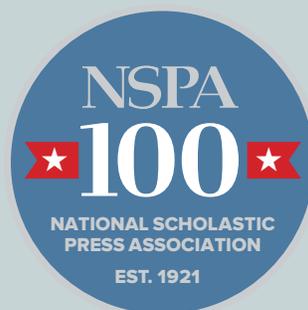


**2022-23 MEMBERSHIP TOOLBOX**



# Make the most of your NSPA membership



Empowering  
student journalists



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

**NSPA**  
NATIONAL SCHOLASTIC  
PRESS ASSOCIATION

## The resources you need to succeed

NSPA's conventions, workshops and competitions empower both student journalists and advisers.

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

Get inspired by award-winning student journalism.

Build confidence in your journalistic skills.

Gain recognition for your exceptional work.

Collaborate with fellow students and advisers.



### Events

Fall National High School Journalism Convention  
Spring National High School Journalism Convention  
Gloria Shields NSPA Media Workshop

### Awards

**Pacemakers** Broadcast • Innovation • Literary Arts Magazine • Multiplatform • Newspaper/newsmagazine • Online • Specialty Magazine • Yearbook

**Individual Awards** Story • Reporter • Broadcast Story • Digital Story • Multimedia • Design • Photo • Cartoon • Social Justice Reporting • Local Climate Change Reporting • Social Media • Middle School

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

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

### Training & feedback

**Pacemaker Master Classes • critiques • consultations**

# NSPA

## NATIONAL SCHOLASTIC PRESS ASSOCIATION

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

NSPA provides journalism education services to students, teachers, media advisers and others throughout the United States and in other countries. Its members are student media organizations at high schools, junior high schools and middle schools.

A nonprofit educational association based and incorporated in Minnesota, NSPA 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.

Its renowned national awards programs honor exceptional student media work from across the nation and around the world. The NSPA Pacemaker Awards are the top publications prizes. Its Individual Awards recognize student achievement in dozens of categories. Its Best of Show competitions celebrate current achievement in student media.

## Connect

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Minneapolis, MN 55414  
612-200-9254

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

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# Get the most from your NSPA membership

## Laura Widmer

NSPA executive director  
and former adviser



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

Hundreds of staffs take advantage of our critiques and contest services. Our critique judges are amazing with their constructive advice and encouragement.

Our conventions and conferences offer exceptional opportunities to learn and collaborate. That includes both our fall and spring national conventions, as well as the Gloria Shields NSPA Media Workshop each

summer. We have great professionals and experienced advisers to help you.

Also at the convention are opportunities such as critiques/consultations, Break with a Pro and swap shops. You get to interact with fellow students and advisers from across the nation.

NSPA membership is by media outlet, not by school or individual. When a media outlet joins, all students on staff and advisers of that publication or station are covered under that membership.

NSPA is a community of journalists. We want to meet your needs through our resources and conventions.

## Mitch Eden

Adviser  
Kirkwood High School (Missouri)



My students love the resources NSPA provides. Looking at a vast catalog of exemplars is inspiring and motivating. Seeing what their peers are doing across the country in a portal so accessible is incredible.

I think my students feel very proud when their work is recognized. It is not why they do what they do, but the validation of their work being in the conversation of some of the best work in the country is awesome for them.

Attending an NSPA national journalism convention allows my students to network with thousands of their peers who are doing the same thing at their respective

schools. I think they get just as much out of the casual conversations and networking than the formal program sessions. Getting to “talk shop” with other journalists on every topic from covering sensitive topics to social media to censorship leads to changes in their own production cycles and ideas to bring back to kickstart the program.

I feel an obligation to support the organizations that helps drive scholastic journalism. From idea exchanges to critiques to convention and workshops to a built-in network of programs to connect with, NSPA has long been the trailblazer in journalism education.

## Kathryn Campbell

Director of Publications  
St. Paul Academy and Summit School  
(Minnesota)



Whether it’s the detailed critique that helps them set goals for the next year, or exploring images and links of the Pacemaker finalists and winners, there are a wealth of resources to connect my students to the larger journalism world through NSPA.

