

2021-22 MEMBERSHIP GUIDE

> *Plus a planner for ACP Individual Awards* <

Conventions + Contests + Critiques + Consultations + Conferences = Community

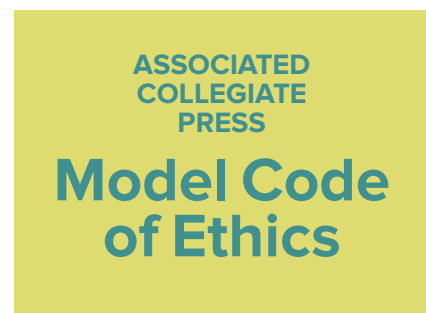


**Empowering
student journalists**

info@studentpress.org • acp.studentpress.org • [612-200-9254](tel:612-200-9254)

It's all at acp.studentpress.org.

Click these images for direct links to more information.





Associated Collegiate Press

Through education, training and recognition programs for members, Associated Collegiate Press promotes the standards and ethics of good journalism as accepted and practiced by print, broadcast and electronic media in the United States.

ACP is a division of National Scholastic Press Association, a non-profit educational institution based in Minneapolis and incorporated in Minnesota.

The ACP collegiate division and the NSPA high-school division educate and recognize student journalists, media advisers and educators across the United States and abroad. Their conventions are the nation's largest gatherings of student journalists, and their Pacemaker Awards are recognized as the Pulitzer Prizes of student journalism.

NSPA/ACP celebrates its centennial in 2021.

Contact us

2829 University Ave. SE, Suite 720
Minneapolis, MN 55414
612-200-9254

acp.studentpress.org

info@studentpress.org

Twitter: [@acpress](https://twitter.com/acpress)

Facebook: [studentpress.acpress](https://www.facebook.com/studentpress.acpress)

Instagram: [collegiatestudentpress](https://www.instagram.com/collegiatestudentpress)

Staff

Laura Widmer

Executive director

laura@studentpress.org

Gary Lundgren

Associate director

Contests & critiques coordinator

gary@studentpress.org

Ashley Tilley

Convention & membership manager

ashley@studentpress.org

Judy Riedl

Business & projects manager

judy@studentpress.org

Ron Johnson

Communications director

ron@studentpress.org

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Q&A with Laura Widmer, executive director

Let's help you get the most from your ACP membership

What makes an ACP membership valuable?

Our members have learned that ACP provides time-tested tools for improvement. They use our educational programs, services and insight to improve all facets of their programs, from recruitment and training to engaging readers with storytelling across platforms.



Laura Widmer

What ACP services are most popular?

The Pacemaker and individual contests are definitely the most popular. There is a definite distinction being named a Pacemaker winner. Many call it the top prize in all of collegiate journalism.

When I was an adviser sitting in the audience, I was on the edge of my seat waiting to see if Northwest Missouri State University newspaper or yearbook would win. When we did, my students were ecstatic, and I screamed with excitement. The Pacemaker was the Pulitzer in the eyes of my students.

Now that I'm handing out the Pacemaker award, I see that same sense of achievement when the staff comes up to get their award. It's exciting, but more importantly rewarding for those who achieve that goal.

You've been part of dozens of collegiate-journalism conventions in your career. What's the best way to make the most of a convention?

Whether it is virtual or in-person, take time to download the convention program before it starts. Look at the different sessions available, and especially look

at sessions led by professional journalists. It's a great time to start networking.

Other opportunities, critiques and conversation with professionals make the convention invaluable.

In your years of advising student journalists, how did contests and critiques help them?

As a student editor and an adviser, I couldn't wait to hear the input from a judge on our critique.

I would love to get an annotated critique and look at specific suggestions from the critique judge.

It also was reassuring when they provided praise for a job well done. It's always helpful to have an expert look at what you've done and provide comments on how to improve even more.

Is there any ACP service that more members should be taking advantage of?

The [ACP consultation service](#) will pair you with the best in student media to help staffs in real time. This instant face-to-face feedback connects you with professionals, award-winning advisers and experienced educators. We will find you an expert on any topic you request.

So, whether you want an instant critique, input on designs, help with shooting sports or how to set up project planning, we have people who can help. A live chat is also a great way to put these experts in your newsroom.

