

JACC Mail-in Newspaper Contest

ENTRY INSTRUCTIONS & JUDGING CRITERIA

CONTESTS and CLASSIFICATIONS

Publication -- General Excellence

Writing -- News Story, Enterprise News Story/Series, Feature Story, Profile Feature Story, Editorial, Critical Review, Opinion Story, Column Writing, Sports Game Story

Art/Design -- Editorial Cartoon, Inside Page Layout, Front Page Layout, Informational Graphic, Illustration, Student Designed Advertisement, Photo Illustration

Photography -- News Photo, Sports Action Photo, Feature Photo, Sports Feature Photo, Photo Story/Essay

ENTRIES

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 Newspaper General Excellence and Front Page Layout 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.

Articles published in electronic editions (online, pdf-only, etc.) of official student publications may be entered in all mail-in writing competitions. Photo competitions will remain print-edition-only competitions.

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. The adviser must attest to the eligibility of the entry.

STUDENT ELIGIBILITY

Students may compete in JACC contests as many times as they want while they are students at JACC member schools.

However, once they win a first- through fourth-place or a meritorious award — whether at a statewide convention or a regional conference, mail-in or on-the-spot/bring-in — they may

compete in that class of contests for only the next two years. The clock for this **two-year rule** starts ticking with the first meritorious or place win in a category and runs through the next equivalent convention/conference in two years.

JACC recognizes four classes of categories for the purposes of student eligibility:

- Writing/Editing
- Photography
- Design
- New Media

Students who become ineligible in one class of contest categories may continue to compete in other classes as long as they are eligible in those classes. See the JACC web site for a list of past winners no longer eligible to participation in each class.

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 — 50×2). 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.

AWARD POINTS and the PACESETTER

The Pacesetter Award is a sweepstakes award to honor the top four schools in mail-in and on-the-spot competition at the annual convention. Schools must win a newspaper general excellence or online general excellence award to qualify. Qualifying schools receive sweepstakes awards for newspaper mail-in competitions, bring-in competitions and on-the-spot competitions. Magazine competitions and many broadcast/new media competitions are not included. Schools receive points for each eligible award they win:

unranked general excellence = 5 points

unranked meritorious – 3 points

first place = 5 points

second place = 4 points

third place = 3 points

fourth place = 2 points

honorable mention = 1 point

NEWSPAPER GENERAL EXCELLENCE (AA1)

Definition: THREE CONSECUTIVE issues, which may overlap semesters or academic years within the eligibility period. Newspapers entering this category must be published at least 8 times during the school year. Issues submitted should be typical and include none published for public relations purposes. Use of color WILL NOT be a factor in judging.

Class: Publication

Divisions: None. Tabloid and broadsheet publications are judged against the GE criteria, not each other.

Entries: One per college. Arrange and staple, in the top left corner, three complete issues in chronological (oldest-on-top) order. Place entry labels in the top right corner of each issue indicating 1 of 3, 2 of 3, and 3 of 3.

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

- a) Coverage and Content — scope of sources, balance of content, timeliness, vitality of content, sports coverage
- b) Writing and Editing — news stories, depth and feature stories, sports stories, copy editing, proofreading, headline writing and presentation
- c) Opinion Content — range of opinion content, editorial writing, editorial cartoons, opinion feature writing, forum
- d) Design — front page, news, feature and sports pages, opinion page or section, headline schedule, body typography, printing quality
- e) Advertising (for bonus points)
- f) Photography, Art and Graphics — photo content, photo quality, cutlines, art and graphics

Awards: Winning entries will be unranked. All entries meeting detailed criteria will earn general excellence awards. Only newspaper and online general excellence winner schools are eligible for Pacesetter Awards competition at the state convention.

NEWS STORY (NA1 and NA2)

Definition: An article that presents new information. The subject/source may either be on-campus or off-campus. If the news 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 game story. Open to work published in print or online.

Class: Writing

Entries: Two per college. Newspaper 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 page (portrait view) to which entry is affixed.

Judging: Criteria for judging include use of multiple appropriate news sources, appropriateness and significance of topic, power and succinctness of lead, accuracy, completeness, conciseness, factual support, fairness, grammar, use of new and timely information, and writing style.

Awards: Four places, plus up to six honorable mentions.

