

EXECUTIVE COMMITTEE GIVES UPDATES

How quickly time flashes by. The 43rd Spring Conference of the Southern Illinois School Press Association will soon be here and members of the Executive Committee have been working on the details.

Many items were discussed in a meeting in Mt. Vernon. Many of the larger items are outlined in other *Editor* articles.

There are a few other decisions of which all SISPA members should be aware.

The Executive Committee decided that, like yearbooks, the newspaper judging to determine Blue Banner should be done by an outside party.

Consequently, there will be a fee attached to Blue Banner competition this year. Yearbook sponsors have paid such a fee for judging for many years.

There will be no fee for entering the Best Story Contest.

♦ See **BLUE BANNER** page 4 and **BEST STORY CONTEST** page 3

Advisers should also be aware that the CLIO film is history (pun intended). There is the chance it may be revived, but not this year.

Therefore, the Executive Committee decided that instead individual newspaper and yearbook staffs could make commercials also.

We encourage advisers and students to tape creative, entertaining, recruitment commercials.

♦ See **VIDEOS** page 2

Another point made was that the advisers have trouble getting together during the lunch break to discuss SISPA business. It has

been suggested that advisers have a box lunch. We're interested in feedback. More later.

While the program itself is only a thought at this point, it has been suggested that the Editor's roundtable be continued.

Another suggestion was to have a swap shop in which staffs would bring five or ten copies of their publication to be exchanged with other staffs. Obviously, more practical for newspapers than yearbooks.

It is also worth noting that the Adviser of the Year format has been changed.

♦ See **NOMINATION** page 2

If you have any suggestions about what should or should not be included in the program, contact a member of the Executive Committee.

MID-WINTER IJEA RETREAT PLANS READIED

SISPA advisers should have received a brochure about the 1993 Mid-Winter Meeting of the Illinois Journalism Education Association. Belleville West and the Belleville Hyatt Lodge (next to Fischer's) will be the site of the retreat.

In order to show the IJEA the importance and interest of downstate publications advisers, IJEA Mid-Winter Retreat Coordinator Nancy Smith of Belleville West is asking SISPA advisers to make a strong

showing at the March 5-6 retreat.

The cost for the retreat is only \$18 for a Friday night ice breaker and Saturday luncheon featuring a keynote speaker.

During the afternoon on Saturday, several displays and breakout sessions will be offered for advisers, but the main focus of the retreat is to simply give state advisers a chance to share their common experiences, successes and frustrations. Spouses or other adult

friends are also invited to attend.

The IJEA is committed to making scholastic journalism a strong force. As publications fall victim to the budget axe, it is vital that all advisers become active participants in IJEA.

Please consider joining us in March to learn more about IJEA and its benefits. Please call Nancy Smith at 618-233-5070 if you have any questions or would like registration information.

STAFFS: SEND US YOUR VIDEOS; SPECIAL CONTEST EXPLAINED

The entertainment for previous SISPA Spring Conferences has been the showing of the CLIO awards, the Oscars of advertising.

The hour-long film showed national and international ads in various categories and had been rented from the American Advertising Federation.

SISPA Executive Director, Herman Albers learned this fall the company that compiled and distributed the film has gone bankrupt.

This left SISPA without entertainment. Knowing the creativity (and zaniness) of many staffs, the Executive Committee is giving each publication staff a chance to make its own recruitment commercial to be shown as

the entertainment at the Spring Conference.

Very few rules apply but is asked that only one commercial be made per yearbook or newspaper staff. All tapes should be VHS format and run 5-7 minutes.

The theme for the contest is to design an ad to recruit students to your staff. Show why you think you are the best of the SISPA pack.

The possibility of prizes is still being considered.

If you have any questions about the contest, contact Laurie Bielong of Sparta High School or Herman Albers. Send the videotapes commercials to Laurie Bielong at Sparta H.S., 205 W. Hood, Sparta, IL 62286.

NOMINATION PROCESS EXPANDS FOR AWARD

Students can now nominate their newspaper or yearbook adviser for Adviser of the Year. SISPA honors one newspaper Adviser of the Year and one yearbook Adviser of the Year at its Spring Conference. The award is given annually.

The award is called the Marion Rice Adviser of the Year in honor of the longtime SISPA director. Last year, SISPA honored Nancy Smith of Belleville West (yearbook) and Debbie Otto of Jackson High (newspaper).

Previously, nominations had to come from other advisers. Advisers can still send in nominations.

Each newspaper or yearbook staff can make one nomination. When nominating, please include a description outlining the merits of the adviser, the adviser's experience, previous awards, and awards earned by the publication.

The Adviser of the Year Committee, headed by Julie Oesch of Clay City, will still have the final decision on the winner. Nominations should be sent to her at:

Julie Oesch
Box 405
Clay City High School
Clay City, IL 62824

Winners are announced at the Spring Conference.

