



## We help your staff improve.

**Feedback:** Critiques for publications and websites are a valuable teaching tool for both the new and veteran adviser or student.

**Exposure to trends:** Through our annual Best of the High School Press book, and the NSPA View online gallery, students see and learn about the best work being done by their peers throughout the country.

**Competitions:** Participation by students in NSPA's national competitions for staffs and individual students promotes intellectual growth, academic excellence and a healthy, competitive spirit.

**Networking with peers:** By attending an NSPA convention or workshop, participating in our Facebook fan page or following us on Twitter (@nspa) you'll gain a network of like-minded students and advisers whose ideas and opinions are at your disposal.

**Honors and recognition:** Receiving an All-American rating, a Pacemaker, an NSPA scholarship or other national award boosts staff morale, builds self-esteem, fosters pride in the school and helps recruit new staff members.



The National Association of Secondary School Principals has placed NSPA programs and conventions on the NASSP Advisory List of Contests and Activities for 2011-2012.

Join or renew now at [nspa.studentpress.org](http://nspa.studentpress.org)

Turn over for full membership benefits

## Choose from one of these NSPA memberships:

### Level One: \$109

Everyone on your publication's staff becomes a member for one full year and can enjoy these benefits:

Eligibility to enter the NSPA's prestigious contests, including **Pacemakers** for newspapers, yearbooks, magazines, newspaper websites, interactive (CD/DVD) yearbooks and broadcast programs. First given in 1927, it is high school journalism's oldest and most prestigious prize for excellence in publications.

Eligibility for staff members to compete for national honors in **Individual Awards** contests: Story of the Year, Design of the Year, Picture of the Year and Cartooning awards.

**Reduced registration fees** for the spring and fall National High School Journalism Conventions held in conjunction with the Journalism Education Association, and eligibility for convention **Best of Show** awards.



**Best of the High School Press:** Students and teachers love to study this full-color, annual showcase of award-winning student work. Teachers will find the included CD, with digital images of all the examples from the printed book, to be a useful resource. Mailed to members in early 2012.

A yearbook, newspaper or magazine **NSPA Guidebook**, which outlines standards for excellence and gives samples for inspiration and improvement. Members can also download our new **Multimedia Guidebook**, establishing

standards for multimedia websites—the first of its kind anywhere.

Eligibility to enroll students in NSPA's **Journalism Honor Roll**, an annual listing of student journalists who have achieved high academic honors and contributed to student media at their school. Seniors are eligible for Honor Roll Scholarships, and the Wikoff Scholarship for Editorial Leadership.

**Blend magazine**, produced by Ball State University and the nation's leading journalism education experts, with articles, tips and NSPA galleries to teach and inspire. Mailed to members every fall and spring.

**Certificate of membership**, press cards and a copy of the NSPA logo for reproduction in your masthead. Show your professional affiliation by displaying the NSPA insignia.

### Level Two: \$189

Level Two members get all of the above benefits, plus the following:

End-of-the-year **publication or website critique** (newspaper, newsmagazine, yearbook, literary magazine or website) in a recently revised and updated NSPA scorebook and an honor rating certificate. The highest achievement is the prestigious All-American honor rating. Critiques of both the printed publication and its companion website are available for an additional \$80 fee.

Eligibility for the NSPA **All-American Hall of Fame** for those who earn a string of 10 All-American ratings in an 11-year span. Inductees receive a plaque and have their publication engraved on a plaque displayed at national conventions and in NSPA's offices.

### Special rate memberships:

#### Middle School/ Junior High Publications:

**\$59/99**

NSPA offers memberships to junior high and middle school publications at a reduced rate of \$59 for Level One, or \$99 for Level Two.

#### Broadcast Programs: \$69

Student television broadcast program members are eligible for the Pacemaker, Broadcast Story of the Year and convention Best of Show competitions, can enroll qualified students in the Journalism Honor Roll and can get reduced registration fees at annual conventions. Broadcast members will also receive an exclusive DVD compilation of winning broadcasts and clips from NSPA's contests.

## NSPA 2011-12 Calendar

### Sept. 15, 2011 & 2012

Deadline to submit nominations for **NSPA Hall of Fame** to be recognized at that year's fall convention

### Nov. 17-20, 2011

**JEA/NSPA Fall National High School Journalism Convention**

Hilton/Hyatt/Convention Center, Minneapolis

### Dec. 2, 2011

Deadline to submit critique entries from previous school year

### Jan. 17, 2012

Deadline to receive entries for **Yearbook, Magazine and Online Pacemaker** awards

### Feb. 1, 2012

Deadline to submit nominations for **NSPA Hall of Fame** to be recognized at spring convention

### Feb. 29, 2012

Deadline to receive entries for **Journalism Honor Roll** and **Wikoff Scholarship**

