Texas Journalist of the Year – JOY – Submission Guidelines

These guidelines come straight from the Journalism Education Association site and summarize the instructions found in this presentation, created by past state director Emily Arnold and updated by current state director Lisa Roskens.

Feel free to make your own copy of this document to prepare. Then, here's the link to submit your entry. State JOY winners will complete an online **application** that requires them to provide contact information and upload a transcript, three letters of recommendation, a resume and a personal narrative about their scholarship journalism experience. Students will also submit a link to an online portfolio of their work. Applications are strongly encouraged to review the updated **JOY rubric** and watch the Portfolio Polish videos as well as examine the **Texas how-to-apply presentation** mentioned earlier.

1. After making certain their adviser has up-to-date TAJE membership, candidates should complete the online application. Before completing, read the following:

☐ Be prepared to fill out the application at one time, as there is not an option to save one's work and continue later.

☐ Students should write their personal narrative and create their résumé somewhere else (i.e. Word Document, Google Doc), and be prepared to attach as a PDF to their application.

☐ Scan or convert your transcript and letters of recommendation to PDFs to upload when prompted as part of the application process.

☐ You will need a URL (Internet address) for your online portfolio showing your work examples.

2. Candidates should create an online portfolio for examples of their work. Organize it based on the categories outlined on the judging rubric:

☐ Reporting and Writing
☐ Editing, Leadership and Team Building
☐ Design
☐ Broadcast Journalism
☐ Photojournalism
☐ Web and Social Media
☐ Law, Ethics and News Literacy
☐ Marketing and Audience Engagement
☐ Commitment to Diversity
    (Note: Work in this area can also be embedded in other categories in lieu of creating a dedicated category in the portfolio.)

3. Each artifact within the portfolio should be accompanied by a clear, concise revealing reflection that outlines the following:

- ☐ If published, the evidence of usage/publication of example should the candidate see it fit to include
- ☐ If entered in any contest, how the work example placed if applicable
- ☐ An explanation/reasoning for each example. The explanation/reasoning includes the applicant's explanation about the specific assignment. Include any difficulties encountered with the assignment and special circumstances affecting it. Explanation should typically be less than 100 words in length), easy-to-read and should explain why this entry is important and was chosen for the portfolio.

Again, the judge's rubric is what matters. You also need to be on time.

Submit to this [link](#) by Feb. 15. Again, submit all according to the [judging rubric](#).

JEA Journalist of the Year
Scoring Rubric
Questions? Contact JEA Journalist of the Year scholarship coordinator Joe Humphrey at joehumphrey96@gmail.com. Revised fall 2020.

Evaluators will rank each category using this 7-point scale
1 Not Evident
2 Well Below Expectations
3 Below Expectations
4 Meets Expectations
5 Exceeds Expectations
6 Far Exceeds Expectations
7 Exemplary

Applicant portfolios must adhere to all copyright laws. Entries that violate copyright will be disqualified.

_____ Personal Narrative
- Journalist's personal narrative reflects on their scholastic media experience and how it shaped both current success and future goals.
- Personal Narrative addresses challenges applicant faced along the way and how these were solved.
- Personal Narrative exhibits applicant's strong, vibrant voice.

_____ Organization and Documentation
- Artifacts are clearly organized and the portfolio is easy to navigate.
- Recommendation letters (including at least one from their scholastic media adviser) directly address the applicant's accomplishments in scholastic media.
- Applicant reflections on portfolio artifacts are clear, concise and revealing.
- Resume is professional, informative and directly addresses their student media experience..

_____ Reporting and Writing
- Applicant's artifacts exemplify excellence in reporting and writing.
- Included work should include meaningful, impactful, enterprising journalism.
- It should showcase the applicant's writing and ability to synthesize information from a rich array of reliable sources.
- Applicants are encouraged to include a variety of work including news, feature, sports and opinion.

_____ Editing, Leadership and Team Building
- Applicants should include examples that demonstrate their abilities as an editor or leader, even if they do not hold a formal "leadership position" on staff.
- Artifacts may include hands-on editing work that demonstrates excellence in providing feedback aimed at improving growth and building capacity; student-produced resource documents; excerpts from recommendation letters.
- Applicants may also demonstrate editing proficiency by "revisiting" and updating work from earlier in their journalistic career and providing a look at how they might handle the piece differently now that they are more experienced.

_____ Web and Social Media
- The journalist plans and executes timely coverage, selecting the appropriate presentation for the story -- audio, video, social media, photo galleries and other multimedia tools.
- The journalist uses social media to tell engaging stories.

_____ Design
- Artifacts demonstrate an understanding of the elements of design, including dominance, contrast, eye flow, balance, alignment and unity.
- Included work reveals both proficiency and originality in packaging work.
- Artifacts should extend beyond print with outstanding design samples from web, social media and broadcast.

_____ Broadcast Journalism
- Included broadcast artifacts showcase work of journalistic merit such as video packages, anchoring work, broadcast commentaries or event coverage. Documentary work is also encouraged.
- The journalist effectively edits text, audio, video, graphics and other elements that tell a story in context.
- PSAs, commercials and film are welcome here, but the primary focus of this category is journalistic work.

_____ Photojournalism
- The journalist plans, shoots and edits high quality photographs that demonstrate application of effective exposure, composition and color balance/contrast.
- The journalist captures unique storytelling moments.
- The journalist writes effective captions/cutlines that give all essential facts plus additional context.

_____ Law, Ethics and News Literacy
- The journalist demonstrates a command of the legal and ethical knowledge necessary for producing responsible journalism. The applicant, through artifacts and reflection, demonstrates a firm grasp of the importance of excelling in these areas and ensuring other members of their team do the same.
- The journalist actively works to improve news literacy on their campus and in their community, using the voice of their media in a responsible way.

_____ Marketing and Audience Engagement
- The journalist develops an audience engagement strategy that addresses branding, marketing, sales, fundraising, distribution and social media.
- The journalist demonstrates a working knowledge of funding, analytics and the "business side" of student media.
- The journalist engages audiences in a meaningful, impactful and original way.

_____ Commitment to Diversity
- The applicant explicitly demonstrates a commitment to diversity – in all ways. This could include coverage that amplifies concerns of underrepresented communities and reflects the diverse makeup of the community; practices that cultivate a diverse staff; or other efforts to meet this important objective. Applicants at schools that are not particularly diverse should be sure to identify ways they still ensure diverse representation in student media.

_____ Bonus Points (0-3)
- Students may earn up to three bonus points, up to 1 point each in three different areas. This should be a "knock-your-socks-off" performance where 7/7 is insufficient to convey the applicant's command of the area. The electronic rubric will ask you to assign those point to specific areas on the rubric.

_____/80 Total Score
Note: Ties will be reviewed by a panel of jurors who will determine the national winner and runners-up.