

HBCU Contest Guidelines

Contest Deadline: Dec. 10, 2011 (No exceptions)

2011 HBCU Excellence in Journalism Student Newspaper Contest

The Black College Communication Association annually conducts the HBCU Excellence in Journalism competition to encourage and recognize excellence among HBCU student journalists.

The contest is open to BCCA member publications. We hope each will contribute its best journalistic efforts so the contest will be representative of the best in HBCU student journalism.

DEADLINE: All entries must be **postmarked by Dec. 10, 2011**. We recommend you purchase delivery confirmation from the Postal Service or any other delivery service you use. This will allow you to track the delivery status of your submission(s).

SEND ENTRIES TO: Reginald Stuart
13102 Tamarack Rd.
Silver Spring, MD 20904-1461

ELIGIBILITY: There is no entry fee for the contest. However, to enter the contest your school must be a PAID member of the Black College Communication Association (BCCA).

A check or purchase order for \$200 annual membership dues made out to "BCCA must" be included with your entry forms, if your school is not a member. Contact Valerie White at (850) 599-3650 for membership form and status, or complete the enclosed copy of BCCA Membership Form and submit with payment by the due date. You may also retrieve a copy of the BCCA Membership Form at bccanews.org.

CONTEST RULES

ALL reporting, writing, editing and design of the print and online entries must be done by students from your college or university.

CONTEST PERIOD AND GENERAL GUIDELINES

Enter only original student work that was published in an HBCU newspaper and/or on its web site during calendar year 2011.

Do not include any material that does not originate from the entering newspaper and/or web site that has been edited or modified by professional staff.

ENTRY SUBMISSION INSTRUCTIONS

Please read these instructions carefully and feel free to contact the contest coordinator (Reginald Stuart, 301.879.0085) or past winners for guidance on ensuring your submissions are done correctly. Incorrect and late submissions will not be considered.

Please use the official 2011 HBCU Newspaper Contest labels provided to mark each entry. For print entries, make sure you submit two original copies or two sets of copies

for categories requiring multiple entries with Contest labels attached to each item you submit. **For web site entries, see instructions in the online section below.**

1. **For print entries, staple the category label to the upper left corner of the entry (There should be two labels attached to two copies of each entry in each category).**
2. **Fill out the inventory form. Be sure to keep a copy for your records.**
3. **Double check your entry packet to make sure every item entered has an entry label attached to it.**
4. **Send TWO copies of the inventory form along with TWO sets of ALL of your entries in sequential order in a single prepaid package.**

PLEASE NOTE: Any category entry that does not conform to all contest rules will not be considered. Original Clips from your newspaper must be submitted. No photo copies or online print-outs, please.

For the online category, see added information in the online section. Remember, a complete URL for the website must be submitted and accessible to entries during judging period until January 1, 2012. **Submissions postmarked after Dec. 10, 2011, will not be considered. NO EXCEPTIONS.**

JUDGING

In each category, the judges have been encouraged to award first-, second- and third-place honors and, where deserved, up to two honorable mentions. Judges may elect not to present awards, if entries are deemed not to meet national standards for collegiate publications.

In every writing category, judges will pay close attention to leads, sentence structure, word usage, writing mechanics, spelling and grammar. The judges' decisions are final.

AWARDS: Awards will be presented at the National HBCU Student News Media Conference in February in Norfolk, Va.

AWARD CATEGORIES, DEFINITIONS and RULES

1. BEST SPOT NEWS STORY

Please submit tear sheets representing the newspaper's best coverage of spot news, meaning a news story that had to be reported and written within a 24-hour publishing deadline. The entry may be a single story or a main story with sidebars, by a single reporter or multiple reporters. All stories in this category must have been completed within the same 24-hour publishing deadline. (No more than **TWO** entries per newspaper.)

Judges will consider the reporting, writing and editing, including depth of detail, construction of the lead and nut graph, strength and clarity in word usage; use of named sources and public documents; news judgment and relevance.

