



# **Best of Mississippi**

## Scholastic Journalism Awards

### **S P R I N G**

Winners will be announced at the MSPA statewide high school journalism convention at Ole Miss on Monday, April 1, 2019.  
Publications must be MSPA members to compete. Contact MSPA director R.J. Morgan for more information.

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# Best of Mississippi

## Rules and Regulations

**DUE  
FEB  
15**

### ELIGIBILITY AND COST

The only requirement for eligibility in any of our contests is that your publication be a member of MSPA. All contests are free to enter.

### TYPES OF AWARDS

MSPA awards excellence in four different areas of scholastic journalism. The contest calendar breaks down like this:

#### FALL

Yearbook  
Literary Magazine

#### SPRING

News Publication (paper/magazine/site)  
Broadcast

*\* There are other Spring awards open to any student or publication (details included in this packet).*

Within each of the above areas, our contests break out into **Publication (PUB)** and **Individual (IND)** categories. For Publication Categories, schools submit examples of the staff's abilities in a given area, and awards are issued in the name of the publication. For Individual Categories, schools submit strong individual works for recognition, and awards are issued in the name of the student.

### CONTEST STRUCTURE

Judges will select up to five finalists, and from those one winner.

### DIGITAL SUBMISSION

We've tried to make submitting your work as uniform as possible, thus we no longer take paper submissions. Only pieces submitted properly (and on time) will be considered in each category. Once you have shared your submissions, you may not make any further edits to the files/entries.

To submit digitally, begin by creating a Dropbox or Google Drive account (Google Drive is preferable). Both of these are free and user-friendly.

1. Once you've created an account, create a "[School Name] Submissions [Year]" folder in your account. This is where all your files will go.
2. Now you're ready to stock your Submissions folder with all the files you plan to enter. DO NOT use subfolders. Your files will automatically sort alphabetically by the category codes in the file name.

**FILE NAMES** – All file names should follow the same format: **CategoryCode\_School\_StudentName**. If submitting multiple entries from the same student in the same category, tack on a 1, 2 or 3 at the end of the filename.

**FILE TYPES** – Submit all entries as individual PDFs. Please crop pages down to only the elements being judged in that category.

3. Include one PDF with a composite list of entries, ordered by category with a total file count. This list helps us ensure all submissions were received.
4. Once all your files are in your submissions folder, simply share that folder with **mississippischolasticpress@gmail.com**. The office will download the files as soon as they are uploaded, and advisers will get an email confirming the submissions have been received. If you do not receive an email notification within 24 hours of submission, please email MSPA director R.J. Morgan at [morgan@go.olemiss.edu](mailto:morgan@go.olemiss.edu).

**If you have any questions about the submission process, call or email for clarification.**

*\*\* All entries become the property of the Mississippi Scholastic Press Association and may be displayed in a collection of winning entries. Because of time and financial constraints, printed entries cannot be returned. \*\**



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## ALL-MISSISSIPPI RECOGNITION

### Are you one of the best high school journalists in Mississippi?

**Prove it.** MSPA has created a **NEW** system to honor those high school journalists who stand out as truly exceptional examples in our state. From this pool of candidates, MSPA will select an elite group of students whose body of work rises to the level of statewide recognition. Within that group of All-Mississippi High School Journalists, MSPA will also further recognize:

- The Mississippi High School Journalist of the Year (must be a senior, advances to the national JEA competition)
- The Orley Hood Award for Excellence in Sports Journalism (best high school sports reporter in Mississippi)

