



2015 Better Student News Media (Print & Multimedia) Contests

Make plans now to enter the 2015 Iowa College Media Association Better Student News Media Contests! The contests are for member student publications—print and online—to promote journalism education and recognize excellence among Iowa’s student journalists through competition. General rules and contest categories are below.

General Contest Rules:

1. Materials published in print or online between Oct. 17, 2014 and Oct. 16, 2015, are eligible for consideration for the 2015 contests. Awards will be given to first-, second- and third-place winners. Certificates of award will be presented for all place winners, and notification of winners will be made to state and local media.
2. All entries must be submitted online at betternewspapercontest.com by **Nov. 20, 2015**. If you need more information on entry submission, call the INA/INF at 515-244-2145.
3. There shall be only one class of entries for the 2015 Better Student Media Contests. All student journalists will compete against each other regardless of size of school or frequency of publication.
4. Each ICMA member school participating in contest will pay a flat \$75 entry fee, regardless of the number or type of categories entered. Entry fees should be made payable to the Iowa Newspaper Foundation. See the website for more information. **Schools MUST have paid the \$50 ICMA membership fee in order for student entries to be accepted and judged.**
5. All entries must be original material from a staff member of an ICMA member student publication entering the contest. Do not enter material originating from nonmember publications.
6. Competition results will not be released until the awards at the Iowa College Media Association convention in February 2016.

Better Student News Media (print & multimedia) Categories:

- 1. Best News Photograph:** Quality of photograph, composition, emotional impact and completeness are considered. Limit one entry per student. No limit on entries per publication.
- 2. Best Sports Photograph:** Quality of photograph, composition, emotional impact and completeness are considered. Limit one entry per student. No limit on entries per publication.
- 3. Best Feature Photo:** Quality of photograph, composition, emotional impact and completeness are considered. Limit one entry per student. No limit on entries per publication.
- 4. Best Multimedia Slideshow:** Quality of slideshows that combine text, graphics, audio and/or video will be considered. Limit one entry per student/team. No limit on entries per student publication.
- 5. Best News Story:** Best coverage of a single news story. Quality and thoroughness of reporting and writing, relevance to the community, and the ability to hold the interest of the reader are considered. Limit one entry per student. No limit on entries per publication.
- 6. Best Investigative News Story:** Best in-depth coverage of a news event or issue that places the issue in the larger context of concerns to the journalist's community. Limit one entry per student. No limit on entries per publication.
- 7. Best Profile Story:** Best coverage profiling a newsworthy individual in the journalist's community. Limit one entry per student. No limit on entries per publication.
- 8. Best Sports Story:** Best coverage of an event of issue in sports of concern to the campus community. Quality and thoroughness of reporting and writing, relevance to the campus community, and the ability to hold the interest of the reader will be considered. Limit one entry per student. No limit on entries per publication.
- 9. Best Feature Story:** Best coverage of an individual, trend or event that stresses the elements of feature writing. Quality and thoroughness of reporting and writing, relevance to the campus community, and the ability to hold the interest of the reader will be considered. Limit of one entry per student. No limit on entries per publication.
- 10. Best Sports Feature:** Best coverage of a sports-related individual, trend or event that stresses the elements of feature writing. Quality and thoroughness of reporting and writing, relevance to the campus community, and the ability the hold the interest of the reader will be considered. Limit of one entry per student. No limit on entries per publication.
- 11. Best Headline Writing:** Each entry may include up to five headlines by one writer. Headlines over captions qualify. Include the stories and/or captions in the entry. Headlines judged for clarity, accuracy, reader impact, imagination and difficulty of the head order. Limit of one per student. No limit on entries per publication.
- 12. Best Opinion Writing:** Entries will be judged on quality and style of writing and reporting. Each entrant may submit up to three bylined columns, reviews or other forms of opinion writing for consideration. Each three-piece submission shall count as one entry. Limit of one entry per student. No limit on entry per newspaper.
- 13. Best Review.** Entries will be judged on quality and style of writing and

reporting of criticism of art, film, music, theatre or other cultural event. Limit of one entry per student. No limit on entry per publication.

- 14. Best Blog:** Quality of individual or staff blogging will be considered. Limit one entry per student. No limit on entries per student publication.
- 15. Best Opinion/Editorial Leadership:** Entries will be judged on the quality and demonstration of editorial leadership of the opinion section as a whole —editorials, cartoons, columnists and reader comments. Limit of one section per publication.
- 16. Best Print Design*:** Entries will be judged according to contest and presentation of information on what the publication considers its best page(s) of the contest period. Entry may include a design spread across multiple pages. Limit on entry per publication.
- 17. Best Page 1*:** Entries will be judged according to contest and presentation of news on what the publication considers its top Page 1 of the contest period. Limit one entry per publication.
- 18. Best Magazine/Special Section Cover*:** Entries will be judged on creativity, clarity and quality of images and typography. Limit one entry per publication.
- 19. Best Online Design:** Entries will be judged according to contest and presentation of information on what the publication considers its best single page/screen of the contest period. No limit on entries per student publication. (.pdf).
- 20. Best Online Edition:** Judges will examine each entrant student media organization's site as a whole on the

date of judging for overall excellence in reporting, writing, visual appeal, integration of multimedia elements, audience engagement, and other factors.

- 21. Best Infographic:** Entries may be either a stand-alone infographic or a supplement to a published story. Entries will be judged on overall design and the depth of information conveyed. No limit on entries per student publication.
- 22. Best Interactive Graphic:** Entries will be judged on the integration of graphic content with text or other features as well as potential for interactivity. No limit on entries per student publication.
- 23. Best Online Video:** Quality of reporting, writing, and video production for a web-based news publication will be considered. Limit one entry per student/team. No limit on entries per student publication.
- 24. Best Use of Social Media:** Quality of use of social media tools such as electronic mail, Facebook, Twitter, Storify, etc. to break and promote news coverage will be considered. No limit on entries per student publication.

News Media Outlet of the Year: One print or online student news organization will be named as the ICMA Student News Media Outlet of the Year and will receive a plaque for this honor. The winner of this award will be determined on a point basis. Publications (print and online) will receive 10 points for each first-place award they receive in ICMA News Media contests outlined herein, 8 points for each second place, and 6 points for each third place award. The publication with the most points from these contests will be named the ICMA Student News Media Outlet of the Year at the ICMA Convention in Des Moines in February 2016. **Categories 16-18 will not be considered for the overall points for this award.*

