

*"Building a Legacy ... Featuring Our Past."*



**BCCA**  
**8**

th Annual  
**HBCU**

**2006 National  
Newspaper Conference & Job Fair**  
Hosted by North Carolina A&T State University  
Greensboro, North Carolina  
February 8-11, 2006

The New York Times

  
digital partners

**BLACK  
COLLEGE  
WIRE**

THE A&T  
**REGISTER**

**NEWS-RECORD**

**>KNIGHT RIDDER<**  
INFORMATION FOR LIFE

  
**GANNETT**

**NABJ**

# 2006 HBCU NATIONAL NEWSPAPER CONFERENCE & JOB FAIR

## TENTATIVE SCHEDULE

### WEDNESDAY, FEBRUARY 8, 2006

- 4 - 6 p.m. - Early bird registration - Mezzanine, Marriott
- 7 - 9:30 p.m. - BCCA Advisers Reception - Triad Room, Marriott

### THURSDAY, FEBRUARY 9, 2006

- 8 - 9 a.m. - Buses to A&T campus
- 9 a.m - 4 p.m. - Registration at A&T
- 9:30 - 10:15 a.m. - Welcome and greetings
- 10:30 - 11:45 a.m. - Opening plenary session, "Seeing South Africa"
- 12 - 1:50 p.m. - Keynote speaker and lunch
- 2 - 2:50 p.m. - Breakout sessions 1- 4
- 3 - 3:50 p.m. - Breakout sessions 5 - 8
- 4 - 4:50 p.m. - Breakout sessions 9 - 12
- 5 - 7 p.m. - Welcome reception with entertainment
- 7 - 8 p.m. - Buses return to Marriott
- 8 - 10 p.m. - A visit to the News & Record and sitdown with editors and reporters on the night shift

### FRIDAY, FEBRUARY 10, 2006

- 8 - 9 a.m. - Buses to A&T campus
- 9 a.m. - 3 p.m. - Registration at A&T
- 9 - 11:30 a.m. - Newspaper critiques
- 9 - 11 a.m. - Resume doctor
- 11 - 11:50 a.m. - How to get your first job
- 9 - 9:50 a.m. - Breakout sessions 13-16
- 10 - 10:50 a.m. - Breakout sessions 17-20
- 11 a.m. - 11:50 - Breakout sessions 21-24
- Noon - 1:50 p.m. - Keynote speaker and lunch (Stallings Ballroom)
- 2 - 2:50 p.m. - BCCA Board meeting
- 2 - 2:50 p.m. - Breakout sessions 25-28
- 3 - 3:50 p.m. - Breakout sessions 29-32
- 4 - 4:50 p.m. - Breakout sessions 33-36
- 5 - 6 p.m. - Buses return to Marriott
- 6:30 - 9 p.m. - BCCA Newspaper Contest Awards Banquet, Marriott
- 9:30 - 11:30 p.m. - Post-banquet dance, Marriott

### SATURDAY, FEBRUARY 11, 2006

- 10 a.m. - 3 p.m. - ASNE Job Fair - Marriott
- 10 a.m. - 10:50 a.m. - Breakout session 37
- 11 - 11:50 a.m. - Breakout session 38
- 12 - 1:50 - Lunch with ASNE panel "How to Be a Good Employee"
- 2 - 2:50 p.m. - Student Editors Roundtable-students only (Triad West)
- 3 - 7 p.m. - Shopping, sightseeing and dinner on your own
- 7 - 7:30 p.m. - Buses to A&T campus
- 8 p.m. - Richard B. Harrison Players theatrical performance
- 11 p.m. - Buses return to Marriott

#### **DEADLINES**

*(ALL PARTICIPANTS MUST BE PRE-REGISTERED. ON-SITE REGISTRATION FOR JOB FAIR WILL NOT BE ALLOWED.)*

CONTEST ENTRY	Nov. 15, 2005
HOTEL RESERVATIONS	DEC. 20, 2005
JOB FAIR PRE-REGISTRATION	JAN. 9, 2006
EARLY REGISTRATION FEE	JAN. 5, 2006
REGULAR REGISTRATION FEE	JAN. 6 - FEB. 10, 2006

# SESSIONS

## NEWS

When a disaster strikes your campus: Covering hurricanes and other natural disasters  
The business of business reporting  
Foreign reporting  
Computer-assisted reporting  
Covering the community  
New kids on the block: A novice reporter and intern tackle a year-long project  
Panel on covering civil rights issues, including Greensboro Four, Klan-Nazi Shootings and Truth and Reconciliation Commission  
Environmental / science reporting  
National security / terrorism  
Technological info sources

## SPORTS

Sports and scandal: Column writing and commentary  
NASCAR and diversity  
Becoming an SID - An alternative path

## ENTERTAINMENT/FEATURES

Entertainment reporting  
Who's on campus? A look at the coverage of meet 'n' greets and album drops

## COPYEDITING/DESIGN

Copy editing for content  
Newspaper design  
Preparing for copyediting tests  
Copyediting workshop  
InDesign

## MAGAZINES

A retrospective on John H. Johnson and *Ebony Magazine*  
Magazine 101  
Starting an alternative magazine from scratch

## ISSUES LEGAL AND OTHERWISE

How ethical are we?  
Censorship and control: Campus issues  
Surviving a desk job - health and wellness panel  
We don't talk to each other: Organizational communications  
Diversity initiatives

## PHOTOGRAPHY

Seeing South Africa: Photojournalism and documentary photography  
Making pretty pictures: Feature art  
Playing by the rules with digital photography

## INTERNET/NEW MEDIA

Converged newsrooms - how they work  
BlackCollegeWire  
Making your Web site work  
Digital recording and editing  
Blogging and podcasting  
Getting the most from the newswire

## BUSINESS

Selling yourself: Newspaper advertising  
Best business practices

## CAREER DEVELOPMENT

New York Times Summer Institute  
How to get your first job  
Learning on the run: Your first newsroom experience  
The editor/reporter relationship  
Writing workshop  
Visit to News & Record: The night desk  
Resume workshop and getting internships  
Dress for success and interview etiquette



**US Airways is the official airline of the  
2006 HBCU National Newspaper Conference.**

**For special fares to Greensboro's Piedmont Triad International  
Airport, please call the US Airways Group and Meetings Reservations  
staff toll-free at (877) 874-7687 and provide  
the Gold File Number, 35633488.**

# 2006 HBCU NATIONAL NEWSPAPER CONFERENCE & JOB FAIR

## HBCU NEWSPAPER CONFERENCE HISTORY

The first HBCU Newspaper Conference was held on March 7, 1997. It was planned and organized by minority journalism students on the campus of Morgan State University in Baltimore. The theme was "Preserving Our Voice: Strategies for Empowerment."