ENTERPRISE NEWS STORY/SERIES (NB1 and NB2)

Definition: A news article or series of articles that displays in-depth or investigative reporting. Entry may be issue-oriented, may be on-campus or off-campus and may be sports related. Series are not required to appear in consecutive issues and do not have to be labeled as a series.

Class: Writing

Entries: Two per college. Tear sheets or online printouts. Cross out textual and graphic elements on the page that are not related to the entry. Place entry label in top right corner of tear sheet. Arrange and staple series in chronological (oldest/first-on-top) order. 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. Open to work published in print or online.

Judging: Criteria for judging include use of multiple appropriate sources, appropriateness and significance of topic, enterprise in reporting, depth of reporting, factual support, accuracy, completeness, conciseness, fairness, grammar, use of new and timely information, and writing style.

Awards: Meritorious at judges' discretion.

FEATURE STORY (ND1 and ND2)

Definition: An article that provides information supplementing a news or sports story, usually by adding the human element behind a news event or giving background through interpretation or explanation. The entry should be issue, trend, or activity oriented and be of interest to the campus community. The entry does not require a news peg, though it may occur. Profile articles may not be entered in this category. May include a sports feature. Open to work published in print or online.

Class: Writing

Entries: Two per college. Newspaper 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 page (portrait view) to which entry is affixed.

Judging: Criteria for judging include use of multiple appropriate sources, appropriateness and significance of topic as well as appeal of lead, originality, clarity, accuracy, grammar and writing style.

Awards: Four places, plus up to six honorable mentions.

PROFILE FEATURE STORY (NE1 and NE2)

Definition: A personality sketch of an individual or group of interest to the campus community. The entry does not require a news peg, though it may occur. May include a sports profile feature. Open to work published in print or online.

Class: Writing

Entries: Two per college. Newspaper 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 page (portrait view) to which entry is affixed.

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

Awards: Four places, plus up to six honorable mentions.

EDITORIAL (NF1 and NF2)

Definition: An editorial written as a statement of opinion by, or representing, the staff — not a personal opinion column. The subject/source/topic may either be on-campus or off-campus. If the subject/source/topic is off campus, the editorial must affect members of the college community in their on-campus roles and/or their off-campus roles as citizens. Open to work published in print or online.

Class: Writing

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

Judging: Criteria for judging include significance of topic to a campus audience, and purpose, logic, clarity, accuracy, factual support and documentation, organization, conciseness, fairness, persuasiveness of presentation, grammar and writing style.

Awards: Four places, plus up to six honorable mentions.

CRITICAL REVIEW (NG1 and NG2)

Definition: A review of the arts, architecture, food, technology, ideas or other creative works of interest to the campus community. Open to work published in print or online.

Class: Writing

Entries: Two per college. Newspaper 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 page (portrait view) to which entry is affixed.

Judging: Criteria for judging include understanding of the medium, judgment and taste in evaluating, candor and power in evaluating, strength of lead, rationality of development, persuasiveness of presentation, grammar and writing style.

Awards: Four places, plus up to six honorable mentions.

OPINION STORY (NH1 and NH2)

Definition: A single story, which may be either a personal opinion, analysis, or other non-editorial opinion story. May include a column. May include humor. May include a sports opinion story or column. Does not require a news peg, though it may occur. An opinion piece entered in this competition may not be included in the Column Writing competition. Open to work published in print or online.

Class: Writing

Entries: Two per college. Newspaper 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 page (portrait view) to which entry is affixed.

Judging: Criteria for judging include significance of topic and purpose, logic, clarity, accuracy, factual support and documentation, organization, conciseness, fairness, persuasiveness of presentation, grammar and writing style.

Awards: Four places, plus up to six honorable mentions.

COLUMN WRITING (NK1 and NK2)

Definition: A single entry consists of TWO opinion stories, other than editorials, written by a single author or single writing team over the eligibility period. May include humor and sports columns. An opinion piece entered in this competition may not be included in the Opinion Story competition. Open to work published in print or online.

Class: Writing

Entries: Two per college. Newspaper clippings or online printouts. Remove or obliterate headlines; okay to leave bylines. Arrange and staple the two columns in any order. Mark each page of the entry with the author's last name and a page indicator — AUTHOR: Pg 1 of 2, AUTHOR: 1st of 2 stories, etc. — so that judges can clearly identify the work as one entry.

Judging: Criteria for judging include clarity of writing, sophistication of thought, appropriateness to campus audience, and ability to comment on, and/or provide insight into, a variety of topics.