**To apply, candidates should create an online portfolio showcasing examples of their work:**

- Candidates can choose any platform they wish to present their work examples. ([See this tutorial for more information](#))
- Candidates should choose a design/concept for the portfolio. The candidate's personality should be evident in the entry.
- Work examples in the online portfolio should be organized according to the following categories:
  - Design and Editing
  - Entrepreneurship
  - Law and Ethics
  - Leadership and Team Building
  - Literary Content (Poetry/Prose)
  - Multimedia Broadcast
  - News Gathering
  - News Literacy
  - Photo Journalism
  - Sports Journalism
  - Web
  - Writing
- Some pieces may be cross-listed. Candidates may submit as few or as many work examples as they wish and are NOT required to submit examples in all 12 categories (however the more areas in which a candidate excels, the better). Judges will consider both depth and breadth of skills in their evaluations.
- Portfolios should be cumulative of the candidate's scholastic journalism career. Work examples should showcase areas where the candidate excels and/or how they have progressed over their time as a student journalist.
- Broadcast/video samples should be no longer than 15 minutes in length.
- Each work example should include evidence of usage/publication, any awards/contests entered/won and an explanation/reasoning for inclusion in the portfolio. (*Explanation/reasoning = Give judges context for the specific assignment. Include any difficulties encountered or special circumstances affecting it. Explanations should be 25-50 words in length, easy to read and should explain why this entry is important and was chosen for the portfolio.*)
- All staff members at MSPA-member publications are eligible to submit, regardless of age, grade or experience level. There is no cap on the number of candidates per school.

**To submit, simply send us a PDF link to the candidate's portfolio using the file name format: AMS\_School\_StudentName.**



# Best of Mississippi

## MSPA ADVISERS OF THE YEAR

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Good journalism advisers are the most critical part of a program's success. They are more than just teachers; they're managers, motivators, mentors and sometimes even mediators. They are asked to simultaneously be visionaries and micro-managers, helping their students navigate through a variety of daily struggles. These are the people who make scholastic journalism possible, and MSPA seeks to honor those Mississippi advisers who excel at their craft.

### SELECTION:

Our Adviser of the Year selection is a **two-step process**. A call for nominations will be sent out on the MSPA listserv early in the spring semester, and a brief (100 words or less) online nomination form should be completed **on or before Jan. 25**. Nominations should explain why the nominee is deserving of the honor and can be submitted by anyone (principal, colleague, adviser, student, parent, etc., or the nominee themselves). A committee of judges will evaluate all nominations and narrow the field to five (5) finalists, each of whom will be prompted to complete a more detailed self-reflection form before the normal Feb. 15 contest deadline. Any adviser at an MSPA-member school is eligible, regardless of school size.

### AWARD CYCLE:

#### SPRING

JoAnne Sellers Newspaper Adviser of the Year

Broadcast Adviser of the Year

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#### FALL

Caroline Fair Yearbook Adviser of the Year

Literary Magazine Adviser of the Year



# Best of Mississippi

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**OPEN TO ALL PUBLICATION TYPES**

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## 1. Scholastic Press Ally Award

A publication where students have the power and responsibility to cover their school accurately and fairly usually requires a lot of support from outside the classroom. Whether that support comes from an administrator, parent or counselor, a diligent IT worker, community member or local business, or any number of other sources, MSPA wishes to honor one of these scholastic press allies with statewide recognition. To nominate your greatest ally, submit a PDF with up to three (3) support letters or artifacts.

**Category Code: SPA**



## 2. Best Social Media Presence

Modern journalists are increasingly using social media to connect with their audience, promote content and report on events in real time. Developing a staff presence on sites like Twitter, Facebook, Instagram and Snapchat is an important strategy for high school media outlets to utilize and for MSPA to honor. To enter, list/link all of your staff's social media accounts on one PDF. Judging will be based on their combined effectiveness at informing their audience.

**Category Code: PSM**



## 3. Best Integrated Marketing Campaign

One key facet of the modern media field is being able to understand, engage and persuade your consumers. How does your staff do this? Usually through some type of coordinated marketing effort. Whether it's selling yearbooks, launching a reader or viewership drive or just trying to spread the word about your new Snapchat account, we want to see your best marketing skills at work. To enter, submit a PDF portfolio that includes a written description of the campaign along with any photos, screenshots, videos (use links), etc. you feel best illustrate the specifics/success of the campaign. Promotion and branding should be evident. Creativity and Innovation are key. Special attention in judging will be given to trendsetting/following and unique approaches.

**Category Code: IMC**



# Best of Mississippi

News Publication Division

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Newspapers and news magazines have long been the foundation of American journalism. In recent decades, these institutions have adapted to modernity and added news websites and social media accounts to the arsenal of tools they use to deliver information to their audiences. MSPA encourages scholastic journalism programs to do the same. Below is a list of the guiding principles our judges will use for evaluating quality, followed by a comprehensive list of individual and publication categories honored. All entries should be published this school year.