92-93 SISPA MEMBERSHIP FORM

School Name _____

School Address _____

School Phone _____ Enrollment _____

Newspaper Name _____

Adviser _____

Yearbook Name _____

Adviser _____

Send this form with \$10 membership to: Nancy Smith
c/o Belleville West High School, 2600 West Main,
Belleville, IL 62223.

DON'T MISS OUT!

Schools are reminded to take care of SISPA membership for 1992-1993.

Dues have been raised to \$10 per school which includes newspaper and yearbook.

The rates were increased because of costs involved in judging and the need to reserve rooms at the Spring Conference to facilitate the On-Site Writing contest.

To participate in the contests, schools must be SISPA members.

If you have suggestions about how SISPA can serve you better,

contact Executive Director Herman Albers at 758-2338.

Current members include: Belleville West, Benton, Cammi-White, Carterville, Chester, Clay City, Cobden, Collinsville, Coulterville, DuQuoin, Fairfield, Flora, Harrisburg, Heath, Herrin, Jackson, Joppa, Marion, Mater Dei, Mattoon, Murphysboro, New Athens, Paducah-Tilghman, Sacred-Heart Griffin, Southwestern, Steeleville, Wayne City and Webber Township.

NEWSPAPER CONTEST GUIDELINES, DEADLINES DETAILED

All entries for the Best Story competition must be **postmarked March 29, 1991**. Entries should be sent to: SISPA, School of Journalism, Southern Illinois University, Carbondale, IL 62901. As in the past, award winners will be named at the Spring Conference, April 26.

Each publication is limited to a maximum of **3 entries per category**. All entries must have been published during the 1992-93 school year.

Tape or glue each individual article on a piece of white 8 1/2" x 11" paper. If an article is too long for one sheet, continue to another sheet(s), stapling together so the entry will not get separated. On the front side of each entry please label as following:

Name of Student
Category
Newspaper
High School

Enter each article in the appropriate category. Category descriptions are listed below. Articles entered in the wrong category will be disqualified.

If there are any questions, contact Laurie Bielong of Sparta High School at 618-443-4341.

BEST STORY CONTEST'S CATEGORIES EXPLAINED

There are a total of nineteen categories in the Best Story Contest. Each publication may enter a total of **three entries per division**. They are:

Best Original Advertisement

A published ad that is conceived and designed by the student. Ad slicks or ads designed by the advertised company are not eligible.

Best Original Art

Artwork used in lieu of photographs with the intent to enhance any news, feature, or sports article or to aid in the graphic look of the publication. Computer produced drawings are acceptable but should be student produced.

Best Original Cartoon

A cartoon entry may be editorial or comic. It may be a single frame or multiple frames. Computer produced cartoons are acceptable as long as they are student produced and generated.

Best News Story

An article of a news event that presents new information or an angle on already published information or past events.

Best Editorial

An article written as a statement or opinion on an issue by the staff. It should not be bylined. It may seek to encourage critical thinking, to mold opinion, or sometimes to promote action.

Best Review

An opinion piece that reviews movies, music, plays, concerts, book, exhibits, performances, or other works available to the public or students. Article may be column work or an individual piece.

Best In-depth Story

Article should be issue-oriented coverage with emphasis on research, interviewing and analysis. It should be a minimum of 12 column inches.

Cub Division

Any type of article written by a freshman or sophomore on staff. Guidelines will vary depending on type of article entered. Refer to appropriate category.

Best Interview Story

Article is dependent on the use of exten-

sive quotes. Quotations should make up at least 60 percent of the article.

Best Feature Story

An article that entertains through material that is interesting but not necessarily important. Emphasis should be on rich detail and liberal use of quotes. It should focus on human interest.

Best Featurette

An article that contains the elements of a feature story but is shorter. Length should not exceed 6 column inches.

Best Sports Feature

A sports feature is on a sport-related topic. It would contain the same elements and guidelines of a feature article.

Best Photograph with Caption

Photograph can be a news, feature, or sports subject. Along with published picture and caption, if possible, send original photograph so that printing errors can be accounted for.

Best Humorous Column

An article under a permanent title written regularly and giving expression to the writer's opinion. It would have a lighter tone either through writing style and/or subject matter.

Best Editorial Column

An article under a permanent title written regularly and giving expression to the writer's own opinion. The editorial column should be of a serious nature.

Best Sports Column

Like the editorial and humorous column, the sports column differs only in that its subject deals with sports.

Best Sports Story

A news article that emphasizes timely action, including coverage of sporting events. It may be an advance, follow-up, summary, or combination story.

Best Front Page Layout

Enter three front page only tearsheets.

Best Overall Layout

Enter three complete issues.

NEW BLUE BANNER JUDGING, FEE SET

In order to make judging of Blue Banner papers more objective and the critiques more useful, entries will be judged by outside sources.

Because of this change, a fee of \$8 will be charged to cover judging and mailing costs. Schools must be a SISPA members to participate.

The criteria for receiving the Blue Banner has not changed. This contest will continue to recognize those publications that show overall excellence.

Newspapers are judged within three separate categories according to size within Illinois and an out-of-state category.

