



# Rules for the 2012 Society for Collegiate Journalists Publications and Broadcasting Contest for College Newspapers, Websites, Yearbooks, Magazines, Radio Stations and Television Stations

*ALL CATEGORIES ARE PROFESSIONALLY JUDGED*

## **General Rules:**

1. Only **active** chapters of SCJ and their members are eligible to participate.
2. All entries must have been published or **broadcast in the calendar year 2011 except the submissions for overall excellence in the online categories**. The online entries will be judged at times selected by the judges.
3. In all newspaper categories, unless otherwise specified, full tearsheets are to be submitted, with a completed entry form attached (taped or stapled) to the front of the entry. In instances where a print-out from an online news site or a news companion site are eligible you must print the copy from the site and the copy **must contain a clear web address** to confirm that the item was published on a student run media site.
4. Entries for Newspaper Overall Excellence are as follows: Three complete issues published on or nearest **the 2011 dates of March 5, September 2 and November 21**. Yearbooks: two complete copies; no tearsheets. Magazines: all (up to four) consecutive issues.
5. Multiple items may be stapled. Paper clips **must not** be used. Stories in a series may be submitted as one entry.
6. No more than three entries from each chapter may be submitted in any individual category. Submit only entries of high quality, which merit attention.
7. Improperly prepared, or late, entries will be disqualified.
8. No entries will be returned to chapters of individual members. Where possible, judges comments will be published with awards listings on [www.scj.us](http://www.scj.us) and disseminated over the email list.
9. The SCJ Contest Director has final say over contest decisions. For example, if too few entries are received in any category the contest director may choose to eliminate the category.
10. The entry form which accompanies these rules should be copied for use with multiple entries. Information on the form must be clearly legible. **The form may be programmed into a word processor.**
11. **All work must have been produced by a student member of an SCJ chapter and must have appeared in a student publication or website or aired on a student broadcasting facility.**
12. If appropriate, attach a statement of no more than 100 words explaining unusual circumstances under which an entry was published or broadcast. For example, you may want to put a news story in context, describe action that resulted from it, or detail difficulties encountered in gathering information. All attachments must be typed (in a word processor), printed and stapled or taped to the entry, and must include the signature of the person responsible for submitting the entry.
13. An entry form must be completed for each submission according to the category instructions. Fasten the form to the front of the entry with tape or staples. When submitting work on tearsheets please outline the entry with in red or blue ink.
14. Entry deadline is **December 31, 2011**. All entries must be postmarked by this date. Late entries will be discarded. Send all entries to:

**THERE ARE NO FEES**

Rick Stewart  
SCJ Contest Director  
Barton College/ Kenly News  
PO Box 39  
Kenly, NC 27542  
Phone: 252-399-6980  
[rstewart@barton.edu](mailto:rstewart@barton.edu)

# CATEGORY I: ONLINE MEDIA (Online Only)

---

These are overall awards submitted by active chapters, not individual SCJ Members. To be eligible the chapter submitting must have submitted membership materials to the National Office and had an induction ceremony on or after December 31, 2008. Eligibility will be verified by the National Office prior to judging.

- OL 1. Online News Website Overall Excellence:** This category is for news outlets that do not have a print or broadcast presence. They must operate as stand-alone news websites. To enter this category write the web address of your site on the OL 1 blank on the **WEBSITE ENTRY FORM** included with these rules. The websites will be visited at least twice from the time the judge receives the entry until the time the winners are announced.
- OL 2. Companion Newspaper Website Overall Excellence:** This category is for websites that **do not** stand alone. These websites can include online versions of a print issue and /or materials meant to complement a print newspaper. To enter this category write the web address of your site on the OL 2 blank on the **WEBSITE ENTRY FORM** included with these rules. The websites will be visited at least twice from the time the judge receives the entry until the time the winners are announced.
- OL 3. Companion Broadcast Website Overall Excellence:** This category is for websites that **do not** stand alone. These websites can include online versions of a broadcast channel and /or materials meant to complement a radio or television station. To enter this category write the web address of your site on the OL 3 blank on the **WEBSITE ENTRY FORM** included with these rules. The websites will be visited at least twice from the time the judge receives the entry until the time the winners are announced.
- OL 4. Online Magazine Website Overall Excellence:** This category is for magazines that do not have a print edition. These sites must operate as stand-alone online magazines. To enter this category write the web address of your site on the OL 4 blank on the **WEBSITE ENTRY FORM** included with these rules. The websites will be visited at least twice from the time the judge receives the entry until the time the winners are announced. This category is for all types of magazines including general interest, literary and special interest.
- OL 5. Internet Radio Overall Excellence:** This category is for radio stations that broadcast exclusively on the radio. These sites must operate as stand-alone radio stations. To enter this category write the web address of your site on the OL 5 blank on the **WEBSITE ENTRY FORM** included with these rules. The websites will be visited at least twice from the time the judge receives the entry until the time the winners are announced.
- OL 6. Chapter Website Overall Excellence:** Fill out the OL6 blank on the **WEBSITE ENTRY FORM**. This form will be considered the entry for the SCJ chapter website category. The websites will be visited at least twice from the time the judge receives the entry until the time the winners are announced.