The students aim was to focus on the survival and development of Black College journalism and to establish a national Black College newspaper coalition. The conference was held for a second year at Morgan State University and for two years at Tennessee State University in Nashville, Tenn. The conference ended with a two year hiatus.

In 2003, the conference was resurrected when Jackson State University, in Jackson, Miss., hosted 125 students, professors and journalism professionals. The American Society of Newspaper Editors joined in with a dozen recruiters and interviewed 55 students for possible internships, jobs and career advice in journalism.

The conference also included its "Excellence in Journalism" awards banquet for BCCA member colleges and universities. Alabama State University, in Montgomery, Ala., hosted the 2004 conference with almost 250 attendees and continued the focus on providing educational sessions by professionals, an awards banquet and an ASNE Job Fair.

Today the conference is now annually scheduled

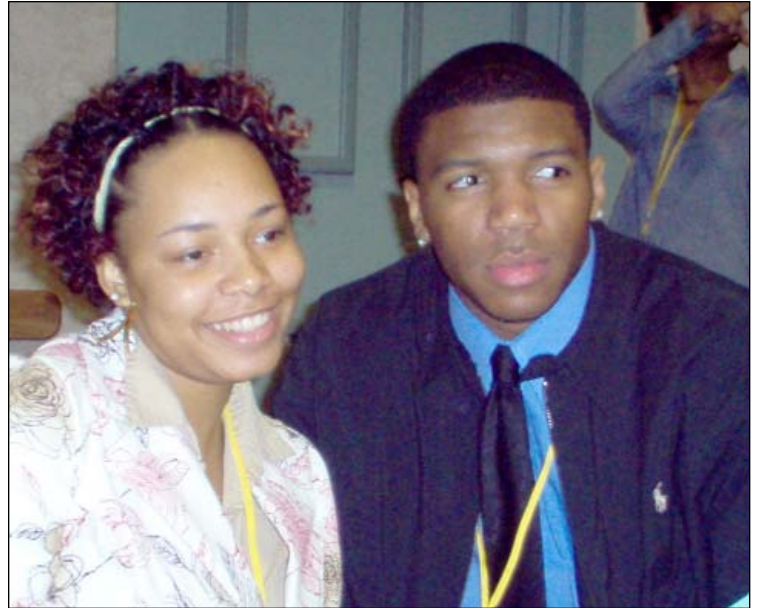


PHOTO BY BRETT HARRINGTON

**N.C. A&T students Stancheka Boone and Michael Stanley attended the 2005 conference as contributors and are now section editors of The A&T Register.**

for the first or second week in February. It has been adopted as a major project of the Black College Communication Association. Southern University, in Baton Rouge, La., hosted the 2005 conference and had 240 in attendance. Future hosts for the conferences include Florida A&M University, in Tallahassee, Fla., and Morgan State University in Baltimore, Md.

### ASNE Job Fair creates opportunities for students and recruiters

Job fairs offer newspaper editors and newsroom recruiters a practical way to interview dozens of journalists of color at regional sites. For aspiring journalists, a job fair is a wonderful opportunity to interview with potential employers, plus get valuable feedback on resume preparation, interviewing techniques and job preparation.

During the fall and winter, ASNE holds regional job fairs across the country.

**Recruiters:** Most of the candidates will be minority college juniors and seniors seeking entry level jobs and internships, though some young journalists (1-3 years experience) also attend. There will be seminars both for students and for recruiters at all of the job fairs. There is a registration fee for each newspaper that participates. Recruiters pay their own transportation and hotel costs.

**Job seekers:** Most job fairs charge a modest student registration fee to help defray housing and meal costs. There are a number of group meals at each job fair, but students pay for the costs of other meals and their transportation. Bring 15 copies of your resume and clips. Business attire is suggested for the interviews.

Greensboro, N.C., Feb. 8-11, 2006, Downtown Marriott, 2006 HBCU National Newspaper Conference. Contact Bobbi Bowman, ASNE, 11690B Sunrise Valley Dr., Reston, Va., 20191, 703 453 1126; fax 703 453 1133; e mail [bowmanb@asne.org](mailto:bowmanb@asne.org)

# 2006 HBCU NATIONAL NEWSPAPER CONFERENCE & JOB FAIR

## **BLACK COLLEGE COMMUNICATION ASSOCIATION (BCCA)**

The Black College Communication Association (BCCA) is a not for profit organization, established through a grant from the Freedom Forum. Membership consists of administrators, faculty and staff at Historically Black Colleges and Universities (HBCUs) with communication programs.

BCCA operates through annual dues from members and grants from foundations. The mission of BCCA is to identify resources necessary for strengthening communication programs at HBCUs; to provide technical assistance to HBCUs seeking accreditation; and to establish state of the art hardware systems that can be shared by member institutions to promote the understanding and advancement of communication as an academic and professional field.

BCCA provides technical assistance to 40 plus communication programs within the 105 HBCUs in the United States. The eight HBCUs accredited by the Accrediting Council for Education in Journalism and Mass Communication are members of BCCA and offer technical assistance to other HBCUs seeking accreditation. They include: Florida A&M University, Grambling State University, Hampton University, Howard University, Jackson State University, North Carolina A&T State University, Southern University Baton Rouge and Norfolk State University.



## **BLACK COLLEGE WIRE**

**([www.blackcollegewire.org](http://www.blackcollegewire.org))**

Black College Wire is a news service established in 2002 to promote the journalistic work of students at predominantly black colleges and universities and to link those young journalists to training and employment opportunities in the field.

The news service is a project of the Black College Communication Association, an organization for faculty members teaching journalism and mass communication at black colleges and universities. A team of media professionals and faculty operate the Web site and generate the training opportunities for students and faculty.

The project is funded by a grant from the John S. and James L. Knight Foundation, a Miami based foundation that promotes excellence in journalism worldwide and invests in the vitality of 26 U.S. communities.

The news service reinforces for students the skills and principles needed to produce quality journalism. It also provides a regular news report reflecting black college life that is available to campus and other news outlets and links students to training and employment opportunities in journalism and related fields.

## A Little of Greensboro's History

*Building a Legacy ...  
Featuring Our Past*

Greensboro has often been seen as a city that has a never ending battle with race relations and social indifference. However, Greensboro has set the standard for reform with its major role in the civil rights movement in the South.

