29th Annual

Scholastic Press Association of Chicago Journalism Conference/Workshops

and

McCormick Foundation High School Media Awards

Tuesday, March 10, 2020

Note locations!

Journalism workshops and conference: 8 a.m. to noon
Roosevelt University, 430 S. Michigan Ave.

Luncheon and awards: Noon to 1:30 p.m.
Preston Bradley Hall, Chicago Cultural Center
78 E. Washington St. at Michigan Avenue

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Get a fee waiver	**page 5**	**Nominate a top journalist**	**page 9**
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Register for the contest	**page 7**	**See all deadlines**	**page 12**

Keynote speaker, Heidi Stevens

BIO: Heidi Stevens is a columnist at the Chicago Tribune, where she has worked as a writer and editor since 1998. Her daily column, Balancing Act, tackles race, gender, relationships, politics and pop culture and explores the ways they intersect with current events. Prior to the Tribune, Stevens worked at The Times in Munster, Ind. She graduated from Eastern Illinois University in 1996, where she studied journalism and political science. Stevens lives in Chicago's Logan Square neighborhood with her husband and children.

McCormick Foundation High School Media Awards

Deadline: Friday, Feb. 7, 5 p.m.

(Please note: Mailed entries must ARRIVE by this day/time)

1. Overall Newspaper: Judged on content (writing, reporting, coverage) as well as design (photography, typography, layout). (Two divisions: full-sized and newsletter-sized (8 1/2 x 11) papers.)
2. Overall Layout: Judged on design: photography, typography, layout. (full-sized and newsletter-sized divisions).
3. New Publication: Any publication, regardless of format (print or online) or size, is eligible for this category. Judged on content and visual appeal.
4. Overall Web Site: Effective use of visual, technological and content elements. Site must be functioning.
5. Overall Web Design: Effective use of photos, video, text and graphic elements; overall ease of navigation.
6. News Story: Timely, objective account of event relating to the school community.
7. Broadcast News Story: As with #6, a broadcast version of a timely, objective report on events related to the school community.
8. Special coverage: A series of articles or multiple stories presented as a package.
9. General Feature Story: Interesting presentation of school-related people, places or events.
10. Broadcast Feature Story: As with #8, a broadcast version of an interesting presentation of school-related people, places or events.
11. Personality Profile: Focused on an individual related to the school community.
12. Staff Editorial: Expresses the publication's opinion, including a definite conclusion or recommendation on a school or non-school issue.
13. Opinion Piece or Column: Expresses the writer's personal point of view on a school or non-school issue.
14. Broadcast Sports Story: (Either a news or feature story is eligible.) A report on an athletic event or an interview, profile or other non-news treatment of a sport or athlete.
15. Sports News Story: Objective report of a school athletic event or issue.
16. Sports Feature Story: An interview, profile or other non-news article on sports participants or activities that goes deeper than a won-lost report.
17. Sports Photo: Judged on technical qualities and content. Subject should be directly related to the school.
18. Non-sports Photo: Judged on technical qualities and content. Subject should be directly related to the school.
19. Original Editorial Cartoon: Original depiction of a school-related subject that can stand alone without story.
20. Original Drawing or Comic (with or without story): An illustration or other hand-drawn graphic element that supports text or stands on its own.
21. Computer Graphics: Original artwork, chart or graph that effectively augments articles.
22. Humorous Article: Writing that is funny and school related.
23. Entertainment Review: Article that presents plausible reasons for a judgment of book, movie or show or other media, including computer games.
24. Community Story: Article on something happening outside the school that impacts school life.
25. Broadcast PSAs: Public service announcement.

McCormick Foundation High School Media Awards

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(Please note: Mailed entries must ARRIVE by this day/time)

Contest guidelines

On page 2 are the 25 contest categories that your students may enter as part of the McCormick Foundation High School Media Awards.

Awards may be Superior, the highest award, or Excellent, the second-highest. The judges determine whether awards are granted in any given category. Winning entrants and their schools receive certificates; schools receive several copies of a printed booklet of the award -winners, which also can be downloaded as a PDF after the McCormick Foundation High School Media Awards ceremony.

The school winning the most awards receives a plaque.

The contest's judges are professional journalists and journalism educators who volunteer their judging time to support student journalism.

