

Mark of Excellence Awards

Entry deadline: January 25, 2012

Annually, the Society of Professional Journalists presents the Mark of Excellence Awards honoring the best in student journalism. The awards offer categories for print, radio, television and online collegiate journalism. Entries are first judged on the regional level. First place regional winners advance to the national competition and are recognized at SPJ spring conferences. National winners will be showcased on spj.org.

The contest is open to anyone enrolled in a college or university in the U.S. studying for an academic degree in 2011. Students who have had full-time, professional journalism experience, outside of internships, are not eligible. Entries must have been published or broadcast during the 2011 calendar year.

[Enter Online](#)

All Mark of Excellence Award entries should be submitted through the online entry form. Please review the rules below.

When you are ready to submit your entry, [you may do so by following this link](#). If you would like more information about the online submission process, [you will find a complete FAQ here](#).

About the Awards

Entries are first judged on the regional level. First place regional winners advance to the national competition and are recognized at SPJ spring conferences. National winners will be showcased on spj.org.

Eligibility

— The contest is open to anyone enrolled in a college or university in the U.S. studying for an academic degree in 2011. **Students who have had full-time, professional journalism experience, outside of internships, are not eligible.**

— All entries must have been published or broadcast in 2011.

— The entrant must have been enrolled as a student at the time of publication or broadcast.

— Work published or broadcast while working as a student intern is acceptable.

— Unpublished manuscripts, classroom exercises and unaired news broadcasts do not qualify.

Any work found to be unpublished, unaired or a classroom exercise will be disqualified.

— A classroom exercise is defined as work assigned for a grade or fulfillment of a course requirement and is not eligible for an MOE Award unless it was also published outside of class

in the campus/local newspaper, campus/ local broadcast stations or Web site.
— Advisers may enter for their students.

General Rules

- Incomplete entries will be disqualified. Entrant will not be notified of such disqualification nor will their entry fee be refunded.
- Material submitted for the contest will not be returned. Winning entries may be reproduced or posted on the SPJ Web site for educational or other purposes.
- A cover letter explaining your entry is optional. Limit to one paragraph.
- Only select categories can be mailed in. Those entries must be postmarked by Jan. 25, 2012.
- Mark the date of publication or broadcast on all items submitted.
- Each contestant may enter as many categories as desired and may submit no more than two entries per category.
- Each entry must be accompanied by the correct entry fee. If payment is being sent separately by your school's finance department, a letter must be included stating this and supplying the contact information for your finance department.
- Be sure the name of each student who worked on the entry is listed on the entry form and spelled correctly.
- Up to four individuals may be named on a team entry; otherwise, the entry must be submitted in the name of the newspaper, magazine, station or online news site.
- Work should be submitted in the region where the entrant was enrolled in school. See the SPJ Web site or entry form for regional boundaries.
- All entries must have been published or broadcast in English.

Mailing Your MOE Award Entry

Mail-in option applies to select categories only.

Categories with a mail-in option: Best All-Around Daily Student Newspaper, Best All-Around Non-Daily Student Newspaper, Best Student Magazine (mail-in only), Best All-Around Radio Newscast and Best All-Around Television Newscast. Be sure to check the box saying that you are mailing your entry in.

Entries in all other categories should be uploaded to the online awards site. If an entry is mailed to SPJ Headquarters and it is not for one of the categories listed above, it will be disqualified.

All mailed entries should include a copy of the online award confirmation. To print your award confirmation:

1. Complete the payment and checkout process,
2. Click on the “**Your MOE Award Entries**” tab and select the entry you will mail in.
3. Print out the confirmation page to submit with your entry.

Mail entry and online confirmation form to:

Mark of Excellence Awards
Society of Professional Journalists
3909 N. Meridian St.
Indianapolis, IN 46208

Mail-in option applies to select categories only.