In 1893, five colleges had been established: Guilford College, University of North Carolina at Greensboro, Bennett College, Greensboro College and North Carolina A&T State University. Each of these colleges set a precedent in the state of North Carolina.

Guilford College was the first co educational school in the state. UNCG was the first state chartered college for women. Bennett College was originally a co educational college, but later became a college for women. It was also the site of the first public speaking engagement of the former First Lady Barbara Bush, and UNCG was the third university installment in the state university system.

It was A&T, though, that contributed significantly to the civil rights movement and the history of Greensboro. On Feb. 1, 1960, A&T was the home of the Greensboro Four. These four students became the catalyst for the Sit In Movement. Franklin McCain, Joseph McNeil, Ezell Blair Jr. and David Richmond became frustrated with the segregation policies in town and decided to walk to the downtown Woolworth's store to sit down at the whites only counter.

Thanks to their intolerance for racial injustice, the civil rights movement was catapulted into a new realm of protesting, picketing and boycotting; thus making major strides for the cause.

On the anniversary of this event, A&T holds a series of ceremonies to honor the Greensboro Four.

Despite the Greensboro Four's efforts, the social climate still had tension in 1979, when five



PHOTO BY MIKE MCCRAY

**Greensboro has a significant number of historical moments in the civil rights movement.**

anti Klan protesters were shot during a demonstration. Several people were charged, but were later acquitted.

In order for the city to properly heal, two major organizations came together to form the Greensboro Truth and Community Reconciliation Project to provide answers and solutions to the race relations of Greensboro.

Projects like these have helped Greensboro face its issues and become an example for other cities dealing with similar circumstances. Dedicating itself to societal healing, diversity and local unity, Greensboro has become more than a great college town. Learning from its past has helped this city become a town full of limitless possibilities for the future.

*By Jessica DeVault*

**For more information on Greensboro's history, check out the The International Civil Rights Center and Museum at (336) 274 9199. The museum is downtown where the old Woolworth's store was located, at South Elm Street and February One Place.**

## North Carolina A&T State University

Since its inception as a land grant university in 1891, North Carolina A&T has year after year carried a rich tradition of leadership and achievement. From the heritage of its academia to the bond of its school pride, A&T is a source of inspiration which will always endure.

Spread over 188 beautiful acres at the center of North Carolina's Piedmont, A&T's campus is just 9 blocks from downtown Greensboro. Well known for its quality of life, the area's mix of industry with schools and universities contributes to its economic and cultural diversity. The city attracts major sporting events and entertainment at the Greensboro Coliseum. An international airport plus two interstate highways facilitate easy access from all directions. What is more, Greensboro is ideally situated to visit both the state's majestic mountains and pristine beaches.

Today, one of the nation's leading Historically Black Universities and Colleges (HBCU), North Carolina Agricultural and Technical State University is recognized as the top producing university for African American engineers and technologists. The University's programs have numerous accreditations including the first nationally accredited AACSB accounting program in the nation among HBCUs. The university's history as one of only 18 HBCUs 1890 land grant universities is well reflected in agriculture, animal science, and environmental science programs, and a growing student enrollment is a further reflection of the demands for the North Carolina A&T's programs in education, nursing, and arts and sciences. North Carolina A&T also has a rich civil rights legacy, and its students, especially the Greensboro Four who are credited with beginning the movement, played a prominent role in the sit-ins of the 1960s.

Today's university has changed a great deal from the Agricultural and Mechanical College for the Colored Race established by an act of the General Assembly of North Carolina ratified on March 9, 1891. The College actually began operation during the school year of 1890-91, before the passage of the state law creating it.

The scope of degree programs has been expanded to meet new demands. The first graduate degree was approved when the General Assembly authorized the institution to grant the Master of Science degree in education and certain other fields in 1939. The first master's degree was awarded in 1941. The General Assembly repealed previous acts describing the purpose of the College in 1957, and redefined its purpose as follows: The primary purpose of the College shall be to teach the Agricultural and Technical Arts and Sciences and such branches of learning as related thereto, the training of teachers, supervisors, and administrators for the public schools of the State, including the preparation of such teachers, supervisors and administrators for the Master's degree. Such other programs of a professional or occupational nature may be offered as shall be approved by the North Carolina Board of Higher Education, consistent with the appropriations made therefore.

North Carolina's General Assembly voted to elevate the College to the status of a Regional University effective July 1, 1967. On October 30, 1971, the General Assembly ratified an Act to consolidate the Institutions of Higher Learning in North Carolina. Under the provisions of this Act, North Carolina Agricultural and Technical State University became a constituent institution of The University of North Carolina effective July 1, 1972.

*From the Undergraduate Bulletin*



*Dr. James C. Renick is the current chancellor of N.C. A&T.*



# 2006 HBCU NATIONAL NEWSPAPER CONFERENCE & JOB FAIR



**Marriott**  
GREENSBORO  
DOWNTOWN

## Check Rates & Availability

Check in date: Feb. 8, 2006

Check out date: Feb. 11, 2006

No of rooms

Guests / rooms:

Group code: **HBCHBCA**

To make reservations by phone, call 1 800 228 9290 in the US and Canada (or any of our worldwide reservation numbers)

Marriott Rewards Members, view your account for elite only contact numbers.

## Hotel Highlights

Michelin Stars: 3  
Mobil Travel Guide Stars: 3  
Marriott Rewards Category: 4 >>  
High speed Internet access, business centers, Express Check in/Check out, concierge services  
Flexible meeting facilities and services complemented by Marriott's renowned meeting expertise  
High speed Internet Access >> Hotel Parking >>

## Area Information >>

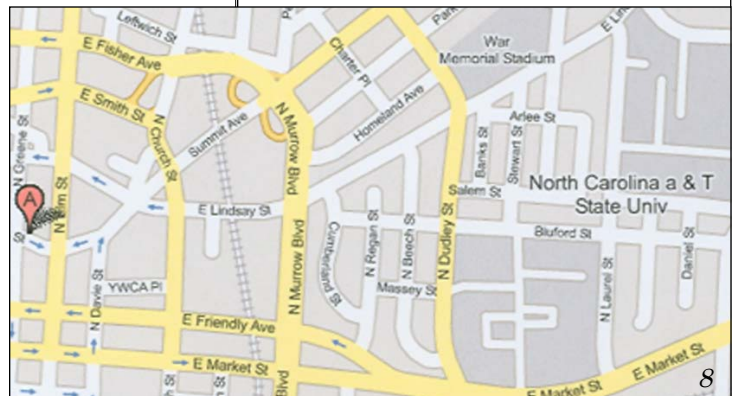
### Top Attractions

Greensboro Historical Museum  
North Carolina Zoo

## Maps & Transportation

Greensboro Marriott Downtown  
304 N. Greene Street  
Greensboro, North Carolina 27401 USA  
Phone: 1 336 379 8000  
Fax: 1 336 275 2810  
Sales: 1 336 379 8000