If you want students on fire for journalism, take them to a convention. I’ve had students say that it was the best experience of high school: whether it’s because they had amazing memories with other staff members in a cool city, or because they met peers from other schools that became lifelong friends,

or if it was a keynote speaker or breakout that changed the way they approached their job on staff. Every session, every contest, every critique, every moment offers something special.

NSPA is always offering something new in response to what teachers need, whether it’s new contests like Clips & Clicks or the Master Class for deep-dive training.

The organization meets us where we are and provides the scaffolding needed to get where we want to be.

## NSPA calendar & contests at a glance

One of the best ways to track NSPA 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.

> [nspa.studentpress.org](https://nspa.studentpress.org)  
> [NSPA contests at a glance](#)

## Convention deadlines

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

> [fall.journalismconvention.org](https://fall.journalismconvention.org)  
> [spring.journalismconvention.org](https://spring.journalismconvention.org)

## Virtual workshops this fall

Start your school year with some helpful training for staff members at all skill levels.

Experienced advisers will tackle some of the key topics you'll need for the year ahead. Even better, they'll offer specific advice on student work samples they receive.

It's helpful instruction at an affordable per-school rate.

> [Pacemaker Master Classes this September](#)

## Welcome, Quill & Scroll

The tradition-rich international journalism honor society joined NSPA in July 2022.

If you are a chartered Quill and Scroll school, you'll see the same member benefits and opportunities for 2022-23.

If not, we'll share ways you can join and honor the achievements of your student journalists.

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

## CALENDAR

**Sept. 13, 7-8:30 p.m. CT**

Pacemaker Master Class: Reporting & Writing

**Sept. 14, 7-8:30 p.m. CT**

Pacemaker Master Class: Digital Media Planning

**Sept. 15, 7-8:30 p.m. CT**

Pacemaker Master Class: Your College Essay

**Sept. 22, 7-8:30 p.m. CT**

Pacemaker Master Class:  
Newspaper/Newsmagazine Design/Redesign

**Sept. 27, 7-8:30 p.m. CT**

Pacemaker Master Class: Editorial Leadership

**Nov. 3, 2022**

DEADLINE: Yearbook Pacemakers

DEADLINE: Literary Arts Magazine Pacemakers

DEADLINE: Online Pacemakers

**Nov. 10-13, 2022**

JEA/NSPA Fall National High School Journalism Convention

**Jan. 14, 2023**

DEADLINE: Innovation Pacemakers

**April 20-22, 2023**

JEA/NSPA Spring National High School Journalism Convention

**NSPA contests at a glance**

Check the dates and deadlines for contests.

**NSPA Master Calendar**

Make plans for the contests and events ahead.

**NSPA  
Pacemaker  
Master  
Classes**

**September 2022  
evening workshops**

**Reporting & Writing  
Digital Media Planning  
College Essays  
Design/Redesign  
Editorial Leadership**

# QUILL & SCROLL

*It's an Honor*

### Fall national convention

Dozens of instructional sessions. Inspiring speakers. Publication critiques. Pacemakers in Broadcast, Newspaper/Newsmagazine and Specialty Magazine. A Best of Show competition for current work.

You won't want to miss the National High School Journalism Convention in St. Louis, Nov. 10-13.

Make plans now to join us.

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

Some schools fly to the convention. Others drive. Either way, check the convention site for costs and deadlines.

> [fall.journalismconvention.org](http://fall.journalismconvention.org)



### Top student-journalism awards

NSPA presents scholastic journalism's preeminent awards — [the Pacemakers](#) for publications and its Individual Awards, in 12 categories and dozens of subcategories.

Pacemakers are announced at both conventions, and Individual Awards at the fall convention.

Pacemaker entries are a member benefit, and, for 2022-23, there's a \$99 entry fee for Individual Awards.

We start announcing finalists in September, and you'll get your first glimpse at the nation's best scholastic journalism.



> [nspa.studentpress.org](http://nspa.studentpress.org) > Twitter: [@NSPA](https://twitter.com/NSPA)

> [NSPA contests at a glance](#)

### Community-service project

Join our national service project as staffs across the country compile 100 hours of community service.