— **ACCURACY REQUIREMENT:** Any corrections, clarifications or retractions made after initial publishing or broadcast should be submitted as part of the entry. Also, copies of any written challenges to the report's accuracy sent to the entrant or the news organization by or on behalf of those mentioned — including but not limited to letters, e-mails or legal papers — must be included with the entry. Responses by the news organization also should be included.

Fees

Each submission by an SPJ member must be accompanied by a \$9 entry fee and the entrant's membership number. You may not use another student's membership number to obtain the \$9 member entry fee. Each submission by a nonmember must be accompanied by an \$18 entry fee.

— When an entry by more than one person is submitted, a \$9 fee will be acceptable if at least one person on the team is a member of SPJ. The member must be identified and supply their membership number. **Your adviser's membership number may NOT be used.**

— Entries submitted in the Best All-Around categories must be accompanied by an entry fee — \$9 if the editor(s) is (are) a member of SPJ, \$18 if the editor(s) is (are) not a member. To claim the \$9 rate, you must supply the editor's name and membership number.

— Make checks and money orders payable to: **Society of Professional Journalists**. Entrants paying by check should include the award confirmation number in the memo line. Multiple confirmation numbers should be listed on note accompanying the check.

— No refunds will be issued.

Judging/Criteria

Judging will be based on overall excellence. Criteria include:

- Accuracy and completeness
- Enterprize and ingenuity
- Adherence to high journalistic standards
- Significance and effectiveness
- Extenuating circumstances
- Clarity, insight and respect for the audience.
- Creative use of the medium's unique capabilities
- Adherence to the SPJ Code of Ethics
- Judges will weigh the resources available to the student when selecting the winners.
- Judging will take place first on the regional level, with judges for each region selecting

regional winners in each category from among the entrants in that region. First, second and third place winner will be chosen unless the judges find that the entries do not meet the overall standard of excellence required. No ties or honorable mentions will be awarded. The winners in each region will be honored at their regional conference in the spring of 2012. The first-place winning entries from each region will go on to compete at the national level, with different panels of national judges selecting one national first-place winner in each category. These winners will be featured on spj.org.

Category-specific Rules

Print Entries (Newspaper and Magazine Categories)

- Entrants should submit a link to the online article or a PDF of the news/magazine page on which the story appeared. The date of publication should be visible.
- PDFs should have the same name as the title of the story.
- PDFs should be combined into one file, when possible.
- Word documents containing the work will not be accepted.
- Limit a series to no more than five stories.

— **Mail-in instructions for Best All-Around Daily Student Newspaper and Best Student Magazine categories only:** Entrant **MUST** fill out entry form on the awards site, print out the confirmation form and include it with the submitted newspapers.

Art/Graphics Entries

- For photographs published in a newspaper, magazine or on an online news site.
- Entrant should submit a PDF of the news/magazine page on which the art appeared, or a link to the art published on an online news site. The date of publication should be visible.
- Submitting a separate digital photo is optional.

Radio Entries

- The original broadcast must not be altered.
- Work must have been aired by a campus, public or commercial radio station.
- Work aired on an online radio station or by Podcast is also eligible.
- Entrant should submit a link to the work online or upload an audio file to the awards site. [50 MB file limit]
- All audio files must be .mp3 (preferred), .wav or .aiff format. Audio in other formats will not be accepted.
- A script or transcript with lead-in is strongly recommended, but not required.

— **Mail-in instructions for the Best All-Around Radio Newscast category only:** Entrant **MUST** fill out entry form on the awards site, print out the confirmation form and include it with the submitted CD-ROM. Label CD-ROM with the name of the entry, school, category and entrants. Submit CD-ROM in a protective case. Newscasts should be entered on one or two CD-ROMs.

Television Entries

- Work must have been broadcast by a campus, public or commercial television station or franchised cable television system.
- The original broadcast must not be altered. Commercials may be removed.
- Work aired on an Internet TV station or by Podcast is also eligible.
- Entrant should upload the work to an online video site and submit the URL (preferred), or upload a video file to the awards site. [50 MB file limit]
- All video files must be one of the following formats: .wmv, .mov, .mpeg or .mp4.
- Do not upload video to mediafire. Content uploaded on this site is only available for a limited time.
- A script or transcript with lead-in is strongly recommended, but not required.