ACP is a community of journalists, and we want to make sure that your needs are met through resources, workshops and conventions, and that your successes are celebrated through critiques and contests.



What's new this year

It's our centennial year, and we hope you join us for birthday celebrations at the fall and spring conventions.

We'll share coies of our "Empowering Student Journalists" history book, as well as keepsake journals for students.

[Pacemaker 100](#)

As part of the centennial, ACP has announced the Pacemaker 100, top winners from the past 100 years of the nation's top award for collegiate media.

We'll announce the Top 10 at the fall convention, and we'll honor all 100 at both conventions.

[SPJ memberships](#)

If you've renewed your ACP membership, you'll see special rates for student journalists also to join the Society of Professional Journalists. Take advantage of all the help and networking that SPJ can provide.

[New training sessions](#)

This fall, we are expanding [the Pacemaker Master Class series](#). We'll offer timely, affordable, common-sense training sessions on a range of topics for your staff.

[Clips & Clicks](#)

In its second year, this new competition has taken off. Plan your entries for both fall and spring as you compete for the Sweepstakes.



Students sort through the publications-exchange table at the Fall 2019 National College Media Convention, in Washington, D.C. The fall convention, sponsored with College Media Association, is the nation's largest gathering of collegiate media. On site or virtual, the convention is both educational resource and celebration of achievement.

2021-22 ACP events calendar

Check acp.studentpress.org for updates.

August 2021

Registration opens —
[Fall National College Media Convention](#),
with [College Media Association](#).
Go to collegemediaconvention.org
for the latest information.

Sept. 20, 2021

Early-bird registration ends
for fall convention.

Oct. 14-17, 2021

[Fall National College Media Convention](#), New Orleans Sheraton

Pacemaker Awards,
Individual Awards and
Best of Show Awards will be
presented during the fall convention.

December 2021

Registration opens
for the **ACP Spring National College Media Convention**,
Long Beach, California
Go to acp.studentpress.org starting
in December 2021 for the latest
information.

February 2022

[ACP Best of the Midwest](#),
our popular regional workshop,
returns in virtual format.

March 3-5, 2022

[ACP Spring National College Media Convention](#),
Hyatt Regency Long Beach, with the
California College Media Association
and the Journalism Association of
Community Colleges

April 2022

Registration opens —
[College Media Mega Workshop](#)

July 2022

[College Media Mega Workshop](#)

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Contests at a glance

We've compiled key contest
information — including
deadlines and awards
announcements — on the
ACP contest page.

[ACP contests &
contests at a glance](#)

[ACP contest rules](#)

[BetterBNC Contest portal
to submit individual awards](#)

[ACP membership portal
to submit Pacemaker entries](#)

[ACP Clips & Clicks contest](#)

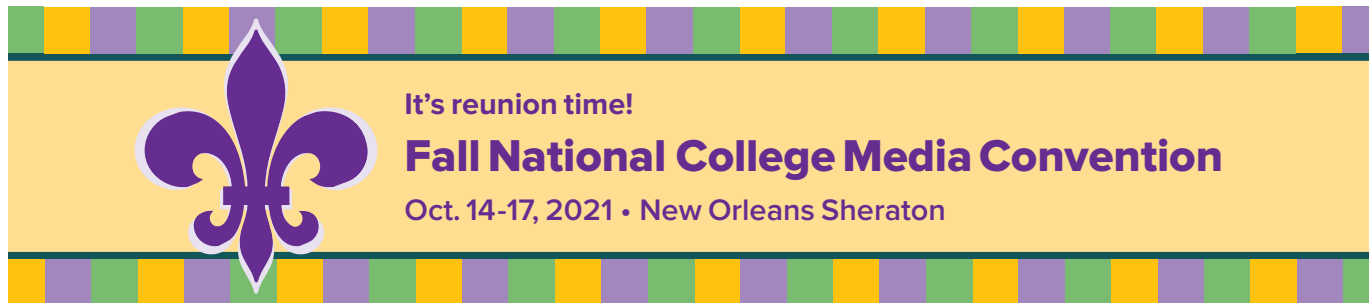
[ACP master calendar
for updates](#)



Check acp.studentpress.org for convention updates.



ACP conventions & Best of Show



You can't beat the training and networking at an ACP convention.

[The ACP/CMA Fall National College Media Convention](#) in October is the nation's largest gathering of collegiate journalists and their advisers.

