APPLICATION • 2018 MIPA MENTOR YEARBOOK CRITIQUE

MIPA designed the Mentor Critique program to help advisers and programs grow and build in confidence. This service provides you with a one-on-one connection with a mentor who is an established MIPA adviser with a record of success in their own program. Mentors will provide a detailed written critique of your book's Unifying Concept and one of four other areas you designate, using MIPA's Spartan Yearbook Standards as a guide. You will be encouraged to have a dialogue with your mentor about your yearbook program throughout the next year, and you will have the option to meet in person, via phone or via web conference *at least* once with your mentor to talk about your yearbook program.

MIPA's hope is that this process will help you build your program toward submitting your book in MIPA's annual Spartan Critique contest.

To participate in the Mentor Critique program, please complete the following steps (you may attach answers for any question as needed):

1. Please fill out this form 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): Contemporary or Traditional	Theme
Organizational structure: Traditional (ie, five sections: Student Life, Clubs, Academics, Sports, Community)	Price
(choose one) Chronological	No. of yearbooks sold
Other (i.e. blended; explain):	No. of pages in book
What software do you use to design your book?	Student population

2. In what areas are you looking for guidance?

Tell us about your goals for participating in this program. In what areas would you like to concentrate during the upcoming year?

3. Tell us about your yearbook program

Help your mentor better understand your yearbook program and the circumstances of your school. There is no right or wrong answer.

Is your yearbook produced by a class at your school or as an extracurricular activity/club? If it's a class, what kind of credit do students earn? Are there enrollment restrictions?

Is your school on semesters or trimesters? How often does your staff change? (every semester or trimester? Only the beginning of the year?)

What leadership positions do students have on the yearbook staff? (Editor, photo editor, copy editor, section editors, etc.) What role do students have in planning and executing the book?

Mentors will provide a written critique of your book's Unifying Concept and ONE of the following areas of your choice:

Coverage

🗖 Writing

🗖 Design

Photography

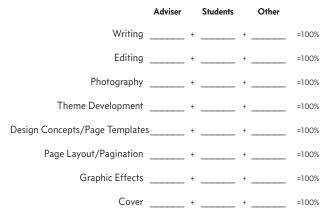
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4. Tell us a little about you

Tell us about yourself and your experience advising student media. How long have you been advising the yearbook? How long have you been teaching at your school? In what subject area(s) are you certified to teach? Share anything else about yourself that you feel might be relevant.

5. Estimate the percent of work done in the book you are submitting 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.



6. 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.

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7. Include an Adviser Statement to the mentor

Use the space provided below to describe to the mentor any special concerns, school situations or other circumstances you may have encountered while producing this specific book. State anything that will help the mentor understand reasons why things were done in certain ways in your yearbook. This will help guide the mentor's critique. (Focus on the Unifying Concept and the area you indicated in Question 2.) You may attach a separate sheet if you wish.

8. Indicate work that is not produced by students

We understand that yearbooks sometimes publish photographs and other materials created by people who are not part of the yearbook staff. However, this critique should be focused on student work. Please indicate here the system your yearbook uses to distinguish 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." You may also add notes to your book about non-student work to point it out here.

9. 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.)

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10. Press freedom issues

Tell us about issues related to student press rights and the First Amendment at your school. There is no right or wrong answer here.

Prior review occurs when anyone not on the student media staff requires that he or she be allowed to read, view or approve student material before distribution, airing or publication. Prior review often leads to self-censorship, as students focus on avoiding censorship instead of pursuing strong journalism. An officially designated adviser, when working with students and offering suggestions for improvement as part of the coaching and learning process, who reads or views student media content before publication is not engaged in prior review.

Does your administration exercise prior review?
D Yes
Ves
No

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

11. 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. <u>Please</u> review this policy before submitting your yearbook.

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
I'm not sure

If you checked "No" or "I'm not sure," 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:

12. Critique fees

MIPA charges a fee for this program so that we can provide a modest stipend to the mentor adviser and pay for shipping costs. Please select **one** of the below options:

2018 Spring delivery — Postmark on or before Nov. 15	\$45.00
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	2018 Fall delivery —	Postmark on or before Nov. 15	\$45.00
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PAYMENT TYPE:

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

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—Mentor Critique

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

14. Other Important stuff! Please read!

Mentor Critiques are separate from any other MIPA program or contest. If you are entering MIPA's Individual Contest — which we strongly encourage — 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.

A note about contests & critiques:

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.