— **Mail-in instructions for the Best All-Around Television Newscast category only:** Entrant MUST fill out entry form on the awards site, print out the confirmation form and include it with the submitted DVD. Label DVD with the name of the entry, school, category and entrants. Submit DVD in a protective case. Newscasts should be entered on one DVD. Videocassettes will not be accepted.

Online Entries

- Entries that do not provide complete and accurate URLs will be disqualified.
- Entries in online categories will be judged on interactivity and use of multimedia tools.
- Entrants must keep their nominated entries intact and accessible until September 30, 2012.
- Judging will take place February-April 2012. Best Affiliated Web Site and Best Independent Online Student Publication categories will be judged on content as presented during this time span.

Category Rules

Newspapers

- **Breaking News Reporting, 4-year College/University**
- **Breaking News Reporting, 2-year/Community College**

Submit a story or stories written under a next day deadline about a single breaking news event.

Entrants should submit a link to the online article or a PDF of the newspaper page on which the story appeared. The date of publication should be visible. Word documents containing the work will not be accepted.

- **General News Reporting, 4-year College/University**
- **General News Reporting, 2-year/Community College**

Submit an article or series about a single news event or issue, not written on next-day deadline.

Limit a series to no more than five stories.

Entrants should submit a link to the online article or a PDF of the newspaper page on which the story appeared. The date of publication should be visible. Word documents containing the work will not be accepted.

- **In-Depth Reporting, 4-year College/University**
- **In-Depth Reporting, 2-year/Community College**

Submit a single article or series. Entries should use multiple sources to explore the subject in significant depth. Limit a series to no more than five stories.

Entrants should submit a link to the online article or a PDF of the newspaper page on which the story appeared. The date of publication should be visible. Word documents containing the work will not be accepted.

- **Feature Writing, 4-year College/University**
- **Feature Writing, 2-year/Community College**

Submit a single article or a series. Entries may be personality profiles, trend stories, human-interest stories or any other type of feature that is not general or breaking news. Limit a series to no more than five stories.

Entrants should submit a link to the online article or a PDF of the newspaper page on which the story appeared. The date of publication should be visible. Word documents containing the work will not be accepted.

- **Sports Writing, 4-year College/University**
- **Sports Writing, 2-year/Community College**

Submit one sports news or feature story about sports or a sports figure. (Columns should be entered in the Sports Column Writing category).

Entrants should submit a link to the online article or a PDF of the newspaper page on which the story appeared. The date of publication should be visible. Word documents containing the work will not be accepted.

- **Editorial Writing, 4-year College/University**
- **Editorial Writing, 2-year/Community College**

Submit **THREE** different published editorials.

Entrants should submit links to the editorials online or PDFs of the newspaper page on which the editorials appeared. The dates of publication should be visible. Word documents containing the editorials will not be accepted.

- **General Column Writing, 4-year College/University**
- **General Column Writing, 2-year/Community College**

Submit **THREE** different published columns by an individual writer or writing team. Entries may include, but are not limited to, humor and news analysis.

Entrants should submit links to the columns online or PDFs of the newspaper page on which the columns appeared. The dates of publication should be visible. Word documents containing the columns will not be accepted.

- **Sports Column Writing, 4-year College/University**
- **Sports Column Writing, 2-year/Community College**

Submit **THREE** different published sports columns by an individual writer or writing team.

Entrants should submit links to the columns online or PDFs of the newspaper page on which the columns appeared. The dates of publication should be visible. Word documents containing the columns will not be accepted.