ACP joins convention partner [College Media Association](#), the nation's largest organization of collegiate-media advisers, in presenting the convention.

More than 2,000 students in journalism and media convene with their advisers for dozens of learning sessions, dynamic keynote speakers, critiques, networking and awards.

The multi-day convention includes networking opportunities, informative panel discussions, hands-on tutorials and access to media professionals.

And it's always a high point of the convention when ACP announces [the Pacemaker Awards](#), collegiate journalism's preeminent honor.

You and your staff can also capitalize upon [the ACP Best of Show competition](#), specifically for attending schools. Best of Show offers a range of categories in which current student work will compete for top honors.

[ACP's spring convention](#) helps you refresh and re-invigorate.

These are robust, smaller versions of the fall convention, with a full range of learning sessions on fundamentals and trends. Their keynote speakers will inspire you, and their [Best of Show competitions](#) will celebrate your achievements.

For the West Coast convention, in late February, ACP joins [California College Media Association](#) and the state's [Journalism Association of Community Colleges](#).



[ACP's Best of Show competition](#) honors both organizational and individual work among the collegiate media registered at ACP conventions, both fall and spring.

Timeline

Best of Show winners are announced in an awards ceremony at the conclusion of each convention.

For this fall's information, visit the [Best of Show page](#) at collegemediaconvention.org.

Best of Show categories, deadlines and submission information are posted to the specific convention site up to six weeks prior to the convention start.

Cost & eligibility

\$30 members / \$45 non-members

Past winners

[ACP Awards Archive](#)

Opportunities for learning and feedback



The challenges are unprecedented. You need help — and trusted advice — going into the year ahead.

Put [the College Media Mega Workshop](#) to work for you.

Presented in July, this workshop is a meeting of the minds. Hundreds of collegiate journalists and advisers have benefited from its training, and the workshop has prepared them for their challenges going into the academic year.

We plan to return the 2022 workshop to the Twin Cities, where past workshops have served up to 500 registrants. We'll offer the same affordable rates, with possible on-campus housing.

Past workshops have offered specific tracks to prepare you —

Ad Rep Boot Camps
News/In-Depth Reporting
Advisers
Organizational Leadership
Broadcast
Sports Reporting
Design/Redesign
Student Ad Managers
Digital Journalism
Visual Storytelling
Feature Reporting
Yearbook/Magazine
Literary Magazine



When you need in-depth advice on a specific topic, [an ACP consultation](#) will pair you with the best in student media to help you in real time.

Not a critique, which has comments, scoring and a rating, a consultation provides an ACP-designated expert to address a specific topic of your choice. We'll use a virtual meeting platform to connect you and your staff with talented professionals, award-winning advisers and experienced educators.

They will spend up to one hour on a specific topic, whether it's writing, editing, photo, design, leadership, management, social media, video, podcasts/audio or advertising/marketing.

The cost per consultation is \$99, and you can purchase a consultation session in [the ACP Store](#). Your consultant will contact you within two weeks to schedule your session. The consultant will arrange for the session to be recorded for ACP, and a private link will be provided to you to share with your students.



ACP has [three critique options](#) to provide you with feedback on your publication —

a virtual critique, \$149, in a real-time, face-to-face digital meeting,

a traditional critique, \$119, where scores and comments are delivered on the member portal,

and **an annotated critique, \$149**, with comments placed directly within the publication or broadcast to supplement comments on the member portal.

ACP awards programs



ACP presents collegiate journalism's preeminent awards, [the Pacemaker Awards](#), each year.

The competition offers a category for each type of media organization: Newspaper, Magazine, Broadcast, Online and Yearbook.

Entries are judged by teams of professionals based upon coverage and content; quality of writing and reporting; leadership; design; photography; and graphics.

ACP also presents Pacemakers in both Business and Innovation. Entries are evaluated to honor excellence in these two crucial areas of collegiate media.

Timeline

All ACP Pacemakers are announced in an awards ceremony at the Fall National College Media Convention. Online Pacemakers are due the preceding February.

Newspaper and Magazine Pacemakers are due the preceding June, and Broadcast, Business and Innovation are due later in June.

Yearbook Pacemakers are due the preceding November/December.

Cost & eligibility

Participation is a benefit of ACP membership.