<http://marriott.com/property/propertypage/GSODT>



# 2006 HBCU NATIONAL NEWSPAPER CONFERENCE & JOB FAIR

**FEBRUARY 8 11, 2006**

## CONFERENCE REGISTRATION FORM

PLEASE TYPE

Editor in Chief \_\_\_\_\_

Newspaper \_\_\_\_\_

College or University \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ E mail \_\_\_\_\_

Faculty/Staff Advisor(s) \_\_\_\_\_

PLEASE NAME ALL DELEGATES ATTENDING AND LIST POSITION(S) THAT BEST DESCRIBE THE MAKEUP OF YOUR DELEGATION

NAME POSITION

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Check here if any members of your party have a disability that may affect participation in this event. Please attach a statement to your registration regarding your disability related needs. Officials from the HBCU National Newspaper Convention will contact you to discuss accommodations. We cannot assure availability of appropriate accommodations without prior notification by January 5, 2006



### Registration Fees

#### EARLY REGISTRATION

Use this table to calculate fees postmarked on or BEFORE January 5, 2006

No. of Student delegates	_____ @ \$40 per = \$ _____
No. of HBCU advisors	_____ @ \$45 per = \$ _____
No. of Non HBCU students	_____ @ \$50 per = \$ _____
BCCA members/recruiters	_____ @ \$55 per = \$ _____
Total enclosed = \$ _____	

#### Regular REGISTRATION (After Jan. 5)

Use this table to calculate fees upon arrival

No. of Student delegates	_____ @ \$50 per = \$ _____
No. of HBCU advisors	_____ @ \$55 per = \$ _____
No. of Non HBCU students	_____ @ \$60 per = \$ _____
BCCA members/recruiters	_____ @ \$65 per = \$ _____
Total enclosed = \$ _____	

Mail fees with this form to:

Patricia F. O'Connor  
 Director  
 Office of Continuing Studies  
 North Carolina A&T State University  
 1601 E. Market Street  
 Greensboro, NC 27411  
 (336) 334 7607

checks should be made payable to N.C. A&T.

#### FOR OFFICE USE ONLY

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RECIEVED BY

DATE

CHKNUMBR

AMOUNT

PERSONAL CHECKS & CREDIT CARDS ACCEPTED

# 2006 HBCU NATIONAL NEWSPAPER CONFERENCE & JOB FAIR

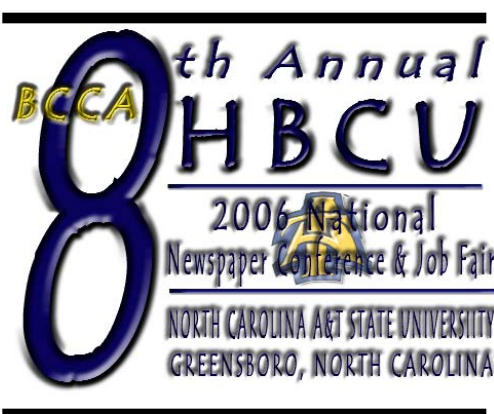


AS

2006

**JOB  
FAIR**

**Feb. 11, 2006**  
**Greensboro, N.C**  
Job Seeker  
Registration Form  
Application fee: \$25



Name: \_\_\_\_\_

School: \_\_\_\_\_

Major: \_\_\_\_\_

Year degree expected (or received): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Positions (please mark all that you are interested in): \_\_\_\_\_

- Reporting    Copy editing    Photography    Design    Internships  
 Business

Online services:    Technology    Web design    Internships

Other (please specify): \_\_\_\_\_

**Registration fee:** \$25 per job seeker. Make checks payable to the ASNE Foundation.

**Hotel:** Make reservations with Downtown Marriott

304 North Greene Street, Greensboro, NC.; 336-379-8000.

Ask for the HBCU Newspaper Conference rate of \$85 per night. Use code HBCHBCA.

**Schedule:** The job fair will run from 9 a.m. to 3 p.m.

**Deadline: Jan. 9.** Your registration must include your resume, and copies of at least five clips/writing samples/work samples.

Please send or fax this information to:

Bobbi Bowman

11690B Sunrise Valley Dr.,

Reston, Va., 20191,

703-453-1126; fax 703-453-1133

email: [bowmanb@asne.org](mailto:bowmanb@asne.org)

# 2006 HBCU NATIONAL NEWSPAPER CONFERENCE & JOB FAIR

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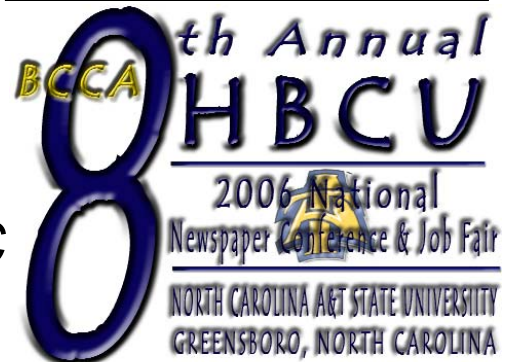


AS

2006  
**JOB  
FAIR**

**Feb. 11, 2006**  
Greensboro, N.C

Recruiter  
Registration Form



Recruiter name & title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Registration Fee:** \$50 for papers with circulation under 100,000  
\$100 for papers with circulation 100,000 and up (and wire services)

**Deadline:** **Jan. 9.** Please make check payable to the ASNE Foundation.

**Hotel:** Make reservations with Downtown Marriott  
304 North Greene Street, Greensboro, NC.; 336-379-8000.

Ask for the HBCU Newspaper Conference rate of \$85 per night. Use code HBCHBCA.