## **CATEGORY II: NEWSPAPER (PRINT ISSUES ONLY)**

---

**This is an overall award submitted by chapters, not individual SCJ Members. To be eligible the chapter submitting must have had an induction ceremony and submitted membership materials to the National Office on or after December 31, 2008. Eligibility will be verified by the National Office prior to judging.**

- NP 1.** Newspaper Overall Excellence: Send two sets of complete issues published on or nearest the dates of **March 5, September 2 and November 21**. Staple or tape the entry form to the front of each set. Entries will be judged in **two** publication frequency divisions:  
**NP1a**, weekly and less often, and  
**NP1b**, more often than weekly.

**These are INDIVIDUAL MEMBER awards, entries must be submitted by individual SCJ Members. To be eligible the person who created this work MUST be a dues paying SCJ member who was inducted before the contest deadline, Dec. 31, 2011. Membership will be verified at the National Office and entries submitted by non-members will be excluded from judging.**

- NP 2.** Front Page: Both design and content are judged.
- NP 3.** Editorial Page: Both design and content are judged.
- NP 4.** Sports Page: Both design and content are judged.
- NP 5.** News Page: Both design and content are judged. Front pages will not be considered in this category.
- NP 6.** Feature Page: Both design and content are judged.
- NP 7.** Photo Essay: Can be news, feature or sports with at least three photos.
- NP 8.** Advertising Portfolio: Submit three examples of advertisements (house ads and for hire) published in a campus publication during the contest period. The tearsheets submitted may be stapled together, and an entry form affixed to the front. Mark each ad to be judged on the tearsheets with red or blue outline.

# CATEGORY III: INDIVIDUAL WRITING AND IMAGING (PRINT AND ONLINE)

---

## INDIVIDUAL WRITING

These are **INDIVIDUAL MEMBER** awards, entries must be submitted by individual SCJ Members. To be eligible the person who created this work **MUST** be a dues paying SCJ member who was inducted before the contest deadline, Dec. 31, 2011. Membership will be verified at the National Office and entries submitted by non-members will be excluded from judging. When submitting an entry you may either use tearsheets **OR** website print-outs. The work must either be printed in a newspaper or include a website address to verify that it was part of a student media publication.

- IW 1. News Stories (excluding Sports)
- IW 2. Editorials (staff editorials)
- IW 3. Breaking or Hard News
- IW 4. News Series (you must have a least three separate stories for each entry to be considered a news series)
- IW 5. Continuing Coverage (you must have at least two separate stories for each entry to be considered continuing coverage)
- IW 6. Column or Commentary
- IW 7. Features (excluding Sports)
- IW 8. Sports News
- IW 9. Sports Features
- IW 10. Sports Columns
- IW 11. Individual Magazine Writing

## INDIVIDUAL IMAGING

These are **INDIVIDUAL MEMBER** awards, entries must be submitted by individual SCJ Members. To be eligible the person who created this work **MUST** be a dues paying SCJ member who was inducted before the contest deadline, Dec. 31, 2011. Membership will be verified at the National Office and entries submitted by non-members will be excluded from judging. When submitting an entry you may either use tearsheets **OR** website print-outs. The work must either be printed in a newspaper or include a website address to verify that it was part of a student media publication.