More information

Go to the acp.studentpress.org/awards page for links to specific deadlines, requirements and submission instructions through your ACP membership portal.

Past winners

[ACP Awards Archive](#)



ACP Individual Awards

recognize the top levels of national achievement in an academic year.

There are 10 categories, now including broadcast, with subcategories in each. Judging them are professionals with experience and expertise in the category.

Contests are open to any student of an ACP member. Entries must have been published or broadcast during the academic year.

Timeline

All ACP Individual Awards are announced in an awards ceremony at the Fall National College Media Convention.

All are entered the preceding June.

Cost & eligibility

Participation is a benefit of ACP membership.

More information

Go to the acp.studentpress.org/awards page for links to specific deadlines, requirements and submission instructions through your ACP membership portal.

Past winners

[ACP Awards Archive](#)



ACP's newest student competition, [Clips & Clicks](#), enters its second year of honoring current student work.

Open to all ACP members, it's already a robust national competition. It has two components — fall and spring — with a full range of categories. It culminates in the spring with the announcement of the Sweepstakes Award school.

Timeline

Fall competition opens in September and closes in December, with winners announced in early spring.

Spring competition opens in mid-December and closes in mid-May, with winners announced in the summer.

Cost & eligibility

\$10 per entry, with no limit on entries.

Any student on staff at an ACP-member publication is eligible.

More information

Go to the [Clicks & Clips](#) page for specific deadlines, requirements and submission instructions.

Publications in the [ACP Hall of Fame](#) qualify in three ways —

Ten All-American ratings from our critique service within 11 years.

Ten national Pacemakers since 1970.

A combination of 15 national Pacemaker and Pacemaker finalist awards since 1970.

Past winners

[ACP Hall of Fame inductees](#)

Make the most of ACP's contests & critiques

What is the difference between a contest and a critique?

A critique evaluates student media using a score sheet that outlines journalistic standards for coverage/content, writing/editing, design and photography.

It can be submitted digitally at any time, but staffs typically submit their work for critique after a school year or semester.

Judges look at what your readership sees — through the lens of the critique criteria. In their written critiques, they cite specific examples from your publication to highlight the strengths and provide suggestions for improvement. In addition to the comments, judges assign a score and a rating.

In a contest such as the Pacemaker and individual-award competitions, the entries compete against each other with the best overall publications and productions named as finalists or winners. Scores and critiques are not provided.

Are contests only for big schools with journalism programs?

In the Pacemaker competition, schools of all sizes compete and excel.

Publications and websites compete in categories grouped by school population or publications size.

While budgets do affect some aspects of a publication, quality coverage, reporting, writing, design and photography comes from many student-media outlets operating on very limited budgets.

Who judges the Pacemaker competitions?

All of the Pacemaker categories are judged by a team of three judges who analyze and discuss all the entries.

Two of the three judges must agree on whether the entry is



Gary Lundgren

eliminated or earns finalist or Pacemaker status.

Judges are Pacemaker-winning advisers, former advisers and media professionals. Also judging are award-winning college professors and media advisers who are experts in collegiate journalism. Active advisers are never in the room or judging a category with their own publications.

The names and professional bios of the judges are listed on the association's website. Video comments from the judges are also provided.

Who are the critique judges?

Qualified professional journalists and past and present advisers of award-winning student media.

ACP reviews the work of all judges to check for consistency before critiques are returned to advisers and staffs.

How should the critique be used?

The critique is an educational tool. Review and discuss the critique score sheet with your entire staff. Use the constructive criticism of the judge to review practices and set goals for the current year.

Check out ACP's other award-winning publications, including those you'll find at our exchange tables at conventions and workshops. Consider signing up for [the ACP consultation service](#) for a 60-minute video conference to address overall or specific areas of concern.

What's the best way to prepare for the contests?

The individual awards feature dozens of categories on all aspects of journalism.

While the deadline isn't until May, staffs should save the files and links featuring their very best work throughout the year. **Compile your notes in the planning guide starting on Page 12.**

Often a team of editors will work together to select the staff's entries for the year from the very best work saved throughout the year. All of the contests are highly competitive.

How are the individual-award categories determined?

The categories reflect all aspects of journalism.

An advisory committee recently updated all of the award categories to include digital storytelling using multimedia, interactive graphics, podcasts and blogs.