## NEWS PUBLICATION GUIDING PRINCIPLES

### Coverage:

- Publication functions as a source of **ACCURATE** information for the student body and school community.
- Stories report on recent events, happenings and issues that affect the high school student. When state and national news are covered, they have a local angle.
- News elements like impact, proximity, timeliness, unusualness and human interest clearly guide content decisions.
- Coverage is organized logically into sections such as news, sports, opinion and entertainment.
- Coverage presents specific, objective information, avoids vague words, and addresses all sides of each story with multiple sources and various points of view.

### Writing:

- Compositions are clear, concise and factual, written from a third-person neutral point of view and are edited effectively and adhere to basic rules of grammar, usage, and mechanics.
- Editorializing is avoided except in opinion writing that is clearly labeled as such, or in direct quotes.
- Writers primarily use action verbs and active voice, avoiding vague words like "many," "some," "several," "many," "most," etc..
- Leads are written in a purposeful and journalistically appropriate manner. The type of lead should conform to the type of story: feature, hard news, opinion, etc.
- Direct quotes should convey sources' opinions and perspectives, and should always be attributed.
- A consistent stylebook is followed. The most common for scholastic journalism staffs is the Associated Press (AP) Stylebook.

### Visuals

- Photos, graphics and type work together to create a cohesive story and enjoyable reading experience in a way that enhances the visual appeal of the paper.
- Photography consists primarily of candid, well-composed action shots that aid in telling the story visually. Posed photographs are limited or avoided. Photographs showing facial features and emotions are prioritized.
- Label photo illustrations (manipulation beyond basic cropping/color correction) as such. Clip art & stock visuals are discouraged.
- All photos should include a photo credit and a focused, detailed outline. Each person in the photo should be identified. Cutlines should generally be at least two sentences.
- Infographics are appropriately designed and are used to draw the readers' attention to articles and information in clever, meaningful ways based on solid, documented research. Sources should be cited, designers credited, templates noted.

### Layout and Design:

- The overall design establishes a unique personality for the paper and shows an awareness of design trends.
- The nameplate emphasizes the name of the publication rather than the name of the school or mascot. It includes the specific date of publication and the issue/volume number.
- Inside pages have a complete folio denoting section, page number, publication name, and date.
- The publication use a consistent set of fonts for headlines, body copy, bylines and cutlines.
- Design elements (bylines, pull quotes, columns, logos, rule lines, etc.) are consistent across the issue/issues.
- Policies, social media accounts and contact information are listed, including how to advertise or submit letters to the editor.

### Online Presence:

- Website is well-organized and easily navigable.
- Social media accounts are used effectively for distributing information and engaging audience.
- Both web and social are updated regularly in an effort to build and sustain a digital audience.



# Best of Mississippi

News Publication Division

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## PUBLICATION AWARDS

These are awarded in the name of the publication. Submit PDFs of your **three** best issues from the current school year using **category code NNP and your school name** (Ex: NNP\_Brownsville1, NNP\_Brownsville2, NNP\_Brownsville3) plus a PDF link to your news site if applicable. Online-only publications can simply submit a PDF link to their site. Judges will use this pool to judge categories 1-6.

(NNP)

1. News & Feature Writing
2. Sports Writing
3. Opinion Writing
4. Print Layout and Design (if applicable)
5. Online Presence (if applicable)
6. Newspaper of the Year (Highest Honor, all-inclusive)

### 7. Most Improved News Publication (NMI)

An entry consists of PDFs of the last issue published before Feb. 15 of the previous school year and the last issue published before Feb. 15 of this school year (Ex. NMI\_Brownsville1, NMI\_Brownsville2). Judges will look for significant growth in writing, photography, design, etc.

## INDIVIDUAL AWARDS (LIMIT 3 ENTRIES PER CATEGORY, PER SCHOOL)

Each entry (not category) should be its own PDF (File Name Example: INS\_Brownsville\_AbigaleBagwell).

### 1. News Story (NNS)

Articles entered should report new facts on planned or past actions or developments. Judging will be based on clarity, organization, attention to detail, quotes, attributions and thoroughness.

