

The Student Journalist/All-MIPA Competition

Please read this carefully:

Last year, MIPA combined its Student Journalist and All-MIPA competitions and added an All-MIPA Photojournalism category to the competition. With some additional requirements, students can also enter the Journalism Education Association (JEA) High School Journalist of the Year competition without preparing a separate portfolio.

Here's what this means to student applicants:

- All students wishing to enter must prepare the required portfolio. Specific requirements are listed on the entry form. Candidates should also consult the scoring rubric.
- Each candidate must indicate his/her All-MIPA area of interest: newspaper, yearbook, video or photojournalism.
- All portfolios will be judged based on the scoring rubric as applied to the candidate's area of interest.
- The top scoring portfolio in each of the four areas of interest will be named All-MIPA, resulting in the following awards: All-MIPA Newspaper, All-MIPA Yearbook, All-MIPA Video and All-MIPA Photojournalism.
- A student journalist staff will be chosen from the remaining portfolios. The number of candidates selected for the student journalist staff will depend on the quality of the portfolios.
- Students who wish to compete for JEA High School Journalist of the Year must indicate that on the entry form and complete the additional JEA requirements listed on the entry form. All students preparing a portfolio that meets the JEA requirements will also be part of the Student Journalist/All-MIPA competition. No special consideration will be given to those candidates competing for the JEA High School Journalist of the Year when considering them as Student Journalist/All-MIPA candidates.
- The student journalist staff, four All-MIPA winners and JEA Michigan representative will all be announced and recognized at the spring conference.
- The four All-MIPA winners will each receive a \$250 scholarship. The JEA Michigan representative will receive a \$350 scholarship.

Our hope is that these changes will streamline the competition by asking students to prepare only one portfolio. There is only one entry form and only one rubric for the Student Journalist/All-MIPA competition. Students can now use the same portfolio to also enter JEA competition if they add the additional requirements.

Entry Form • Student Journalist /All-MIPA Competition

- The Student Journalist/All-MIPA competition was created to recognize graduating seniors who are outstanding student journalists.
- Student Journalist staff members will be recognized at the MIPA Spring Conference. All staff members will arrive at the Radisson Hotel in downtown Lansing on Thursday, April 29, 2010, by 5 p.m. We'll go out to dinner and afterwards have a short program. You will be staying overnight and walking next door to the Lansing Center to attend the MIPA Spring Conference on Friday, April 30. Senior pictures of the staff will be printed in the conference program.
- All-MIPA awards and scholarships are presented each year to the top high school journalists in the following areas: newspaper, yearbook, video and photojournalism. These awards will be presented at the MIPA Spring Conference. Each All-MIPA winner will receive a \$250 scholarship. These funds will go through the student's scholarship office at his/her university. It is up to the student to contact the MIPA office after he/she is enrolled. The student must seek these funds within one year of winning the award, or the award money is null and void.
- Candidates for Student Journalist/All-MIPA must be seniors. Each member school may nominate one candidate in each of the four areas of interest to be considered for Student Journalist/All-MIPA. The four areas are newspaper, yearbook, video and photojournalism. Candidates must indicate their area of interest on the bottom of the entry form.
- Selection is based on a portfolio that includes in the following order:
 1. This form completed.
 2. A formal mug shot of the candidate (no full body shots or shots with accessories visible).
 3. An essay written by the candidate. The essay should include how working in the high school journalism program has impacted his/her life, future goals and aspirations. Include college plans.
 4. A resumé of activities and achievements in scholastic journalism and other activities.
 5. Clips of work produced and published. Specifically, in area of interest:
 - Newspaper: Four to eight samples of published work.
 - Yearbook: Four to eight samples of published work. Photocopies accepted.
 - Video: Video of student work limited to 10 minutes accompanied by script and description of who did the script writing, camera and editing (if all not done by applicant).
 - Photojournalism: CD of six to 12 images demonstrating range of work.
 6. Recommendations from adviser, administrators and/or co-workers. No more than six letters.
- The overall preparation and professionalism of the portfolio will be considered.
- Please note the scoring rubric used for selection.