It could be coverage on a key topic or a workshop for younger journalists — ideas are open.

Submit your project to be recognized at the fall convention.

> [100 hours of service journalism](#)



### Exceptional achievement

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

We'll honor the Pacemaker 100 and Top 10 at our birthday celebration at the St. Louis convention.

> [NSPA Pacemaker 100](#)



### Our book of the best

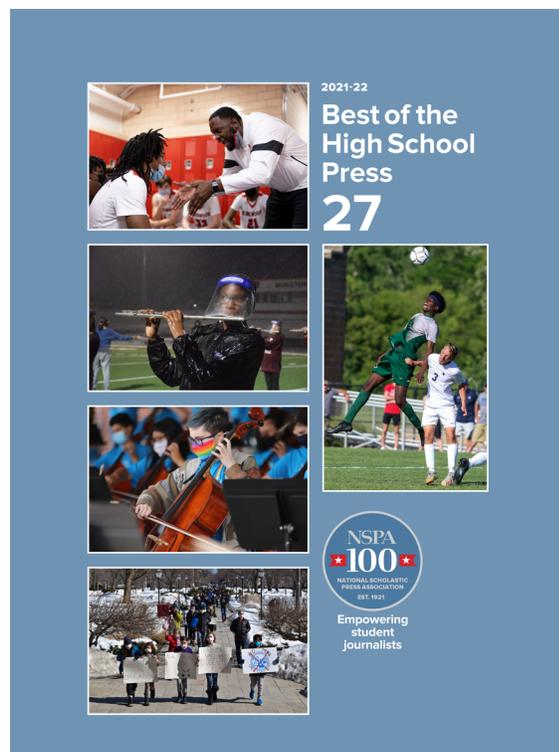
It's a long-standing tradition for NSPA to document the best student journalism of the academic year.

Watch your mail for the 27th edition of the Best of the High School Press, our competition showcase of student journalism from 2021-22.

The 228-page book is a member benefit — and a keepsake for students and advisers.

And it's yet another rich resource of ideas and inspiration for a boost of creativity.

> [Online resources from Best of the High School Press 27](#)



### NSPA's open competition

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

Enter fall-semester work in December and spring-semester work in May. You could win our annual Sweepstakes.

> [Clips & Clicks](#)



### Spring national convention

Boost your spring staff — and prepare for the next school year — with the Spring National High School Journalism Convention.

Instructional sessions. Inspiring speakers. Pacemakers in Innovation, Literary Magazine, Online and Yearbook. Publication critiques. Our Best of Show competition for current work.

Join us in scenic San Francisco.

> [spring.journalismconvention.org](http://spring.journalismconvention.org)



### Sweet summertime

The Gloria Shields NSPA Media Workshop brings together the nation's top workshop faculty and scholastic-journalism experts to propel you and your staff into the year ahead.

Workshop tracks provide three days of instruction, Monday-Thursday, June 26-29, 2023, with a bonus class on Sunday, June 25. Registration opens in March.

> [gloriashieldsworkshop.com](http://gloriashieldsworkshop.com)



**GLORIA SHIELDS  
NSPA MEDIA  
WORKSHOP**  
GLORIASHIELDSWORKSHOP.COM

Join us in Dallas next summer as we help students sharpen and gain skills in photography, graphic design, advertising, writing, leadership and more.

**June 26-29, 2023**  
With bonus classes on June 25

**Newspaper • Yearbook  
Photography • Design  
Online/Video • Advisers**

### 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.



> [nspa.studentpress.org](http://nspa.studentpress.org) > Twitter: @NSPA

> [NSPA contests at a glance](#)

### Celebrate with goodies

Our graduation honor cords — available both for Pacemakers and for the NSPA Honor Roll — make great, affordable gifts.

So do our assortment of journalism T-shirts and sweatshirts.

You can shop for them in person at our fall and spring conventions, but they're always available in the NSPA Store.