### 2. Depth Reporting (NDR)

Special category for entries in which a writer/writers has completed extensive research on a large, complicated topic (think school safety or local economy). Such stories often involve comprehensive surveys and investigations. Judging is based on depth of effort and clarity of presentation.

### 3. Feature Story (NFS)

Features differ from news stories mainly in that features do not necessarily have a time element. They may be about people, events or other topics; they are generally more descriptive than straight news. Judging will be based on clarity, descriptions, attention to detail, quotes, attribution and thoughtfulness.

### 4. Opinion Piece (NOP)

These are opinion articles that lay out a clear stance on a given issue. They may also be columns or commentaries on sports or culture with no specific conclusions drawn or solutions presented. Entries will be judged on clarity, reasoning, organization and thoughtfulness.

### 5. Staff Editorial (NUE)

These are unsigned opinion articles that represent the thoughts of the entire staff. This is the voice of the paper. Entries will be judged on clarity, reasoning, organization and thoughtfulness. Though the article is unsigned, the adviser must designate the name of the actual student writer for recognition.

### 6. Review (NRV)

These are opinion articles that critique a topic (books, movies, music, food, etc.). Judging is based on clarity, reasoning, organization and thoughtfulness.

### 7. Editorial Cartoon (NEC)

Any single cartoon or series, humorous or other, which was student-drawn and printed during the contest period is eligible. Judging will be based on the artist's skill in visually and verbally conveying a message. Editorial cartoons differ from "comics" in that they do present a message.



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News Publication Division

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## **8. Sports Story (NSS)**

All copy that reports on athletic contests or issues is eligible for entry. Judging will be based on clarity, organization, attention to detail, quotes, attributions and thoroughness.

## **9. News Photo (NNP)**

News photos capture actions or reactions to a news event. Any single photo that appeared in a member publication and was taken by a staff member is eligible. Judging is based on composition, focus and contrast - how effectively the photographer conveyed the reason for taking the picture.

## **10. Feature Photo (NFP)**

Feature photos are more posed or artistically framed than news photos. Any single photo that appeared in a member publication and was taken by a staff member is eligible. Judging is based on composition, focus and contrast - how effectively the photographer conveyed the reason for taking the picture.

## **11. Sports Photo (NSP)**

Sports photos capture actions or reactions involving athletic events or athletes. Any single photo that appeared in a member publication and was taken by a staff member is eligible. Judging is based on composition, focus and contrast - how effectively the photographer conveyed the reason for taking the picture.

## **12. Page Design (NPD)**

The entire page or spread must be entered. It does not matter whether the designer wrote any of the stories or took any of the pictures on the page. Judging will be based on the attractiveness and effectiveness of the design, including the clarity and placement of headlines and other elements.

## **13. Infographic (NIG)**

Infographics are graphic visual representations of information, data or knowledge intended to present information quickly and clearly. Judging will be based on the attractiveness and effectiveness of the design, including the clarity and placement of headlines and other elements. Please denote use of a template or graphic generator.





# Best of Mississippi

## Broadcast Division

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School newscasts are the fastest-growing area of journalism in Mississippi. Each year, more and more schools are giving their students control of the airwaves and allowing them to deliver quality audio and video programs to their student body. Below is a list of the guiding principles our judges will use for evaluating quality, followed by a comprehensive list of individual and publication categories honored. All entries should be published this school year.

## NEWSCAST GUIDING PRINCIPLES

### Coverage

- Broadcast functions as a source of information for the student body and school community.
- Stories report on recent events, happenings and issues that affect the high school student and address a variety of topics in a fresh and creative manner. When state and national news are covered, they have a local angle.
- News elements like proximity, consequence, conflict, emotions, unusualness and human interest clearly guide content decisions.
- Coverage presents specific, objective information, avoids vague words, and addresses all sides of each story with multiple sources and various points of view.

### Audio

- Audio levels are correct and consistent with an appropriate use of natural sound without static and noise.
- Voiceover narration uses short sentences and action verbs in a conversational style to convey the facts of the story.
- Sound bites are used appropriately as narration, conveying the perspectives and opinions of the sources.
- No copyrighted music is used without specific written consent from the artist.
- Correct mic usage is evident.

