



A LEADING AMERICAN UNIVERSITY WITH INTERNATIONAL REACH

September 22, 2009

Dear Journalism/Media Adviser and Teacher,

The School of Journalism & Broadcasting at WKU invites you to attend its annual **Journalism Scholars Day program Friday, November 6, 2009**. This year's program is designed to motivate, challenge and inform you and your students.

The keynote address, awards/closing ceremony and all breakout sessions will be in the Downing University Center on WKU's campus. Tours will be available of the radio and television studios, the *College Heights Herald* and *Talisman* publication offices and Mass Media & Technology Hall.

Who should you bring?

All yearbook, newspaper and broadcasting students as well as students who are interested in journalism, broadcasting, advertising and public relations as a career would benefit from the day's activities. Select one student writer and an alternate to represent your school in the on-the-spot speech story-writing contest. These students must be seniors graduating in spring of 2010. The top two winners will each receive a **\$500 scholarship** to attend WKU in fall 2010. A scoring checklist is included with this mailing to help you coach your students on how to write a news story on a speaker's presentation.

When should you be there?

Registration begins at 8:30 a.m. central time in the Downing University Center with the keynote speaker kicking off the morning's activities at 9 a.m. The three breakout sessions begin at 9:40 and continue through 12 p.m., with the Mark of Excellence Yearbook contest award presentation held during the third breakout session at 11:30 a.m. Closing remarks will begin at 12:10 p.m. and the program will conclude by 12:30. Lunch will be on your own, however you are welcome to take advantage of our on campus dining facilities.

Where do you park?

Bus parking will be at the Services-Supply Building parking lot at the corner of University Boulevard and Russellville Road. Notify us in advance if you will need a parking permit for your car. Warning: car parking availability may be a challenge--please arrive early. Campus map and directions are available at <http://www.wku.edu/visitors.html>

What should you expect?

During the three breakout sessions, you and your students will learn new skills and discover better ways of creating and producing your stories and images. Most of all, you will find that you and many others from around the state all share a passion for telling their school's story and in creating quality journalistic publications and broadcasts.

Mark of Excellence Yearbook Contest

In order to better serve schools with late summer and early fall delivery yearbooks, the Kentucky High School Media Institute has teamed with WKU's chapter of the Society of Professional Journalists to conduct the Mark of Excellence Yearbook contest. **All 2009 yearbooks are eligible to enter and must be received in the SJ&B offices by Monday, Oct. 12.** Please include a **\$5.00 entry fee** with the enclosed yearbook contest application. Make checks payable to Western Kentucky University. See attached rules and guidelines for more information. Email scholars.day@wku.edu when you ship your yearbook.

For planning purposes participating high schools will be notified by **Oct. 21st** if their students are recipients of an award.

IMPORTANT: Please call before Oct. 30 at 270-745-4144 or email scholars.day@wku.edu to let us know how many from your school will attend.

Sincerely,

Katie Clark
JSD Program Director
katherine.clark@wku.edu / (270) 745-3055

The Spirit Makes the Master

School of Journalism and Broadcasting | Western Kentucky University | 1906 College Heights Blvd. # 11070 | Bowling Green, KY 42101-1070
phone: 270.745.4144 | **fax:** 270.745.5835 | **web:** www.wku.edu/Journalism

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WKU Chapter of the Society of Professional Journalists
and the Kentucky High School Media Institute
present the 2009 Fall High School Mark of Excellence