2. BEST NEWS SERIES, INVESTIGATION or IN-DEPTH STORY

Please submit tear sheets representing the newspaper's best series, investigation or in-depth story reported and written by one or more regular staff members. (No more than **TWO** entries per newspaper.) Everyday reporting does not qualify in this category. **This is for in-depth reporting and writing covering a major topic that continues over at least two successive issues of the newspaper;** a reporting project that involves use of computer-assisted or other investigative techniques relying on difficult-to-mine sources or public documents; or a significant one-time package of news coverage devoted to a single news topic, such as a hurricane or the hunt for a new college president. A letter of explanation, including a description of the steps taken and obstacles overcome may be included. **Do not** submit special feature sections, such as homecoming editions, in this category.

Judges will consider the planning and execution of the project, quality of reporting and writing, follow-up, insightfulness, organization and overall effectiveness.

3. BEST NEWS COVERAGE

Please submit **ONE** entry representing your staff's best coverage of a news event or issue from the 2011 calendar year. The entry may be a single article or a package of articles covering the same news topic, and the entry may be from a single edition of the paper or several editions.

Judges will consider the reporting, writing, planning, use of sources and documents, angle, timing, and news judgment.

4. BEST SPORTS NEWS OR GAME STORY

Please submit tear sheets of the students' best game story or sports news story. Maximum number of entries per newspaper: **THREE**.

Judges will consider the quality of reporting, writing, photos and art; word choice; planning; and presentation of score, ranking or other game data.

5. BEST SPORTS FEATURE STORY

Please submit tear sheets of the students' best sports feature, such as a profile or other non-news coverage. Use the opinion category to enter columns or commentary.

Maximum number of entries per newspaper: **THREE**.

Judges will consider the quality of reporting, writing, photos and art; word choice; planning; and presentation of score, ranking or other game data.

6. BEST OVERALL SPORTS COVERAGE

Please submit **THREE** sports sections from different dates during the 2010 calendar year.

Judges will consider the quality of reporting, writing, photos and art; variety of sports news; planning; presentation of score, ranking or other game data; balance of game stories, features, opinion and other coverage; breadth of coverage of the athletic program; strength of features and opinion; the reader information value and appeal of the section.

7. BEST OPINION WRITING

Minimum number of **THREE** columns per student entrant; maximum number of **THREE** student entrants per newspaper for each sub-category.

a. BEST ARTS AND ENTERTAINMENT CRITICISM

Submit reviews, tributes or appreciations, analysis and criticism.

b. BEST SIGNED COMMENTARY or COLUMN WRITING

Submit signed commentary or columns from any section of the paper including news, sports and opinion.

c. BEST EDITORIAL

Submit unsigned editorials representing the newspaper's viewpoint. On the contest label, please indicate the writer or collaborators' names.

Be sure to identify the category on the contest label attached to each item.

Judges will consider reporting and writing, clarity of the statement of opinion, how well it is supported, creativity in conveying the argument or idea, and relevance to the student audience.

8. BEST EDITORIAL CARTOON

Submit no more than **THREE** cartoons per artist. Be sure to submit tear sheets of the cartoons. Political cartoons, feature/panel cartoons and illustrations used as commentary are eligible in this category.

Judges will consider the quality of the cartoon's artwork; text/punch lines; power and effectiveness of the cartoon at conveying insight, message or opinion; interpretation of news; appropriateness and relevance to the student audience.

9. BEST HEADLINE WRITER

[Minimum number of **THREE** headlines per student entrant; maximum number of **THREE** student entrants per newspaper.]

Please submit tear sheets representing the student's best headline writing.

Headlines may appear in any section of the paper. The tear sheet should show the headline with its story exactly as they appeared in print: don't clip headlines away from articles.

Judges will consider word choice, news value, relevance to the story, use of writing devices such as wit, pun or double meaning, creative employment of the headline form, uses of tight spaces, and clarity.

Be sure to provide the name of the copy editor or collaborators who wrote the headline.

10. BEST INDIVIDUAL PAGE DESIGN

Maximum number of entries allowed per newspaper: **THREE**

Please submit tear sheets of individual pages designed by your students. The entry may be a front page, a section front, an inside page or a special section page. Note the page designer's name on the entry form.

Judges will consider the strength of newspaper design, style, appeal and appropriateness; use of type, creativity and planning; use of headlines, photos, graphics and illustrations; relevance of the art to the stories; news judgment and overall organization.