— **Best All-Around Daily Student Newspaper**

This category is for newspapers that are published at least four days per week. Submit complete PDFs of issues published on or as close as possible to **March 1, Oct. 5 and Dec. 1, 2011. All three requested issues must be submitted or entry will be disqualified.** Links to Web sites will not be accepted in this category.

*This category has a mail-in option.

- **Best All-Around Non-Daily Student Newspaper, 4-year College/University**
- **Best All-Around Non-Daily Student Newspaper, 2-year/Community College**

This category is for newspapers published less than four days per week. Submit complete issues published on or as close as possible to **March 1, Oct. 5 and Dec. 1, 2011. All three requested issues must be submitted or entry will be disqualified.** Links to Web sites will not be accepted in this category.

*This category has a mail-in option.

Magazine

- **Non-Fiction Magazine Article**

Entrants should submit a link to a **single article** or a PDF of the magazine page on which the story appeared. The date of publication should be visible. Word documents containing the work

will not be accepted.

— **Best Student Magazine**

Submit one complete issue published during the 2011 calendar year. Please **include a letter** explaining if design and layout was done primarily by students or professionals. Award will be in the magazine's name. Only **ONE** entry per magazine is permitted.

Magazines must be mailed/shipped to SPJ Headquarters. No electronic entries will be accepted in this category.

Art/Graphics

— **Breaking News Photography, 4-year College/University**

— **Breaking News Photography, 2-year/Community College**

Submit **ONE** photo of a breaking news event. For photographs published in a newspaper, magazine or on an online news site. Entrant should submit a PDF of the newspaper/magazine page on which the photo appeared, or a link to the photo published on an online news site. The date of publication should be visible.

— **General News Photography, 4-year College/University**

— **General News Photography, 2-year/Community College**

Submit **ONE** photo of a news event, not covered on deadline. For photographs published in a newspaper, magazine or on an online news site. Entrant should submit a PDF of the newspaper/magazine page on which the photo appeared, or a link to the photo published on an online news site. The date of publication should be visible.

— **Feature Photography, 4-year College/University**

— **Feature Photography, 2-year/Community College**

Submit a photo, or a short series of photos, that tells its own story without an accompanying news article. Limit a series to **no more than FIVE** photos. For photographs published in a newspaper, magazine or on an online news site.

Entrant should submit a PDF of the newspaper/magazine page on which the photo appeared, or a link to the photo published on an online news site. The date of publication should be visible.

— **Photo Illustration, 4-year College/University**

— **Photo Illustration, 2-year/Community College**

Submit a photo, or a short series, of photos that helps illustrate a news or feature story without

necessarily being straight photography. Entries may be staged, composite or otherwise manipulated, but should disclose that to the reader. Limit a series to **no more than FIVE** photos. For photo illustrations published in a newspaper, magazine or on an online news site.

Entrant should submit a PDF of the newspaper/magazine page on which the photo illustration appeared, or a link to the illustration published on an online news site. The date of publication should be visible.

- **Sports Photography, 4-year College/University**
- **Sports Photography, 2-year/Community College**

Submit **ONE** photo of a sports event. For photographs published in a newspaper, magazine or on an online news site.

Entrant should submit a PDF of the newspaper/magazine page on which the photo appeared, or a link to the photo published on an online news site. The date of publication should be visible.

- **Editorial Cartooning, 4-year College/University**
- **Editorial Cartooning, 2-year/Community College**

Submit **THREE** different published cartoons commenting on issues of significance to the newspaper's readers.

For cartoons published in a newspaper, magazine or on an online news site.

Entrant should submit a PDF of the newspaper/magazine page on which the cartoon appeared, or a link to the illustration published on an online news site. The dates of publication should be visible.

Radio

- **Radio News Reporting**

Submit a story or series about a newsworthy event or development. Entry may not exceed a total of **10 minutes**.

The original broadcast must not be altered. Work must have been aired by a campus, public or commercial radio station. Work aired on an online radio station or by Podcast is also eligible. Entrant should submit a link to the work online or upload an audio file to the awards site. [50 MB file limit] All audio files must be .mp3 (preferred), .wav or .aiff format. Audio in other formats will not be accepted.