To enter:

- **Use the entry form (see page 5)**
- All entries must have been published (for print), aired (for broadcast) or posted (for web) during the 2019-20 school year OR after last year's awards submission date on Feb. 15, 2019.
- Enter as many or as few categories as you wish.
- Send two complete copies of the same issue for categories 1 and 2.
- Send two separately **mounted (on regular paper)** clippings of each entry.
- Send **mounted (on regular paper)** clippings of photography and graphics.
- For web categories, send a printout plus the site's URL.
- For broadcast categories, send a CD or flash drive.

DO NOT:

- Submit more than one entry from your school in a category.
- Enter the same article in different categories.
- Send glossy photos.

Questions? Contact Shonda Dudlicek, (312) 281-3244 or sdudlicek@roosevelt.edu

Scholastic Press Association of Chicago
at Roosevelt University

Money short?

NEED WAIVERS OF CONFERENCE FEES?

McCormick Foundation has provided us with funding to waive the $5 conference/registration fee for needy students. Please follow this simple procedure to have your students' fees waived:

- Email an explanation of why your students need for us to waive the $5 -per-person conference fee. If 95 percent of your students are below poverty level, for example, cite that statistic.
- List the names of the students who need waivers.
- Send your letter and the list in an email to Linda Jones, SPAC director, at sdudlicek@roosevelt.edu, no later than **Monday, Feb. 3.**

If you have questions about this process, please email or call Shonda Dudlicek at (312) 281-3244. We will notify all applicants about fee waivers by **Wednesday, Feb. 5.**

Please note: Each paid SPAC membership ($40) provides one free conference registration. We cannot waive the SPAC membership fee.

DEADLINE: Monday, Feb. 3

Questions? Contact Shonda Dudlicek, (312) 281-3244 or sdudlicek@roosevelt.edu

McCormick Foundation
High School Media Awards

Deadline: Friday, Feb. 7

Attach this form to each entry. PRINT LEGIBLY OR TYPE.

CATEGORY: _____

ENTRANT NAME: _____

PUBLICATION/WEB SITE: _____

SCHOOL: _____

McCormick Foundation
High School Media Awards

Deadline: Friday, Feb. 7

Attach this form to each entry. PRINT LEGIBLY OR TYPE.

CATEGORY: _____

ENTRANT NAME: _____

PUBLICATION/WEB SITE: _____

SCHOOL: _____

Scholastic Press Association of Chicago
at Roosevelt University

REGISTRATION/MEMBERSHIP FORM

Use this form to join SPAC, register for the conference and enter the McCormick Foundation High School Media Awards.

$40 membership/registration deadline: Friday, Feb. 7

Membership is $45 after the deadline.

School membership in the Scholastic Press Association of Chicago entitles one adult from the school to receive a free registration for our spring conference, including the advisers' breakfast on March 10.

SPAC members also receive newsletters and notices of upcoming journalism events, including workshops, contests and other journalism activities.

Member's name: _____

School name: _____**Phone number:** _____

Email address: _____

Memberships at $40: _____ **Number of students attending, $5 each**_____

Total enclosed (memberships + student registrations): _____

If you applying for waivers of student registration fees, check here: _____

Make checks payable to: **Scholastic Press Association of Chicago**

Mail this form, with your entries, to:
Shonda Dudlicek
Roosevelt University, 364B AUD
430 S. Michigan Ave.
Chicago, Ill. 60605

Questions? Contact Shonda Dudlicek, (312) 281-3244 or sdudlicek@roosevelt.edu

Scholastic Press Association of Chicago

at Roosevelt University

FELLOWSHIP APPLICATION

(Students and Advisers)

Scholastic Press Association of Chicago and the McCormick Foundation will provide up to $1,000 each for one student and one journalism teacher/adviser to attend summer high school journalism workshops of their choice. For students, preference will be given to those who will be editors for their newspapers next year.

Name _____

Check one: Teacher/adviser _____Student ____

School _____

Phone number _____ Email _____

If a student: your journalism teacher/adviser_____

If a teacher: your principal or supervisor_____

Please write the Fellowship Committee a letter explaining your interest in this fellowship. In your letter:

- Tell us about yourself.
- Tell us why you're interested in attending a summer journalism workshop.
- Tell us how the workshop would help you and your school newspaper.

Send your letter (typed or printed from a computer, no more than three pages) to:

Shonda Dudlicek
Roosevelt University, 364B AUD
430 S. Michigan Ave.
Chicago, Ill. 60605

Or email (as attachments) to sdudlicek@roosevelt.edu

DEADLINE: Friday, Feb. 7

STUDENT JOURNALIST OF THE YEAR SCHOLARSHIP

The McCormick Foundation/Scholastic Press Association of Chicago Student Journalist of the Year Scholarship is intended as a "Most Valuable Player" award to honor the senior student who has done the most for your publication this year. McCormick Foundation has provided SPAC with a $1,500 scholarship for the Student Journalist of the Year.

