

# FSPA 2011 Carry-In Contests

## GENERAL INFORMATION

• Carry-in contests have a fee of \$5 per entry. Pay these fees and submit contest entries at the contest desk during registration. Cash and check only.

### • PLEASE DO NOT MAIL PAYMENT FOR THESE CONTESTS.

**Preregistration is NOT required for Carry-in contests.**

• These contests are completed before convention and brought to convention for judging (exception: photo contests)

• Entries for Carry-in contests should be turned in at the convention registration desk upon arrival and picked up before leaving the convention.

• **Attach coupons to all Carry-in contest entries to identify the student, publication, and category.** Blank coupon forms follow all the contest descriptions.

## DANNY WELLMAN SCHOOL DISPLAY

Publications have a chance to advertise themselves and their schools in this contest. Danny Wellman was a professional photographer who was dedicated to promoting excellence in high school publications. After his death, this contest was created in his honor.

Objective: Create a freestanding floor display that represents your school and its publications and incorporates the convention theme.

• Danny Wellman school displays may be set up on Thursday after 3 p.m. Judging will take place Friday at 8 a.m. Free standing displays only. Due to limited space, please contact Jill Maassen at [jill.maassen@desoto.k12.fl.us](mailto:jill.maassen@desoto.k12.fl.us) to reserve a spot on the convention floor.

## BEST BASKET

**Want to win a free registration to next year's convention?** The staff that donates the best, most creative, most eye-catching basket for the adviser auction will win 1 free registration to the 2012 convention.

## NEW: Sunshine Standouts - Best of Show

Staffs attending the 2011 state convention can enter our new best of show contest for a chance to be named a "Sunshine Standout." Think you've got what it takes? We will recognize the top:

- Newspapers (submit 1 issue from this school year)
- Yearbooks (Submit your 2010 book)
- Lit Mags (Submit your 2010 magazine)
- Broadcast Programs (Submit one episode of your program)
- Publication websites (Submit a URL)

Just bring your publication to the contest desk to enter. **This is a new contest for FSPA and we have not yet determined if/how categories will be created within each publication type.**

## Broadcast & Multimedia Contests

If you have questions about the broadcast contests, contact Kate Montero at [kate.montero@browardschools.com](mailto:kate.montero@browardschools.com).

### ONLY ONE ENTRY PER CATEGORY PER SCHOOL.

\*ONLY ENTRIES ON MINI DV, or FLASH DRIVES (.dv preferably, or .mov) WILL BE JUDGED. NO DVD'S WILL BE ACCEPTED.

- Must be **student produced**. Advisers may only "advise."
- Only students may operate production equipment.
- Entries are to be completed before the convention and dropped off at the registration desk.
- Label tape with school name and entry category (e.g. PSA, etc.)
- Entrants must be on an FSPA member staff, but do not have to be present at the convention.
- FSPA reserves the right to cancel contests.

**PSA** / Produce a 30 seconds exactly OR 60 seconds exactly public service announcement for your school news show on an issue facing today's teens. Topics should be selected carefully and footage should be shot according to school rules and all laws. Please abide by all copyright laws or risk disqualification.

[Broadcast Carry-in Contest – PSA Rubric](#)

**Show Intro** / Produce a 45 seconds MAX introduction for your school news entertainment show. Please abide by all copyright laws or risk disqualification.

[Broadcast Carry-in Contest – Show Intro Rubric](#)

**Every Student Has A Story** / Write, shoot and edit a 2:30 max package. This should be a nonfiction profile of a student selected at random from your school. Your feature should also focus on the random way that your student was selected. Use good technical principles. Your package will be evaluated on audio quality, lighting, editing, with an emphasis on storytelling. A rubric for further specifications can be accessed online.

Note: This contest honors the work of [CBS photojournalist Les Rose and his support of FSPA](#). Rose and correspondent Steve Hartman would randomly picked a name from the phone book as the subject of their next story. This contest challenges entrants to do the same thing—prove that every student has a story.

[Broadcast Carry-in Contest - Every Student Has A Story Rubric](#)

**Website** / Create an interactive website showcasing the publications or broadcast department of a public high school. The site should appeal to prospective students, parents and community members, while at the same time, promoting the excellence of the program. The entry must be submitted on a CD which can be read on any laptop computer.

Judges will look for quality of copy, graphics and photos, and design criteria such as color, balance and ease of navigation. Sites will be evaluated for rendering consistency across multiple web browsing programs. Adherence to web standards will also be examined. Make sure that your disc is labeled with the adviser's name, student's name and school.

