

2022-23 MEMBERSHIP TOOLBOX



# Make the most of your ACP membership



Empowering  
student journalists



**Associated  
Collegiate Press**  
acp.studentpress.org

## The resources you need to succeed

ACP's conventions, conferences, workshops and competitions empower both collegiate journalists and advisers.

Whether it's through a national competition, a Pacemaker Master Class, a constructive critique or an inspiring speaker, ACP can help you improve and excel.

Get inspired by award-winning collegiate journalism.

Build confidence in your journalistic skills.

Gain recognition for your exceptional work.

Collaborate with fellow students and advisers.



### Events

Fall National College Media Convention  
ACP Spring National College Media Conference  
ACP College Media Mega Workshop  
ACP Digital DC Storytelling Workshop

### Awards

**Pacemakers** Broadcast • Innovation • Multiplatform • Newspaper • Online • Yearbook  
**Individual Awards** Story • Reporter • Multimedia Story • Design • Photo • Cartoon • Advertisement • Social Media • Broadcast Story

**Best of Show** at both fall & spring conventions

**Clips & Clicks** open competition in fall & spring

**Critiques • consultations • Town Hall meetings**



**Associated  
Collegiate Press**

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

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 celebrated its centennial in 2021.

## Connect

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# Get the most from your ACP membership

## Laura Widmer

ACP executive director  
and former adviser



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.

The Pacemakers and Individual Awards are definitely the most popular member services. There is a definite distinction being named a Pacemaker winner. Many call it the top prize in all of collegiate journalism.

Take advantage of all our conventions, conferences and workshops have to offer. The sessions can help you, and critiques

and conversation with professionals make the convention invaluable.

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

An ACP consultation service can also pair you with the best in student media to help staffs in real time, with instant face-to-face feedback.

ACP is a community of journalists, and we want to make sure that your needs are met through everything that we offer.

## Tamara Zellars Buck

Southeast Missouri State University



The opportunities to collaborate with and compete against students from other schools is a major benefit to my students. In both cases, students are able to learn from their peers and be inspired by the work they see produced.

This, to me, is a major motivator that results in improved student media production.

Recognition on the national stage benefits students in many ways. It's not only about building confidence and adding to students' résumés; these honors help create a winning culture. Students are proud to see their name, their publication's

name and even their school's name promoted at that level, and they want that to continue.

Opportunities to learn, grow and collaborate abound at these events. It's not something that can be easily recreated in a class or production room.

Membership provides a different experience every year, and that's a good thing. Our industries aren't stagnant, and our organizations shouldn't be either.

The one thing that remains the same is the level of support the organization and its members provide each other.

## Amy DeVault

Wichita State University (Kansas)



Journalists have to have thick skin, and our students learn that quickly. With all the complaints and negative feedback thrown at our students, it is incredibly rewarding for them to earn national honors. It renews their passion and reminds them that they're doing good work — and someone notices.

Nothing beats spending a few days surrounded by people who are passionate about journalism. Students learn from outstanding journalism advisers and are inspired by professionals who share their work, offer advice and often

hand out business cards.

Students come home fired up with new ideas and a renewed energy for their work.

Our staff membership to ACP gives us access to top-notch educational opportunities, such as conventions, workshops and town halls, but just as important is the support of the organization's leadership.

When we struggled with a difficult situation on our campus, they were among the first people we reached out to, and they responded immediately with expertise and help.

JOIN US IN  
**WASHINGTON, D.C.**  
**OCTOBER 27-30, 2022**



[collegemediaconvention.org](http://collegemediaconvention.org)



### Fall National College Media Convention

Dozens of instructional sessions. Inspiring keynote speakers. Publication critiques.

ACP Pacemakers in Broadcast, Innovation, Magazine, Newspaper, Online and Specialty Magazine — and our new Multiplatform Pacemaker. Plus, our Best of Show competition for current work.

On-site critiques, with specific, constructive feedback on your publication.

You won't want to miss the Fall National College Journalism Convention, Oct. 27-30.

And it's in Washington, D.C. — the news hub of the nation and our most popular convention city.

Make plans now to join us.

ACP and [College Media Association](#) are joining [the Society of Professional Journalists](#) for this exceptional DC convention.

