



Florida Scholastic Press Association

Digital Contests | Journalist of the Year Awards | Quick Turns

FSPA is excited to announce its latest slate of Spring Digital Contests. Welcome back to our regulars and welcome to our new advisers! We expect to open the submission database in early January and will provide the upload instructions at that time. For now, here are the categories so you can start planning your entries.

Please note staggered deadlines, necessary this year due to our much earlier convention date.

Important Dates

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|---------|---|
| Feb. 2 | Deadline to submit newspaper, broadcast and online media critiques
(New this year → Submit these on FSPA website at fspa.wildapricot.org) |
| Feb. 4 | Quick Turn prompts announced |
| Feb. 9 | Quick Turn entries due; deadline to submit entries
for Todd C. Smith Student Journalist of the Year |
| Feb. 23 | Deadline to submit entries for Emerging Young Journalist and other
Journalist of the Year awards |
| Feb. 28 | Categories 1-65 due by 8 p.m. Eastern time |

By the Numbers

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|---|--|
| 5 | You may now submit up to 5 entries in most categories, unless noted... |
| 3 | ...such as Quick Turn categories, where you are limited to 3 entries |
| 7 | Entries in most categories are \$7. Some are \$10. Others are free |

After March 1, you will be invoiced on our Wild Apricot platform for your entries fees.

Spring 2018 Digital Contests

Unless noted, each entry costs \$7. Some categories are free. Some categories are \$10.

Unless noted, entries are due by 8 p.m.

Eastern time on Wednesday, Feb. 28.

You will be invoiced in early March for all entries.

Unless noted, each publication can submit five entries per category.

While there are labels above the categories below, students from different platforms can

enter across the board. For example, we know a newspaper student may have an interest in writing a short story. That said, students should belong to the staff under which their work is being entered. Publications should not submit work under another publication's account. Middle school publications are welcome to enter all categories, but only middle school students may enter middle school categories.

All spring digital and quick turn categories are scored on five criteria, with a 1-10 score for each.

WRITING

For text categories, submit a PDF, Word document or web link.

1. **Campus News Story:** A single written news story about news on your campus.
2. **Off-campus News Story:** A single written news story about an event/issue off campus or one that localizes a local, state, national or international topic.
3. **General Feature Story:** A single written feature story (not a profile)
4. **Entertainment Feature Story:** A single written feature story about an entertainment topic (not a profile)
5. **Middle School News/Feature Story:** A single feature story written by a middle school student.
6. **Profile Story:** A single written profile about a person or group of people (Do not enter Sports Profiles in this category – submit to Category 12)
7. **Editorial:** A single editorial that reflects the voice of a publication's staff. (This is not a column/commentary)
8. **Serious Commentary:** A personal column (serious) that represents the viewpoint of the author
9. **Humorous Commentary:** A personal column (humorous) that represents the viewpoint of the author
10. **Sports Game Coverage:** A single written story that covers a single sporting event.
11. **Sports Feature:** A single written feature story about sports; may be an issue or trend piece but should not be a profile
12. **Sports Profile:** A written profile about a person or group of people, related to sports.
13. **Review:** A critical commentary of a movie, television program, book, restaurant, play, concert, etc. May be in a non-traditional story form.
14. **Yearbook Student Life Copy:** A single copy block on a yearbook student life spread
15. **Yearbook Academics/Clubs Copy:** A single copy block on a yearbook academics spread

16. **Yearbook Sports Copy:** A single copy block on a yearbook sports spread
17. **Literary Magazine Poetry:** A single selection of poetry from your literary magazine
18. **Literary Magazine Prose:** A single selection of prose from your literary magazine

PHOTOGRAPHY

For photo categories, several categories required three images instead of one. All photos within an entry must be taken by the same photographer.

19. **Spot News Photo:** A single image of an event or breaking news. Must be candid/not posed
20. **Feature Photography:** An entry consists of three candid photos of student life, either on or off campus, all taken by the same photographer
21. **Sports Action Photography:** An entry consists of three candid action shots taken by the same photographer. Entries should include a range of diversity (i.e. not just all football photos); may include coverage of recreation and non-school-related sporting events.
22. **Sports Reaction Photo:** A single candid reaction shot.
23. **Academics/Organization Photography:** An entry consists of three candid photos of academics/organization coverage, all taken by the same photographer
24. **Middle School Photography:** An entry consists of three photographs taken by a middle school photographer.
25. **Personality Portrait:** A single image of a person or group of people captured in an informal, formal, studio or environmental setting. Can be posed/planned.
26. **Special Effects Photo:** A photo-based image that has been digitally altered using a program such as Photoshop. Upload both the original image and the finished product.
27. **Nature Photo:** A single photo of a natural setting, either with or without people. This should not be a photo illustration.

