



National Scholastic Press Association

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Innovation Pacemaker

The Innovation Pacemaker is designed to encourage out-of-the-box thinking and reward student media for the courage to take chances to improve service to their customers, readers and communities.

The application deadline is Jan. 22, 2022.

The possibilities

Innovations might fall in the following areas, but certainly aren't limited to these ideas. As the name implies, the best innovation is something that isn't currently being done.

Leadership

Training, recruiting, mentoring, reorganizations, diversity, motivation, teambuilding, collaboration among different media staffs.

Coverage

COVID-19, special events, tragedies, anniversaries, championships, celebrations, campus elections, cross-platform telling.

Marketing

Promoting student media, increasing engagement, social media strategies.

Business

Revenue generation, budget management.

Community

Service/cause journalism, working with other community or school groups.

Product

New, redefined or redesigned digital or print offerings, digital newsletters, social media.

Press freedom

New Voices efforts at securing state student-press legislation, fighting censorship, using open records/open meetings, freedom of information, cyberbullying prevention.

Partnerships

With professional media, school departments or student organizations, neighboring schools.

The application

This Pacemaker application is a little different than what student media groups are accustomed to when submitting their publications and productions.

The application is to be compiled and produced by students, with professional staff serving as advisers.

Tell us your story. Explain your innovation. Address any challenges and how those challenges were met. How did you measure your success? What did you learn?

Create a PDF packet, a website, a video, a podcast — whatever works best to deliver your story and supporting information. Provide examples and documentation as appropriate. Careful editing and visual packaging are important.

HOW TO ENTER:

Visit [the NSPA membership portal](#) under the Contests tab.

The application deadline Jan. 22, 2022.

Finalist interviews

Pacemaker finalists will be announced in February 2022.

At that time, a 30-minute virtual interview will be scheduled with each of the Pacemaker finalists and the judges.

Pacemaker winners will be announced at [the JEA/NSPA National High School Journalism Convention](#), April 7-9, 2022, in Los Angeles.

May 12, 2021