# FSPA 2011 Carry-In Print Contests

## EVERY STUDENT HAS A STORY

This contest honors the work of CBS video journalist Les Rose and his support of FSPA. Rose and correspondent Steve Hartman would travel to a new location thanks to a dart thrown blindly at a US map. Once there, Hartman randomly picked a name from the phone book. The person answering became the subject of their next story. This contest challenges entrants to do the same thing—prove that every student has a story.

Check out <http://www.cbsnews.com/stories/2003/01/28/hartman/main538339.shtml>

- Attach a 50-word (maximum) explanation to the front of your story explaining the procedure used to randomly select your subject.
- Write a 500-750 word nonfiction profile of the student to prove "everybody has a story."
- Your story will be evaluated on writing style, story angle, content and editing.
- Include a 5" x 7" photo of the featured student.
- Type story (12-point Times New Roman, double-spaced)

## EDITORIAL CARTOONING - one entry per publication

Create a hand-drawn editorial cartoon appropriate for inclusion in a school publication that comments on the ongoing situation in the Middle East. Cartoons may be done in pencil or ink, color or black and white. Mount the entry to a 16x20 mounting board. Judges will look for a clear editorial statement, evidence of artistic ability and a creative approach that resonates with Florida students.

## NEW! TEAM MARKETING CAMPAIGN -

In a group of up to four students, develop a marketing campaign for AAA's 2012 PROMise program ([information available for download here](#)) Students will prepare a multi-media campaign that can include print advertising, radio/TV spots, billboards, a social networking presence, promotional items or more. Teams will prepare their campaigns ahead of convention, then schedule a time to formally present the proposal to the judges, including representatives of contest sponsor AAA. [Sign-in will be at the contest desk; presentations will be held Friday morning]

**LAYOUT AND DESIGN.** Publications may enter one of the following categories, but the product may reflect the efforts of multiple students.

**Newspaper/News magazine** / What does the future hold for the Class of 2011? Design a doubletruck spread that looks ahead to the world awaiting your graduating class. The finished product must be suitable for publication in a high school newspaper/news magazine. Judges will look for clean but creative layout, effective positioning, cropping, type choices, meaningful copy and creative approach. Mount your completed entry (either printouts or the actual page if you choose to publish this package) to a 16x20 mounting board.

**Yearbook** / Create a double-page academics spread focused on math and/or science education. Gather photos, write copy blocks and captions and provide a fully produced, ready-to-publish spread for your book. Mount a printout (color or bw) onto a 16x20 mounting board. Judges will look for adherence to design rules, effectiveness of copy, effective balance, effective graphics, clarity of purpose and clarity of story. [You may utilize a spread that matches your book's theme or design a stand-alone spread that you're not planning to publish]

**Literary Magazine Theme Development** / Create the cover plus two inside spreads of the 2011 Rory Cooksey High School literary magazine, titled CookSEE. The theme of your book is "Connections." Judges will look at evidence of theme development, effectiveness and innovation of design and quality of work. Submit a booklet in either color or black and white.

## PHOTOGRAPHY

- Photos will be submitted electronically prior to the convention (Details will be posted by April 1)
- Each publication may submit one photograph per category.
- No one photographer can enter more than 3 images. Entries must be suitable for a high school publication.
- Entries will be judged on composition, technical quality, impact and aesthetic appeal.

With the exception of entries in the Tom Pierce Portfolio Project, all photos must be submitted as digital files. FSPA will publish submission info online and via e-mailed "FSPA Updates" to registered publications by April 1.

**Personality Portrait** / A personality portrait of 1-3 individuals, captured in informal, formal, studio or environmental setting. Can be set up/posed.

**Spot News Photography** / Coverage of an event or breaking news. Must be candid/not posed.

**Feature Photography** / Candid photo of student life, either on or off campus.

**Sports Photography** / Action or reaction shot.

**Special Effects Photography** / Let your creativity run wild both in-camera and during editing. Submit a single image.

**Tom Pierce Portfolio Project** / 1 student per publication

This contest was created to honor Florida journalism legend and longtime FSPA contributor Tom Pierce.

Select 3-5 images that best showcase your photojournalism abilities. The best portfolios will portray versatility in subject matter, shape and tone.

Since this is meant to honor the best of the best, photographers may submit images in this category that previously have been entered in contests, including this year's carry-in contest.