BROADCAST

All video entries must be published to a service such as YouTube, SchoolTube or Vimeo. Entries are in the form of a web link. Take care to

ensure your video is public and viewable by the judge.

28. **Broadcast Show Opening:** Produce max 45-second introduction to your campus news program. Be sure to abide by all copyright laws.
29. **Middle School Show Opening:** Produce a max 45-second introduction to your campus news program. Be sure to abide by all copyright laws.
30. **Talent Demo Reel:** Produce a max 2:00 demo reel showcasing your on-camera work. This should begin with a montage of a variety of story types and locations and include sections from several different stories for a more detailed look. You may also include on-set anchor work. The reel must be no more than 2:00 and not less than 1:30.
31. **News Package:** Write, shoot and edit a 3:00 max news package for your high school news program.
32. **Sports Package:** Write, shoot and edit a 3:00 max sports feature package for your school news program. Highlights set to music are not considered a feature package. Do not submit a profile; enter those in Category 35.
33. **Sports Highlight Package:** Condense student-recorded footage from a sporting event into a max 1:30 SportsCenter-style highlight package. Include voiceovers and graphics.
34. **Broadcast Commentary/Review:** Write, shoot and edit a max 1:30 broadcast commentary or Review suitable for your school news program. Include B-Roll.
35. **Broadcast Profile:** Write, shoot and edit a 3:00 max profile package for your school news program. It may be a pre-selected subject or an "everybody has a story-style piece."
36. **Feature Package:** Write, shoot and edit a 3:00 max feature package for your school news program. (This should not be a profile, enter those in Category 35)
37. **Short Film:** Create a max 5:00 live-action, fictional movie. \$10 per entry
38. **Short Documentary:** Create a max 10:00 documentary. Limit one entry per staff. \$10 per entry.
39. **Animated Short:** Create a max 2:00 animated movie.
40. **Middle School Package:** Write, shoot and edit a 3:00 max news package for your middle school news program.
41. **Public Service Announcement:** Produce a 30- or 60-second public service announcement for your school news show on an issue facing today's teens. The PSA should be exactly 30 or exactly 60 seconds.
42. **Commercial:** Create a 30- or 60-second commercial that promotes a product or service. It should be exactly 30 or exactly 60 seconds.
43. **Videography Demo Reel:** Produce a max 2:00 demo reel showcasing your videography work. The reel must be no more than 2:00 and not less than 1:30. Demonstrate diversity, originality and technical expertise.

DESIGN

For design entries, submit a PDF. For double-page spreads, PLEASE select the "spread" option so the pages are facing. Multi-page newspaper/newsmagazine entries should only be submitted in Category 50. Judges will evaluate both design and content.

44. **Infographic:** Submit an original infographic that presents information to viewers in a clear, compelling visual format.
45. **Newspaper/newsmagazine front page:** Submit the front page of your newspaper or newsmagazine.
46. **Newspaper/newsmagazine news page:** Submit a news page from your publication.
47. **Newspaper/newsmagazine sports page:** Submit any sports page from your publication.
48. **Newspaper/newsmagazine opinion page:** Submit any opinion page from your publication.
49. **Newspaper/newsmagazine feature page:** Submit any feature/entertainment page of your publication
50. **Newspaper/newsmagazine multi-page spread:** Submit a doubletruck or multi-page spread of related content from your publication.
51. **Yearbook Student Life spread:** Submit a double-page yearbook student life spread.

(When you PDF, you MUST check the “spread” button so the two pages come out side-by-side rather than as separate pages).

52. **Yearbook Theme Package:** Submit items that best reflect your theme. You are limited to five attachments, but can consolidate onto fewer documents. Items you might consider submitting: cover, endsheet, opening, title page, divider, closing, examples of theme on content pages and a written explanation of the theme. (One per publication, entry fee: \$10)
53. **Yearbook Sports Spread:** Submit a double-page yearbook sports spread. (When you PDF, you MUST check the “spread” button so the two pages come out side-by-side rather than as separate pages).
54. **Yearbook Academics/Organizations Spread:** Submit a double-page yearbook academics or organizations spread. (When you PDF, you MUST check the “spread” button so the two pages come out side-by-side rather than as separate pages).
55. **Middle School Yearbook Spread:** Submit one spread from your middle school yearbook. (When you PDF, you must check the “spread” button so the two pages come out side-by-side rather than as separate pages).
56. **Literary Magazine spread:** Submit a double-page literary magazine spread. (When you PDF, you MUST check the “spread” button so the two pages come out side-by-side rather than as separate pages).

