

# General Excellence

## Guidelines for broadcast news entries

Contest submissions in the broadcast news General Excellence categories are judged on their news value and their coverage of school activities. Judges consider the quality of broadcast writing and reporting as well as the depth and variety of coverage of student activities and interests.

Judges also consider the format of the broadcast, including appropriateness of the program to the material carried, evidence of recognition of the relative value of the different news items to the audience and a creative approach to format within the realms of good news reporting and production quality.

If your school is given five minutes or more a week or month for students to report school news, this is considered a student TV program for GSPA purposes (provided that students gather and write the news or feature material and serve as on-air correspondents and anchors). Newscasts over school public-address or closed-circuit TV systems, videocasts, etc., in the lunchroom also qualify.

### To submit entries:

All entry materials must be postmarked by **March 1, 2007**.

*No late entries will be accepted.*

Staffs competing in this contest must be 2006-2007 members of GSPA.

Complete a contest entry form (page 3).

Complete a media information form (page 5).

Submit the \$35 critique fee.

Submit two copies of any two news programs produced during the current school year. (Entries should be on VHS or DVD.)

### Individual Student entries

All individual student entries, including those from broadcast, must be postmarked by March 1, 2007. Follow

## Guidelines for literary magazine entries

Literary magazines are judged for General Excellence.

Judges consider the overall artistic impression, theme, effectiveness and content of the magazine.

All magazines entered in the General Excellence category will also be considered for the "Best Layout" Competition. Layout judges consider how design elements (cover, artwork, placement of literature) contributes to the flow of the magazine.

*Please note the two deadlines for the general excellence literary magazine contest: March 1, 2007 and June 29, 2007.*

*Entries by the March 1 deadline will be evaluated and returned by the April 27 Awards Ceremony and awarded their ranking certificates at the ceremony. Entries by the June 29 deadline will be returned with their certificates in August. General Excellence and Best Layout designations will be announced at the 2008 GSPA Awards Ceremony.*

### To submit entries:

All entries must be postmarked by **March 1, 2007 or June 29, 2007**.

*No late entries will be accepted.*

Staffs competing in this contest must be 2006-2007 members of GSPA.

Complete contest entry form (page 3).

Complete a media information form (page 5).

Submit the \$35 critique fee for each contest.

Submit two copies of one issue printed during the 2006-2007 school year. If you plan to enter more than one issue, you must submit two media information forms, two contest entry forms and you must pay the \$35 critique fee for each issue.

### Individual Student entries

All individual student entries, including those from literary magazines, must be postmarked by March 1, 2007. Follow submission guidelines on pages 6-9.

*Information and entry forms for the 2007 first round yearbook general excellence contest  
will be published in a future issue of The Bulletin.*

# Official Entry Form

# GSPA General Excellence Contest 2007

Please attach this form to your contest entry materials. Use a copy of this form for each contest you intend to enter. Individual student entries require a separate form. **Type or print neatly.**

School Name: \_\_\_\_\_ Adviser's Name: \_\_\_\_\_

Publication Name: \_\_\_\_\_

School Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ ZIP: \_\_\_\_\_

School/Staff Room Phone: (\_\_\_\_\_) \_\_\_\_\_ School/Staff FAX: (\_\_\_\_\_) \_\_\_\_\_

Adviser or Staff E-mail Address: \_\_\_\_\_

**Please indicate which contest(s) you are entering (NOTE POSTMARK DEADLINES -- NO LATE ENTRIES ACCEPTED!):**

- Newspaper (March 1, 2007)
- Newsmagazine (March 1, 2007)
- Broadcast TV News Program (March 1, 2007)
- Literary Magazine, Round One (March 1, 2007)
- Literary Magazine, Round Two (June 29, 2007)

**Please indicate what materials you are sending with this entry form:**

**Contest Entry Materials and Fees:**

- Media Information Form
- \$35 Contest Entry Fee

**Materials to be Evaluated:**

- Two copies of the three best newspapers or news magazines for the 2006-2007 school year:  
(Please list publication dates.)

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

- Two copies of a published Literary Magazine.
- Two VHS or DVD copies of television news program.

**Return this form, along with a media information form and contest materials to:  
GSPA Contests, Grady College of Journalism and Mass Communication, 120 Hooper Street, University of Georgia, Athens, GA 30602-3018.**

*GSPA is not responsible for entries lost in the mail.  
Use of a certified mail delivery service is recommended.*

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*For office use only:*

\_\_\_\_\_  
Date rec.                      Check#                      Total Amt. Paid/Late fee                      Processed?                      Initials

# Media Information Form

# GSPA General Excellence Contest 2007

A separate media information form ***MUST*** be attached to each contest entry. Please type or print neatly.

Name of Publication or Broadcast Program: \_\_\_\_\_

School: \_\_\_\_\_ City: \_\_\_\_\_

School Classification (check with principal or athletic director if unsure): \_\_\_\_\_

## MEDIA CATEGORY:

Newspaper/News magazine       Broadcast News       Literary Magazine       Yearbook

Frequency of Publication/Program: \_\_\_\_\_ per \_\_\_\_\_ Total Circulation or Audience: \_\_\_\_\_

Number of students on regular staff (not including contributors/freelancers): \_\_\_\_\_

## METHOD OF PRODUCTION FOR PRINT MATERIAL:

- Commercial Printer (Printer does all from set type to layout to press run.)
- Commercial Printer — Students provide layouts using:
  - camera-ready layout (hard copies)
  - digital transfer (e-mail, CD, FTP)
- In-School Offset Press
- In-School Office Duplication Machine
- Other (explain) \_\_\_\_\_

## PRODUCTION INFORMATION FOR BROADCAST PROGRAMS:

What is the purpose of this broadcast? \_\_\_\_\_

What format do you use? \_\_\_\_\_

What is the average length of program? \_\_\_\_\_

Please describe your method of production: \_\_\_\_\_

## FINANCING:

Cost per issue/program: \$ \_\_\_\_\_ Cost per year: \$ \_\_\_\_\_

Amount from subscription per year: \$ \_\_\_\_\_

Amount from advertising per year: \$ \_\_\_\_\_ Base ad rate: \$ \_\_\_\_\_ per \_\_\_\_\_

Amount from other sources (explain): \$ \_\_\_\_\_

## WORK DISTRIBUTION:

Percentage of work done by students: \_\_\_\_\_ Percentage of work done by adviser: \_\_\_\_\_

Percentage of work during class: \_\_\_\_\_ Percentage of work after school hours: \_\_\_\_\_

Percentage of photos taken by students: \_\_\_\_\_ Percentage of photos taken by professionals: \_\_\_\_\_

## STAFF:

- First-year journalism class       Recruits from school without training       Experienced journalism students
- Combination (explain) \_\_\_\_\_

## OTHER CONSIDERATIONS (Example: printer errors, etc.)

Return this form with your entry form & materials to: GSPA Contests, Grady College of Journalism & Mass Communication, 120 Hooper Street, The University of Georgia, Athens, GA 30602-3018