You must mount all images onto a SINGLE 16x20" mounting board. No single print can be larger than 8x10, so the photographer must decide on image size and layout on the board.

This is the only hard-copy photography contest. Please remember the carry-in submissions must be digital.



FSPA 2011 State Convention- Hilton located in the Walt Disney World Resort You like this.

# CARRY-IN CONTEST COUPONS

*Submit these along with your carry-in entries and \$5 per contest fee on Thursday night.*

## **BROADCAST SHOW INTRO**

*Include with DV tape or flash drive*

Student Name \_\_\_\_\_

School \_\_\_\_\_

Publication \_\_\_\_\_

## **EVERY STUDENT HAS A STORY (TV)**

*Include with DV tape or flash drive*

Student Name \_\_\_\_\_

School \_\_\_\_\_

Publication \_\_\_\_\_

## **SUNSHINE STANDOUT -- NEWSPAPER**

*Staple to the top right corner of 1 issue*

School \_\_\_\_\_

Publication \_\_\_\_\_

Editor(s) \_\_\_\_\_

## **EVERY STUDENT HAS A STORY (PRINT)**

*Staple this to the front of your entry*

Student Name \_\_\_\_\_

School \_\_\_\_\_

Publication \_\_\_\_\_

## **SUNSHINE STANDOUT -- YEARBOOK**

*Tape to front endsheet of book*

School \_\_\_\_\_

Publication \_\_\_\_\_

Editor(s) \_\_\_\_\_

## **SUNSHINE STANDOUT -- BROADCAST**

*Include this with an episode of your broadcast program*

Student Name \_\_\_\_\_

School \_\_\_\_\_

Publication \_\_\_\_\_

## **CARRY-IN WEBSITE**

*This contest honors the creation of an interactive website that showcases the publication or broadcast department of a school. It's not a publication website – it's a website about the publication. You must submit it on a CD along this form.*

School \_\_\_\_\_

Publication \_\_\_\_\_

Student(s) \_\_\_\_\_

## **SUNSHINE STANDOUT -- WEBSITE**

*Honors a publication website. Submit this at the contest desk.*

School \_\_\_\_\_

Publication \_\_\_\_\_

Editor(s) \_\_\_\_\_

URL \_\_\_\_\_

**TEAM MARKETING CAMPAIGN**

Bring this form to the contest desk on Thursday night to make an appointment for a presentation on Friday.

School \_\_\_\_\_

Publication \_\_\_\_\_

Contact name \_\_\_\_\_

Contact # \_\_\_\_\_

**TOM PIERCE PHOTO PORTFOLIO**

Affix this to the back of your entry

Student Name \_\_\_\_\_

School \_\_\_\_\_

Publication \_\_\_\_\_

**DANNY WELLMAN DISPLAY**

Include this entry on the back of your display

School \_\_\_\_\_

Publication \_\_\_\_\_

Student(s) \_\_\_\_\_

**NEWSPAPER LAYOUT**

Affix this to the back of your entry

School \_\_\_\_\_

Publication \_\_\_\_\_

Editor(s) \_\_\_\_\_

**SUNSHINE STANDOUT -- LIT MAG**

Tape to inside front cover of lit mag

School \_\_\_\_\_

Publication \_\_\_\_\_

Editor(s) \_\_\_\_\_

**YEARBOOK LAYOUT**

Affix this to the back of your entry

School \_\_\_\_\_

Publication \_\_\_\_\_

Editor(s) \_\_\_\_\_

**BROADCAST PSA**

Include with DV tape or flash drive

Student Name \_\_\_\_\_

School \_\_\_\_\_

Publication \_\_\_\_\_

**LIT MAG THEME DEVELOPMENT**

Affix this to the back of your entry

School \_\_\_\_\_

Publication \_\_\_\_\_

Editor(s) \_\_\_\_\_

**EDITORIAL CARTOONING**

Affix this to the back of your entry

Student Name \_\_\_\_\_

School \_\_\_\_\_

Publication \_\_\_\_\_

**CARRY-IN PHOTOGRAPHY**

Remember photos for the carry-in photo contests (except portfolio) must be uploaded on the FSPA website. But remember to stop by the contest desk on Thursday night to pay the \$5 per photo entry fee.

**BEST BASKET**

Include this with your basket for the silent auction

School \_\_\_\_\_

Publication \_\_\_\_\_

Adviser \_\_\_\_\_