**Schedule:** The job fair will run from 9 a.m. to 3 p.m, Saturday Feb. 11, 2006

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Please send or fax this information to:

Bobbi Bowman  
11690B Sunrise Valley Dr.,  
Reston, Va., 20191,  
703-453-1126; fax 703-453-1133  
email: [bowmanb@asne.org](mailto:bowmanb@asne.org)

# 2006 HBCU NATIONAL NEWSPAPER CONFERENCE & JOB FAIR

## 2006 HBCU Excellence in Journalism Student Newspaper Contest

To encourage and recognize excellence among HBCU student journalists and newspapers, the Black College Communication Association (BCCA) annually conducts the Excellence in Journalism competition.

The contest is open to BCCA member publications. We hope that each will contribute its best journalistic efforts so that the contest will be representative of the best in HBCU student publications.

**DEADLINE:** All entries must be RECEIVED BY Nov. 15, 2005. (This is not a postmark date. This is a receive date. Entries received after the deadline will NOT be judged.)

**SEND ENTRIES TO:** Jean Thompson, Contest Coordinator  
c/o GTS, 175 Ninth Avenue, Box 97,  
New York, NY 10011.

**ELIGIBILITY:** There is no entry fee for the contest. However, to enter the contest your school must be a PAID member of the Black College Communication Association. All reporting, writing, editing and design of the print and online publications must be done by students from your college or university. A check or purchase order for \$200 annual membership dues made out to BCCA must be included if the school is not a current member. Contact Valerie White at (850) 599 3650 for membership form and status, or complete the enclosed copy of BCCA Membership Form and submit with payment by the due date.

### **RULES:**

**CONTEST PERIOD AND GENERAL GUIDELINES:** Enter only original student work that was published in an HBCU news paper between Dec. 10, 2004, and Nov. 15, 2005. Do not include any material that does not originate from the entering newspaper.

**ENTRIES:** Please use the official HBCU Newspaper Contest label provided to mark each entry; staple the label to the upper left corner of the entry. Also, please fill out the inventory form to keep track of your entries and keep a copy for your records. Send a copy of the inventory form with all of your entries in a single prepaid package.

**JUDGING:** In each category, the judges have been encouraged to award first second and third place honors and, where deserved, up to two honorable mentions. Judges may elect not to present awards if entries are deemed not to meet national standards for collegiate publications. In every writing category, judges will pay close attention to leads, sentence structure, word usage and writing mechanics, spelling and grammar. Judges decisions are final.

**AWARDS:** Awards will be presented at the HBCU National Newspaper Conference, scheduled Feb. 8 11, 2006, in Greensboro, N.C.

### **AWARD DEFINITIONS and RULES:**

**1a. BEST STUDENT NEWSPAPER, TWICE WEEKLY or MORE**

For papers published twice weekly or more often.

**1b. BEST STUDENT NEWSPAPER, WEEKLY**

For papers published once a week.

**1c. BEST STUDENT NEWSPAPER (Non weekly)**

For papers published at least 14 times per school year. Papers that publish less frequently than 14 issues per school year may not enter the Best Student Newspaper category; however, they may submit entries in the other categories.

In the Best Student Newspaper category, please submit THREE FULL ISSUES of the paper one each from three different months of the 2005 calendar year. Judges will consider all aspects of the publication including reporting, writing, headlines, 12

editing, editorials, photography, design and graphics and relevance to the student audience.

## **2. BEST NEWS COVERAGE**

Please submit one entry representing your staff's best coverage of a news event or issue from the 2005 calendar year. The entry may be a single article or a package of articles covering the same news topic, and the entry may be from a single edition of the paper or several editions. Judges will consider the reporting, writing, planning, use of sources and documents, angle, timing, and news judgment.

## **3. BEST EDITORIAL / OPINION SECTION**

Please submit tearsheets of THREE EDITORIAL/OPINION SECTIONS representing your best work from the 2005 calendar year. All examples must include work by regular staff members, not just wire copy. Judges will consider the reporting and writing of opinion articles; the relevance of campus, local or national content; the use of supporting data and sources to back up opinions; appeal of topics to the student audience; variety of voices; timeliness; design.

### **4a. BEST DESIGN, TABLOID**

### **4b. BEST DESIGN, BROADSHEET**

Please submit THREE complete issues of your newspaper from three different dates within the 2005 calendar year. All pages of all entries must have been laid out and designed by students. Judges will consider the strength of newspaper design, style, use of type, appeal and appropriateness, creativity, planning, use of headlines, photos, graphics and illustrations, relationship of the art to the stories, reader appeal and newsworthiness of the front page, and overall organization.

### **4c. BEST INDIVIDUAL PAGE DESIGN**

Please submit tearsheets of individual pages designed by your students. The entry may be a front page, a section front, an inside page or a special section page. Note the page designer's name on the entry form. Maximum number of entries allowed per newspaper: THREE (3). Judges will consider the strength of newspaper design, style, appeal and appropriateness, use of type, creativity, planning, use of headlines, photos, graphics and illustrations, relevance of the art to the stories, news judgment, and overall organization.

## **5. BEST INFORMATIONAL GRAPHICS or NEWS ART/ILLUSTRATION**

Please submit tearsheets showing the students' best informational graphic or news art/illustration. If the graphic or illustration accompanies an article, please provide a tearsheet that shows how the graphic was used. Informational graphics are charts, maps, and graphics containing illustrations and data that convey news or feature information and include reporting or research. News art/illustrations are drawings or artworks in other media that enhance the presentation of an article or telling of a story. All work must be student produced. Maximum number of entries allowed per newspaper: THREE (3).

## **6. BEST OVERALL SPORTS COVERAGE**

Please submit THREE sports sections from different dates during the 2005 calendar year. Judges will consider the quality of reporting, writing, photos and art; variety of sports news; planning; presentation of score, ranking or other game data; balance of game stories, features, opinion and other coverage; breadth of coverage of the athletic program; strength of features and opinion; and the reader information value and appeal of the section.

### **6a. BEST SPORTS NEWS OR GAME STORY**

Please submit tearsheets of the students' best game story or sports news story. Maximum number of entries per newspaper: THREE (3). Judges will consider the quality of reporting, writing, photos and art; word choice; planning; and presentation of score, ranking or other game data.

### **6b. BEST SPORTS FEATURE STORY**

Please submit tearsheets of the students' best sports feature, such as a profile or other non news coverage. Use the opinion category to enter columns or commentary. Maximum number of entries per newspaper: THREE (3). Judges will consider the quality of reporting, writing, photos and art; word choice; planning; and presentation of score, ranking or other game data.

## **7. BEST FEATURES/A&E SECTION**

Please submit tearsheets of THREE features/a&e/culture sections from different dates during the 2005 calendar year. Judges will consider the overall quality of reporting and writing; story selection; arts criticism and feature stories; how well the features serve the readership; creativity; photos and art; planning; depth and organization; value, appeal and relevance to the student audience.