ART

For art categories, submit a PDF or .jpg

57. **Computer-drawn illustration:** Submit an original student illustration, made entirely from scratch (no photographic elements; submit as JPG or PDF)
58. **Hand-drawn illustration:** Submit an original hand-drawn illustration. (Scan and save as a JPG or PDF)
59. **Editorial Cartoon:** Create a hand-drawn editorial cartoon suitable for publication in a high school publication (Scan and save as a JPG or PDF)

MULTIMEDIA

Submit a web link to the entry.

60. **Multimedia event coverage:** Submit a single URL that leads to a multimedia approach to coverage of a single event
61. **Social Media Event Coverage:** Create a compilation of social media posts used to cover a specific event using an online tool such as Storify.com. Submissions may include posts aggregated from non-staff sources. Submit a single URL.
62. **Interactive Graphic:** Submit a URL to an interactive graphic published on your website.
63. **Original Music Mix:** Submit a 1:30 original music composition suitable for production use. The winning entry may be used as the “Edit to the Beat” music at the state convention.
64. **Motion Graphics:** Submit a 1:00 reel of original motion graphics.

QUALIFIER

Submit a web link to the entry.

65. **PTI Qualifier:** For publications wishing to enter the “PTI contest” at the state convention, submit a 3:30-4:00 video of two staff members on your staff arguing about three separate sports topics in the style of the ESPN show “Pardon the Interruption.” Judges will evaluate the quality of the argument (not technical aspects) to stage a PTI contest at the convention in April. (\$10 entry fee; one entry per publication)

Journalist of the Year Awards

In addition to our Todd C. Smith Florida Student Journalist of the Year Competition, FSPA offers awards of excellence in multiple subcategories. Categories 66-70 are open to 12th grade students of member publications. Publications may enter one student per category — and an individual student can only enter one of the following categories. Entries are free. The winner in each category will win \$200. To be clear, a student **MAY** enter one of these categories and still submit a portfolio to the overall Student Journalist of the Year competition (Category 72).

66. **DUE FEB 23> Tom Pierce Photojournalist of the Year:** Entrants will submit up to 10 images of their best work that reflect their abilities as a photojournalist. Include a 200-word written statement explaining why you should be selected for this honor. The entries should be designed into a single PDF portfolio that includes caption information for all images.
67. **DUE FEB 23> Designer of the Year:** Submit a portfolio of 5-7 examples that reflect your range of design abilities. Include a 200-word written statement explaining why you should be selected for this honor. Combine into a single PDF attachment.
68. **DUE FEB 23> Broadcast Journalist of the Year:** Submit the URL to a single demo reel (max length: 10:00) demonstrating your abilities as a broadcast journalist. Also upload a 200-word written statement explaining why you should be selected for this honor.
69. **DUE FEB 23> Writer of the Year:** Submit a portfolio of 5-7 writing samples demonstrating your abilities as a reporter and writer. Include a 200-word written statement explaining why you should be selected for this honor. Combine into a single PDF attachment.
70. **DUE FEB 23> Multimedia/Web Journalist of the Year:** Submit the URL to a single page showcasing your abilities as a multimedia/web journalist of the year. Also include a 200-word written statement explaining why you should be selected for this honor.
71. **DUE FEB. 23> Emerging Young Journalist:** This award, sponsored by the Tampa Bay Times Fund, recognizes the top freshman or sophomore student journalist. See specific instructions in this document and online.
72. **DUE FEB. 9> Todd C. Smith Student Florida Journalist of the Year:** FSPA's top student award. Specific instructions have changed slightly from last year and are available in this document and online.

DUE FEB 9> Quick Turn Contests

We will release the specific "prompts" on Sunday, Feb 4 and work must be uploaded by 6 p.m. eastern on Friday, Feb. 9). Entries are \$7 and a publication may submit up to three per category.

73. Cooking Video: Create a cooking video in the style of BuzzFeed.com/tasty. Your recipe must include this year's secret ingredient, which will be announced on Feb. 4. Max time 1:30. As with other video entries, you will upload to YouTube, Vimeo or SchoolTube and provide a URL.

74. Deadline News Package: Create a broadcast news package suitable for airing to a high school audience. Topic will be announced Feb. 4. Max time: 1:30. As with other video entries, you will upload to YouTube, Vimeo or SchoolTube and provide a URL.

75. Promotional Campaign: You'll submit three photos, web ads and a 30-second commercial that could be used to promote a specific product or service. The specific prompt will be announced Feb 4.

