

APPLICATION • 2018 MIPA SPARTAN YEARBOOK CRITIQUE

Spartan critiques are a service for MIPA member schools and evaluate the yearbook published and distributed in 2018. After your yearbook is evaluated, we will email you the critique booklet with the judge's comments. To see a copy of critique criteria, view the booklet at <https://mipamsu.org/confest-central>. Awards will be presented at MIPA's awards ceremony in April. If you cannot attend, you may have your awards sent to you for a \$5 shipping & handling fee. Visit the link above for details. Critique submissions postmarked after the late deadline are not eligible for award rankings but can receive a critique.

1. Please fill out this part completely.

School	School phone ()		
Address	City	State	Zip
Adviser	Editor		
Adviser's email	Adviser's cell/home phone ()		
Yearbook name	Printing company		
Design style (choose one): <input type="checkbox"/> Contemporary or <input type="checkbox"/> Traditional	Theme		
Organizational structure: <input type="checkbox"/> Traditional (ie, five sections: Student Life, Clubs, Academics, Sports, Community)	Price		
(choose one) <input type="checkbox"/> Chronological	No. of yearbooks sold		
<input type="checkbox"/> Other (i.e. blended; explain):	No. of pages in book		
What software do you use to design your book?	Student population		

2. Advisers, please estimate the percent of work done by students vs. non-students.

It takes a team to publish a yearbook. Please help us understand more about your book and the team of people who worked on it. Estimate the amount of work done on the following elements by yourself, students and others (such as your yearbook publishing company, professional photographers, etc.). There is no right or wrong answer here.

	Advertiser		Students		Other	
Writing	_____	+	_____	+	_____	=100%
Editing	_____	+	_____	+	_____	=100%
Photography	_____	+	_____	+	_____	=100%
Theme Development	_____	+	_____	+	_____	=100%
Design Concepts/Page Templates	_____	+	_____	+	_____	=100%
Page Layout/Pagination	_____	+	_____	+	_____	=100%
Graphic Effects	_____	+	_____	+	_____	=100%
Cover		+		+		=100%

3. Briefly tell us about your theme.

Use the space below to tell us about the theme that was selected for this year's book. If more space is needed, you may attach this information, or include it in the adviser's statement.

4. Include an Adviser Statement to the judge.

Use the space provided below to describe to the judge any special concerns, school situations or other circumstances you may have encountered while producing the book. State anything that will help the judge understand reasons why things were done in certain ways in your yearbook. You may attach a separate sheet if you wish.

[illegible]

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5. Indicate work that is not produced by students.

We understand that yearbooks sometimes receive for publication photographs and other materials created by people who are not part of the yearbook staff. However, only student work is considered for MIPA awards. Please indicate here the system for which your yearbook distinguishes between staff work and work contributed by non-staff sources. For example: "Staff photos are highlighted with * and photo credits" or "Photos that are not produced by students include courtesy credits."

[illegible]

6. Tell us about the groups at your school.

Schools can vary widely in how active students are in clubs and sports, which can have a big effect on the coverage decisions made by your yearbook staff. Help the judge understand more about your school.

Number of clubs/organizations

Number of athletic teams

Number of intramural sports teams

How do you make coverage decisions about these various groups? (You may address this issue in your advisers statement, if you would prefer.)

[illegible]

7. Press freedom issues & Seal of Distinction.

You are eligible for an award “with Distinction” if your student media is free of prior review and censorship. The Spartan Critique Seal of Distinction may be awarded to student media recognized at all levels of the Spartan Critique contest. A seal is placed on the award signifying this honor. To receive the seal, a student media outlet must submit the Seal of Distinction verification form, signed by the school’s principal, with this Spartan Critique entry form.

Does your administration exercise prior review? ☐ Yes ☐ No

Have you had any censorship problems with this yearbook? Please explain. (Attach a separate sheet of paper if necessary.)

[illegible]

8. Copyright & plagiarism.

Photos, art, music and other creative works — on the Internet and elsewhere — are copyrighted, even if they don't include the copyright character © and the owner's name. U.S. copyright law requires you to get the owner's permission to use such materials in student media unless the material qualifies as fair use or is in the public domain. Simply attributing work to its creator is not the same as getting permission.

Plagiarism is passing off someone else's work as your own. Proper attribution can be a defense against plagiarism.

MIPA has developed a policy on copyright and plagiarism in scholastic media. **Please review this policy before entering this contest.**

Have you read MIPA's Copyright and Plagiarism policy? ☐ Yes ☐ No

To the best of your knowledge, is this yearbook free of copyright infringement and plagiarism? ☐ Yes ☐ No

If you checked no, please explain. (Attach a separate sheet of paper if necessary.)

What are your yearbook's sources of non-student photographs or other visuals?