Also, a portfolio-of-the-year category honors the artist, broadcast journalist, designer, marketer, multimedia journalist, photojournalist and writer of the year.

How is Best of Show different from the Pacemaker competition?

Best of Show is an on-site competition at the ACP conventions, with attending schools submitting their entries during the convention.

For categories and the entry deadline, check convention information, including the convention site.

Entries are judged on location, and thus no critique is provided. Winners and top finishers are announced at an ACP awards ceremony.

Can members also get critiques at a convention?

ACP offers convention critiques during its spring conventions, and [College Media Association](#) coordinates convention critiques at the fall convention.

You can register for a convention critique when you register for the convention.

A convention critique differs from a submitted critique. At the convention, you and your staff get face time with a experienced adviser or professional who will share on-the-spot impressions of your work.

Can we get a more in-depth consultation at the convention?

Yes. [Our ACP consultation service](#) gives you and your staff an expanded version of the spring convention critique — with 50 minutes of consultation at the convention.

Trends, photos, shirts — ACP has you covered



Get the latest advice and training through [the ACP Pacemaker Master Classes](#).

This fall, we're planning a series of virtual sessions on specific topics with common-sense advice.

Our past master classes, in which panelists share their perspectives on the latest trends, the freshest insight into award-winning work, are available in [our archive](#). They're great resources for both staff training and classroom instruction.

Past webinars have covered everything from developing revenue for student media to covering protests and unrest to converting your publication fully to digital.

For ACP members, they're offered at no cost or a nominal fee.



Make a fashion statement in our T-shirts or sweatshirts —
I'm essential. I'm a journalist.

**Journalism matters.
Now more than ever.**

**I'm essential.
I'm a journalism adviser.**

[Check them out in the ACP Store.](#)

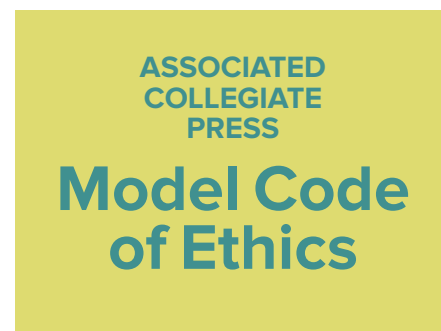


It takes teamwork in collegiate journalism, and ACP has given its members access to the rich resources and networking of [the Society of Professional Journalists](#).

When you renew or join ACP, you can now add \$100 and get a full newsroom affiliation to SPJ.

It's a significant savings, and you'll join a network of thousands of journalists.

Go to [the ACP membership page](#) for more information.



One of the best ways to apply best practices is to make the ACP Model Code of Ethics a part of your process.

Updated in 2019, the code contains more than two dozen components to help you and your staff navigate journalism decision-making.

Each ACP member-school gets a copy, and additional copies are for sale in [the ACP Store](#).

Planning guide for ACP Individual Awards

ACP Individual Awards honor the nation's best collegiate journalism in a wide range of categories.

The awards are presented to individuals and small teams. A new award-management website offers an improved submission experience.

Nine contest categories and their

multiple subcategories are outlined in detail below.

2022 entry deadline:
June 15, 2022

Check [the ACP contest rules](#) for the latest information, deadlines and submission instructions.

KEY LINKS

[ACP contest rules](#)

[BetterBNC Contest portal to submit individual awards](#)

[ACP membership](#)

1. Story of the Year

Use this interactive PDF to compile notes as you plan entries. Then save the PDF for later reference at the contest deadline.

1A. Breaking News Story

Timely coverage of a significant news event impacting readers and written on deadline for immediate publication.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link or PDF file of printed page(s), do not submit both.

1B. In-Depth News Story

A story about a topic or issue of importance to your college community and explored in significant depth with multiple sources.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link or PDF file of printed page(s), do not submit both.

1C. Feature Story

Personality profiles, trend stories or human-interest stories; not general news, breaking news or sports.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link or PDF file of printed page(s), do not submit both.

1D. Sports Game Story

A story providing timely, accurate and dynamic coverage and analysis of a single game.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link or PDF file of printed page(s), do not submit both.

1E. Sports Feature Story

A human-interest sports story that includes profiles of sports figures, but does not report the results of a single game.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link or PDF file of printed page(s), do not submit both.