Postmark deadline for the portfolios is Feb. 19, 2010. No late entries will be accepted. Candidates will be notified by mail or e-mail no later than March 30, 2010.

IMPORTANT: This form should be the first page of your portfolio. Please print or type. Keep a copy of this form.

Circle area of interest: newspaper yearbook video photojournalism

Name _____ Phone () _____

Home address _____ City _____ ZIP _____

School _____ Phone () _____

School address _____ City _____ ZIP _____

Years on staff and positions held on publication staff _____ Type of publication(s) _____ Name of publication(s) _____

9th _____

10th _____

11th _____

12th _____

E-mail you regularly check _____ Adviser's name _____

I am also applying for the JEA High School Journalist of the Year and have completed the extra requirements.

Please send all material to: Student Journalist/All MIPA , MIPA Office, 305 Communications Building, Michigan State University, East Lansing, MI 48824
Please copy this form for your records. Do not mail this portfolio with any other contest materials.

Portfolios will be returned to students/schools at the spring conference. If a school does not attend the conference, the portfolio will be returned by sending in \$5 to cover postage.

Deadline: Must be postmarked by Feb. 19, 2010

Scoring Rubric • Student Journalist/All-MIPA Competition

I. Candidate Essay

4 - Exceptionally well written piece both in content and mechanics, clearly and creatively sets forth the candidate's reason for application and future pursuits, adequately developed, typed.

3 - Well written piece content wise with few if any mechanical errors, clearly sets forth the candidate's reason for application and future pursuits, adequately developed, typed.

2 - Average written with evident mechanical problems, sets forth reason for application and future pursuits with a rather surface level approach, may not be fully developed and may be handwritten.

1 - Average to poor writing in all aspects, reasons for application and future pursuits may not be entirely clear, handwritten.

0 - No essay included.

II. Resumé of Journalism and other Activities

4 - Put together in professional resumé format, typed, creative design or distinct visual character, journalism experience for a minimum of two or more years, currently holds a leadership role on publication, journalism awards, involved in other activities besides journalism, may be involved in professional community publication.

3 - Put together in professional resumé format, typed, creative design or distinct visual character, journalism experience for a minimum of two years, currently holds leadership role on publication, may be involved in other activities beside journalism.

2 - Resumé format but lacks totally professional appearance, journalism is limited possibly to current year only, some involvement besides journalism.

1 - Resumé format is limited and lacks professionalism, limited journalism experience, no involvement in other activities.

0 - No resumé included.

III. Candidate Letters

4 - More than three, but no more than six, letters which represent a variety of people (teachers, peers, administrators, others), express support for the candidate as a journalist (not copies of letters of recommendation for college or other awards), and go beyond surface level comments.

3 - Three or more letters which represent a variety of people (teachers, peers, administrators, others), express support for the candidate as a journalist (not copies of letters of recommendation for college or other awards), but may border on surface level comments.

2 - Two letters may be only from a single population. Letters may only have surface level characteristics of the candidate.

1 - One or two letters express surface level characteristics and are mediocre support at best.

0 - No letters included.

IV A. Clips: Area of Interest—Newspaper

4 - Appropriate number sent which reflect a variety of writing abilities (news, columns, feature, sports, editorial, etc.), writing is strong and shows a clear grasp of journalistic principles, sources used extend beyond the school boundaries. Investigative journalism pieces are included.

3 - Appropriate number sent which show a clear grasp of journalistic principles, and writing ability, sources may extend beyond the school boundaries.

2 - May have sent too few or too many clips, writing shows knowledge of journalistic principles with nothing beyond basic, sources may be limited.

1 - May have sent too few or too many clips, writing is weak with some mistakes; sources are limited to teachers and students.

0 - No clips sent.

IV B. Clips: Area of Interest—Yearbook

4 - Appropriate number sent that reflect strong writing and shows a clear grasp of journalistic principles, appropriate use of sources used AND/OR solid, strong knowledge of design fundamentals, typography, packaging. Shows range of skills, including creativity and organizational.

3 - Appropriate number sent which show knowledge of journalistic principles, and writing ability AND/OR show evidence of design fundamentals, typography, packaging.