- ☐ Contributed by non-staff students, teachers or school personnel
- ☐ Local professional media, used with permission
- ☐ Yearbook publisher
- ☐ Subscription to a photo service. Indicate service: _____
- ☐ Creative Commons. CC has numerous licenses that restrict under what circumstances a work can be used and how it should be attributed. Have you verified that the terms of the specific Creative Commons license are being followed? ☐ Yes ☐ No
- ☐ Other. Please explain:

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9. Advisers, please sign

Please read and sign the following: I have read this form and understand only student work is to be judged for awards by MIPA. All materials submitted represent student work or is designated as not being student work, unless otherwise indicated.

Adviser's signature

10. Critique fees

Please select **one** of the below options:

- ☐ **Spring delivery** — Postmarked on or before July 16 \$45.00
- ☐ **Late Spring delivery** — Postmarked on or before Aug. 15 \$85.00
- ☐ **Fall delivery** — Postmarked on or before Nov. 15 \$45.00
- ☐ **Late Fall delivery** — Postmarked on or before Dec. 17 \$85.00

11. Annotation fee

WOULD YOU LIKE YOUR BOOK ANNOTATED?

Annotation means that the judge will write comments directly in the yearbook as well as the evaluation booklet. Price includes mailing your yearbook back to you.

- ☐ **Yes**, please annotate our book \$45.00
- ☐ **No**, do not annotate our book

12. Payment

Add the amounts from the options selected above in items 10 and 11 and indicate the total due below. You may pay by check, credit card or purchase order (P.O.). Payment should be submitted by the deadline shown above. Please make checks payable to "Michigan Interscholastic Press Association."

TOTAL DUE _____

PAYMENT TYPE:

- ☐ Check
- ☐ Purchase order — include your P.O. number: _____
- ☐ Credit card — make your payment now at
<https://mipmsu.org/submit/paycontests/>

13. Mail

We encourage you to get a tracking number when you ship your book to MIPA. Please mail your yearbook with payment and this form to:

MIPA—Spartan Critique
Michigan State University School of Journalism
404 Wilson Road, Room 305
East Lansing, MI 48824

14. Other Important stuff! Please read!

Spartan critiques are separate from other MIPA contests, and you must submit a book exclusively for use in the critique process. If you are entering MIPA's Individual Contest, you must submit a separate book for that (although you may mail those to us together.)

Keep a copy of this form for your files.

If you do NOT want your book annotated, but want your yearbook returned, please send a postage-paid (NO STAMPS ALLOWED), self-addressed mailer with your yearbook. If you do not want your yearbook back, the judge will have the option to keep it or discard it.

15. Final check

Yes No

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | 1. Did you include an Advisers Statement to the judge? |
| <input type="checkbox"/> | <input type="checkbox"/> | 2. Are you submitting a Seal of Distinction form with this entry? |
| <input type="checkbox"/> | <input type="checkbox"/> | 3. Did you indicate student vs. non-student work in your book? |
| <input type="checkbox"/> | <input type="checkbox"/> | 3. Did you include a check for the correct amount or pay online? |
| <input type="checkbox"/> | <input type="checkbox"/> | 4. Are you meeting the official postmark deadline? |
| <input type="checkbox"/> | <input type="checkbox"/> | 5. Are you meeting the late postmark deadline? |

A note about contests:

MIPA strongly encourages administrators, students and teachers to participate in a range of competitions to evaluate how well a student media outlet meets course objectives and professional standards. Judging in any single contest or rating service is a subjective process, and each has slightly different rules, deadlines and entry criteria. Each critique you receive can be an important educational tool for the classroom, but no single contest can provide a complete assessment of the quality of a program. That's why MIPA strongly discourages the use of our contests and critiques, regardless of the outcome of that contest or critique, in teacher evaluations.

FOR OFFICE USE ONLY

postmark: _____ rec'd: _____

judge: _____

sent: _____ amt pd: _____

ck #: _____ ☐ credit card

SPARTAN CRITIQUE SEAL OF DISTINCTION

“Prior review by administrators undermines critical thinking, encourages students to dismiss the role of a free press in society and provides no greater likelihood of increased quality of student media.”

— Journalism Education Association



The Spartan Critique Seal of Distinction recognizes student media outlets that are free of prior review and censorship. This seal may be awarded to student media recognized at all levels of the Spartan Critique contest. A seal is placed on the award signifying this honor.

To receive the seal, a student media outlet must submit the below form, signed by the school's principal, with the Spartan Critique entry form. This form verifies that the student media outlet is not subject to prior review.

As principal of _____, I sign below to
School
certify that I do not engage in prior review or restraint of the following student media outlets and that student editors make final content decisions for these student media.

(Please note: Faculty advisers do not engage in prior review when teaching or coaching students as long as they are not directly changing student content.)

Student media not subject to prior review and prior restraint are eligible to compete for a Spartan Award with Distinction, the highest honor for student media bestowed by the Michigan Interscholastic Press Association.

- | | |
|---|--|
| <input type="checkbox"/> Newspaper/Newsmagazine | <input type="checkbox"/> Broadcast Program |
| <input type="checkbox"/> News Website | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Yearbook | |

Principal Name (please print): _____

Principal Signature: _____

Date: _____

QUESTIONS? Contact MIPA at 517-353-6761 or mipa@msu.edu