- II 1. News Photography: Submit a tearsheet or website print-out plus a print: film, laser or inkjet.
- II 2. Feature Photography: Submit a tearsheet or website print-out plus a print: film, laser or inkjet.
- II 3. Sports Photography: Submit a tearsheet or website print-out plus a print: film, laser or inkjet.
- II 4. Cartoon Strips and Panels: Submit a tearsheet or website print-out plus a print: film, laser or inkjet.
- II 5. Editorial Cartoon: Submit a tearsheet or website print-out.
- II 6. Graphic Illustrations: Submit a tearsheet or website print-out or a DVD with the graphic in context of the television broadcast.

**Entries accepted from newspaper, magazines, newsletters, and TV**

## **CATEGORY IV: MAGAZINES (PRINT ISSUES ONLY)**

---

These are overall awards submitted by chapters, not individual SCJ Members. To be eligible the chapter submitting must have had an induction ceremony and submitted membership materials to the National Office on or after December 31, 2008. Eligibility will be verified by the National Office prior to judging. Note that you must enter in MAG 2, MAG 3 or MAG 4 to be considered for MAG 1. All magazine entered into MAG 2, MAG 3 and MAG 4 will be judged for MAG 1.

**MAG 1.** Magazine Overall Excellence: All magazine types (literary, special interest, general interest) may be entered. Submit two copies of each issue. You may submit 1-4 issues for consideration.

**MAG 2.** Outstanding Literary Magazine: Submit two copies of each issue. You may submit 1-4 issues for consideration.

**MAG 3.** Outstanding Special Interest Magazine. Submit two copies of each issue. You may submit 1-4 issues for consideration.

**MAG 4.** Outstanding General Interest Magazine. Submit two copies of each issue. You may submit 1-4 issues for consideration.

### **Additional Magazine Entry Procedures**

1. All (but no more than four) consecutive issues published during the competition year may be submitted.
2. Affix an entry form inside the front cover of each magazine.
3. Contest category must be indicated on entry form.

# **CATEGORY V: BROADCASTING (BROADCAST ONLY)**

**TV1 is an overall award submitted by chapters, not individual SCJ Members. To be eligible the chapter submitting must have had an induction ceremony and submitted membership materials to the National Office on or after December 31, 2008. Eligibility will be verified by the National Office prior to judging.**

## **Television**

**TV 1.** Television News Show Overall Excellence

**TV 2, 3, 4, and 5 are INDIVIDUAL MEMBER awards, entries must be submitted by individual SCJ Members. To be eligible the person who created this work MUST be a dues paying SCJ member who was inducted before the contest deadline, Dec. 31, 2011. Membership will be verified at the National Office and entries submitted by non-members will be excluded from judging.**

**TV 2.** Television News Package

**TV 3.** Television Feature Package

**TV 4.** Television Sports Package

**TV 5.** Commercial, Promotion and Public Announcement: Entries should be no longer than 60 seconds.

**RD 1 is an overall award submitted by chapters, not individual SCJ Members. To be eligible the chapter submitting must have submitted membership materials to the National Office and had an induction ceremony on or after December 31, 2008. Eligibility will be verified by the National Office prior to judging.**

## **Radio**

**RD 1.** Radio News Show Overall Excellence

**RD 2, 3, 4, and 5 are INDIVIDUAL MEMBER awards, entries must be submitted by individual SCJ Members. To be eligible the person who created this work MUST be a dues paying SCJ member who was inducted before the contest deadline, Dec. 31, 2011. Membership will be verified at the National Office and entries submitted by non-members will be excluded from judging.**

**RD 2.** Radio News Package

**RD 3.** Radio Feature Package

**RD 4.** Radio Sports Package

**RD 5.** Commercial, Promotion and Public Announcement: Entries should be no longer than 60 seconds.

## **Additional Broadcast Entry Procedures**

1. Submit no more than one category on the same disc.
2. Submit radio entries on compact disc.
3. Submit video entries on DVD.
4. Radio and television entries must be no longer than 30 minutes.
5. Entry form stickers must include information necessary to identify the DVD. Stickers should be attached to the DVD case, write your name or chapter name on the disc with a sharpie.
6. Each TV broadcast entry should have a video slate preceding the production/entry. Entries should include name of college, title of entry, names of producers, station's call letters and contest category.