It's the nation's largest gathering of collegiate journalists and advisers. But don't let that intimidate you. You'll meet and collaborate with fellow collegiate journalists and advisers from across the nation — and inspire and elevate your program.

Use the convention website to get the latest information.

> [collegemediaconvention.org](http://collegemediaconvention.org)

**Register here**



### ACP membership benefit: SPJ group memberships

Speaking of the Society of Professional Journalists, it now offers newsroom affiliation to ACP member organizations.

Add \$100 to your ACP membership, and any student in your organization can join SPJ — a significant savings from SPJ's \$37.50 rate per student member.

You'll join a network of thousands of journalists, get SPJ member rates and open doors to internships and careers.

> [ACP membership benefits](#)

## The nation's top student-journalism awards

ACP presents collegiate journalism's preeminent awards — [the Pacemakers](#) for publications, and ACP's Individual Awards, in nine categories and multiple subcategories.

**Pacemakers** are announced two times a year —

**Fall convention:** Broadcast, Innovation, Magazine, Multiplatform, Newspaper and Online. These are entered in mid-June.

**Spring conference:** Yearbook, entered in November.

ACP's Business Pacemaker returns in fall 2023, with entries due in mid-June 2023.

ACP Individual Awards are announced at the fall convention, with entries due the previous June.

Pacemaker entries are a member benefit, and, this year, there's a \$99 entry fee for Individual Awards.

In September, we begin announcing finalists for both Pacemakers and Individual Awards via Twitter and our website. You'll get your first glimpse at the nation's best collegiate journalism.

> [acp.studentpress.org](http://acp.studentpress.org)

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

> [Contest rules](#)



## Contests at a glance

The ACP site offers a handy graphic of contest information, including deadlines, submissions and timelines for all contests.

> [Contests at a glance](#)

July 25, 2022

	entry deadline	estimated opening	how submitted	finalists announced	winners announced
<b>PACEMAKERS / 2022</b>					
Yearbook	Nov. 1, 2022	open	membership portal	January 2023	spring 2023 conference
Online	March 1, 2022	closed	membership portal	September 2022	fall 2022 convention
<b>NEW: Multiplatform</b>	(1) March 1, 2022 (2) June 15, 2022	closed	membership portal	September 2022	fall 2022 convention
Magazine	June 15, 2022	closed	membership portal	September 2022	fall 2022 convention
Newspaper	June 15, 2022	closed	membership portal	September 2022	fall 2022 convention
Broadcast	June 30, 2022	closed	membership portal	September 2022	fall 2022 convention
Innovation	June 30, 2022	closed	membership portal	September 2022	fall 2022 convention
<b>INDIVIDUAL AWARDS / 2022</b>					
	June 15, 2022	closed	BetterBNC platform	September 2022	fall 2022 convention

## ACP's open competition

Clips & Clicks is a great way to recognize current student work.

ACP members can enter fall-semester work in December and spring-semester work in May. Your publication will be in the running for our annual Sweepstakes.

> [Clips & Clicks](#)



## Exceptional achievement

To celebrate its 100th birthday in 2021, ACP announced its top winners of the Pacemakers, the nation's top award for collegiate media. The Top 100 winners comprise the Pacemaker 100, with special designation for the Top 10.

We'll honor the Pacemaker 100 — plus announce The Top 10 — at the Fall National College Media Convention in October in Washington, D.C.

> [ACP Pacemaker 100](#)



## Traditions of excellence

The ACP Hall of Fame represents sustained excellence by collegiate media.

Publications can qualify in three ways —

- 10 All-American ratings from our publication critique service within an 11-year span.
- 10 Pacemakers since 1970.
- a combination of 15 Pacemakers and Pacemaker finalist awards since 1970.

> [ACP Hall of Fame](#)



## ACP calendar & contests at a glance

One of the best ways to track ACP events, competitions and deadlines is the website's front-page calendar. The site also offers a graphic of contests at a glance, with updated dates and information.

> [acp.studentpress.org](http://acp.studentpress.org)  
> [ACP contests at a glance](#)

## Convention deadlines

Get convention-specific information, including dates for convention registration, hotels and ACP Best of Show, at the two convention websites.

> Fall: [collegemediaconvention.org](http://collegemediaconvention.org)  
> Spring: [acpconference.org](http://acpconference.org)

### CALENDAR

#### Now

Registration is now open for MediaFest22, our big fall convention in DC.