Planning guide for ACP Individual Awards / 2

1F. Editorial

The statement of the publication's opinion supported by fact generally without bylines.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link or PDF file of printed page(s), do not submit both.

1G. Column

A reoccurring feature characterized by the voice, personality and opinions of the writer; may include humor and news analysis.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link or PDF file of printed page(s), do not submit both.

1H. Diversity Story

An in-depth news or feature story focusing on some aspect of race, ethnicity, gender, sexual orientation, socio-economic status, physical abilities, religious beliefs, political beliefs or other ideologies.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link or PDF file of printed page(s), do not submit both.

1I. Local Climate Change Reporting

Climate change is one of the most important stories of our generation. This contest, in partnership with the **George Mason University Center for Climate Change Communication**, encourages local climate change reporting by college media.

Long-form stories, published in print or online, should be accompanied by sidebars, graphics and data. Broadcast packages may also be entered.

All student journalists who are interested in reporting on climate change as a local story are encouraged to use the Climate Matters in the Newsroom reporting resources, science-based reporting materials that are funded, in part, by the National Science Foundation. These materials can be used in award submissions.

The first-place winner earns \$500, and the second and third place winners \$300 and \$200 respectively. Team reporting is permitted, and the cash prize will be divided among the names on the entry form.

Number of Entries: Unlimited entries per ACP-member media outlet.

Submission: Website URL link or PDF file of printed page(s), do not submit both.

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1J. Ernie Pyle Human-Interest Profile

A Pulitzer Prize-winning journalist and war correspondent, the late Ernie Pyle is best known for his stories about ordinary American soldiers during World War II.

Pyle had the ability to reach out and makes readers feel comfortable sharing their good as well as their hard times. He is also known for the columns he wrote as a roving, human-interest reporter for Scripps-Howard newspapers from 1935-1940. Selected columns of Pyle's human-interest stories were published in "Home Country."

The Ernie Pyle Legacy Foundation, with funding from the Scripps-Howard Foundation, is a co-sponsor of this ACP contest to encourage and recognize human-interest storytelling.

Submissions should be columns or feature stories profiling people not already in the headlines.

The first-place winner earns \$1,500, and the second and third place winners \$600 and \$400 respectively for both two-year and four-year schools.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link or PDF file of printed page(s), do not submit both.

2. Reporter of the Year

Any reporter enrolled as a full-time student during the 2020-21 school year and working on the staff of an ACP member newspaper, magazine or news website is eligible to enter.

The portfolio must include three writing samples, including a news story, feature story and an additional piece of your choice published during the 2020-2021 school year in ACP-member student media outlet.

Writing submitted as part of the Report of the Year portfolio may also be entered in individual contest categories.

2A. Two-year School, Reporter of the Year

Number of Entries: One entry per ACP-member newspaper, magazine or online site.

Submission: Website URL links or PDF files of printed page(s), do not submit both.

2B. Four-year School, Reporter of the Year

Number of Entries: One entry per ACP-member newspaper, magazine or online site.

Submission: Website URL link or PDF file of printed page(s), do not submit both.

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3. Multimedia Story of the Year

3A. Multimedia News Story Package

Reporting on breaking news or an issue of importance to your audience that demonstrates strong news-gathering skills and delivers concise information. In addition to text and images, the entry must include audio, video, slideshows, interactive content (maps, timelines, etc.) or animation as part of a robust news package.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link.

3B. Multimedia Feature Story Package

Personality profiles, trend stories or human-interest stories; not general news, breaking news or sports. In addition to text and images, entry must include audio, video, slideshows, interactive content (maps, timelines, etc.) or animation as part of a robust feature package.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link.

3C. Multimedia Sports Story Package

Coverage of games or seasonal summary, and it may also include profiles of sports personalities or human-interest sports features. In addition to text and images, entry must include audio, video, slideshows, interactive content (maps, timelines, etc.) or animation as part of a robust sports package.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link.

3D. Photo Slideshow

A photo story on a single subject with each photo communicating a different angle. Captions must be included for every image.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link.

3E. Interactive Graphic

Allows reader to navigate through an informational graphic to engage with the information. Popular formats include factoids, lists, quizzes, bar charts, line charts, pie charts, tables, ratings, timelines, step-by-step guides, diagrams and maps.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link.