### April 12-15, 2012

**JEA/NSPA Spring National High School Journalism Convention**  
Sheraton/Convention Center, Seattle

### June 15, 2012

Deadline to receive entries for **Newspaper Pacemaker** awards and **Individual Awards** (Story/Picture/Design/Broadcast Story of the Year, Cartooning Awards)

### July 16, 2012

Deadline to receive digital submissions for next edition of **Best of the High School Press**

### July 2012

**NSPA Summer Workshops**  
University of Minnesota, Minneapolis

### Nov. 15-18, 2012

**JEA/NSPA Fall National High School Journalism Convention**

Marriott/Convention Center, San Antonio, Texas

## Find out more at

[nspa.studentpress.org](http://nspa.studentpress.org)

Join NSPA, renew membership, register for events, enter contests, browse galleries of award-winning work, read Student Press Law Center attorney Mike Hiestand's "It's the Law" column, find student media resources such as The Wheel, NSPA View and the Sourcebook.

**Email:** [info@studentpress.org](mailto:info@studentpress.org)

**Facebook:** [tinyurl.com/nspafab](http://tinyurl.com/nspafab)

**Twitter:** [twitter.com/nspa](http://twitter.com/nspa)

## About NSPA



The National Scholastic Press Association, based and incorporated in Minnesota as a non-profit educational association, provides journalism education training programs; publishes journalism education materials; provides media critique and recognition programs for members; provides information on developments in journalism and student media; and provides a forum for members to communicate with others and share their work. Through these activities, NSPA and its

divisions promote the standards and ethics of good journalism as accepted and practiced by print, broadcast and electronic media in the United States. NSPA and its divisions also endorse and advocate free expression rights for student media.

NSPA cooperates with other student media associations and other non-student groups and businesses that share its mission to educate and recognize the work of student journalists, to improve the quality of student media and to foster careers in media.



# 2011-2012

# NSPA Membership Form

Use this form through **Aug. 31, 2012.**

Keep a copy of this form for your records. Use one form per publication membership. *Print neatly.*

**Fast, easy, convenient • Join or renew online! • <http://register.studentpress.org/joinNSPA>**

### Type of Publication: (check only one)

- Newspaper  
  Yearbook  
  Literary Magazine  
  Newsmagazine  
  Broadcast  
  Online-only

Name of Publication/Broadcast

School Name

School Address

City State Zip

Office Phone

Publication/Broadcast General Email

### Publication/Broadcast Adviser(s)

1. Name Email

2. Name Email

*NSPA won't sell your name and contact info, but we will send you official communications about our events and programs.*

### Type of School: (check only one)

- Senior High School  
  Junior High or Middle School  
  Junior/Senior High School

No. of students enrolled at school: #

Frequency of Publication/Broadcast (Newspapers/Magazines/Broadcasts)      Month of Book Delivery (Yearbooks)

### How to submit a critique entry (Level Two memberships only)

Starting with the 2011-12 school year, NSPA has separate forms for membership and critique. If you do not have a copy of the Critique Entry Form, you can find one online at [nspa.studentpress.org](http://nspa.studentpress.org).

**If you are sending your publication now:** Complete and send both this Membership Form and a Critique Entry Form with your publication and, if possible, your payment. *Your critique will not be sent to a judge until payment is received.*

**If you are sending your publication later:** Keep a copy of this form to send later with your publication and a completed Critique Entry Form.

- 2010-11 school year publications must be received for critique by Dec. 2, 2011.
- 2011-12 school year publications must be received for critique by Dec. 3, 2012.

**Website critiques:** Complete and send this Membership Form and your payment, and also include the Website Critique Entry Form with your website's URL.

### Send completed form and payment to

**NSPA Membership**  
 2221 University Ave SE  
 Suite 121  
 Minneapolis, MN 55414

Phone: 612-625-8335  
 Fax: 612-626-0720  
[info@studentpress.org](mailto:info@studentpress.org)  
[nspa.studentpress.org](http://nspa.studentpress.org)

### Membership & Critique

**Level One Membership**

High School Publications • \$109  
 Jr. High/Middle School Publications • \$59  
 Broadcast Programs • \$69

**Level Two Membership (w/Critique)**

High School Publications • \$189  
 Jr. High/Middle School Publications • \$99  
 See "How to submit a critique entry," below

**Add Website Critique**

to Level Two Membership • \$80  
*If you wish to have your website critiqued instead of your print publication, you do not need to pay this additional fee.*

### Critique Extras

Supercritique (print critiques only) • \$35

Wood Plaques @ \$20 X #  =

Extra Award Certificates @ \$3 X #  =

### International School Publications

Include \$20 for Additional Postage

### Press ID Cards

Send me 10 free press cards

Additional Press Cards @ \$0.25 X #  =

**Total Enclosed**

### Payment

Make checks/purchase orders payable to NSPA. There is a \$20 fee for returned checks.

Email or fax receipt to:

Check Enclosed #

Purchase Order Enclosed #

- Visa  
  Mastercard  
  American Express  
  Discover

Card Number

Expiration Date /

Name on Card

Signature **X**