2 - May have sent too few or too many clips, writing shows some knowledge of journalistic principles with nothing beyond basic, sources may be limited AND/OR limited design experience.

1 - May have sent too few or too many clips, writing is weak with some mistakes; AND/OR limited or poor design experience.

0 - No clips sent.

IV C. Clips: Area of Interest—Video*

4 - Appropriate number of clips with variety as reporter, director, producer of segment. Shows a range of experience with a variety of stories. Quality of video and audio is good. Clips illustrate understanding of editing and camera handling principles.

3 - Appropriate number of clips sent illustrating principals of camera and editing abilities. Good video and audio.

2 - May not have a variety of clips or quality is mediocre.

1 - Quality of tape generally weak. Poor audio or video.

0 - No tape sent.

*All videos submitted cannot be longer than 10 minutes. Students must turn in scripts in their portfolio for the videos submitted. There must be a description of who did the script writing, camera and editing (if all not done by student journalist).

IV D. Clips: Area of Interest—Photojournalism

4 - Appropriate number of images which demonstrate a diversity of situations (sports action, feature, portrait, etc.). Images are of high quality technically and illustrate photographer's understanding of photo composition. Photos exhibit creativity in pose, angle, etc. Images show photographer's ability to adjust to changing conditions.

3 - Appropriate number sent, illustrate diversity of situations, have good technical quality and photo composition and show ability to adjust.

2 - May not include enough images, some technical problems and/or lack of composition skills, limited ability to adjust.

1 - Photo quality and composition is poor. Diversity is limited.

0 - No images sent.

V. Overall Portfolio Presentation

4 - Very professional appearance, for the most part everything is typed, contents are in a 3-ring binder (or similar), contents are in a logical order and may have section pages and plastic page covers.

3 - Well done overall, professional appearance, contents are in a 3-ring binder (or similar), and items are in a logical order.

2 - A little messy and unprofessional looking, may have handwritten portions, some effort is shown, items may be in a logical order, might not be in a 3-ring binder (or similar).

1 - Little effort or professionalism is evident. Order of contents appears somewhat random.

0 - Items are sent but not in any sort of portfolio format. Very unprofessional.

JEA High School Journalist of the Year Competition

FOR STUDENTS APPLYING FOR JEA HIGH SCHOOL JOURNALIST OF THE YEAR:

Students applying for JEA High School Journalist of the Year must complete the additional requirements listed below as part of their portfolio:

- **The official entry form available only as a PDF on the JEA website:** <http://www.jea.org/awards/journalist.html>
- Answers to the following questions typed on a separate piece of paper:
 - Has any of your work been used by the professional media? If yes, please explain.
 - What aspect of journalism and mass communication is your career goal?
 - Do you plan to enroll this year in a university journalism degree program?
 - List college you are considering attending in order of preference. If you have definitely decided which school you will attend, list only that college.
- Official transcript.
- Action photo of you doing something journalistic.
- Verify your adviser is a current national JEA member. You will be disqualified at the national level if your adviser is not a member.

PLEASE NOTE: The JEA form says the entry has to be to the state representative by Feb. 15. In Michigan, the date is Feb. 19.

Should you become the JEA High School Journalist of the Year for Michigan, your portfolio will be copied and the original will be sent on to JEA to be entered in the national competition.

JEA applicants should note the separate scoring rubric below used for selection.

Do not mail this portfolio with any other contest materials.

Portfolios will be returned to students/schools at the spring conference.

Scoring Rubric : JEA High School Journalist of the Year—Michigan Representative

Categories:

- Skilled and creative use of media
- Inquiring mind and investigative persistence
- Courageous and responsible handling of sensitive issues.
- Variety of journalistic experiences.

Each category is scored in each of the following areas:

- **Quality:** Does the material presented in this portfolio demonstrate superior quality of work in the category over an extended period of time?
- **Scope:** Does the material presented in this portfolio demonstrate a wide range of quality work in the category over an extended period of time?
- **Impact:** Does the material presented in this portfolio document the impact of this student's journalistic work in the category over an extended period of time?

Deadline: Must be postmarked by Feb. 19, 2010