

JACC Mail-in New Media Contest

ENTRY INSTRUCTIONS & JUDGING CRITERIA

CONTESTS and CLASSIFICATIONS

Publication — Online General Excellence (see accompanying sample judging form)

Photo — Online Photo, Online Photo Essay

New Media — Broadcast Video Journalism*

**Awards in this category 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**. An exception is Online General Excellence, which is automatic and 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 two approaches, depending on the category:

- **CD or DVD:** Electronic discs for electronic photo story or broadcast-video entries.
- **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.

ONLINE JOURNALISM GENERAL EXCELLENCE (AC1)

Definition: The Online Journalism General excellence contest is designed to award outstanding efforts among members in the area of electronic and other new media journalistic efforts. Criteria for judging will be use of interface, site organization, coverage and content, and use of graphics/multimedia.

Class: Publication

Entries: The General Excellence contest will be held twice a year, once in conjunction with regional competitions and once in conjunction with the statewide competitions. Member schools with online publications are automatically entered into these contests. Schools that create new online sites should make sure they are listed on the JACC web site as having an active online publication.

Schools with sites that use a subscription or registration model must provide judges an easy access to their sites by creating the following registration information:

Username = judge
Password = judge
E-mail = judge@jacconline.org

Judging: Criteria for judging will be use of interface, site organization, coverage and content, editing, and use of photography, graphics and multimedia.

Regional competitions will be monitored February through May and statewide competitions will be monitored September through December.

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

FYI: See accompanying online GE judging checklist (following all criteria)

BROADCAST/VIDEO JOURNALISM (VA1 and VA2)

Definition: A single web or broadcast news story or news feature that presents new information or provides information supplementing a news story, usually by adding the human element behind a news event or giving background through interpretation or explanation. The subject/source may either be on-campus or off-campus. If the subject/source is off-campus, the story must affect members of the college community in their on-campus roles and/or their off-campus roles as citizens and present new and timely information. May include a sports news story other than a play-by-play. Entries must not be more than five minutes long.

Class: Broadcast/New Media

Entries: Two per college. Audio entries should be presented on CD or DVD and visual presentations should be presented on DVD. Entries must not be more than five minutes long. Place entry label on the case/cover and also mark entry code on CD/DVD with a Sharpie in a visible color (for example, white, gray or silver if the background is black).

Judging: Criteria for judging are use of multiple appropriate news sources, appropriateness and significance of topic, accuracy, completeness, conciseness, factual support, fairness, grammar, originality, presentation quality and writing style.

Awards: Four places, plus honorable mentions.

ONLINE PHOTO (PH 1 and PH 2)

Definition: A news, feature or sports photo presented exclusively in an online publication that captures "the moment" and without setup. Photos that are printed in related print publications prior to or subsequent to online publications are not eligible. (See other contests for definitions of news, sports and feature photos.)

Class: Photo

Entries: Two per college. Entries consist of printouts of online photos with exact URLs of the published photo printed on the entry, along with outline/caption. *Failure to include the outlines/captions will result in disqualification.* Place entry labels in the top right corner of each printout. Entries will be viewed and judged online using the printouts only as guidelines.

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

ONLINE PHOTO STORY-ESSAY (PJ 1 and PJ 2)

Definition: A set of three or more photos presented as an electronic self-running or interactive presentation designed to tell a story. The presentation may include sound or animation, but **MAY NOT** contain video; presentations containing video should be entered in the Broadcast Video-Journalism contest. The self-running or interactive presentation may be presented in Flash, SoundSlides, Quicktime video, Real Media, Windows Media or JAVA format. If the entry requires a special plug-in to be viewed, it must be supported by both Mac and PC browsers and free plug-ins must be available widely; viewability by a wide student publication audience is a part of the judging criteria.

Class: Photo

Entries: Two per college. Entries must have run originally in official student publications during the contest eligibility period. Submit a printout of the web page that includes the photo story essay as presented to the reader/viewer. Include a URL of that page. Place entry labels in the top right corner of each printout. The printout may be in color or black and white; judges will use it only as a guide to judge the entry online. If the page includes multiple photo story-essays, the entry must clearly indicate which photo story-essay constitutes the entry. The page may be archived, but should show evidence of being a student publication. Dead links will not be judged.

Judging: Criteria for judging include appropriateness of presentation, including viewability by a wide student publication audience, clarity, story-telling ability, visual impact, content/composition, technical quality and effectiveness of the combination of photos, words and audio (if included) in communicating the intended story. The entry may not include copyrighted material, including audio, from another source without written permission from the copyright holder. While the presentation may include animation or be self-running (including video format), actual video footage may not be included.

Awards: Four places, plus honorable mentions.

Judge:

	Use of interface	Site organization	Coverage	Content	Archives 2 pts.	Use of graphics	Use of Multimedia	Other	TOTAL POINTS
44. Rio Hondo ©									
45. Riverside ©									
46. Saddleback ©									
47. San Bernardino © (inactive)									
48. Sacramento									
49. San Diego City ©									
50. San Diego Mesa ©									
51. San Diego Miramar †									
52. San Mateo ©									
53. San Francisco									
54. San Joaquin Delta ©									
55. San Jose City									
56. Santa Ana ©									
57. Santa Barbara ©									
58. Santa Monica									
59. Santa Rosa									
60. Sequoias ©									
61. Skyline ©									
62. Shasta									
63. Solano ©									
64. Southwestern ©									
65. Taft †									
66. Yuba ©									

ONLINE JOURNALISM GENERAL EXCELLENCE

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Judging: Criteria for judging will be use of interface, site organization, coverage and content, editing, and use of photography, graphics and multimedia.

Regional competitions will be monitored February through May and statewide competitions will be monitored September through December.

Awards: Non-ranked; open number.

Note: See separate file for online journalism general excellence judging checklist.