

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 11, 2011**. *No late entries will be accepted.*
- Staffs competing in this contest must be 2010-2011 members of GSPA.
- Complete a contest entry form (page 3).
- Complete a media information form (page 5).
- Submit the \$40 contest fee (or \$35 critique only fee).
- Submit two copies of any two news programs produced during the current school year. (Entries should be on DVD.)

Individual Student entries

All individual student entries, including those from broadcast, must be postmarked by March 5, 2011. Follow submission guidelines on pages 6-9.

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 are entered in the General Excellence category.

Please note the two deadlines for the general excellence literary magazine contest: March 11, 2011 and June 30, 2011.

Entries by the March 11 deadline will be evaluated and returned by the April 28 Awards Ceremony and awarded their ranking certificates at the ceremony. Entries by the June 30 deadline will be returned with their certificates in August. General Excellence and Best Layout designations will be announced at the 2011 GSPA Awards Ceremony.

To submit entries:

- All entries must be postmarked by **March 11, 2011 or June 30, 2011**.
No late entries will be accepted.
- Staffs competing in this contest must be 2010-2011 members of GSPA.
- Complete contest entry form (page 3).
- Complete a media information form (page 5).
- Submit the \$40 contest fee (or \$35 critique only fee) for each contest.
- Submit two copies of one issue printed during the 2010-2011 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 11, 2011. Follow submission guidelines on pages 6-9.

*Information and entry forms for the 2011 yearbook general excellence contest
will be published in a future issue of The Bulletin.*

Official Entry Form

GSPA General Excellence Contest 2011

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 11, 2011)
- Newsmagazine (March 11, 2011)
- Broadcast TV News Program (March 11, 2011)
- Literary Magazine, Round One (March 11, 2011)
- Literary Magazine, Round Two (June 30, 2011)

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

Contest Entry Materials and Fees:

- Media Information Form
- \$40 Contest Entry Fee
- \$35 Critique Only Fee

*member will not receive a rating certificate, have their rating published or be recognized at the Awards Ceremony

Materials to be Evaluated:

- Two copies of the three best newspapers or news magazines for the 2010-2011 school year:
(Please list publication dates.)

_____ , _____ , _____

- Two copies of a published Literary Magazine.
- Two 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.*

For office use only:

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

Media Information

GSPA General Excellence Contest 2011

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: _____

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

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 school/administration: \$ _____ Amount from sales/subscription: \$ _____

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: _____

PRIMARY SOURCE OF PRODUCTION:

First-year journalism class Experienced journalism class Student volunteers/extracurricular

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