## Newspaper • Yearbook • Magazine • Online • Broadcast



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.

## 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 plague 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/Hvatt/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

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 Facebook: tinyurl.com/nspafb Twitter: twitter.com/nspa

#### **About NSPA**



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.



Suite 121

Minneapolis, MN 55414

## **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.

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Type of Publication: (check only or		Membership & Critique	
□ Newspaper □ Yearbook □ Literary M  Name of Publication/Broadcast	agazine 🖵 Newsmagazine 🖵 Broadcast	□ Online-only  Level One Membership  High School Publications • \$109  Jr. High/Middle School Publications • \$59  Broadcast Programs • \$69	\$
School Name School Address		Level Two Membership (w/Critique) High School Publications • \$189 Jr. High/Middle School Publications • \$99 See "How to submit a critique entry," below	\$
City	State Zip	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.	\$
Office Phone		Critique Extras	
Publication/Broadcast General Email		Supercritique (print critiques only) • \$35	\$
Publication/Broadcast Adviser(s)		Wood Plaques @ \$20 X # =	\$
1. Name	Email	Extra Award Certificates @ \$3 X # =	\$
		International School Publication	ns
2. Name	Email	Include \$20 for Additional Postage	\$
NSPA won't sell your name and contact info, but we w	ll send you official communications about our events and	Press ID Cards	
Type of School: (check only one)		☐ Send me 10 free press cards	\$ - (
□ Senior High School □ Junior High or N  No. of students enrolled at school: #	liddle School ☐ Junior/Senior High School	Additional Press Cards @ \$0.25 X # =	\$
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How to submit a critique e	<b>ntry</b> (Level Two memberships onl	Make checks/purchase orders payable to NSF There is a \$20 fee for returned checks.	Ά.
	r, NSPA has separate forms for membe the Critique Entry Form, you can find		
Membership Form and a Critique En	on now: Complete and send both this ry Form with your publication and, if potential to a judge until payment is recorded.	possible, # # # # # # # # # # # # # # # # # # #	
<ul><li>with your publication and a complete</li><li>2010-11 school year publications n</li></ul>	on later: Keep a copy of this form to seed Critique Entry Form.  nust be received for critique by Dec. 2, nust be received for critique by Dec. 3,	2011.	□ Disco
Website critiques: Complete and se	end this Membership Form and your pa E Entry Form with your website's URL.	Expiration Date	
Send completed form and	payment to	Name on Card	
NSPA Membership 2221 University Ave SE	Phone: 612-625-8335 Fax: 612-626-0720	Signature	

info@studentpress.org

nspa.studentpress.org



# **2012 NSPA Critique Entry Form**

For critiques of print publications from the 2011-2012 school year. 2011-2012 publications must be received for critique by **Dec. 3, 2012.**A paid Level Two membership in NSPA is required to submit a critique entry. For more information, see "How to submit a critique entry," below.

Type of	☐ Newspaper	☐ Newsmagazine		
Critique		-		
	ry form, available from ot available for broadcast programs.			
Name of Publication				
School Name				
School Address				
City		State	Zip	
Office Phone				
Adviser(s)				
Email (a PDE of your con	npleted critique will be emai	lad to this address	c)	
Email (a PDF of your con	ipieted critique will be emai	ied to this addres.	5)	
About your	Staff;			
Staff type: 🖵 for	credit, academic class	☐ noncre	dit, volunteer/extracurricular	
No. of Students on Staff	Month of Book De	elivery (Yearbooks	Publishing Company (Yearbooks)	
Student Wo	rk Record			
			rmation will be used in determinir of this information will result in a	
% Writin	g & Reporting	%	Editing	
% Photo	graphy (not portraits)	%	% Art/Graphics	
% Layou	t/Design	%	% Cover/Endsheet (Magazine/Yearbook)	
% Pre-pr	ess Production (desktop	publishing/pas	te-up)	
Yearboo	oks: How many prelimin	ary deadlines v	vere met?	
Yearboo	<b>oks:</b> Did the staff meet t	he final copy d	eadline? (Y/N)	
Send critiqu	e entry to			

NSPA Critiques 2221 University Ave SE Suite 121 Minneapolis, MN 55414 Phone: 612-625-8335 Fax: 612-626-0720 critiques@studentpress.org nspa.studentpress.org

Use a carrier that provides a tracking number for your materials, such as UPS or Fed Ex. NSPA reserves the right to reprint in NSPA publications and promotions, in print or online, any portion of publications entered in this critique service.

#### How to submit a critique entry

Starting in Fall 2011, NSPA has separate forms for membership and critique. A paid Level Two membership in NSPA (\$189) is required to submit a critique entry. A current Level One membership can be upgraded to Level Two for an additional \$80. Contact NSPA for details.

If you have not yet sent membership: Include a completed Membership Form (available online at nspa.studentpress.org) with this form and your publication(s), or join/renew online at http://register.studentpress.org/joinNSPA and then follow the instructions below.

If you have already sent your membership form or joined/ renewed online: Complete this Critique Entry Form and send it with your publication(s) and a copy of your completed membership form or a printout of your online membership confirmation.

If your membership/critique has not previously been paid, you should also enclose payment or a purchase order. Your critique will not be sent to a judge until payment is received.

#### What to send

- Completed critique form
- Completed membership form, copy of previously submitted membership form or printout of online membership confirmation, showing a Level Two membership
- Payment for any unpaid membership/critique fees
- A letter describing the concept/mission/theme of your publication (yearbooks/magazines only) and any special circumstances that will assist the judge in giving you a fair and helpful evaluation.
- Yearbooks: one copy of your 2011-2012 yearbook (If you ordered a supercritique, send two copies.)
- Newspapers/Newsmagazines: six different issues of your newspaper/newsmagazine, three published before Jan. 31, 2012 and three published after Jan. 31, 2012 (If you ordered a supercritique, send two copies of each of the six issues.)
   Do not include April Fool's issues.
- **Literary Magazines:** your 2011-2012 literary magazine, or up to two issues if you publish more than once a year (If you ordered a supercritique, send *two copies* of any magazines you submit.)

#### Critique extras

**Supercritiques:** A supercritique (in which the judge writes comments directly on the publication as well as in the guidebook) is available for an additional \$35. To obtain a supercritique, select it on the Membership Form and *submit two copies of your publication(s)*.

**Wood plaques and extra rating certificates:** To purchase other critique options, such as extra critique rating certificates (\$3 each) or a wood plaque for your rating certificate (\$20 each), select them on the Membership Form.

#### Receiving your completed critique

Please allow 10-12 weeks for a completed critique. A PDF of your critique will be emailed to the address provided as soon as it is completed. Physical materials, such as rating certificates/plaques and your publication (supercritiques only), will be mailed to the school. If you would like these items sent to an address other than the school, include that information with your entry.