



2009 California College Media Competition

POSTMARK DEADLINE: DECEMBER 16, 2009

ENTRY FEE:

(only members may enter):

Already a member (free)

Sign me up! 1 yr, \$99.

To join or renew, please fill out the enclosed membership form, which contains information about the many benefits of membership.

PAYMENT:

Make checks payable to CCMA

Check (# _____)

Credit Card

To pay by Visa or Mastercard, please provide us with the e-mail address of the person authorized to use the credit card.

Visa Mastercard American Express
(circle one)

CC# _____

Exp. date _____

Cardholder Name

Billing address if different

E-mail: _____

School name		
Adviser name (or editor name if there is no adviser at your school)		
Address		
City	State	Zip
Phone		
Newsroom e-mail		
Adviser e-mail		

ENTRY INFORMATION

Division	Category #
Category name	
Name of newspaper, Web site or individual entrant	
If print, date published	
If online, URL	

**Mail payment,
membership form
and entries to:**

California College Media Competition
c/o Melissa Lalum
Daily Sundial – CSU Northridge
18111 Nordhoff St.
Northridge, CA 91330-8258

REMEMBER! Please fill out a separate form for each entry. **ALSO**, read the enclosed guidelines for compiling entries. Entries that are not compiled correctly or that fail to meet the postmark deadline will be automatically disqualified.

MARK THE

DATE!

The California College Media Association Annual Banquet and Awards Ceremony

**To recognize the best in California college journalism
Hearst Castle in San Simeon
April 17, 2010**

For more information about attending the event or the annual CCMA awards contest,
or to become a member of the California College Media Association, contact

David Waddell at: dwaddell@csuchico.edu or 530-898-4782

CALIFORNIA COLLEGE MEDIA ASSOCIATION

Benefits of Membership

Awards.

Your membership allows unlimited entries in the California College Mail-In Awards competition at no charge. Each year, CCMA honors the work of students at California college and university newspapers in more than 20 categories in three divisions (daily, weekly and less than weekly). Get the talented, hard-working newspaper staff members at your campus the recognition they deserve by entering this prestigious competition.

Training opportunities.

Attend regional training workshops (including Editor and Advertising Boot Camps) at a discount. These regional training sessions held at the start of each academic year are a great way to get both editorial and business staffs prepared and excited about the coming year.

Legislative updates and representation.

CCMA follows legislation that impacts student media and represents student media interests in Sacramento. For example, CCMA was involved with educational outreach and lobbying efforts on behalf of legislation signed into law in 2006 that made California the first state in the nation to specifically prohibit censorship of college student newspapers.

Critique trade.

CCMA's new critique trade service allows advisers and student editors to have their newspaper critiqued by professional journalists and fellow advisers from different schools.

Support.

Your membership provides advisers and students resources and opportunities, including First Amendment support. CCMA also works with representatives from the high school, community college and professional communities to ensure that statewide journalism education needs are met.

Networking opportunities.

CCMA member schools are at campuses large and small, public and private. CCMA provides members numerous opportunities to learn about and from your peers at other California college newspapers and media outlets.

Fill out the membership form on the other side and send it in with your payment.

Questions? Visit www.calcollegemedia.org or e-mail rlsage@fullerton.edu

Join or renew today!



California College Media Association

CCMA Membership Fees:

1 year, \$99

Payment: make checks payable to CCMA

Check enclosed

Credit card

To pay by Visa, Mastercard or AmEx please provide the email address of the person authorized to use the card

e-mail: _____

Please send this completed form to:

California College Media Assoc.
Robert L. Sage II
c/o Daily Titan and Tusk magazine
2600 East Nutwood Ave. Suite 660
Fullerton, CA 92831-3110
Tel: 657-278-4275
Fax: 657-278-2702
Email: rlsage@fullerton.edu

Join CCMA!

School name		
Adviser name	<input type="checkbox"/> No adviser (list editor name)	
Business or General Manager name		
Address		
City	State	Zip
Phone	Fax	
Newsroom e-mail	Adviser e-mail	

Please check and describe all participating media at your school:

<input type="checkbox"/>	Newspaper	Name	Publishing frequency	Circulation
<input type="checkbox"/>	Yearbook	Name	Month of delivery	# Pages
<input type="checkbox"/>	Magazine	Name	Publishing frequency	Circulation
<input type="checkbox"/>	Television	Name	Broadcast frequency	
<input type="checkbox"/>	Radio	Name	Broadcast frequency	Web only?
<input type="checkbox"/>	Online	URL	Description	

About CCMA

WHAT IS CCMA? The California College Media Association is an organization of advisers and students from four-year college journalism programs in the state of California.

WHY JOIN CCMA? Some of the benefits of membership are:

- Awards: Your membership allows unlimited entries in the California College Media Competition at no charge.
- Training opportunities: Attend training workshops, including boot camps for

advertising and editorial, at a discount.

- Legislative updates and representation: CCMA follows legislation that impacts student media and represents student media interests in Sacramento.
- Critique trade: CCMA's new critique trade service allows advisers and student editors to have their newspaper critiqued by professional journalists and fellow advisers from different schools.
- Support: Your membership provides resources and opportunities, including First Amendment support. CCMA also works with representatives from the high school,

community college and professional communities to ensure that statewide journalism education needs are met.

- Networking opportunities: CCMA member schools are at campuses large and small, public and private. CCMA provides members numerous opportunities to learn about and from peers at other California college newspapers and media outlets.

