

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):	<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. 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

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? Yes 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. [Please 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
- 2018 Fall delivery** — Postmark on or before Nov. 15 \$45.00

PAYMENT TYPE:

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

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.