> [NSPA Store](#)



**Celebrate the year with NSPA honor cords & journalism shirts**

Gold Pacemaker cords.  
Green Honor Roll cords.  
Cool tees & shirts.

All in the NSPA Store.

JOURNALISM MATTERS. Now More Than Ever.

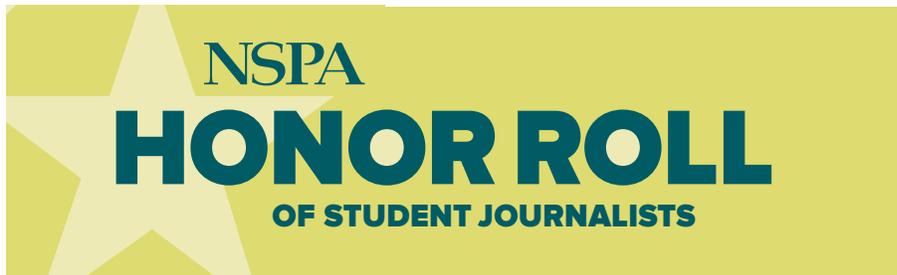
I'M ESSENTIAL. I'M A JOURNALIST.

### Honor student service

The NSPA Honor Roll of Student Journalists migrates from an academic honor to a service honor this year. More than a thousand scholastic journalists join the rolls each year.

NSPA also awards an annual Wikoff Scholarship for Editorial Leadership, as well as Honor Roll scholarships.

> [Honor Roll of Student Journalists](#)



NSPA  
**HONOR ROLL**  
OF STUDENT JOURNALISTS

### Traditions of excellence

The NSPA Hall of Fame represents sustained excellence by scholastic media.

Publications qualify for the NSPA Hall of Fame by earning 10 All-American ratings from the NSPA Critique Service within an 11-year span.

> [NSPA Hall of Fame](#)



NATIONAL SCHOLASTIC PRESS ASSOCIATION  
**HALL of FAME**

## NSPA Critiques

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.

> [NSPA critiques](#)

NATIONAL SCHOLASTIC  
PRESS ASSOCIATION

## Model Code of Ethics

One of the best ways to apply best practices is to make the NSPA 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 NSPA member-school gets a copy, and additional copies are for sale online.

> [NSPA Store](#)

## NSPA Pioneer Awards

The Pioneer Award is the highest award NSPA bestows upon journalism educators.

NSPA Pioneers are individuals who make substantial contributions to high school publications and journalism programs outside their primary employment.

> [NSPA Pioneer Award recipients](#)

### Awards badges

Download our awards badges for your publication's nameplate or masthead, or for your portfolio or résumé.

At the right, click on an image and then right-click to save it.



# Planning guide for NSPA Individual Awards

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

The awards are presented to individuals and small teams.

For high schools, there are 49 contests in 11 categories outlined in detail below,

and junior high/middle schools now have five categories in which to compete.

**2023 entry deadline: X**

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

> [Contests at a glance](#)

> [Contest rules](#)

> [NSPA membership](#)

## 1. Broadcast 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. 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 NSPA-member high school media outlet.

Submission: Website URL link.

### 1B. Broadcast Feature Story

Personality profiles or human-interest general features.

Number of entries: Two entries per NSPA-member high school media outlet.

Submission: Website URL link.

### 1C. 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 NSPA-member high school media outlet.

Submission: Website URL link.

### 1D. Broadcast Commentary

An editorial segment designed to inform and persuade an audience.

Number of entries: Two entries per NSPA-member high school media outlet.

Submission: Website URL link.

# Planning guide for NSPA Individual Awards / 2

## 2. Cartoon of the Year

### **2A. 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. Each installment of the comic strip counts as a separate entry.

Number of entries: Two entries per NSPA-memberhigh school media outlet.

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

### **2B. 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 NSPA-memberhigh school media outlet.

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

## 3. Design of the Year

### **3A. Newspaper Front Page**

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

Number of entries: Two entries per NSPA-memberhigh school newspaper. A publication cannot enter both Newspaper and Newsmagazine categories.

Submission: PDF file of printed page.