For more information on CCMA, go to www.calcollegedia.org

DIVISIONS & CATEGORIES

NEWSPAPER

Divisions:

A: Dailies (published three or more times per week)

B: Weeklies (published fewer than three times per week)

C: Non-weeklies (published less than once per week) *NOTE: If fewer than five colleges enter this category then entries will be judged with (B) Weeklies.*

Categories:

Please submit three different complete editions for categories 1 and 2. For all other categories, limit the number of entries to one per student and NO MORE THAN TWO per newspaper per category. Submit original tearsheet(s) for each entry, when appropriate highlight item to be judged (i.e., story, headline, photo, etc.).

1. General Newspaper Excellence – submit 3 different, complete editions

2. Best Overall Design – submit 3 different, complete editions

3. Best News Series – submit up to 4 articles in a series

4. Best Breaking News Story

5. Best News Story (non-breaking)

6. Best Feature Story – for any subject matter (i.e., news, sports, etc.)

7. Best Editorial

8. Best Personal Opinion Column

9. Best Arts & Entertainment Story

10. Best Arts & Entertainment Column/Criticism

11. Best Sports Story

12. Best Sports Column

13. Best News Photograph*

14. Best Sports Photograph*

15. Best Features Photograph*

16. Best Photo Illustration*

17. Best Photo Series* – minimum 3 photos on same subject matter

18. Best News-Page Design*

19. Best Sports-Page Design*

20. Best Features-Page Design*

21. Best Headline Portfolio – 3 headlines by the same person;

include story with headline

22. Best Infographic*

23. Best Cartoon*

24. Best Back to School or Orientation Issue

25. Best Special Section – judged on editorial content only; do not include back to school or orientation issues

ONLINE (General Excellence, Best Blog to be judged some time during the month of February 2010)

Division D: Newspaper Web sites

Categories:

1. General Web Site Excellence – submit Web site url

2. Best Blog – submit url of blog

3. Best Breaking News Online – submit url(s) with specific content

4. Best Multimedia Presentation – submit url with link to specific presentation; this must be a standalone story/presentation (e.g. podcasts, audio slideshows, video, timelines, Flash presentations, photo galleries, or other interactive media); all formats are judged on ability to tell a story or provide information through a multimedia presentation

5. Best Use of Social Media – submit a summary paragraph (maximum 250 words) explaining the subject, process and result of how social media was used as coverage or to enhance coverage; provide links (examples) that demonstrate how social media was effectively used

MAGAZINE

Division E: Magazines not affiliated with a campus newspaper

Category:

1. General Magazine Excellence* – submit entire magazine

ADVERTISING

Division F: All newspapers

Categories:

1. Best B&W Advertisement*

2. Best Color Advertisement*

3. Best Group Promotion* – a group of ads making up one large ad, such as a business directory or shopping center ad

4. Best Sales Promotion Materials* – e.g., media kits, rate cards, special promotions

5. Best Online Ad* – submit url where ad can be viewed online or submit file on disk

6. Best Online Promotion – submit url of promotion or sample on a disk, provide a summary paragraph if necessary

**Indicates a visual category, submit pdf or jpg of entry on one disk, in addition to tearsheet; for magazine include cover only*

RULES OF ENTRY

- In the Best Overall Design and General Excellence categories a school may only submit one entry per category. In all other categories there is a limit of one entry per student and NO MORE THAN TWO entries per news organization per category. If someone submits one entry as a double byline, they can also submit a single byline as the second entry. Special editions, such as Orientation Issues, are not eligible for the General Excellence Category.

- For newspaper and print advertising categories, submit original, full-page tear sheets with item highlighted (i.e., trace around story, headline, photo, etc.) when appropriate, neatness counts.
- All entries must have been published between **Dec. 13, 2008 and Dec. 11, 2009.**

- Entries must be **postmarked by Dec. 16, 2009.**

- Do not mount or staple print entries. Submit entries in large envelopes (separate from the mailing envelope), with an entry form taped to the front of each envelope. Use a separate entry envelope for each entry. For entries that require more than one edition or section, place all required materials into the same entry envelope. **THEN, PLACE ALL ENTRY ENVELOPES INTO ONE LARGER ENVELOPE OR BOX FOR MAILING.**

Entries must be in numerical order based on category. To accompany your entries, please include a CD or DVD with PDFs or JPEGs of all visual entries – categories with an asterisk (*).

- Entry forms must be completely filled out and packaged properly.

An incomplete entry form or improperly packaged entry will result in disqualification. Remember that a student's name should be listed for all but the Online General Excellence, Magazine, Overall Design, Special Section and General Excellence categories.

- Multiple entries by the same individual in the same category will be disqualified unless it is a double byline.

- Entries may be accompanied by support materials, including any impact on the school/community as a result of publication of the items contained in the entries submitted. Any written statements must be limited to 250 words.

- For magazine, a school may make more than one entry, but each magazine may not enter more than once. Magazine content is only eligible for magazine general excellence category.

- All entries should reflect the work of enrolled students at the time of publication at the college or university, unless otherwise credited. There must not be mandatory review by an adviser of content before publication.

- No hand deliveries, e-mails or faxes will be accepted.

- One adviser signature page must be included with each entry.

- The judges reserve the right to modify the awards program at any time. If, at the discretion of the judges, there are insufficient quantity or quality of entries in a category, prizes or prize levels may not be awarded in that category.

- The decisions of the judges are final.

- Entries will not be returned.

QUESTIONS

Contact:

Melissa Lalum

melissa.lalum@csun.edu

818-677-2243