#### July 24-28, 2022

ACP Digital DC Workshop

#### Oct. 4, 2022

Early-bird registration ends and hotel block

#### Oct. 17, 2022

Registration closes for the fall convention

#### Oct. 27-30, 2022

MediaFest22: Fall National College Media Convention, Washington, D.C.

#### Nov. 1, 2022

DEADLINE: 2022 Yearbook Pacemakers

#### March 9-11, 2023

ACP Spring National College Media Conference, San Francisco

#### June 16, 2023

DEADLINE: 2023 Business Pacemakers

#### ACP master calendar

Make plans for the contests, conventions and events ahead.

#### ACP contests at a glance

Check the dates and deadlines for contests.

### Spring national conference

Boost your spring staff — and prepare for the next school year — with the ACP Spring College Media Conference, April 9-11, 2023, in scenic San Francisco.

Instructional sessions. Inspiring speakers. Yearbook Pacemakers. Best of Show. National networking.

Joining us at the national conference are [the California College Media Association](#) and the state's [Journalism Association of Community Colleges](#).

> [acpconference.org](https://acpconference.org)



### Sweet summertime

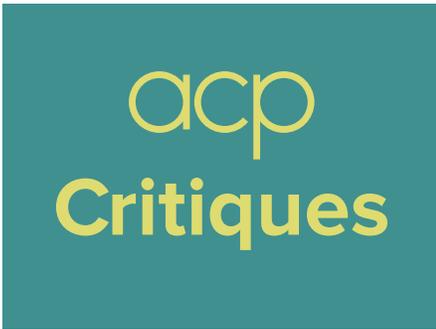
ACP's College Media Mega Workshop brings together the nation's top workshop faculty and collegiate-journalism experts to propel you and your staff into the year ahead.

Workshop tracks provide three days of helpful instruction, with critiques to give you specific advice on how to improve.

To keep costs affordable, we meet on the University of Minnesota Twin Cities campus, in Minneapolis.

> [megaworkshop.org](https://megaworkshop.org)

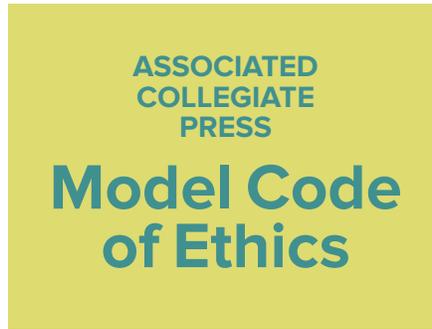




We offer three critique options —

- a **virtual critique, \$149**, in a real-time, face-to-face digital consultation,
- 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 critiques](#)



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

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 online.

> [ACP Store](#)



Overlooked, the social-news network that battles disinformation in social media, is now an affiliate of ACP.

Learn how your student-media organization can connect and benefit with an Overlooked partnership.

> [Overlooked](#)

### Plan next year's entries

Our biggest contest deadlines are in mid-June, when members submit entries for fall Pacemakers and 2022-23 Individual Awards.

Watch our site for deadlines, categories and contest rules, including a handy graphic with contests at a glance.

It's never too early to start planning your entries for Individual Awards. Scroll deeper into this member guide to find our interactive planning guide.

> [acp.studentpress.org](http://acp.studentpress.org)

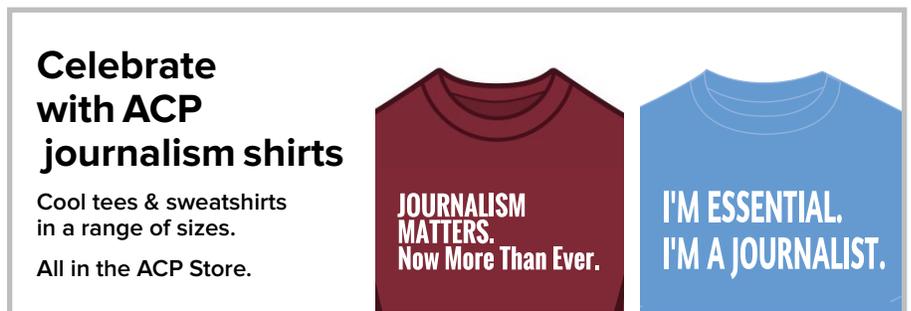
> [ACP contests at a glance](#)



### Celebrate with goodies

Our journalism T-shirts and sweatshirts make great, affordable gifts. Shop for them in person at our fall and spring conventions, but they're always available in the ACP Store.