### **3B. 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 NSPA-memberhigh school newspaper. A publication cannot enter both Newspaper (3A, 3B) and Newsmagazine (3C, 3D) categories.

Submission: PDF file of printed page(s).

## Planning guide for NSPA Individual Awards / 3

### **3C. Newsmagazine Cover**

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

Number of entries: Two entries per NSPA-memberhigh school newsmagazine. A publication cannot enter both Newspaper (3A, 3B) and Newsmagazine (3C, 3D) categories.

Submission: PDF file of cover.

### **3D. Newsmagazine 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 NSPA-memberhigh school newsmagazine. A publication cannot enter both Newspaper (3A, 3B) and Newsmagazine (3C, 3D) categories.

Submission: PDF file of printed page(s).

### **3E. Literary/Specialty Magazine Cover**

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

Number of entries: Two entries per NSPA-memberhigh school magazine.

Submission: PDF file of cover.

### **3F. Literary/Specialty Magazine Page/Spread**

Single-page or spread entries that display verbal/visual content intended to be viewed without the facing page or two facing pages that together display a single verbal/visual story or a package of related content.

Number of entries: Two entries per NSPA-memberhigh school magazine.

Submission: PDF file of printed page(s).

### **3G. Yearbook Spread**

Facing pages that together display a single verbal/visual story or a collection of related content.

In the case of chronological coverage, the content is from a clearly labeled period of time. Spreads such as opening, closing and dividers must be entered in contest 3H. Yearbook Theme Package.

Number of entries: Two entries per NSPA-memberhigh school yearbook.

Submission: PDF file of printed page(s).

## Planning guide for NSPA Individual Awards / 4

### **3H. Yearbook Theme Package**

This package includes cover, endsheets, title page, opening, closing, divider and final/parting page presented together as a portfolio and compiled into a single file.

Number of entries: One entry per NSPA-memberhigh school yearbook.

Submission: PDF file of the theme portfolio. If the PDF file is too large to upload, submit a URL link to the PDF file on a shared drive taking care that permissions allow judge access.

### **3I. 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. Credit must be provided for any images used.

Number of entries: Two entries per NSPA-memberhigh school media outlet.

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

### **3J. 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. Credit must be provided for any images used.

Number of entries: Two entries per NSPA-memberhigh school media outlet.

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

## 4. Digital Story of the Year

### **4A. Multimedia News Story**

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, entry must include audio, video, slideshows, interactive content (maps, timelines, etc.) or animation. Credit must be provided for any images used.

Number of entries: Two entries per NSPA-memberhigh school media outlet.

Submission: Website URL link.

## Planning guide for NSPA Individual Awards / 5

### **4B. Multimedia Feature Story**

Personality profiles, trend stories or human-interest stories; not news or sports. In addition to text and images, entry must include audio, video, slideshows, interactive content (maps, timelines, etc.) or animation. Credit must be provided for any images used.

Number of entries: Two entries per NSPA-memberhigh school media outlet.

Submission: Website URL link.

### **4C. Multimedia Sports Story**

Coverage of games or seasonal summary, 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. Credit must be provided for any images used.

Number of entries: Two entries per NSPA-memberhigh school media outlet.

Submission: Website URL link.

### **4D. Photo Slideshow**

A photo story on a single subject with each photo communicating a different angle. Captions and photo credits must be included for every image. All images should be the work of student photographers.

Number of entries: Two entries per NSPA-memberhigh media outlet.

Submission: Website URL link.

### **4E. 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. Credit must be provided for any images used.

Number of entries: Two entries per NSPA-memberhigh media outlet.

Submission: Website URL link.

### **4F. Podcast**

Delivers relevant content through engaging audio storytelling and should appear on your media outlet's NSPA-memberwebsite.

Number of entries: Two entries per NSPA-memberhigh media outlet.

Submission: Website URL link.

# Planning guide for NSPA Individual Awards / 6

## **4G. Blog**

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

Number of entries: Two entries per NSPA-memberhigh media outlet.

Submission: Website URL link.

## 5. Photo of the Year

### **5A. News Photo**

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

Number of entries: Two entries per NSPA-memberhigh media outlet.