— **Radio Feature**

Submit a story or series about a feature topic. Subjects may include, but are not limited to, personality profiles, sidebars, consumer information, historical perspectives, trend stories or reviews of cultural events. Entry may not exceed a total of **10 minutes**.

The original broadcast must not be altered. Work must have been aired by a campus, public or commercial radio station. Work aired on an online radio station or by Podcast is also eligible. Entrant should submit a link to the work online or upload an audio file to the awards site. [50 MB file limit] All audio files must be .mp3 (preferred), .wav or .aiff format. Audio in other formats will not be accepted.

— **Radio In-Depth Reporting**

Submit a story or series about a topic explored in significant depth with multiple sources. Entry may not exceed a total of 30 minutes.

The original broadcast must not be altered. Work must have been aired by a campus, public or commercial radio station. Work aired on an online radio station or by Podcast is also eligible. Entrant should submit a link to the work online or upload an audio file to the awards site. [50 MB file limit] All audio files must be .mp3 (preferred), .wav or .aiff format. Audio in other formats will not be accepted.

— **Radio Sports Reporting**

Entries may be either a story or series about a sports topic. Subjects may include, but are not limited to, breaking news or features. Entry may not exceed a total of **10 minutes**. Play-by-play of a sporting event is not eligible.

The original broadcast must not be altered. Work must have been aired by a campus, public or commercial radio station. Work aired on an online radio station or by Podcast is also eligible. Entrant should submit a link to the work online or upload an audio file to the awards site. [50 MB file limit] All audio files must be .mp3 (preferred), .wav or .aiff format. Audio in other formats will not be accepted.

— **Best All-Around Radio Newscast**

Submit **THREE** newscasts of **no more than 30 minutes** each. Broadcast dates to be on or as close as possible to **March 1, Oct. 5 and Dec. 1, 2011**. All three requested newscasts must be submitted or the entry will be disqualified. Award will be made in the radio station's name.

The original broadcast must not be altered. Work must have been aired by a campus, public or commercial radio station. Work aired on an online radio station or by Podcast is also eligible. Entrant should submit a link to the work online or upload an audio file to the awards site. [50 MB file limit] All audio files must be .mp3 (preferred), .wav or .aiff format. Audio in other

formats will not be accepted

Mail-in option: Entrants should submit newscasts on one/two CD-ROMs. Label each CD with the category, name of the entry, school and entrants. Submit CD(s) in a protective case.

Television

— Television Breaking News Reporting

Submit a story or series about a breaking news event, aired within 24 hours of the event. Entry may not exceed a total of **10 minutes**.

The original broadcast must not be altered. Work must have been broadcast by a campus, public or commercial television station or franchised cable television system. Work aired on an Internet TV station or by Podcast is also eligible. A script or transcript with lead-in is strongly recommended, but not required.

Entrant should upload the work to an online video site and submit the URL (preferred), or upload a video file to the awards site. [50 MB file limit] All video files must be one of the following formats: .wmv, .mov, .mpeg or .mp4.

— Television General News Reporting

Submit a story or series about a news event or issue, not prepared on daily deadline. Entry may not exceed a total of **10 minutes**.

The original broadcast must not be altered. Work must have been broadcast by a campus, public or commercial television station or franchised cable television system. Work aired on an Internet TV station or by Podcast is also eligible. A script or transcript with lead-in is strongly recommended, but not required.

Entrant should upload the work to an online video site and submit the URL (preferred), or upload a video file to the awards site. [50 MB file limit] All video files must be one of the following formats: .wmv, .mov, .mpeg or .mp4.

— Television Feature

Submit a story or series about a feature topic. Subjects may include, but are not limited to, personality profiles, sidebars, consumer information, historical perspectives or reviews of cultural events. Entry may not exceed a total of **10 minutes**.