To enter, choose three issues, staff choice, which were printed during the 1992-93 school year.

Complete the entry blank contained in this newsletter and send with papers and entry fee to:

Laurie Bielong,
Sparta High School,
205 West Hood,
Sparta, Illinois 62286
by Friday, March 19.

The winners will be announced at the Spring Conference.

BLUE BANNER ENTRY BLANK

Include copies of three issues of your publication (staff choice) from the 1992-93 school year.

School _____ Newspaper _____ *

Enrollment _____ Number of Issues Planned in 1992-93 _____
Categories

- I. Printed Illinois newspaper, school enrollment of 700 or more
- II. Printed Illinois newspapers, school enrollment under 700
- III. All newspapers regardless of reproduction process from schools under 300
- IV. All out-of-state newspapers

Category _____

Please Answer the Following:

1. How is your newspaper produced? _____
2. Who sets the type? _____
3. Who sets the headlines? _____
4. Who does paste up? _____
5. Where is it printed? By whom? _____
6. Do you use desktop publishing? YES NO What type of hardware and software? _____
8. How large is the staff? _____ Do you have a journalism class? _____
9. How is your publication financed? _____
10. Please explain any problems, set backs, or circumstances beyond your control that would be helpful in evaluating your publication.

Entry Fee Enclosed _____ (\$8.00 - Make check payable to SISPA)

SISPA Member Yes _____ or Enclosed _____ (\$10.00 - Make check payable to SISPA)

Adviser _____ Editor(s) _____

Address _____

Phone _____

DEADLINE: FRIDAY, MARCH 19, 1993

Send To: Laurie Bielong, Sparta High School, 205 W. Hood, Sparta, IL 62286

(Questions: (618) 443-4341)

1993 YEARBOOK CONTEST- COMMITTEE ANNOUNCES DEADLINES, RULES

There will be two categories of competition in the 1993 Copy Block Contest. One category will be for sports copy, and the other will be for feature writing.

Each school may submit three entries per category.

The Photography Contest also includes two separate categories.

Category I includes those photos which have been taken, developed

and printed by a staff member.

Category II will be for all other photographs which are taken by staff members but which have all or part of the developing and printing work done outside of school by professionals or some other group.

Entries should be either mounted or pasted on typing paper.

All entries must be verified by the adviser that they will appear in the

1993 yearbook.

All the entries must be postmarked no later than March 29, 1993 to be sure they arrive at the Journalism Department at SIU-C in time for judging.

Or, yearbook contest entries may be delivered in person Saturday, April 3 at 9 a.m. at the SIU School of Journalism office in the Communications Building.

STAFFS SHOULD PREPARE FOR ON-SITE CONTESTS

The On-Site Writing Contest will once again be a feature of the Spring Conference, scheduled for Monday, April 26, to provide another avenue of competition and learning.

There will be ten different areas of competition. Member school may enter one student and one alternate in each category. Registration for the contest will take place the morning of the Conference.

The contests will all take place at the same time, so a student may enter only one. Alternates will be allowed to compete if there is room.

There will be a \$2 per school fee per category. If alternates are going to compete, no additional fee will be charged. Entry fees will be collected at registration.

Unless otherwise specified in the contest description, students are to bring only paper and a writing utensil. No typewriters, wordprocessors or computers will be permitted. Also, no tape recorders will be allowed.

Although each contest is geared toward newspaper or yearbook processes, none are exclusively limited to particular staff members.

Descriptions of each of the con-

tests is as follows:

1. News Writing- Students will be given a fact sheet from which to draw information. Students will then compose a news story from information provided.

2. Editorial Writing- Students will be given a fact sheet from which to draw information. After reading the material, students will write an editorial on the topic using their ideas to support or oppose a position.

3. Caption Writing- This contest is designed for both newspaper and yearbook staffs. Students will be given several photographs and will write captions. The captions must tell a complete story but not exceed 40 words in length.

4. Yearbook Copy Block-A fact sheet will be provided for those entered to write a typical copy block.

5. Yearbook Cover Design- Students will be asked to develop a cover idea based on a theme given to them. Students may bring out sheets, color pencils, markers etc.

6. Editing- Students will be asked to proofread a story checking for good journalistic style.

7. Sports Writing- Students will be

given a fact sheet from which to draw information. They will write a sports feature based on those facts.

8. Advertising Design- Students will be given three business information sheets. They will be asked to design ads to fit certain sizes. Students may bring a ruler and any type of pen or pencil. Artistic ability is not necessary as ads will be judged on overall design and areas may be simply marked for art work.

9. Newspaper Front Page Design- Students may only bring only a ruler and a pencil. Everything else will be provided. Students will design a layout from stories and photos given.

10. Yearbook Double Page Spread Design- Students may bring layout sheets, croppers etc. They will be asked to design a DPS based on a story topic and several photos.

Judging will be done by SIUC staff members and winners will be announced in the afternoon meeting.

First place plaques, courtesy of Herff-Jones, will be given to each category's winner. Certificates will be awarded to second and third places.