

# 2020 GSPA Spring General Excellence Competition

IMPORTANT: ALL REQUIRED FORMS MUST BE SUBMITTED VIA ONLINE FORMS.

GSPA accepts entries for newspapers, newsmagazines, news websites, and broadcasts **published between Feb. 1, 2019 and March 6, 2020**. All entries must be submitted by **March 6, 2020**.

*Please note GSPA membership is required to enter all GSPA competitions.*

[2019-20 Online Membership Form](#)

## ENTRY GUIDELINES:

1. The contest/critique entry form is available [online here](#).
2. Submit:
  - Newspaper & Newsmagazine- Mail **TWO COPIES EACH** of your best two issues for the 2019-2020 year.
  - News Websites & Broadcasts- Provide link to publication on the entry form.
3. An entry form is required for each publication being critiqued/entered in the contest.
4. Contest entry fee is \$35. Critique-only is \$30 (ratings will not be published). Please mail payment with the publication. Make check payable to GSPA. [Online payments may be made here](#).
5. If an invoice is required, please email [gspa@uga.edu](mailto:gspa@uga.edu).
6. Please mail materials to GSPA, 120 Hooper St. Journalism 211A, Athens, GA 30602.

[\*All winners will be announced and celebrated at the  
Spring Workshop and Awards  
Monday, April 13, 2020, at the University of Georgia's  
Georgia Center for Continuing Education.\*](#)

# 2020 GSPA Spring Contest

## Individual Entry Categories

### BROADCAST

For the following categories, please submit the entry url link on the submission form. Include only the individual entry on the recording (not the entire show).

#### B1. News Package

One news story (versus sports coverage or feature stories) produced by a broadcast student may be submitted. Entries will be judged on news value, reporting/writing and format.

#### B2. In-depth News/Documentary

This category is for documentary-style packages with emphasis on research, interviewing and analysis.

#### B3. Feature Package

Acceptable feature package types include human interest, descriptive, personality profiles, informative and how-to stories.

#### B4. Production

This category includes non-news pieces that are heavy in production qualities. Acceptable entries include music videos, mini-movies, TV shows or PSAs.

#### B5. Sports Package

This category can include both broadcast sports news and sports feature packages.

#### B6. Podcast/Audio-only story

A story that has audio but not a video component.

### NEWSPAPER/NEWSMAGAZINE/ NEWS WEBSITE

#### 6. News Story

News stories should report but not interpret events that have news value and timeliness to the publication's readers. This category includes advance and follow-up stories.

#### 7. In-depth News Story

Stories should be in-depth and interpretive, characterized by the use of background information and should inform or instruct the reader. The elements "why" and "how" should be examined. Stories may lack the timeliness of news stories and may lack dependence on a specific news event.

#### 8. Feature Story

Acceptable feature story types include human interest, descriptive, informative and how-to stories. Please note the separate category for profiles (below).

#### 9. Feature Profile

Feature stories focusing on one individual's life, accomplishments, story, etc.

#### 10. Column Writing

Columns must carry bylines or other writer identification and appear in every issue or on a regular basis. A series of columns throughout the year in one PDF is considered one entry. All columns (entertainment, humor, etc. that are not sports columns or editorial commentary (see below) may be entered in this category.

#### 11. Opposing Viewpoints Column

Opposing Viewpoints Columns represent the opinions of two writers on a singular topic. Exactly two columns by a single writer qualify as one entry. Single column entries will not be accepted.

#### 12. House Editorials

House editorials should represent the opinion of the staff, editors or editorial board on a timely news matter of concern to the school, community, state, nation or world. *(cont'd in next column)*

In addition to providing the view-point of the staff, editorials provide facts and reasoning behind the opinion. *Exactly two house editorials qualify as one entry. Only one entry per staff accepted.*

#### 13. Commentary (Op-Ed Columns)

Commentary, or op-ed columns, should represent the opinion of the writer on a timely news matter of concern to the school, community, state, nation or world. Commentary should be bylined or otherwise identified as being the opinion of a particular writer(s).

#### 14. Critical Review

Reviews should present opinions, observations and evaluations of films, books, television programs, recordings, concerts, plays, restaurants and other things of interest to the paper's market.

#### 15. Sports News Story

Sports news stories should report but not interpret events that have news value and timeliness to the publication's readers. This category includes advance and follow-up stories. Please note separate category for sports game coverage.

#### 16. Sports Game Coverage

On-the-spot coverage of a single sports event (i.e., game, match or meet) or tournament.

#### 17. Sports Feature Story

Stories may include human interest, personality profiles, informative and interpretative ("why") features related to sports topics.

#### 18. Sports Column

Column must be related to sports about a sports-related issue and carry the author's byline.

#### 19. Headline Writing

Headlines should accurately reflect the content of stories without repeating the lead, and should draw readers into the story. Please include the articles for which the entries serve as headlines. Submit at least three headlines written by same student.