### Visual

- Interview and studio shots are framed correctly using the rules of thirds, look-space, and headspace.
- B-roll footage use a variety of shot types: close ups, medium shots and long shots.
- Video possesses a storytelling quality and matches the accompanying audio.
- Video focuses on natural action, avoids posed shots. Do not stage the news.
- Video features adequate and appropriate lighting.

### Editing & Graphics

- Editing and pacing are fluid and appropriate.
- Video packages use sequences (matched action shots edited together) to advance the story.
- Graphics are clear and easy to understand, enhancing the story.
- Lower thirds are used for appropriate identification.
- Titles and credits should be easy to read; use appropriate typeface and speed.
- Transitions are primarily cuts unless fades are used to indicate passing of time.

### Talent

- The reporter should be appropriately dressed for the situation and location.
- The reporter DELIVERS the news instead of just reading it.
- The reporter is poised, professional, energetic and confident.
- The reporter makes eye contact and speaks in a straightforward manner without bias or personal opinion.
- Phrasing, diction and pace demonstrate professional broadcast style.



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## Broadcast Division

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### PUBLICATION AWARDS

These are awarded in the name of the publication. Submit a PDF with links to up to 20 minutes of your best whole broadcasts from the current school year using **category code BCN and your school name** (Ex: BCN\_Brownsville). This might be only 1-2 weekly shows, but might be 4-5 daily shows. Whatever works for your program. Either way: whole shows, no more than 20 minutes total. Judges will use this pool to judge ALL categories 1-7.

(BCN)

1. **Opening Sequence** (1-minute max run time)
2. **News Coverage**
3. **Feature Coverage**
4. **Sports Coverage**
5. **Creativity** (PSAs, hype videos, weather reporting, creative contests, etc.)
6. **Daily Newscast** (if applicable; please use BCND instead of BCN to denote this)
7. **Newscast of the Year**

**8. Most Improved (BMI)** - For this category, submit a PDF with links to one complete broadcast from before Feb. 15 of the previous school year and one complete broadcast from this school year. Total runtime for both shows should not exceed 30 minutes.

**9. Online Streaming Program (BOS)** - For this category, submit a PDF with link to a student-produced broadcast (audio or video) of a sporting event or school program. Judges will look at on-air talent as well as technical execution.

### INDIVIDUAL AWARDS (LIMIT 3 ENTRIES PER CATEGORY, PER SCHOOL)

Each entry (not category) should be its own PDF (File Name Example: BNP\_Brownsville\_AbigaleBagwell)

**1. News Story (BNS)** – This category is for your program's best individual student news reports. Any breaking news, events, in-depth pieces, etc. are permissible. Maximum length of 3 minutes per entry.

**2. Feature Story (BFS)** – This category is for your program's best individual student feature reports. Good features can be lighthearted, serious, emotional or in-depth. Maximum length of 3 minutes per entry.

**3. Sports Story (BSS)** – This category is for your program's best individual student sports reports. Any sports-related previews, recaps, features or exclusives are admissible. Maximum length of 3 minutes per entry.

**4. Anchor (BANC)** - Who is the best on-air talent in Mississippi? Submit your highlight reel to find out. Maximum length of 5 minutes per entry.

**5. Weather Reporter (BWET)** - There's a lot that goes into delivering a weather forecast for your student body. How well do your weather reporters stack up? Maximum length of 3 minutes per entry.

**6. PSA (BPSA)** - This category is for public service announcements and videos that argue for a specific cause or action. Only student-produced entries will be accepted. Maximum length of 3 minutes per entry.

**7. Hype Video (BHYP)** - This category is for videos that excite or engage the student body ahead of a sporting event or school function. Judging will be based on difficulty and effectiveness. Maximum length of 2 minutes per entry.

**8. Podcast (BPOD)** - Does your publication put out a great podcast? Submit your best episodes here. Maximum length of 15 minutes per entry.

**9. Longform Story (BLS)** - This category is for lengthy in-depth pieces on a singular topic. For example, a 30-minute look at the history of integration in your town/school. Or a behind-the-scenes documentary-style look at your football team's season. Judges will look for innovation, effectiveness and excellence. No maximum length.