76. Fiction and Illustration: Craft a max-700 word short story and a hand- or computer-drawn illustration to accompany it. The topic will be announced Feb. 4. Submit a single PDF including both the story and illustration.

77. Yearbook Spread Design: Design an eye-catching yearbook spread based on an assigned prompt that will be announced on Feb. 4.

78. Audio Podcast: Create a 7:00-8:00 audio podcast on an assigned topic.

79. Middle School Yearbook Copy and Captions: Submit a copy block and captions based on provided content, which will be available on Feb. 4.

80. Photography Challenge: Submit photos based on a topic announced Feb. 4.

81. Breaking Multimedia Coverage: Submit web coverage based on a topic announced Feb. 4.

82. Leadership Challenge: Submit responses to a series of challenges a typical editor in chief or executive producer might face. This may involve facing legal/ethical hurdles along with coaching students, budgeting time/space and more. Specific prompt to come Feb. 4.

83. Short Review: Craft 200 of your finest words about an assigned product or program to be announced Feb. 4.

84. Middle School Deadline Broadcast Package: Create a max 1:30 broadcast package about a topic that will announced Feb. 4.

85. Data Journalism: Produce content rooted in data provided to you on Feb. 4 for analysis. The final product can be a video package, double-page spread or multimedia link.

How to access the database:

1. Go to <http://betternewspapercontest.com>
2. In the top menu, select "Contestant Login"
3. Select the "Contestant Manager" tab, "FSPA Spring 2018 Digital Contests" on the left menu and your publication on the right menu.
4. **(If your organization is not listed, skip down in these instructions to "HELP! I can't access the database" below.)**
5. If you used this system for previous contests, your password is still the same or you can click on the recover password button to have it emailed to the email address on file. If you are a first-time user, the default password is available by emailing fspacontests@gmail.com.
6. Once you're logged in
 - a. Select a new password
 - b. Add your contact name, number and email address

- c. Read and agree to the terms of use
7. Select submit
 8. **After uploading a few entries, you may receive an email asking you to confirm your email address. You will be unable to upload additional entries until you've completed this important security step. We strongly suggest you make an effort to clear this hurdle ASAP because there will be no extensions granted for entries and sometimes that email can get caught by a spam filter.**

HELP! I can't access the database...

- If you are unable to log-in, send an email with the subject line DATABASE to fspacontests@gmail.com. Make sure your name, your publication name and your email address are included in the message, along with an explanation. Again, provide us with specific information here so we can help you! You can expect a response within 24 hours, most likely significantly faster. DO NOT use the help feature on the website, which goes to our vendor rather than us.

Navigating the entry form

1. Once you've logged in successfully, go to "My Contest" in the top menu and select "submit entry."
2. Select GENERAL for "Division"
3. Then select the category you want to enter.
4. Under headline or title, provide a headline or description for each entry
 - For text-based entries, submit a Word doc, PDF or web link.
 - For photo entries, submit a JPG unless otherwise noted.
 - For design entries, submit a PDF. For categories requiring a double-page spread, make sure to export your two pages as a "spread" so that the pages face on the document.

- Broadcast and multimedia entries must be uploaded to a service such as YouTube, SchoolTube or Vimeo and submitted as a web link.

Who should be credited: Enter the names of up to four students. If more than four students contributed to an entry, enter “Staff” for the entry name.

Entries also require you to respond to a reCAPTCHA.

Once you have uploaded the maximum allowable number of entries in a category, it will disappear from the drop-down menu. Five entries are allowed in most categories, though some (as noted) allow only a single entry.

Managing Entries

Once you’ve uploaded content, you can view and edit your entries at any time by going to the top left menu “my contest” and selecting “manage entries.”

This screen will allow you to see all of your entries at a glance. You’re able to click on any file you uploaded to review it or any link you provided to test it. On the right side of each submission, select “edit” to change an entry; “disable” if you wish to keep an entry in the database but not submit it and “delete” to eliminate an entry from the database. If you delete a category entry, that category will reappear in the pulldown menu on the page where you submit entries.

Please make sure you test the attachments and links to ensure the content is viewable by judges.

Deadlines are staggered, as noted on page 1 of this attachment. Judging will commence immediately after the time, so no time extensions can be granted.

Judges will rank work as All-Florida, Excellent, Honorable Mention or No Award given, and select one Best of the Best winner

in each category. We will announce All-Florida winners and Best of the Best finalists on social media as categories are judged.

IMPORTANT:

Please do not wait until the final day to try and access the database. We’ve worked to get this system ready for uploading, but mistakes do happen and the sooner we know there’s an issue, the easier it is to correct. Take a few moments to at least log into the system and know you are able to upload to it.

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