The original broadcast must not be altered. Work must have been broadcast by a campus, public or commercial television station or franchised cable television system. Work aired on an Internet

TV station or by Podcast is also eligible. A script or transcript with lead-in is strongly recommended, but not required.

Entrant should upload the work to an online video site and submit the URL (preferred), or upload a video file to the awards site. [50 MB file limit] All video files must be one of the following formats: .wmv, .mov, .mpeg or .mp4.

— **Television In-Depth Reporting**

Submit a story or series about a topic or issue of public importance that is explored in significant depth with multiple sources. Entry may not exceed a total of **30 minutes**.

The original broadcast must not be altered. Work must have been broadcast by a campus, public or commercial television station or franchised cable television system. Work aired on an Internet TV station or by Podcast is also eligible. A script or transcript with lead-in is strongly recommended, but not required.

Entrant should upload the work to an online video site and submit the URL (preferred), or upload a video file to the awards site. [50 MB file limit] All video files must be one of the following formats: .wmv, .mov, .mpeg or .mp4.

— **Television Sports Reporting**

Submit a story or series about a sports topic. Subjects may include, but are not limited to, breaking news or features. Entry may not exceed a total of **10 minutes**. Play-by-Play of a sporting event is not eligible.

The original broadcast must not be altered. Work must have been broadcast by a campus, public or commercial television station or franchised cable television system. Work aired on an Internet TV station or by Podcast is also eligible. A script or transcript with lead-in is strongly recommended, but not required.

Entrant should upload the work to an online video site and submit the URL (preferred), or upload a video file to the awards site. [50 MB file limit] All video files must be one of the following formats: .wmv, .mov, .mpeg or .mp4.

— **Television News Photography**

Submit video of a breaking news event or general non-feature news story. Entry may not exceed a total of **10 minutes**.

The original broadcast must not be altered. Work must have been broadcast by a campus, public or commercial television station or franchised cable television system. Work aired on an Internet TV station or by Podcast is also eligible.

Entrant should upload the work to an online video site and submit the URL (preferred), or upload a video file to the awards site. [50 MB file limit] All video files must be one of the following formats: .wmv, .mov, .mpeg or .mp4.

— **Television Feature Photography**

Submit video of a feature topic that may include, but is not limited to, personality profiles, sidebars, consumer information, historical perspectives, trend stories or reviews of cultural events. Entry may not exceed a total of **10 minutes**.

The original broadcast must not be altered. Work must have been broadcast by a campus, public or commercial television station or franchised cable television system. Work aired on an Internet TV station or by Podcast is also eligible.

Entrant should upload the work to an online video site and submit the URL (preferred), or upload a video file to the awards site. [50 MB file limit] All video files must be one of the following formats: .wmv, .mov, .mpeg or .mp4.

— **Television Sports Photography**

Submit video from a single sports event. Entry may not exceed a total of **10 minutes**.

The original broadcast must not be altered. Work must have been broadcast by a campus, public or commercial television station or franchised cable television system. Work aired on an Internet TV station or by Podcast is also eligible.

Entrant should upload the work to an online video site and submit the URL (preferred), or upload a video file to the awards site. [50 MB file limit] All video files must be one of the following formats: .wmv, .mov, .mpeg or .mp4.

— **Best All-Around Television Newscast**

Submit **THREE** newscasts of **no more than 30 minutes each**. Broadcasts to be on or as close as possible to **March 1, Oct. 5 and Dec. 1, 2011**. All three requested newscasts must be submitted or entry will be disqualified. Award will be made in the television station's name.

If uploading the entry: entrant should upload the work to an online video site and submit the URL, or upload a video file to the awards site. [50 MB file limit] All video files must be one of the following formats: .wmv, .mov, .mpeg or .mp4.

Mail-in option: Combine all parts on one DVD. Videocassettes will not be accepted.