Your nominee might not be your editor: It might just be a student whose work has meant all the difference to your newspaper this year, whether that "difference" came as a copy editor, a photographer or a reporter. (Editors, of course, are eligible, too!)

Please write a letter and submit any accompanying documents, such as articles or copies of your newspaper, that support your nomination. You can nominate only one student from your school for the Chicago Journalist of the Year Scholarship. ***Please note that the nominee should be a graduating senior.***

The judges for the Student Journalist of the Year Scholarship will be professional journalists and journalism educators.

The scholarship winner will be announced at the McCormick Foundation High School Media Awards luncheon on March 10.

Send your letter of nomination (typed or printed from a computer, no more than three pages) to:

Shonda Dudlicek
Roosevelt University, 364B AUD
430 S. Michigan Ave.
Chicago, Ill. 60605

Or email (as attachments) to sdudlicek@roosevelt.edu

DEADLINE: Friday, Feb. 7

Questions? Contact Shonda Dudlicek, (312) 281-3244 or sdudlicek@roosevelt.edu

SPAC/McCormick Principal of the Year
2020 Nomination Form

Once again this year, we would like to honor a principal who has demonstrated outstanding commitment to high school journalism and a free press. We're looking for principals who:

- Actively support advisers and journalism teachers.
- Support opportunities for interaction with student staffs, advisers and teachers.
- Cultivate and maintain positive working relations with student staffs, advisers and teachers.
- Recognize outstanding performance in and outstanding support for scholastic media.

The award will be presented at the McCormick Foundation High School Media Awards luncheon on Tuesday, March 10, at the Chicago Cultural Center, 78 E. Washington.

And here's a plus: The principal selected as our Principal of the Year will receive a plaque AND a check for $500, to be used toward the school's journalism program.

To nominate an administrator, please email sdudlicek@roosevelt.edu with the following information:

Your name, your school and an email address that you check regularly.
The name, school and email address of the principal you are nominating.

Then, in a brief letter:

- Describe your school (size, location, any specific focus, student demographics, etc.).
- Describe the journalism program at your school (newspaper, video/audio program, frequency of publishing, etc.).
- Tell us why you're nominating your principal: overall support for journalism? any specific instances where the principal has been supportive of the journalism program?
- That's it! Email your letter and give us a chance to honor **your** principal!

Nominations must be received no later than Friday, Feb. 7

Questions? Contact Shonda Dudlicek, (312) 281-3244 or sdudlicek@roosevelt.edu

Scholastic Press Association of Chicago
at Roosevelt University

WRITE-OFFS REGISTRATION

Deadline: Monday, Feb. 24

We hold Write-offs Competitions in four categories at the Scholastic Press Association of Chicago's annual conference: News Writing, Feature Writing, Editorial Writing and Sports Writing.

Participants will attend a mini-press conference and will receive background information from which to write their articles, which must be written within a set time. Articles are judged on the day of the conference by members of Roosevelt University's journalism faculty and staff, and winners are announced at the McCormick Foundation High School Media Awards luncheon.

Students may compete in only ONE Write-off category, as they run simultaneously. Students arriving late for the competition will not be allowed to compete.

School name: _____

Adviser/teacher name: _____

Phone number: _____

Email address: _____

News Writing entrant: _____

Feature Writing entrant: _____

Editorial Writing entrant: _____

Sports Writing entrant: _____

Mail this form to (or email information to sdudlicek@roosevelt.edu):

Shonda Dudlicek
Roosevelt University, 364B AUD
430 S. Michigan Ave.
Chicago, Ill. 60605

Questions? Contact Shonda Dudlicek, (312) 281-3244 or sdudlicek@roosevelt.edu

Your deadlines for SPAC/McCormick Awards 2020

Apply for waivers of conference fee	Monday, Feb. 3
Waivers approved/notified by	Wednesday, Feb. 5
Contest entries must be received by	Friday, Feb. 7
Send membership/registration form by	Friday, Feb. 7
Apply for Journalist of the Year	Friday, Feb. 7
Apply for a summer fellowship	Friday, Feb. 7
Nominate a Principal of the Year	Friday, Feb. 7
Email your list of write-off entrants	Monday, Feb. 24
Attend our event!	Tuesday, March 10

Questions?

Contact Shonda Dudlicek, (312) 281-3244 or sdudlicek@roosevelt.edu