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3F. Podcast

Delivers relevant content through engaging audio storytelling and should appear on your media outlet's ACP-member website.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link.

3G. Blog

Must reflect journalistic standards in topics, coverage and writing and should appear on your media outlet's ACP-member website.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link.

4. Design of the Year

4A. Newspaper Front Page

First page featuring dynamic nameplate and compelling verbal and visual content.

Number of Entries:

Two entries per ACP-member publication.

Submission: PDF file of printed page.

4B. Newspaper Page/Spread

Single-page or spread entries including news, sports, opinion, feature, photo or entertainment that are intended to be viewed without facing pages or two facing pages that together display a single verbal/visual story or a package of related content.

Number of Entries:

Two entries per ACP-member publication.

Submission: PDF file of printed page(s).

4C. Magazine Cover

First page featuring dynamic nameplate and compelling verbal and visual content.

Number of Entries:

Two entries per ACP-member publication.

Submission: PDF file of cover.

4D. Magazine Page/Spread

Single-page entries including news, sports, opinion, feature, photo or entertainment that are intended to be viewed without facing pages or two facing pages that together display a single verbal/visual story or a package of related content.

Number of Entries:

Two entries per ACP-member publication.

Submission: PDF file of printed page(s).

Planning guide for ACP Individual Awards / 6

4E. Yearbook Cover

Creative exterior packaging of the yearbook introducing its verbal and visual branding.

Number of Entries:

One entry per ACP-member publication.

Submission: PDF file of cover.

4F. Yearbook Page/Spread

Single-page or spread entries including student life, academics, people, organizations and sports that are intended to be viewed without facing pages or two facing pages that together display a single verbal/visual story or a package of related content.

Number of Entries:

Two entries per ACP-member publication.

Submission: PDF file of printed page(s).

4G. Informational Graphic

Combines illustration and information in an easy-to-read presentation. Popular formats include factoids, lists, quizzes, bar charts, line charts, pie charts, tables, ratings, timelines, step-by-step guides, diagrams and maps.

Number of Entries:

Two entries per ACP-member media outlet.

Submission: Website URL link or PDF file of printed page, do not submit both.

4H. Illustration

Art or photography used to illustrate a story.

All elements must be the original work of the photographer/artists. If appropriate for accuracy, must be labeled as an illustration when published.

Number of Entries:

Two entries per ACP-member media outlet.

Submission: Website URL link or PDF file of printed page, do not submit both.

5. Photo of the Year

5A. News/Breaking News Photo

Captures a timely visual story and displays news value and evidence of on-the-spot coverage.

Number of Entries:

Two entries per ACP-member media outlet.

Submission: An image file (JPG, TIF, PNG) is required along with a caption; do not submit URL link or PDF file.

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5B. Feature Photo

Delivers a human-interest story with the emphasis on people in their environment.

Number of Entries:

Two entries per ACP-member media outlet.

Submission: An image file (JPG, TIF, PNG) is required along with a caption; do not submit URL link or PDF file.

5C. Sports Game/Action Photo

Captures the competitive action and emotion of athletes on school teams competing in games, matches and meets or in personal, non-team sports.

Number of Entries:

Two entries per ACP-member media outlet.

Submission: JPG, TIF, PNG image files, do not submit PDF of page; caption required.

5D. Sports Feature Photo

Images communicate a story other than direct action on the playing field including human-interest sports stories such as profiles of sports figures.

Number of Entries:

Two entries per ACP-member media outlet.

Submission: JPG, TIF, PNG image files, do not submit PDF of page; caption required.

5E. Environmental Portrait

Posed images of one or more individuals taken in their natural surrounds to provide insight into their work, interests or personality.

Number of Entries:

Two entries per ACP-member media outlet.

Submission: JPG, TIF, PNG image files, do not submit PDF of page; caption required.

6. Cartoon of the Year

6A. Editorial Cartoon

Typically printed on the editorial page or other opinion pages and often communicates an opinion on a subject presented in an accompanying editorial or other timely topic in the news. GIFs or multimedia editorial cartoons are allowed in this category.

Number of Entries:

Two entries per ACP-member media outlet.

Submission: Website URL link or PDF file of printed page, do not submit both.

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6B. Comic Strip/Panel

Usually but not always humorous or light-hearted in its message, with a recurring theme or cast of characters. Comics are fictional and for entertainment. An installment of the comic strip counts as a separate entry.