The original broadcast must not be altered. Work must have been broadcast by a campus, public or commercial television station or franchised cable television system. Work aired on an Internet TV station or by Podcast is also eligible. A script or transcript with lead-in is strongly recommended, but not required.

Online

- **Online News Reporting, 4-year College/University**
- **Online News Reporting, 2-year/Community College**

Submit a story or package about a newsworthy event, development or single issue of significance to the public. Judges will consider ingenuity, interactivity and use of multimedia tools.

Entries consist of one main URL and up to three additional URLs to highlight specific features of the article or package. Entries that do not provide complete and accurate URLs will be disqualified. Entrants must keep their nominated entries intact and accessible until September 30, 2012.

- **Online Feature Reporting, 4-year College/University**
- **Online Feature Reporting, 2-year/Community College**

Submit a story or package about a feature topic. Subjects may include, but are not limited to, personality profiles, trend stories, human-interest stories, consumer information, historical perspectives or reviews of cultural events. Judges will consider ingenuity, interactivity and use of multimedia tools.

Entries consist of one main URL and up to three additional URLs to highlight specific features of the article or package. Entries that do not provide complete and accurate URLs will be disqualified. Entrants must keep their nominated entries intact and accessible until September 30, 2012.

- **Online In-Depth Reporting, 4-year College/University**
- **Online In-Depth Reporting, 2-year/Community College**

Submit a story or package about a topic or issue of public importance that is explored in significant depth with multiple sources. Judges will consider ingenuity, interactivity and use of multimedia tools.

Entries consist of one main URL and up to three additional URLs to highlight specific features of the article or package. Entries that do not provide complete and accurate URLs will be disqualified. Entrants must keep their nominated entries intact and accessible until September 30, 2012.

- **Online Sports Reporting, 4-year College/University**
- **Online Sports Reporting, 2-year/Community College**

Submit a story or package about a sports event or sports figure. Entries may be either news or feature pieces. Judges will consider ingenuity, interactivity and use of multimedia tools.

Entries should consist of one main URL and up to five additional URLs to highlight specific features of the article or package. Entries that do not provide complete and accurate URLs will

be disqualified. Entrants must keep their nominated entries intact and accessible until September 30, 2012.

- **Online Opinion & Commentary, 4-year College/University**
- **Online Opinion & Commentary, 2-year/Community College**

Submit three individual pieces or packages dealing either seriously or humorously with opinion or commentary. Entries can be personal columns, op-ed pieces or staff editorials.

Entries that do not provide complete and accurate URLs will be disqualified. Entrants must keep their nominated entries intact and accessible until September 30, 2012.

- **Best Affiliated Web Site, 4-year College/University**
- **Best Affiliated Web Site, 2-year/Community College**

This award is for Internet sites operated in conjunction with a student newspaper, student magazine or student broadcast station. Entrants should include a **cover letter** describing how the site's content and mission differ from and enhance that of its affiliate. Judges will consider design, content, interactivity and use of multimedia tools. Award will be made in the paper, magazine or station's name.

Entrants should submit one main URL and up to three additional URLs (in the same domain) to highlight features.

Judging will take place February-April 2012. Websites will be judged on content as presented during this time span.

Entries that do not provide complete and accurate URLs will be disqualified. Entrants must keep their nominated entries intact and accessible until September 30, 2012.

- **Best Independent Online Student Publication, 4-year College/University**
- **Best Independent Online Student Publication, 2-year/Community College**

This award is for online publications and Internet sites that produce primarily original content and operate independently of other student news organizations. Entrants should include a **cover letter** describing the site and how it serves its audience. Judges will consider design, content, interactivity and use of multimedia tools. Award will be made in the outlet's name.

Entrants should submit one main URL and up to three additional URLs (in the same domain) to highlight features.

Judging will take place February-April 2012. Websites will be judged on content as presented during this time span.

Entries that do not provide complete and accurate URLs will be disqualified. Entrants must keep their nominated entries intact and accessible until September 30, 2012.