## 8 PHOTOGRAPHY

### a. BEST USE OF PHOTOGRAPHY

Please submit THREE complete issues of the newspaper from different dates during the 2005 calendar year. Judges will consider the overall effectiveness of photography used by the staff; photo quality; cropping, placement and use of student produced photographs and wire photographs; clarity of cutlines; creativity; news judgment; photo selection.

### b. BEST INDIVIDUAL PHOTOGRAPH

Please submit tearsheets of individual photographs as they appeared in the newspaper. If the photo was free standing, provide a tearsheet of the picture with its cutline; if it was packaged with a story, please provide the tearsheet of the story package showing the picture. If it was a photo essay, please submit a tearsheet of the photo essay.

### c. BEST SPORTS PHOTOGRAPH

Please submit tearsheets of individual photographs as they appeared in the newspaper. If the photo was free standing, provide a tearsheet of the picture with its cutline; if it was packaged with a story, please provide the tearsheet of the story package showing the picture. If it was a photo essay, please submit a tearsheet of the photo essay.

## 9. BEST ONLINE

Please type the URL on the TITLE of ENTRY Form. Judges will consider the quality of reporting, writing and editing; content; the timeliness and regular updating of the site; ease of site navigation and presentation of articles; interactivity; creativity of the site.

## 10. BEST SPECIAL SECTION or THEME EDITION

Please submit ONE entry for the 2005 calendar year: Your staff's best special section or theme section. Judges will consider the quality of reporting, writing, editing; content relevance; planning, organization and execution of the theme; use of photos, art and graphic elements; overall appeal, creativity and value for the readers.

## INDIVIDUAL AWARDS

### 11. BEST SPOT NEWS STORY

Please submit tearsheets representing the newspaper's best coverage of spot news, meaning a news story that had to be reported and written within a 24 hour publishing deadline. The entry may be a single story or a main story with sidebars, by a single reporter or multiple reporters, but all must have been completed within the same 24 hour publishing deadline. Judges will consider the reporting, writing and editing including depth of detail, construction of the lead and nut graph, strength and clarity in word usage; use of named sources and public documents; news judgment and relevance.

### 12. BEST NEWS SERIES, INVESTIGATION or IN DEPTH STORY

Please submit tearsheets representing the newspaper's best series, investigation or in depth story reported and written by one or more regular staff members. (No more than TWO (2) entries per newspaper.) Everyday reporting does not qualify in this category. This is for in depth reporting and writing covering a major topic that continues over at least two successive issues of the newspaper; a reporting project that involves use of computer assisted or other investigative techniques relying on difficult to mine sources or public documents; or a significant one time package of news coverage devoted to a single news topic, such as a hurricane or the hunt for a new college president. A letter of explanation, including a description of the steps taken and obstacles overcome may be included.

Do not submit special feature sections, such as homecoming editions, in this category. Judges will consider the planning and execution of the project, quality of reporting and writing, follow up, insightfulness, organization and overall effectiveness.

### 13. BEST HEADLINE

Please submit tearsheets representing the newspaper's best headline writing. [Maximum number of entries per newspaper: THREE (3) headlines.] Headlines may appear in any section of the paper. The tearsheet should show the headline exactly as it appeared with its story: don't clip headlines away from articles. Judges will consider word choice, news value, relevance to the story, use of writing devices such as wit, pun or double meaning, creative employment of the headline form, terrific uses of tight spaces, and clarity. Please provide the name of the copy editor or collaborators who wrote the headline.

### 14. BEST YEARBOOK

Please submit one copy of the student produced 2004 2005 annual yearbook completed closest to the Nov. 15, 2005 deadline. Judges will consider the theme, planning and execution, quality of writing and editing, attention to detail, design and use of type and illustrations, quality of student produced photography, breadth of topics and interests included, and overall appeal. Editors must identify on the contest label any elements of the yearbook that are not produced by students, such as vendor or university produced photography or layout services and printing. These elements will not be considered by the judges.

## **15. BEST OPINION WRITING**

### **a. ARTS AND ENTERTAINMENT CRITICISM**

Submit reviews, tributes or appreciations, analysis and criticism.

### **b. SIGNED COMMENTARY AND COLUMN WRITING**

Submit signed commentary or columns from any section of the paper including news, sports, opinion.

### **c. EDITORIALS**

Submit unsigned editorials representing the newspaper's viewpoint. On the contest label, please indicate the writer or collaborated names.

In the Opinion Writing categories, please submit tearsheets of the opinion articles to be considered: No more than THREE (3) entries per newspaper will be allowed. Identify the category on the contest label. Judges will consider reporting and writing, clarity of the statement of opinion, how well it is supported, creativity in conveying the argument or idea, and relevance to the student audience.

## **16. BEST FEATURE WRITING**

Please submit a tearsheet of the student's best feature article. No more than THREE (3) entries per newspaper will be allowed. Judges will consider the subject; quality and depth of reporting; writing, word usage and creativity, appeal and relevance to the student audience.

## **17. BEST EDITORIAL CARTOON**

Please submit tearsheets of the cartoons. Political cartoons, feature/panel cartoons and illustrations used as commentary are eligible under this category. Judges will consider the quality of the cartoon's artwork; text/punch lines; power and effectiveness of the cartoon at conveying insight, message or opinion; interpretation of news; appropriateness and relevance to the student audience. Submit no more than THREE (3) cartoons per artist.