Number of Entries:

Two entries per ACP-member media outlet.

Submission: Website URL link or PDF file of printed page, do not submit both.

7. Advertisement of the Year

7A. Print Advertisement

Designed by student(s) for a client and published in a student media print publication.

Number of Entries:

Two entries per ACP-member media outlet.

Submission: PDF file of printed page.

7B. Online Advertisement

Designed by student(s) for a client and published on a student media website.

Number of Entries:

Two entries per ACP-member media outlet.

Submission: Website URL link.

7C. Video Advertisement

Produced by student(s) for a client and aired on student media.

Number of Entries:

Two entries per ACP-member media outlet.

Submission: Website URL link.

7D. Audio Advertisement

Produced by student(s) for a client and aired on student media.

Number of Entries:

Two entries per ACP-member media outlet.

Submission: Website URL link.

7E. Newspaper Special Section/Advertising

A special advertising edition/section of the newspaper designed to generate revenue and provide sponsored feature content.

Options include back-to-school, homecoming, orientation, welcome-back editions, holiday gift guides, fashion, housing guides and “best of” publications.

Number of Entries:

One entry per ACP-member media outlet.

Submission: PDF file of special section.

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7F. Rate Card

Designed by student(s) for a student media operation.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link or PDF file, do not submit both.

8. Best Use of Social Media

8A. Social Media Reporting

Coverage using social media platforms for reporting, updating and engaging with the collegiate community. Collect all social media examples using an online content curation tool or by capturing screen shots with links to create a portfolio.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link to portfolio or PDF portfolio, do not submit both.

8B. Social Media Promotion

Use of social media platforms for promoting traffic to an online site, broadcast or print news publication or to promote the sale of the yearbook. Collect all social media examples using an online content curation tool or by capturing screen shots with links to create a portfolio.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link to portfolio or PDF portfolio, do not submit both.

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9. COVID-19 Coverage

9A. Broadcast: News or Features

Broadcast news or features reporting on the impact of COVID-19 on your student audience. The student press has a distinct perspective and role in covering the broad effects upon college communities while confronting the challenge of campus closures and remote interviewing.

Please do not put yourself or others in jeopardy of being infected with COVID-19 through your reporting.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link.

9B. Online: News or Features

Online news or features reporting on the impact of COVID-19 on your student audience. The student press has a distinct perspective and role in covering the broad effects upon college communities while confronting the challenge of campus closures and remote interviewing.

Please do not put yourself or others in jeopardy of being infected with COVID-19 through your reporting.

Images must be properly sourced and credited, and possible copyright violations will be disqualified.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link.

9C. Print: News or Features

Print news or features reporting on the impact of COVID-19 on your student audience. The student press has a distinct perspective and role in covering the broad effects upon college communities while confronting the challenge of campus closures and remote interviewing.

Please do not put yourself or others in jeopardy of being infected with COVID-19 through your reporting.

Images must be properly sourced and credited, and possible copyright violations will be disqualified.

Number of Entries:

One entry per ACP-member media outlet.

Submission: PDF file of printed page(s).

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9D. Design/Visuals: Print or Digital

Design of a story package, page or spread showcasing COVID-19 coverage; also visuals, including photo illustrations, illustrations, informational/multimedia graphics and editorial cartoons.

Number of Entries:

One entry per ACP-member media outlet.

Submission: Website URL link or PDF file of printed page(s), do not submit both.

NEW

10. Broadcast Story of the Year

10A. Broadcast News Story

Reporting on breaking news or an issue of importance to your audience that demonstrates strong news-gathering skills while delivering concise information.

Number of Entries:

Two entries per ACP-member media outlet.

Submission: Website URL link.

10B. Broadcast Feature Story

Personality profiles or human-interest general features.

Number of Entries:

Two entries per ACP-member media outlet.

Submission: Website URL link.

10C. Broadcast Sports Story

Coverage of past or present games or a seasonal summary, may also include profiles of sports personalities or human-interest sports features.

Number of Entries:

Two entries per ACP-member media outlet.

Submission: Website URL link.

10D. Broadcast Commentary

An editorial segment designed to inform and persuade an audience.

Number of Entries:

Two entries per ACP-member media outlet.

Submission: Website URL link.



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