

CONTEST COORDINATORS

SPORTS REPORTING/Writing (3)
NEWS REPORTING/Writing (3)
(6 sub-categories total)

LIZ VIALI

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FEATURE WRITING (2)
COMMENTARY (2)
BEST OVERALL NEWSPAPER (1)
(5 sub-categories total)

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PHOTOJOURNALISM (5)
PRINT DESIGN (5)
(10 sub-categories total)

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**MULTIMEDIA - INCLUDES
RADIO & VIDEO (13)**
BEST OVERALL WEBSITE (1)
(14 sub-categories total)

ROB BREEDING

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2022 Golden Leaf Awards Official Contest Rules

GENERAL RULES

1. Entries accepted only from NPCMA dues-paying members. NPCMA membership dues cost **\$50 per institution per academic year**. Member institutions will be billed for dues and entry fees in mid-March by NPCMA treasurer Michael D. Kennedy, mkennedy@csc.edu. You may use one check for dues and entry fees, but please make sure NPCMA knows one check covers both.
2. Entry fees cost **\$5 PER ENTRY**. Make checks payable to Northern Plains Collegiate Media Association. Working with Contest Coordinators, NPCMA treasurer, Michael D. Kennedy will verify the number of entries from each institution, then bill each for dues and entry fees.
3. Individual entries must be the work of students who were enrolled at an NPCMA member institution at the time the work was produced/published.
4. Entries must have been published, posted online or aired by an NPCMA member institution's student media outlet between **JAN. 1, 2021, and DEC. 31, 2021**.
ONE EXCEPTION:
 1. **Best Overall Website**
Judges will review **CURRENT 2022 Websites**
5. Please remember the spirit of the contest is to recognize the work of students in their student media. Therefore, entries published in print, posted online or aired by commercial outlets or other non-recognized student media outlets, will not be accepted (Example: An institution's public relations office or other public relations outlet, such as a sports information office, is considered professional and therefore not an eligible student media outlet).
6. Eligible students are limited to two entries per category, but may enter as many categories as they like, except as noted in specific "STAFF AWARD" categories.
7. Eligible member institutions are limited to five entries per category, except as noted in specific "STAFF AWARD" categories.
8. Newspaper (Print & Online) digital entries are to be submitted as PDFs or links to online content. Please see the individual category for details.
9. PROCEDURE for submitting entries:
 - A. Procedures for uploading digital entries will be emailed to each adviser well in advance of **Feb. 25, 2022**.
10. **DEADLINE: ALL entries must be time-stamped no later than Midnight, Friday, Feb. 25, 2022.**

2022 GLA STUDENT MEDIA RULES & CATEGORIES

1. CAREFULLY READ AND FOLLOW THE GENERAL RULES ON PAGE ONE.
2. PROCEDURES FOR UPLOADING ELECTRONIC ENTRIES WILL BE EMAILED TO EACH ADVISER.

SPORTS REPORTING/WRITING (3 sub-categories)

(All print and online products articles are eligible for the Sports GLAs. All individual entries must be submitted as links to online content or uploaded as PDFs.)

1. **Best Sports Game Story:** This category recognizes excellence in a single game story, based on the quality and thoroughness of writing and reporting.
2. **Best Sports Feature:** This category recognizes excellence in a single feature story about any sports topic other than a single game, based on the quality and thoroughness of writing and reporting.
3. **Best Sports Column:** This category recognizes excellence in sports columns, based on the quality of writing and thoroughness of reporting.

NEWS REPORTING/WRITING (3 sub-categories)

(All print and online products are eligible for the News GLAs. All individual entries must be submitted as links to online content or uploaded as PDFs.)

4. **Best Breaking News Story:** This category recognizes excellence in a single story, based on the quality of writing and thoroughness and reporting, written on deadline about a breaking news event. Breaking News is defined as an event or development in which no advance planning is possible.
5. **Best General News Story:** This category recognizes excellence in a single, non-breaking story, based on the quality of writing and thoroughness of reporting, about a general news event.
6. **Best In Depth Reporting:** An in-depth report on a serious subject, single or multiple elements or a series. Judges consider news peg, local relevance, use of research, computer-aided research, multiple sources, enterprise on the part of the newspaper in pulling resources together to get the story, impact on community, opportunity for the community to take action.

FEATURE WRITING (2 sub-categories)

(All print and online products are eligible for the Feature GLAs. All individual entries must be submitted as links to online content or uploaded as PDFs.)

7. **Best Feature Story:** This category recognizes excellence in a single feature story, based on the quality of writing and thoroughness of reporting, about a topic that is not breaking or general news.
8. **Best Arts and Entertainment Story:** This category recognizes excellence in an arts and entertainment story, based on the quality of writing and thoroughness of reporting.

COMMENTARY (2 sub-categories)

(All print and online products are eligible for the Commentary GLAs. All individual entries must be submitted as links to online content or uploaded as PDFs.)

9. **Best Editorial:** This category recognizes excellence in

a single editorial, based on the quality of writing and thoroughness of reporting.

10. **Best Column:** This category recognizes excellence in a single column, based on the quality of writing and thoroughness of reporting.

PHOTOJOURNALISM (5 sub-categories)

(All print and online products are eligible for the Photo GLAs. All entries must be submitted as links to online content or uploaded as JPGs or PDFs.)