# 2005 HBCU “Excellence in Journalism” Student Newspaper Contest

## INVENTORY FORM

**Newspaper:** \_\_\_\_\_ **School:** \_\_\_\_\_

**Editor:** \_\_\_\_\_ **Adviser:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

CONTEST AWARDS	HEADLINE/TITLE	AUTHOR
1. Best Student Newspaper	_____	_____
2. Best News Coverage	_____ _____ _____	_____ _____ _____
3. Best Editorial/Opinion Section	_____ _____ _____	_____ _____ _____
4. Best Design	_____ _____ _____	_____ _____ _____
5. Best Informational Graphics or News Art Illustration	_____ _____ _____	_____ _____ _____
6. Best Sports Coverage	_____ _____ _____	_____ _____ _____
7. Best Features/A&E Section	_____ _____ _____	_____ _____ _____
8. Best Photography	_____ _____ _____	_____ _____ _____
9. Best Online	_____	_____
10. Best Special Section or Theme Edition	_____ _____ _____	_____ _____ _____
11. Best Spot News	_____ _____ _____	_____ _____ _____
12. Best News Series, Investigation or In-Depth Story	_____ _____ _____	_____ _____ _____
13. Best Headline	_____ _____ _____	_____ _____ _____

**2005 HBCU "Excellence in Journalism" - Student Newspaper Contest  
INVENTORY FORM**

CONTEST AWARDS

HEADLINE/TITLE

AUTHOR

14. Best Yearbook

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

15. Best Opinion Writing

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

16. Best Feature Writing

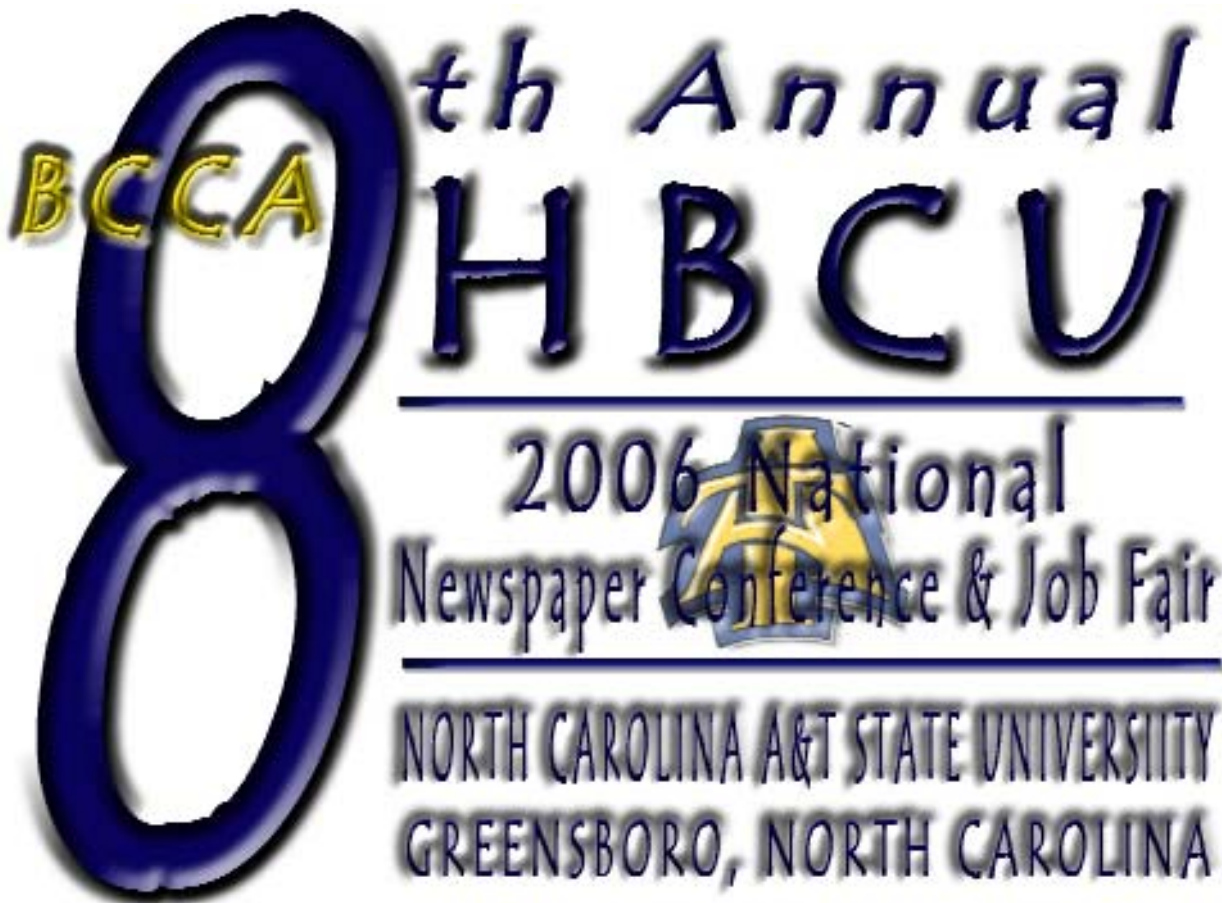
\_\_\_\_\_  
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17. Best Editorial Cartoon

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



SIGNATURE:

EDITOR IN CHIEF: \_\_\_\_\_

DATE: \_\_\_\_\_

ADVISER: \_\_\_\_\_

DATE: \_\_\_\_\_

# Black College Communication Association

## Membership Dues Invoice for Fiscal Year 2005 - 2006 (September 1, 2005 - August 30, 2006)

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Please complete this form and return it, along with your institution's check/purchase order in the amount of \$200, made payable to BCCA. This dues invoice form and your institution's check should be mailed to:

Valerie White, BCCA Chair  
Florida A&M University  
School of Journalism and Graphic Communication  
428 Tucker Hall - Tallahassee, Florida 32307  
(850) 599-3650

**NOTE: The BCCA Federal ID # is 52-1743601**

Name/Adviser \_\_\_\_\_

(FIRST)

(MI)

(LAST)

Department \_\_\_\_\_

College/University \_\_\_\_\_

Mailing Address \_\_\_\_\_

(CITY)

(STATE)

(ZIP CODE)

Daytime Phone: (     ) \_\_\_\_\_ Fax: (     ) \_\_\_\_\_

E-mail Address \_\_\_\_\_

Name of Student Newspaper \_\_\_\_\_

Institutional Annual Membership Dues: \$200 per Member School

Membership Category:      New      Renewal      Former Member Returning

Names of Participants

E-mail Addresses

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

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NOTE: Please follow your individual institution's process for payment of vendors, membership dues, etc.