Submission: An image file (JPG, TIF, PNG) is required and a complete journalistic caption must be typed into the entry form. Do not submit URL link or PDF file — they will be disqualified.

### **5B. Feature Photo**

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

Number of entries: Two entries per NSPA-memberhigh media outlet.

Submission: An image file (JPG, TIF, PNG) is required and a complete journalistic caption must be typed into the entry form. Do not submit URL link or PDF file — they will be disqualified.

### **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 NSPA-memberhigh school media outlet.

Submission: An image file (JPG, TIF, PNG) is required and a complete journalistic caption must be typed into the entry form. Do not submit URL link or PDF file — they will be disqualified.

### **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 NSPA-memberhigh school media outlet.

Submission: An image file (JPG, TIF, PNG) is required and a complete journalistic caption must be typed into the entry form. Do not submit URL link or PDF file — they will be disqualified.

## Planning guide for NSPA Individual Awards / 7

### **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 NSPA-member high school media outlet.

Submission: An image file (JPG, TIF, PNG) is required and an identification/caption must be typed into the entry form. Do not submit URL link or PDF file — they will be disqualified.

## 6. Story of the Year

### **6A. News Story**

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

The first-place winner in the Story of the Year categories (News Story, Feature Story, Sports Story, Editorial and Opinion) compete for the \$1,000 Brasler Prize.

Number of entries: Two entries per NSPA-member high school media outlet.

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

### **6B. Feature Story**

Personality profiles or human-interest general features.

The first-place winner in the Story of the Year categories (News Story, Feature Story, Sports Story, Editorial and Opinion) compete for the \$1,000 Brasler Prize.

Number of entries: Two entries per NSPA-member high school media outlet.

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

### **6C. Sports Story**

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

The first-place winner in the Story of the Year categories (News Story, Feature Story, Sports Story, Editorial and Opinion) compete for the \$1,000 Brasler Prize.

Number of entries: Two entries per NSPA-member high school media outlet.

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

## Planning guide for NSPA Individual Awards / 8

### **6D. Editorial**

The statement of the publication's opinion supported by fact. Editorials generally do not have bylines.

The first-place winner in the Story of the Year categories (News Story, Feature Story, Sports Story, Editorial and Opinion) compete for the \$1,000 Brasler Prize.

Number of entries: Two entries per NSPA-member high school media outlet.

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

### **6E. Opinion**

Columns or bylined opinion pieces providing research and personal insights and anecdotes.

The first-place winner in the Story of the Year categories (News Story, Feature Story, Sports Story, Editorial and Opinion) compete for the \$1,000 Brasler Prize.

Number of entries: Two entries per NSPA-member high school media outlet.

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

## 7. Diversity, Equity and Inclusion

### **NEW //**

#### **7A. Diversity, Equity and Inclusion Reporting**

The University of Minnesota's Hubbard School of Journalism and Mass Communication has joined the National Scholastic Press Association in launching the Diversity, Equity and Inclusion competition.

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 high school entries, NSPA membership not required.

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

# Planning guide for NSPA Individual Awards / 9

## 8. Local Climate Change

### **8A. 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 NSPA-member high school media outlet.

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

## 9. Portfolio of the Year

### **9A. Artist of the Year**

Each member high school media outlet may nominate one person. Portfolio includes a one-page statement from the nominee explaining contributions and what was learned. Portfolio features five original pieces of print, digital or multi-media art including editorial cartoons and comic strips featuring the nominee's talents published this year along with one to three sentences describing each piece.

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

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

## Planning guide for NSPA Individual Awards / 10

### **9B. Broadcast Journalist of the Year**

Each member high school media outlet may nominate one person. Portfolio includes a one-page statement from the nominee explaining contributions and what was learned.

Portfolio features five original broadcast stories featuring the nominee's talents published this year along with one to three sentences describing each piece.

Number of entries: One entry per NSPA-member high school media outlet.