# **CATEGORY VI: YEARBOOK (PRINT ONLY)**

---

**These are overall awards submitted by chapters, not individual SCJ Members. To be eligible the chapter submitting must have submitted membership materials to the National Office and had an induction ceremony on or after December 31, 2008. Eligibility will be verified by the National Office prior to judging.**

- YB 1.** Overall Excellence
  - YB6a**, small schools—enrollment less than 7,000
  - YB6b**, large schools—enrollment of 7,000 and above
- YB 2.** Coverage of the Year: 12 months on campus: **The Terry Vander Heyden Award**
- YB 3.** Concept of the Book: theme, idea, structure
- YB 4.** Reporting in Words: copy, reportorial writing
- YB 5.** Photography
- YB 6.** Display: layout, design, graphics

## Additional Yearbook Entry Procedures

1. Submit **two** copies of your 2011 book. Single entries will be disqualified. Do not submit tearsheets; entries will be judged in all categories
2. Affix an entry form inside the front cover of each book submitted.

# WEBSITE ENTRY FORM – 2012

**OL 1. ONLINE NEWS WEBSITE ADDRESS:**

---

**OL 2. COMPANION NEWSPAPER WEBSITE ADDRESS:**

---

**OL 3. COMPANION BROADCAST WEBSITE ADDRESS:**

---

**OL 4. ONLINE MAGAZINE WEBSITE ADDRESS:**

---

**OL 5. INTERNET RADIO ADDRESS:**

---

**OL 6. CHAPTER WEBSITE ADDRESS:**

---

# Society for Collegiate Journalists Contest Entry Forms -2012

Founded as Pi Delta Epsilon (1909)  
and Alpha Phi Gamma (1919)

## Publications and Broadcast Contest for College Newspapers, Yearbooks, Magazines, and Radio/TV Stations

**Directions:** Read contest rules carefully and complete the following form as directed in the contest rules for the category in which the entry is being made. You may not need to complete all of the blanks below for some categories. Please note that individual entries must be made by inducted student (not honorary) SCJ members, you must include the semester and year of induction for individual entries. The National Office will use this to confirm membership. If you are an adviser filling out this form for the students, please remember to put their name in the blank as the creator of the work. Additional comments may be made on the back of the form. If you are required to include a cover letter attach it to this form.

<b>Entry Number</b> (max of three per category, except in single entry categories) _____	<b>Contest Category</b> _____		
<b>Publication Name</b> _____			
<b>College</b> _____	<b>City</b> _____	<b>State</b> _____	<b>Zip</b> _____
<b>Name of writer, Photographer or Artist</b> _____			
<b>This person was inducted into the society on:</b> (semester and year) _____			
<b>Campus Address</b> _____			
<b>Class/Year</b> _____	<b>Position and Publication Staff</b> _____		
<b>College Enrollment</b> _____			
<b>Person Submitting Entry</b> _____			

<b>Entry Number</b> (max of three per category, except in single entry categories) _____	<b>Contest Category</b> _____		
<b>Publication Name</b> _____			
<b>College</b> _____	<b>City</b> _____	<b>State</b> _____	<b>Zip</b> _____
<b>Name of writer, Photographer or Artist</b> _____			
<b>This person was inducted into the society on:</b> (semester and year) _____			
<b>Campus Address</b> _____			
<b>Class/Year</b> _____	<b>Position and Publication Staff</b> _____		
<b>College Enrollment</b> _____			
<b>Person Submitting Entry</b> _____			

# Broadcast Entries 2012

**Directions:** Read the contest rules carefully and fill in the appropriate blanks in that category. Additional comments may be made on another sheet of paper. Attach the appropriate entry label information to each entry. Information should accompany the tapes. Feel Free to photocopy these forms as needed.

<p><b>LABEL: CD and DVD Entries</b></p> <p>Contest Category _____ Entry Number _____</p> <p>School Name _____</p> <p>Name of Person Submitting Entry _____</p> <p>Broadcast Call Letters _____</p> <p>Program Title _____</p> <p>Time _____ Name of Producer(s) _____</p> <p>_____</p> <p>_____</p> <p>_____</p>
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<p><b>LABEL: CD and DVD Entries</b></p> <p>Contest Category _____ Entry Number _____</p> <p>School Name _____</p> <p>Name of Person Submitting Entry _____</p> <p>Broadcast Call Letters _____</p> <p>Program Title _____</p> <p>Time _____ Name of Producer(s) _____</p> <p>_____</p> <p>_____</p> <p>_____</p>
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------