> [ACP Store](#)



# Planning guide for ACP Individual Awards

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

The awards are presented to individuals and small teams.

The nine main categories and range

of subcategories are outlined in detail below.

## 2023 entry deadline:

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

> [Contests at a glance](#)

> [Contest rules](#)

> [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: URL link for online or PDF file for print. 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: URL link for online or PDF file for print. 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: URL link for online or PDF file for print. 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: URL link for online or PDF file for print. 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: URL link for online or PDF file for print. 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: URL link for online or PDF file for print. Do not submit both.

### **1G. Column**

A recurring 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: URL link for online or PDF file for print. Do not submit both.

### **NEW // 1H. Diversity, Equity & Inclusion**

The University of Minnesota's Hubbard School of Journalism and Mass Communication has joined Associated Collegiate Press in launching the Diversity, Equity and Inclusion contest.

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

Eligible coverage will include but not be limited to race, religion, ethnicity, sexual orientation, gender identity, disability and other differences.

Winners receive a \$500 cash award presented by the Hubbard School.

Number of entries: Unlimited, ACP membership not required.

Submission: URL link for broadcast and online or PDF file for print. 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.

## Planning guide for ACP Individual Awards / 3

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: URL link for broadcast and online or PDF file for print. Do not submit both.

### **1J. Ernie Pyle Human-Interest Profile**

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

Pyle had the ability to reach out and make 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 new 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.

Number of entries: One entry per ACP-member media outlet.

Submission: URL link for online or PDF file for print. Do not submit both.

# Planning guide for ACP Individual Awards / 4

## 2. Reporter of the Year

Any reporter enrolled as a full-time student during the 2021-22 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 2021-22 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: URL link for online or PDF file for print. 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: URL link for online or PDF file for print. Do not submit both.

## 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.

## Planning guide for ACP Individual Awards / 5

### **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.

### **3F. Podcast**

Delivers relevant content through engaging audio storytelling and should appear on your media outlet's ACP-member website. Entry must be a single podcast not a collection.

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. Entry must be a single blog not a collection.

Number of entries: One entry per ACP-member media outlet.

Submission: Website URL link.

# Planning guide for ACP Individual Awards / 6

## 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. A package of two or more spreads is also allowed.

Number of entries: Two entries per ACP-member publication.

Submission: PDF file of printed page(s).

### **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.

# Planning guide for ACP Individual Awards / 7

## **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. A package of two or more spreads is also allowed.

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: URL link for online or PDF file for print. 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: URL link for online or PDF file for print. 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.

### **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.

## Planning guide for ACP Individual Awards / 8

### **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: An image file (JPG, TIF, PNG) is required along with a caption. Do not submit URL link or PDF file.

### **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: An image file (JPG, TIF, PNG) is required along with a caption. Do not submit URL link or PDF file.

### **5E. Environmental Portrait**

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

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.

## 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: URL link for online or PDF file for print. Do not submit both.

## Planning guide for ACP Individual Awards / 9

### **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: URL link for online or PDF file for print. Do not submit both.

## 7. Advertisement of the Year

### **7A. Print Advertisement**

A single advertisement of any size designed by student(s) and published in an ACP-member print publication for a client or for self promotion. The ad can be in black and white or in color.

Number of entries: Two entries per ACP-member media outlet.

Submission: PDF file of printed page containing the advertisement.

### **7B. Digital Advertisement**

A single advertisement of any size designed by student(s) and published by an ACP-member website, app or email newsletter for an advertising client or self promotion. The advertisement can be static or animated.

Number of entries: Two entries per ACP-member media outlet.

Submission: URL link.

### **7C. Video Advertisement**

A single video advertisement produced by student(s) for an advertising client or self promotion. The advertisement should have run on an ACP-member website, app or YouTube.

Number of entries: Two entries per ACP-member media outlet.

Submission: Website URL link.

### **7D. Audio Advertisement**

A single audio advertisement produced by student(s) for an advertising client or self promotion. The advertisement should have run on an ACP-member website, podcast or radio station.

