

# JACC CONTEST PROPOSAL FORM

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**CONTEST NAME :** ONLINE PHOTO STORY-ESSAY

## **WHY SHOULD THIS CONTEST BE ADDED?**

As online student publications grow they will engage in new storytelling forms that may not fit neatly into existing mail-in competitions. While writing is writing, the technical differences between print publications and online publications makes it challenging to compare photos in competitions. Online photos tend to be in color and their platforms require that they usually run much smaller than in print. As a result a photo fit for print may not be appropriate for online and visa versa. Indeed, JACC already has a separate online photo mail-in competition.

The 2007 JACC Snapshot survey showed that nearly half of the state's online publications now include not only single photos with stories, but photo slide shows, or the online equivalent of photo story-essay. While this practice is still in its infancy, some papers are starting to show increased sophistication in storytelling with multiple photos, often including sound. Others are still simply grouping a handful of photos and calling them photo stories.

JACC can recognize the outstanding efforts of students to use still photos and sound, or text and other multimedia tools, to tell compelling stories through their online publications while encouraging more schools to think beyond print options by creating an online photo story-essay mail-in competition.

**CONTEST DESCRIPTION:** (see current contests for sample syntax and description)

## **ONLINE PHOTO STORY-ESSAY**

**Definition:** A set of three or more photos presented as a 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. 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 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:** (First two years must be "Undetermined meritorious awards," thereafter will typically be "First through fourth, plus honorable mentions." If something different add a justification.)

Undetermined number of meritorious awards at the discretion of the judges for 2007-08 and 2008-09. First through fourth, plus honorable mentions thereafter.

**MEMBER SCHOOLS THAT ROUTINELY  
PRODUCE THIS CONTENT INCLUDE:**

The 2007 JACC Snapshot survey indicates that nearly half the schools with online publications include photo slide shows in their publications. URLs of some samples from the spring 2007 semester include:

<http://www.cerritos.edu/talon-marks/videos/poprock>

[http://www.sclance.com/SlideShows/Dcaldwell\\_slide/index.html](http://www.sclance.com/SlideShows/Dcaldwell_slide/index.html)

<http://www.scc.losrios.edu/express/sp07/070510/070510glimpse.html>

[http://corsair.smc.edu/Images/2007-05-16/Web\\_Issue12\\_PhotoEssay/index.htm](http://corsair.smc.edu/Images/2007-05-16/Web_Issue12_PhotoEssay/index.htm)

<http://media.www.lbccvikingnews.com/media/storage/paper785/news/2007/05/17/Imagesfeature/Dancing.In.The.Rain-2907140.shtml>

This form must be submitted to the JACC president at least one month before any board of directors meeting to qualify for consideration. All mail-in contests must be adopted no later than the fall board meeting to be eligible for the ensuing state convention. All on-the-spot and bring-in contests must be adopted at least in concept by the fall board meeting and in complete by the winter board meeting to be eligible. Submission of a valid form does not ensure that a contest will be adopted by the board, only that the board will consider the contest.