11. BEST INFORMATIONAL GRAPHICS or NEWS ART/ILLUSTRATION

Maximum number of entries allowed per newspaper: **THREE.**

Please submit tear sheets showing the students' best informational graphic or news art/illustration. If the graphic or illustration accompanies an article, please provide a tear sheet that shows how the graphic was used. Informational graphics are charts, maps, and graphics containing illustrations and data that convey news or feature information and include reporting or research. News art/illustrations are drawings or artworks in other media that enhance the presentation of an article or telling of a story.

Remember, all work must be solely student-produced.

12. BEST DESIGN -- BROADSHEET OR TABLOID

Please submit **THREE** complete issues of your newspaper from three different dates within the 2011 calendar year.

All pages of all entries must have been laid out and designed by students.

Judges will consider the strength of newspaper design, style, use of type, appeal and appropriateness; creativity, planning, use of headlines, photos, graphics and illustrations; relationship of the art to the stories, reader appeal and newsworthiness of the front page, and overall organization.

13. BEST PHOTOGRAPHY

a. BEST INDIVIDUAL PHOTOGRAPH

(minimum **THREE** photographs per photographer; maximum of **THREE** entries per newspaper)

Please submit tear sheets of individual photographs as they appeared in the newspaper. If the photo were free-standing, provide a tear sheet of the picture with its cutline. If it were packaged with a story, please provide the tear sheet of the story package showing the picture. If it were a photo essay, please submit a tear sheet of the photo essay.

b. BEST PHOTO STORY

(Limit **THREE** entries per photographer; maximum of **THREE** entries per newspaper.)

Judges will consider the overall effectiveness of photography used in telling a story; photo quality; cropping, placement and use of student-produced photographs; clarity of cutlines; creativity; news judgment; photo selection.

In selecting your entries for this category, remember a photo story needs to have all the elements of a written story -- a beginning, middle and an end. Be sure your photo story has all elements that make for a strong photo story: detail shots, informational shots, tight shots and an overall shot. Your photo story needs to make sure your reader gets to know your subject (regardless of who or what it is) up close and personal.

14. BEST ONLINE

a. BEST ONLINE AUDIO SLIDE SHOW

Please type the URL on the CONTEST ENTRY FORM. *Judges will consider the quality of the reporting; the quality of the photographs; the quality of the audio editing and sound to the viewer; the quality of the narrative of the content and story being told; and the pacing of the overall slide show.*

b. BEST ONLINE VIDEO STORY

Please type the URL on the CONTEST ENTRY FORM. *Judges will consider the quality of the reporting; the quality of the video footage; the quality of the audio components (clear, crisp sound from interviews, relevant ambient noise in the background); the quality of the editing decisions (seamless transitions, cuts that make sense); the quality of the narrative story being told through the video.*

c. BEST ONLINE MULTIMEDIA PACKAGE

Please type the URL on the CONTEST ENTRY FORM. Entries must incorporate at least **two** of the following elements: audio clip, video, audio slide show, photo gallery, timeline, interactive graphic, html/css. *Judges will consider the quality of the reporting; the quality of the individual multimedia pieces; the packaging of the elements; the design and ease of use; the level of reader engagement the package prompts.*

d. BEST ONLINE SITE

Please type the URL on the CONTEST ENTRY FORM. *Judges will consider the quality of the reporting, writing and editing; the timeliness and regular updating of the site; ease of the site navigation and presentation of articles; the overall design and creativity of the site.*

15. SESQUICENTENNIAL AWARD

This honor recognizes the best spot news or feature story, column, photo essay, cartoon, graphic, multimedia package, or any combination of the above focused on the 150th anniversary of the Civil War and the role Black Americans played in it.

16. BEST STUDENT NEWSPAPER

Please submit **THREE FULL ISSUES** of the paper, one each from three different months of the 2010 calendar year.

a. NON-REGULAR PRODUCTION – Once weekly or less

For papers with print editions published once a week or less. This does not include electronic-only editions.

b. REGULAR PRODUCTION –Twice-weekly or more

For papers with print editions published twice weekly or more often. Updating Web sites is not considered a published edition. Electronic editions do not count toward this category.

Judges will consider all aspects of the publication including reporting, writing, headlines, editing, editorials, photography, design and graphics and relevance to the student audience.

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ALL ENTRIES MUST BE POSTMARKED BY DEC. 10, 2011.

NO EXCEPTIONS. ALL FORMS MUST BE TYPED.

ENTRIES POSTMARKED AFTER THAT DATE WILL NOT BE CONSIDERED.