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

### **9C. Designer of the Year**

Each member high school media outlet may nominate one person. Portfolio includes a one-page statement from the nominee explaining contributions and what was learned. Portfolio features five original designs featuring the nominee's talents published this school year along with one to three sentences describing each piece. Entries may include complete spreads, pages, advertisements, covers, informational graphics, sidebars, etc. from print, web or video.

Number of entries: One entry per NSPA-member high school media outlet.

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

### **9D. Marketer of the Year**

Each member high school media outlet may nominate one person. Portfolio includes a one-page statement from the nominee explaining contributions and what was learned.

Portfolio features a detailed marketing plan that was implemented this year with results documented.

Number of entries: One entry per NSPA-member high school media outlet.

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

## Planning guide for NSPA Individual Awards / 11

Each member high school media outlet may nominate one person. Portfolio includes a one-page statement from the nominee explaining contributions and what was learned. Portfolio features five stories featuring the nominee's talents published this school year along with one to three sentences describing each piece. In addition to text and images, multimedia entries must include audio, video, slideshows, interactive content (maps, timelines, etc.) and animation as part of each robust story package.

Number of entries: One entry per NSPA-member high school media outlet.

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

### **9F. Photojournalist of the Year**

Each member high school media outlet may nominate one person. Portfolio includes a one-page statement from the nominee explaining contributions and what was learned. Portfolio features five images featuring the nominee's talents published this school year along with one to three sentences describing each piece. Captions must be published with the images and included as part of the entry.

Number of entries: One entry per NSPA-member high school media outlet.

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

### **9G. Writer of the Year**

Each member high school media outlet may nominate one person. Portfolio includes a one-page statement from the nominee explaining contributions and what was learned. Portfolio features five pieces of journalistic writing featuring the nominee's talents published this school year.

Number of entries: One entry per NSPA-member high school media outlet.

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

## Planning guide for NSPA Individual Awards / 12

### 10. Best Use of Social Media

#### **10A. Social Media Reporting**

Coverage using social media platforms for reporting, updating and engaging with the school community. Collect 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 NSPA-member high school media outlet.

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

#### **10B. 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 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 NSPA-member high school media outlet.

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

### 11. MHSPA Gold Medallion Awards

This category is available only for members of the Minnesota High School Press Association. All Minnesota high school media belonging to NSPA are automatically members of MHSPA. Entries submitted for the Gold Medallion Awards may also be entered in the NSPA Individual Awards.

The MHSPA Gold Medallion Awards features 24 individual contests in seven categories — broadcast, literary arts magazine, newspaper/newsmagazine, online, photojournalism, social media and yearbook.

## Planning guide for NSPA Individual Awards / 13

### 12. Junior High/Middle School Individual Awards

#### **12A. Design of the Year**

A single page or spread from literary magazine, newspaper/newsmagazine or yearbook.

Number of entries: Five entries per NSPA-membermiddle school/junior high media outlet.

Submission: PDF file of printed page(s). Middle school/junior high only.

#### **12B. Story of the Year**

A news story or feature story appearing in a newspaper/newsmagazine, website or yearbook.

Number of entries: Five entries per NSPA-membermiddle school/junior high media outlet.

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

#### **NEW // 12C. Broadcast Story of the Year**

A news, feature or sports story aired by broadcast station or website.

Number of entries: Five entries per NSPA-membermiddle school/junior high media outlet.

Submission: Website URL link.

#### **NEW // 12D. Multimedia Story of the Year**

News, features or sports stories that demonstrate strong reporting skills and delivers concise information. In addition to text and images, entry must include audio, video, slideshows, interactive content (maps, timelines, etc.) or animation. Credit must be provided for any images used.

Number of entries: Five entries per NSPA-membermiddle school/junior high school media outlet.

Submission: Website URL link.

#### **12E. Photo of the Year**

News, feature or sports photo appearing in a literary magazine, newspaper/newsmagazine, website or yearbook. A caption is required.

Five entries per NSPA-membermiddle school/junior high media outlet.

Submission: An image file (JPG, TIF, PNG) is required and a complete journalistic caption must be typed into the entry form. Do not submit URL link or PDF file — they will be disqualified.

# NSPA

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