



FSPA Contest Feedback

Feedback is now available for Spring 2019 Digital Contests and digital Spring 2019 Convention contests. You will need to log into your account on the Better Newspaper Contest platform to download it.

1. Go to www.betternewspapercontest.com
2. At the top, select "Contestant Login"
3. Make sure the "Contestant Manager" tab is selected
4. From the left menu, select either FSPA Spring 2019 Digital Contests or FSPA Spring 2019 Convention Contests.
5. From the pulldown menu on the right, select your publication
6. Enter the password you used to access the system during spring digitals and/or convention contests. The password should be the same.
7. Once logged in, select "Judges Feedback" from top left
8. Select PDF for the format
9. You can then download and print the feedback

The system will remain open throughout the summer.

If you are unable to log in, please FIRST try to recover password option. If that does not work, you can email fspacontests@gmail.com for assistance. Be sure to include your name and the name of your school and publication.

This is primarily a system for returning the **feedback** and there are a few known issues that need explaining:

- The system identifies entries by default as All-Florida, Excellent or Honorable Mention based on total points. Please note that we did not award those designations for convention contests, instead identifying First, Second and Third Place winners with Honorable Mention at the discretion of the judges.
- Anchor and PTI qualifiers will also include those rankings in the system, but those were not awarded because they were qualifiers.
- Journalist of the Year awards were not scored on the 50-point scale and there are no numbers associated with those entries, just written feedback.
- For the convention contests, entries in the Social Media category were reviewed but individual feedback was not provided. We acknowledge that entire contest was -- what's the saying? -- a "hot mess" and we've already identified how to adjust that going forward. You'll find the general/overall feedback for that category below.

You will not find Best of the Best or place designations on this report because going forward our plan is to release this report as soon as all judging is complete. The delay this year was in getting the coding completed for the report, and with that work complete, you'll have your feedback pretty much the day judging ends.

Thanks for your patience and for participating in our digital contests.

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FSPA 2019 Convention Social Media Coverage Feedback

The top entries in this category went beyond just posting on their selected social media platform(s). The most popular and effectively use platform was Instagram. Instagramers used the Story Highlights feature to separate content into organized segments allowing followers to choose what they wanted to learn about in addition to adding type mode to provide context as needed. Another feature that top entries took advantage of include the @mention sticker, emoji slider, and question slider. Each of these features provided a higher level of engagement from the intended audience. Top twitter entries took advantage of similar @mention and survey features for that platform. Top entries across all platforms updated 4-5 times an hour and featured both video and still images from multiple staffs and school to provide thorough coverage.

Entries from Snapchat were least effective; however this is the social media platform most popular among teenagers. Snapchat is most effective when used for limited time promotion, contests, and behind the scenes access. To create audience engagement effectively, you almost always need to link back to your publication website for further coverage. The whole concept of creating content intended to disappear seems contrary to the whole purpose of journalism. Events should (and these were) be covered using the Story feature, but don't forget to introduce the event and people seen (using the text feature.) Using Snapchat for coverage continues to be trial and error in the realm of journalism. Entries that were less effective from both Instagram and Twitter were basic and minimalistic in their coverage. For example: five photos and two videos using the Boomerang feature with no context. The first rule with photos is they should have story-telling captions. Both video and photos should demonstrate mastery of basic composition. Limited coverage that featured only their school and included no actual reporting.

More than a handful of contestants did not follow instructions to provide user names or links so the evaluator was unable to locate their content to evaluate.

Remember, in most - if not all - aspects of journalistic reporting, the staff and reporter are not the focus of content.