**Deadline: December 20, 2005**

# Entry Blanks: 2005 Newspaper Contest

**2005 HBCU Excellence in Journalism  
Newspaper Contest**

**1a. Best Student Newspaper-2 / Wk or more**

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

**2005 HBCU Excellence in Journalism  
Newspaper Contest**

**1b. Best Student Newspaper, Weekly**

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

**2005 HBCU Excellence in Journalism  
Newspaper Contest**

**1c. Best Student Newspaper-non-weekly**

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

**2005 HBCU Excellence in Journalism  
Newspaper Contest**

**2. Best News Coverage**

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

**2005 HBCU Excellence in Journalism  
Newspaper Contest**

**3. Best Editorial / Opinion Section**

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

**2005 HBCU Excellence in Journalism  
Newspaper Contest**

**4a. Best Design - Tabloid**

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

**2005 HBCU Excellence in Journalism  
Newspaper Contest**

**4b. Best Design - Broadsheet**

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

**2005 HBCU Excellence in Journalism  
Newspaper Contest**

**4c. Best Individual Page Design**

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

# Entry Blanks: 2005 Newspaper Contest

2005 HBCU Excellence in Journalism  
Newspaper Contest

4c. Best Graphics / Illustration

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

2005 HBCU Excellence in Journalism  
Newspaper Contest

6. Best Overall Sports Coverage

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

2005 HBCU Excellence in Journalism  
Newspaper Contest

6a. Best Sports News or Game Story

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

2005 HBCU Excellence in Journalism  
Newspaper Contest

6b. Best Sports Feature Story

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

2005 HBCU Excellence in Journalism  
Newspaper Contest

7. Best Features/A&E Section

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

2005 HBCU Excellence in Journalism  
Newspaper Contest

8a. Best Use of Photography

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

2005 HBCU Excellence in Journalism  
Newspaper Contest

8b. Best Individual Photograph

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

2005 HBCU Excellence in Journalism  
Newspaper Contest

8c. Best Sports Photograph

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

# Entry Blanks: 2005 Newspaper Contest

## 2005 HBCU Excellence in Journalism Newspaper Contest

### 9. Best Online

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

## 2005 HBCU Excellence in Journalism Newspaper Contest

### 10. Best Special Section or Theme Edition

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

## 2005 HBCU Excellence in Journalism Newspaper Contest

### 11. Best Spot News Story

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

## 2005 HBCU Excellence in Journalism Newspaper Contest

### 12. Best News Series / Investigation / In-Depth

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

## 2005 HBCU Excellence in Journalism Newspaper Contest

### 13. Best Headline

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

## 2005 HBCU Excellence in Journalism Newspaper Contest

### 14. Best Yearbook

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

## 2005 HBCU Excellence in Journalism Newspaper Contest

### 15a. Best A&E Criticism

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

## 2005 HBCU Excellence in Journalism Newspaper Contest

### 15b. Signed Commentary and Column

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title / Caption \_\_\_\_\_

# Entry Blanks: 2005 Newspaper Contest

2005 HBCU Excellence in Journalism  
Newspaper Contest

15c. Editorials

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title/Caption \_\_\_\_\_

2005 HBCU Excellence in Journalism  
Newspaper Contest

16. Best Feature Writing

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title/Caption \_\_\_\_\_

2005 HBCU Excellence in Journalism  
Newspaper Contest

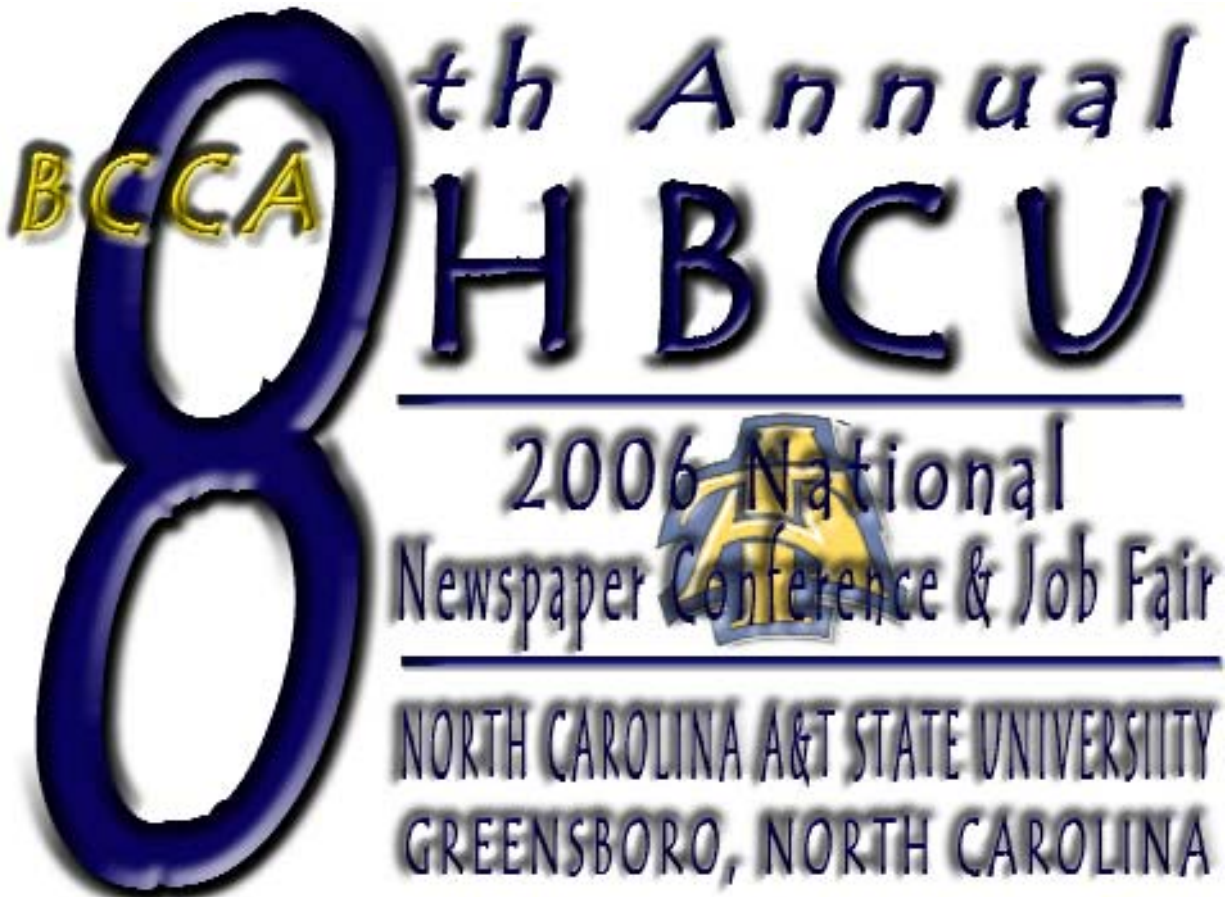
17. Best Editorial Cartoon

Newspaper \_\_\_\_\_

School \_\_\_\_\_

Issue Date \_\_\_\_\_

Title/Caption \_\_\_\_\_





The New York Times

*salutes*

The Eighth Annual  
HBCU National  
Newspaper Conference

**The New York Times**