opinion, analysis, or other commentary set to establish an argument, make a statement and/or persuade the reader. May include humor. Does not require a news peg, though it may occur.

Entries: Two per college. Magazine clippings or online printouts. Remove or obliterate headlines; okay to leave bylines. Place entry label in the top right corner of 8.5- by 11- inch printout or page (portrait view) to which entry is affixed.

Class: Writing/Editing

Judging: Criteria for judging are originality, appeal of lead, cleverness of writing style, clarity and grammar.

Awards: Four places, plus honorable mentions.

MAGAZINE ILLUSTRATION (MM1 and MM2)

Definition: Artwork used in lieu of photographs, with intent to enhance any news, feature, sports or opinion article. May not include an informational graphic. Submit the entire tear sheet on which the illustration appears, do not cut it out. Double-truck pages may be submitted as one entry. Use of color WILL NOT be a factor in judging.

Entries: Two per college. Tear sheets. Neatly cross out elements on the page that are not part of the entry. Place entry label in top right corner of tear sheet.

Class: Art/Design

Judging: Criteria for judging are clarity of illustration in terms of related material it is designed to enhance, aptness, originality, technical/artistic merit and effectiveness in communicating the intended message.

Awards: Four places, plus honorable mentions.

MAGAZINE PHOTO (MH1 and MH2)

Definition: A single photo used by a print campus magazine. Online photos are not eligible to be entered into this category. Enter them in the Online Photo category instead.

Entries: Two per college. Magazine clippings. Entry consists of clipping of photo as it actually ran, along with cutline/caption; okay to leave photo credit lines. *Failure to include the cutlines/captions will result in disqualification.* Place entry label in the top right corner of 8.5- by 11-inch page (portrait view) to which entry is affixed.

Class: Photo

Judging: Criteria for judging are visual impact, story-telling ability, content/composition and technical quality. Color photos may be entered, but color WILL NOT be a factor in judging.

Awards: Four places, plus honorable mentions.

MAGAZINE PHOTO STORY-ESSAY (MK1 and MK2)

Definition: A MINIMUM OF TWO related photos used by a print campus magazine. Online photos are not eligible to be entered into this category. Enter them in the Online Photo Story-Essay category instead.

Entries: Two per college. Tear sheets. Send entire tear sheets, do not cut out sections of pages. Arrange and staple multiple tear sheets in chronological (first-to-last) order. Place entry labels in the top right corner of each tear sheet. Mark each page of the entry with a descriptive slug word and a page indicator --TOPIC: Pg 1 of 2, TOPIC: 1st of a series, etc. — so that judges can clearly identify the work as one entry.

Class: Photo

Judging: Criteria for judging include logical relationship of photos, clarity, story-telling ability, visual impact, content/composition, technical quality, and effectiveness of the combination of photos, words and layout in communicating the intended story.

Awards: Four places, plus honorable mentions.

JACC General Excellence Checklist for Magazines

Mail-in contest

JUDGES:

Score each item on a five-point scale, with five (5) being the highest mark.

School _____

Total _____

DESIGN AND TYPOGRAPHY

_____ LOGO and FOLIOS: Logo is distinctive, yet readable; it is adaptable for uses inside the magazine. Folio typography and use in the magazine is clear and consistent throughout the publication.

_____ HEADLINES: Headlines, story labels, and titles match the personality or theme of the story.

_____ TEXT TYPOGRAPHY: Text type is easily readable, and variations are complementary; copy breakers (subheads, insets, etc.) are contrasting but compatible.

_____ PRINTING QUALITY: Reproduction is clear and sharp, with ink distribution and impression pressure uniform throughout the publication; color is in register and true; publication is neatly folded and trimmed.

LAYOUT AND FORMAT

_____ DESIGN UNITY: Page margins, column formats, typography, folio placement, and other elements should follow a unified design; Variations should be appropriate to the content.

_____ LAYOUT: Stories that continue beyond their opening page follow a consistent design; if more than one story appears on a page, design elements should separate but not clash.

_____ READABILITY: Layouts provide visual centers of interest while remaining appropriate to the content of the stories.

_____ COVER: The cover is simple and attractive with a clear logo; other elements do not distract from the central focus of the cover.

PHOTOGRAPHY AND ART

_____ COMPOSITION AND CONTENT: Photos have a strong center of interest, enhanced by strong composition and good cropping; "people pictures" bring out personalities or emotions; mood and art shots are original and impressive.

_____ TECHNICAL QUALITY: Photos exhibit good darkroom work and are clear and not overly contrasty; they are free of blemishes such as scratches, finger prints, and water spots.

_____ ART: Art work is good quality, innovative, and appropriate to the accompanying story.

_____ USE: Good photos and art are used in large sizes for impact.

CONTENT

_____ LEAD STORY: There is a lead story, perhaps promoted on the cover.

_____ VARIETY: Except for special single-topic issues, the magazine exhibits a variety of content, such as columns, features on subjects of current interest, personality profiles, how-to's, reader contributions, photo essays; content may deal with either on- or off-campus subjects.

_____ READER INTEREST: All content should be geared to the interests of the audience (students).

WRITING

_____ MECHANICS: Content follows a consistent grammatical style (such as Associated Press), and is free of spelling, grammar, punctuation, and structural errors.

_____ LANGUAGE: Use of language is clear and concise, utilizing active voice and verbs.

_____ COMPOSITION: Stories develop a central idea through logical development of material; the lead or introduction clear establishes the theme of the article; editorializing is avoided in factual articles; direct and indirect quotes are adequately attributed.

EDITING

_____ HEADLINES: Strong, active headlines invite readers to pursue the stories; headlines are clear and use correct style, grammar, punctuation, and spelling.

_____ TEXT: Text has been carefully edited for word choice and to eliminate excess verbiage.