Yearbook Competition

GENERAL RULES

- **Only 2008-2009 yearbooks will be judged.**
- **DEADLINE: All entries must arrive at WKU no later than Monday, October 12, 2009.**
- **Send yearbooks to: Katie Clark
Yearbook Contest
School of Journalism & Broadcasting
1906 College Heights Blvd. #11070
Bowling Green, KY 42101-1070**
- **Please enclose a check for \$5 made payable to Western Kentucky University to help offset expenses.**
- Yearbooks may be picked up at the conclusion of the Journalism Scholars Day Program Friday, November 6, WKU Downing University Center Theater. Books *will not* be mailed back.
- The WKU chapter of SPJ and the Kentucky High School Media Institute reserve the right to publish portions or any and all yearbooks for educational purposes.
- The enclosed application must be completed, signed by the adviser and returned with the yearbook along with a \$5 entry fee.
- WKU journalism faculty, scholastic journalism professionals and journalism students using scoring guides will judge entries. Advisers will receive judging guides with comments after the awards ceremony or by mail. Certificates and comments not picked up at the awards ceremony will be mailed to the winning schools within two weeks after Journalism Scholars Day.
- Winning advisers will be notified by Email Wednesday Oct. 20.
- At least five entries must be received in each category for judging to take place, so there is a possibility that some categories may not be judged. And if there are too few entries, classes will be combined.
- All decisions are final and entries that do not meet the requirements will be disqualified.

AWARDS

- First, second and third places will be awarded in A/AA, AAA and AAAA divisions based on school enrollment. Honorable mention will be given at judges' discretion.

GENERAL APPLICATION – 2009 Mark of Excellence Yearbook Contest

Name of Yearbook _____

School _____

Address _____

City _____ State _____ Zip _____

School Phone _____ Delivery: Spring Fall

2008-2009 School Classifications by enrollment:

___ 100-300 ___ 301-600 ___ 601-1100 ___ 1,100 +

2009 Adviser _____

Adviser E-Mail _____

2009 Yearbook Editor _____

Local newspaper _____

Please mark the categories entered:

Stories, design and photography entered must be primarily student work.

___ Best Overall Yearbook ___ Best Overall Yearbook Layout/Design

___ Best Overall Yearbook Copy ___ Best Overall Yearbook Advertising

___ Best Overall Yearbook Theme Development ___ Best Overall Sports Section

___ Best Overall Student Life Section ___ Best Overall Academic Section

___ Best Overall Organizations Section ___ Best Cover

___ Best Sports Action Photo (please mark location in book) Page Number _____

___ Best Candid Feature Photo (please mark location in book) Page Number _____

___ Best Feature Story (please mark location in book) Page Number _____

___ Best Color Spread (please mark location in book) Page Number _____

___ Best B&W Spread (please mark location in book) Page Number _____

Adviser Signature _____

IMPORTANT: E-mail scholars.day@wku.edu when you ship your yearbook or if you have any questions about any category description.

Speech Story Skills Checklist*

PURPOSE/AUDIENCE:

The writer maintains a clear purpose to communicate with the reader by:

- Focusing content on most important or newsworthy topics
- Clarifying issues/content so that readers can understand how they may be affected by speech contents
- Addressing the informational needs (5Ws & H) of the reader so reader knows story's purpose early

IDEA DEVELOPMENT/SUPPORT:

The writer develops and supports main ideas and deepens audience understanding by using:

- Accurate details with technical terms or jargon explained
- Description of audience response, speaker delivery
- Balanced and fair reporting – controversial or questionable facts verified and fair response opportunities given
- Meaningful and memorable direct and/or indirect quotations placed appropriately in story
- Objective reporting that avoids reporter bias and that anticipates and answers reader's questions

ORGANIZATION:

The writer creates unity and coherence to accomplish the purpose by:

- Writing in inverted pyramid; story passes the cutoff test, most important to least important
- Engaging the audience in the lead by focusing on specific actions or statements to keep lead from being overly broad (boring)
- If using alternate lead, including the 5Ws & H within first few paragraphs of story
- Using transitions to smoothly guide the reader through the story

SENTENCES/LANGUAGE/CORRECTNESS:

The writer creates effective and correct sentences that:

- Are varied in structure and length
- Are constructed effectively and correctly
- Are information packed
- Have strong verbs and avoid passive voice
- Have appropriate documentation and correct attribution
- Avoid slang
- Use AP style

SOURCES:

Story demonstrates reporter's unbiased and balanced reporting skills:

- Opinions are carefully attributed to others
- Word choice and order does not infer guilt or innocence, praise or scolding
- Variety of sources appropriate for story; responses to speech when possible from those affected by its content or speaker

*based on holistic writing guide