11. **Best Breaking News Photo:** This category recognizes excellence, based on image quality and news content, in a single photograph of a breaking news event. Breaking News is defined as a photo in which no advance planning is possible.
12. **Best General News Photo:** This category recognizes excellence, based on image quality and news content, in a single non-breaking news photograph of a general news event.
13. **Best Feature Photo:** This category recognizes excellence, based on image quality and unique storytelling content, in a single feature photograph.
14. **Best Sports Game Photo:** This category recognizes excellence, based on image quality and content, in a single photograph of a sporting event.
15. **Best Sports Feature Photo:** This category recognizes excellence, based on image quality and unique storytelling content, in a single sports feature photograph. (Game-action photos should be submitted in the "sports news" category).

PRINT DESIGN (5 sub-categories)

(All print design entries must be uploaded as PDFs.)

16. **Best Newspaper Spread:** This category recognizes excellence in the design of a newspaper page or spread. Entries can be news, sports, feature or editorial pages.
17. **Best Newspaper Front Page:** This category recognizes excellence in the design of a newspaper's front page.
18. **Best Overall Design: This is a STAFF AWARD.** This category recognizes excellence in the design of the entire newspaper. ALL SCHOOLS ARE LIMITED TO ONE ENTRY; One entry is THREE (3) complete newspapers - must include at least one edition from the fall and spring 2021 semesters.
19. **Best Display Ad:** Judges will consider cleverness of headlines and text and the ability to captivate, entertain and attract readers and motivate them to respond. Judges shall also consider basic idea, layout, copy, typography and originality.
20. **Best House Ad:** Must be original promotional material, from your newspaper, focused on retaining readers and building circulation for either your print or digital product, or both.

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Multimedia (13 sub-categories - Includes Audio; Video) **(All print publications with a digital presence and all stand-alone online student media are eligible for the Individual Online GLAs.**

All entries must be submitted as links to online content.)

21. Best Podcast: This category recognizes excellence in content, production quality and innovative use of audio in the podcast. Entries should be no longer than five minutes and may be a segment of a longer podcast.

22. Best Multimedia News Story: This category recognizes excellence in telling a non-breaking news story using multimedia techniques, including interactive graphics, photography, audio and video. In addition to the quality of the journalism and creative use of the medium, judging will be based upon on the artful blending of multiple media into a single site. Multimedia submissions must include at least three media (reporting, photography, video, audio).

23. Best Multimedia Sports Story: This category recognizes excellence in a single sports story told with multimedia techniques, including interactive graphics, Flash, photography, audio and video. Multimedia submissions must include at least three media (reporting, photography, video, audio).

24. Best Social Media Presence: This category recognizes excellence in promotion and delivery of overall coverage and content. Judging will be based upon reporting, writing and editing, multimedia, special projects, cross-platform integration, service to the campus community and interactivity.

25. Best Audio Sports pregame or post-game show: This category recognizes excellence in audio coverage of a pregame or post-game show, including writing, news judgment and objectivity in reporting, production quality and innovative use of audio. Entries should be no longer than five minutes.

26. Best Audio Sports Story: This category recognizes excellence in writing, production quality, sports journalism judgment and innovative use of audio in a sports story. Entries should be no longer than five minutes and may be a segment of a longer newscast.

27. Best Audio News story: This category recognizes excellence in writing, production quality, news journalism judgment and innovative use of audio in a news story. Entries should be no longer than five minutes and may be a segment of a longer newscast.

28. Best Audio Feature Story: This category recognizes excellence in writing, production quality and innovative use of audio in a feature or entertainment story. Up to five minutes in length, as a portion of a regularly scheduled program or specialty report. Single entry.

29. Best Audio Promotional Announcement: A single produced message from 10- to 60-seconds which promotes a station event, programming, station contest, or

overall station image. (Note: Any announcement promoting an organization other than the station itself, e.g., the school or school organizations, should be submitted in the PSA categories.)

30. Best Audio Public Service Announcement: A produced message on behalf of any organization other than the radio station itself, including those for the college/university, campus organizations, nonprofit agencies, charities, etc.

31. Best Audio Sports Play-By-Play Announcing: This category recognizes excellence in announcing any college competitive sporting event. An entry must be a continuous recording of not more than five minutes of play-by-play announcing from a single sporting event, not edited highlights. Commercial breaks may be edited out.

32. Best Video News Story: Reporting of an individual hard news, spot news, or feature story. This may either be a stand-alone story (as for a class assignment) or one presented as part of a news program (such as in a newscast, news magazine or public affairs program).

33. Best Video Sports Story: Reporting of sporting news. This may either be a stand-alone story (as for a class assignment) or one presented as part of a news program (such as in a newscast, news magazine or public affairs program).

34. Best Video Public Service Announcement: A produced message on behalf of any organization other than the radio station itself, including those for the college/university, campus organizations, nonprofit agencies, charities, etc.

35. BEST OVERALL WEBSITE (1 CATEGORY)

This is a STAFF AWARD

Judges will review web content and interactivity FROM CURRENT 2022 websites. Judges may evaluate the Content; effective use of Multimedia features; effective use of Social Media, and other online features inherent to a successful online presence.

36. BEST OVERALL NEWSPAPER (1 CATEGORY)

This is a STAFF AWARD

Limit is ONE entry per institution. The eligibility dates are Jan. 1, 2021 - Dec. 31, 2021. Institutions must submit THREE (3) complete newspapers — of the three, there must be at least one edition from the fall and spring 2021 semesters.