Number of entries: Two entries per ACP-member media outlet.

Submission: Website URL link.

# Planning guide for ACP Individual Awards / 10

## **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 newspaper.

Submission: PDF file of special section or URL link to PDF.

## **7F. Media Kit**

Designed by student(s) for a student media operation. The media kit tells the story of your products, services and your marketplace.

Number of entries: One entry per ACP-member media outlet

Submission: URL link or PDF file. Do not submit both.

## **NEW // 7G. Social Media Campaign**

Designed by student(s), a series of 3-5 advertisements created for an advertising client or your student media company. The campaign can be focused on one social media platform or across multiple platforms. If it is across multiple platforms, show how you adapted the campaign for each platform. Provide this in a PDF document, showing each ad, and also a screenshot of the engagement of each ad in the platform. Write a brief description (100-200 words) on the idea behind the entire campaign, the strategy in scheduling and how you measured results.

Number of entries: One entry per ACP-member media outlet.

Submission: PDF file containing active links.

## **NEW // 7H. Best Graphic Designer**

Show off your portfolio. Curate your best work for this entry. Our judges want to see the wide breadth of your skills. We want you to integrate your personality into a PDF portfolio for this entry. Your portfolio presentation is a great way to show us your style, and what makes you unique as a designer. What should be included in your portfolio:

A cover letter introducing yourself and answering these questions:

Why do you love design and why did you choose it as your major?

What is your creative process? Where do you find inspiration?

# Planning guide for ACP Individual Awards / 11

What makes the designer role in a media organization so important?

What are your career goals?

A letter of recommendation from your adviser; a student media professional staff member; an instructor or mentor; a student manager or an advertising client who can best tell us about you and your advertising design skills.

A résumé with a link to your online portfolio. Online portfolios offer us another look into non-client or side work, because the best work doesn't always get into a client campaign or student media product.

Ten examples of published work. Examples can be for student media or clients including: print, digital, social or out-of-home campaigns or ads; client promotional materials such as business cards, brochures, menus, signage, etc; media company promotional campaigns or ads for print, digital, social or out-of-home; Media company event flyers, sales materials and media kits are also acceptable. A campaign is considered one example, so if the campaign included multiple ads on various platforms, submit them all. If your multi-media examples include animation, GIFs, mp4, etc. you can activate links to them through your PDF document, which the judges can then follow to see animation/video.

Number of entries: One entry per ACP-member media outlet.

Submission: A single PDF file containing active links.

## **NEW // 7I. Best Advertising Representative**

Show off your portfolio. Design it to sell yourself as the best at what you do. Your portfolio presentation is a great way to show your style, and what sets you apart as an advertising professional. What should be included in your portfolio:

A cover letter introducing yourself and answering these questions:

What have you learned as an advertising representative for student media?

What do you think makes you a good advertising representative?

How do you stay motivated in the challenging world of sales?

What is your biggest success story in working with clients?

What will you take with you from this experience into your next job?

A letter of recommendation from your adviser;

## Planning guide for ACP Individual Awards / 12

a student media professional staff member; an instructor or mentor; a student manager or an advertising client who can best tell us about you and your advertising design skills.

A résumé.

Your sales history for the last year. List clients you have running, what they are spending, and the percentage change in sales from last year to this year. This gives us a feel for the variety of accounts you manage and your ability to keep them advertising with your student media, and how you develop new clients.

Examples of what makes you an outstanding advertising representative. (Up to 5 pages). This could include your sales logs/tracking system for clients; goal sheets; examples of client work; sales presentations/pitches to clients and/or awards.

Number of entries: One entry per ACP-member media outlet.

Submission: A single PDF file containing active links.

### 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 screenshots with links to create a portfolio.

Number of entries: One entry per ACP-member media outlet.

Submission: URL link to portfolio or PDF file of the 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 screenshots with links to create a portfolio.

Number of entries: One entry per ACP-member media outlet.

Submission: URL link to portfolio or PDF file of the portfolio. Do not submit both.

## Planning guide for ACP Individual Awards / 13

### 9. Broadcast Story of the Year

#### **9A. 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.

#### **9B. Broadcast Feature Story**

Personality profiles or human-interest general features.

Number of entries: Two entries per ACP-member media outlet.

Submission: Website URL link.

#### **9C. 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.

#### **9D. 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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