Awards: Four places, plus up to six honorable mentions.

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SPORTS GAME STORY (NP1 and NP2)

Definition: A news story written about a sports event or anything newsworthy that takes place on the field of play during a sports event. Does not include a sports feature or sports column. Sports opinion stories may be entered in the opinion story category; sports columns may be entered into the column writing category; sports features may be entered into the feature story category; and sports profiles may be entered into the profile feature story category. Non-game sports news stories should be entered in the news story category. Open to work published in print or online.

Class: Writing

Entries: Two per college. Newspaper 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 page (portrait view) to which entry is affixed.

Judging: Criteria for judging include use of multiple appropriate sources, avoidance of clichés, as well as appropriateness and significance of topic, power and succinctness of lead, accuracy, completeness, conciseness, factual support, fairness, grammar and writing style.

Awards: Four places, plus up to six honorable mentions.

EDITORIAL CARTOON (GA1 and GA2)

Definition: A cartoon drawn as a statement of opinion by an editorial cartoonist. The subject/source/topic may either be on-campus or off-campus. If the subject/source/topic is off-campus, the editorial cartoon must affect members of the college community in their on-campus roles and/or their off-campus roles as citizens. May include a comic strip if it lends itself to a statement of opinion. Use of copyrighted images in appropriate fair use manners is acceptable.

Class: Art/Design

Entries: Two per college. Newspaper clippings or online printouts. Place entry label in the top right corner of 8.5- by 11-inch page (portrait view) to which entry is affixed.

Judging: Criteria for judging include aptness, originality, clarity of message, technical/artistic merit, power and persuasiveness in communicating the editorial point of view.

Awards: Four places, plus up to six honorable mentions.

FRONT PAGE LAYOUT (GB1 and GC1)

Definition: ANY THREE complete front pages. Pages do not need to be from consecutive issues.

Class: Art/Design

Division: Entries will be judged in one of two divisions: Broadsheet (GB1) and Tabloid (GC1). The Page Layout contest is one contest and colleges may enter only one division.

Entry: One per college. Tear sheets. Arrange and staple the three tear sheets in chronological (first-to-last) order. The school's one entry may be submitted as prepared by the staff, or with the names of the individuals responsible for the page designs. Entries with more than three names should be submitted as prepared by the publication staff.

Judging: Criteria for judging include news judgment, use of headlines, use of photos and graphic elements, technical quality and content.

Awards: Four places, plus up to six honorable mentions.

INSIDE PAGE LAYOUT (GD1 and GD2; GF1 and GF2)

Definition: Any single inside newspaper page or double truck layout from any section of the newspaper other than Page One. Page may be open or contain advertising. Entry MAY NOT be primarily a photo story-essay layout.

Clarification: A photo essay is defined as a grouping of three or more photos that visually tell a story and/or make a point without the help of an accompanying story.

Any text block that runs with a photo story should be no more than 250 words.

Page designs composed of a written story, as opposed to a text block, and accompanied by multiple photos may be entered in this category.

Class: Art/Design

Divisions: Entries will be judged in one of two divisions: Broadsheet (GD1 and GD2) and Tabloid (GF1 and GF2). The Inside Page Layout contest is one contest and colleges may enter only one division.

Entries: Two per college. Tear sheets. Place entry label in top right corner of tear sheet.

Judging: Criteria for judging include effective mix of type, headlines, photos/illustrations and ads where used.

Awards: Four places, plus up to six honorable mentions.

INFORMATIONAL GRAPHIC (GG1 and GG2)

Definition: Charted information, graphs, diagrams or maps using illustration or photography. May be a stand-alone informational graphic.

Class: Art/Design

Entries: Two per college. Tear sheets. Submit entire tear sheet(s) on which the informational graphic and its accompanying story appear. Cross out textual and graphic elements on the page that are not part of the entry. Place entry label in top right corner of tear sheet.

Judging: Criteria for judging include visual appeal, clarity, accessibility and appropriate sourcing of information presented, and originality of concept. Use of color WILL NOT be a factor in judging.

Awards: Four places, plus up to six honorable mentions.

ILLUSTRATION (GH1 and GH2)

Definition: Artwork used in lieu of photographs, with intent to enhance any news, feature, sports or opinion article. May not include an informational graphic, photo illustration or editorial cartoon.