## 20. Caption Writing

Captions should contain sufficient information about the people and action in the photograph, without stating the obvious. Please include the photographs. *Submit captions for three photographs, all written by the same student.*

## 21. Editorial Cartoon

Original artwork serving as news commentary. Each editorial cartoon counts as a separate entry.

## 22. Sports Photograph

A peak action or reaction image that captures the excitement and tension of athletic competition.

## 23. News Photograph

A candid (non-posed) image of a breaking news event or documentary coverage of an ongoing issue that informs an audience.

## 24. Feature/Entertainment Photograph

A candid (non-posed) image from an event or on-going narrative that explores the arts, culture or non-breaking news issues.

## 25. Photo Essay

A collection of images that, when taken as a whole, deliver an in-depth visual understanding of an event or issue. Images should be predominantly candid moments with each photograph advancing the overall story. Compositional variety, moments and the sequencing of the images will factor into the judging. Submit the full page, including the headlines, copy, photos and captions along with the original photographs. The entry will be judged on the quality of the photographs, copy and layout. Please include the names of all students who worked on the photo essay.

## 26. Information Graphic

This category includes artwork or information graphics used to enhance any news, feature or sports article.

## 27. Illustration

This category is for hand-generated artwork created by a single student. Non-editorial cartoons from newspapers are accepted in this category. Illustrations that are part of information graphics should *not* be entered.

## 28. Photo Illustration

Images that have been controlled or enhanced for the purpose of illustrating a narrative. Portraits, composites and other alterations are allowed.

## 29. Double-truck layout/design

Centerspread layouts will be judged on content, design, originality and overall use of space.

## 30. Advertising Design

This category includes student-designed and student-written advertisements. Judging will be based on originality, creativity, design, appeal and perceived effectiveness.

## NEW MEDIA

### SM31. Social Media Storytelling

Submit screenshots on a pdf file showcasing innovative storytelling on a social media platform.

### SM32. Social Media Breaking News

Submit screenshots on a pdf showcasing breaking news coverage on a social media platform.

### SM33. Social Media Promotion

Submit screenshots on a pdf showcasing a promotion on social media platform.

### NM34. Emerging Media

This category includes unique and innovative ways to tell a story through an emerging media platforms. (Submit to this category if others do not seem applicable.)

## JUDGING PROCEDURE

Individual categories are designed to recognize outstanding achievement by individual staff members. The best entry deemed by judges will be recognized as All-Georgia. Other top entries will be designated Superior.

Please note the descriptions and outlines for all categories. Some categories require the submission of more than one piece of work.

All entries will be judged on **accuracy, completeness, fairness, creativity, clarity, precision and appropriate form.**

## Individual Entry Guidelines

1. \$2 fee for each individual entry.
2. An online form is required for each individual entry submitted
3. Entries are limited to THREE PER STAFF per category. We will not accept multiple entries from one individual in the same category.
4. Staff members should work with their fellow staffers and advisers to select the three best individual pieces from your staff per category.
5. Individual entries for newsmagazine and newspaper should be in a PDF.
6. The PDF title should be the following: Category #-Headline/Title-Publication Name-Student Name. The PDF should include the title of entry and name of students in the document.
7. Enter the URL in the form for individual entries submitted for the broadcast and news websites type of media. PLEASE TEST THE URL before submission.
8. Entries that do not follow guidelines properly will be disqualified.
9. Once you have completed this form, please compile all individual entries in a Dropbox folder or a Google folder and email the link to [gspa1928@gmail.com](mailto:gspa1928@gmail.com).
10. Entries being covered by individual students must be sent with the overall payment.

# Achievement Awards

The GSPA Achievement Awards recognize “behind-the-scenes” work of staffs or individuals. [Fill out the 2019 GSPA Achievement Awards Entry Form](#). Deadline for entries is March 6, 2020. There is no entry fee for achievement awards.

## **Administrator of the Year**

Recognizes an administrator who has demonstrated strong support for the journalism program.

## **Adviser of the Year**

Recognizes a journalism adviser who goes beyond the “call of duty” in supporting his or her staff.

## **Community Service**

Recognizes a staff that through its forum has initiated significant change within the community.

## **First-Year Adviser**

Recognizes a new adviser who has demonstrated success and desire in strengthening the program.

## **Freedom of the Press**

Recognizes a producer(s) of work that demonstrated solid reporting and/or insight, but was censored from student publication.

## **Perseverance**

Recognizes a staff that has overcome significant adversity to put out a quality product.

## **Start-Up**

Recognizes a first-year publication/program that has demonstrated significant quality.

## **Turnaround**

Recognizes the staff that has significantly changed the quality of its product from the previous year.

## **Enterprising**

Recognizes a student who achieves success in publishing significant, quality journalistic work outside of school in local, regional and/or national outlets.