Class: Art/Design

Entries: Two per college. Tear sheets. Submit entire tear sheet on which the illustration appears. Double-truck pages may be submitted as one entry. Cross out textual and graphic elements on the page that are not part of the entry. Place entry label in top right corner of tear sheet.

Judging: Criteria 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. Use of color WILL NOT be a factor in judging.

Awards: Four places, plus up to six honorable mentions.

STUDENT DESIGNED ADVERTISEMENT (GK1 and GK2)

Definition: Student-designed advertisement originally published during the eligibility period.

Class: Art/Design

Entries: Two per college. Newspaper clippings or online printouts. Place entry label in the top right corner of 8.5- by 11-inch page (portrait view) to which entry is affixed.

Judging: Criteria for judging include persuasion of message, use of typography, use of graphics, clarity, aptness and originality. Use of color WILL NOT be a factor in judging.

Awards: Four places, plus up to six honorable mentions.

PHOTO ILLUSTRATION (GM1 and GM2)

Definition: A contrived photographic illustration (not an informational graphic) that depicts a concept. It can be assembled either electronically or with traditional darkroom techniques and can include montage, double exposure, and other techniques to manipulate the image. May be a set-up or arranged photo and use costumes and props.

Class: Art/Design

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

Judging: Criteria for judging include originality of concept, effectiveness, impact and sophistication of manipulated images.

Awards: Four places, plus up to six honorable mentions.

NEWS PHOTO (PB1 and PB2)

Definition: A photo of a newsworthy event or activity over which the photographer had little or no control of setting, lighting or photographic opportunity. The photo should capture the most important aspect of the story, photograph objects, occurrences and events without setup, capture "the moment," and tell a story visually — incorporating as many of the 5Ws as possible. Set-up photos may not be entered.

Class: Photo

Entries: Two per college. Both print and online entries are accepted in this category. Print entry consists of newspaper clipping of photo as it actually ran, along with cutline/caption. Online entry consists of printout of online photo with exact URL of the published photo printed on the entry, along with cutline/caption. *Failure to include the cutline/caption will result in disqualification.* Place entry label in the top right corner of the online printout (portrait view), or of the 8.5- by 11-inch page (portrait view) to which print entry is affixed. Online 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 and content/composition. Photos must have good technical quality and should have interesting lighting, compelling content or use of creative techniques. Color photos may be entered, but color WILL NOT be a factor in judging.

Awards: Four places, plus up to six honorable mentions.

SPORTS FEATURE PHOTO (PC1 and PC2)

Definition: A sports photo that provides information supplementing a sports story, usually by adding the human element behind a news event or giving background through interpretation or explanation. The photographer may have some control of the setting in which the photo is taken, but the photo may not be set up, unless it's a portrait. The entry should be issue, trend or activity oriented and be of interest to the campus community. A sports photo of post-game or sideline action may be included in this category.

Class: Photo

Entries: Two per college. Both print and online entries are accepted in this category. Print entry consists of newspaper clipping of photo as it actually ran, along with cutline/caption. Online entry consists of printout of online photo with exact URL of the published photo printed on the entry, along with cutline/caption. *Failure to include the cutline/caption will result in disqualification.* Place entry label in the top right corner of the online printout (portrait view), or of the 8.5- by 11-inch page (portrait view) to which print entry is affixed. Online entries will be viewed and judged online using the printouts only as guidelines.

Judging: Criteria for judging include aptness of subject, 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. Color photos may be entered, but color WILL NOT be a factor in judging.

Awards: Four places, plus up to six honorable mentions.

FEATURE PHOTO (PD1 and PD2)

Definition: A feature photo differs from a news photo in that the photographer had some control of the setting and/or circumstances under which the photo was taken; may either illustrate a story or be used as a stand-alone. The photographer may have some control of the setting in which the photo is taken, but the photo may not be set up, unless it's a portrait. The photo should have good technical quality and include interesting light, compelling content and use of creative technique (blur, depth of field, panning, etc.). The photo should be timeless in nature, have universal appeal and human interest, and capture "the moment."

Class: Photo

Entries: Two per college. Both print and online entries are accepted in this category. Print entry consists of newspaper clipping of photo as it actually ran, along with cutline/caption. Online entry consists of printout of online photo with exact URL of the published photo printed on the entry, along with cutline/caption. *Failure to include the cutline/caption will result in disqualification.* Place entry label in the top right corner of the online printout (portrait view), or of the 8.5- by 11-inch page (portrait view) to which print entry is affixed. Online entries will be viewed and judged online using the printouts only as guidelines.

Judging: Criteria for judging include aptness of subject, 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. Color photos may be entered, but color WILL NOT be a factor in judging.

Awards: Four places, plus up to six honorable mentions.

SPORTS ACTION PHOTO (PK1 and PK2)

Definition: Any newsworthy photo taken of activity that occurs on the field of play. The photo should have good technical quality and include interesting lighting, compelling content or creative technique. May not include photos of post-game or sideline action. Set-up photos may not be entered.

Class: Photo

Entries: Two per college. Both print and online entries are accepted in this category. Print entry consists of newspaper clipping of photo as it actually ran, along with cutline/caption. Online entry consists of printout of online photo with exact URL of the published photo printed on the entry, along with cutline/caption. *Failure to include the cutline/caption will result in disqualification.* Place entry label in the top right corner of the online printout (portrait view), or of the 8.5- by 11-inch page (portrait view) to which print entry is affixed. Online entries will be viewed and judged online using the printouts only as guidelines.

Judging: Criteria for judging include capturing the peak of action during a key moment in the contest, newsworthiness, visual impact, story-telling ability, content/composition and technical quality. If peak of action involves a ball, then the ball should be visible in the photo. Color photos may be entered, but color WILL NOT be a factor in judging.

Awards: Four places, plus up to six honorable mentions.

PHOTO STORY-ESSAY (PG1 and PG2)

Definition: A grouping of three or more printed photos that visually tell a story and/or make a point without the help of an accompanying story. Any text block that runs with the photo story should be no more than 250 words. Double truck pages may be submitted as one entry. Page designs composed of a written story, as opposed to a text block, and accompanied by multiple photos should be entered in the inside page design or front page design contests. Online photos are not eligible to be entered into this category. Enter them in the Online Photo Story-Essay category instead.

Class: Photo

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

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. Color photos or spot color may be used, but color WILL NOT be a factor in judging.

Awards: Four places, plus up to six honorable mentions.

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.

Articles published in electronic editions (online, pdf-only, etc.) of official student publications may be entered in all mail-in writing competitions. Photo competitions will remain print-edition-only competitions.

Entries will be prepared using one of four 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. The adviser must attest to the eligibility of the entry.
- **CD:** Include a pdf version of the document.

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.

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 up to six 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 up to six 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 up to six 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 up to six 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 up to six 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 up to six 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 (no online photos). Entry consists of clipping of photo as it actually ran, along with outline/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 up to six 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 up to six honorable mentions.

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

New Media* — Online Photo Essay, Webcast/Broadcast News, 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 exceptions 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.

WEBCAST/ BROADCAST NEWS (WA1 and WA2)

This contest was formally known as Broadcast Video Journalism

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. Webcasts and podcasts featuring an anchor and audio soundslides are acceptable in this category.

Class: 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 up to six honorable mentions.

ONLINE PHOTO (PH1 and PH2)

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 cutline/caption. *Failure to include the cutlines/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.

Awards: Four places, plus up to six honorable mentions.

ONLINE PHOTO STORY-ESSAY (WB1 and WB2)

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 either the Video Journalism OR Webcast/Broadcast News contests. 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: New Media

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: Unranked meritorious.

VIDEO JOURNALISM (WC 1 and WC2)

Definition: A journalistic video shot and edited specifically for the Web by students. 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. An entry in this category may be, but is not limited to, any of the following: news, news feature, feature, sports news or sports feature. A play-by-play game story may not be entered in this category. 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. (Audio slide shows should be entered in the Online Photo Story-Essay contest or the Webcast/Broadcast News Contest.) The entry may include narration, but cannot include video with on-camera presentation by an anchor reporter. (Entries with anchor reporters should be entered in the Webcast/Broadcast News Contest.) 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 no more than five minutes long.

Class: New Media

Entries: Two per college. Entries must have run originally in official student publications (including but not limited to Facebook, Twitter, blogspot, etc.) during the contest eligibility period. Submit a printout of the web page that includes the video 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 videos, the entry must clearly indicate which video constitutes the entry. The page may be archived, but should show evidence of being a student publication. Dead links will not be judged. Entries must no more than five minutes long.

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: Unranked meritorious.