

# **AEJMC Student Magazine Contest 2012**

## **Deadline is Tuesday, May 1, 2012**

### **Rules:**

1. **Each school is limited to five entries per category.**
2. Entries are limited to classroom or closely advised magazine projects and must be accompanied by a correct entry form signed by a faculty member. (Entry forms may be photocopied).
3. A \$10 entry fee is required for each entry (AEJMC members and nonmembers). Checks only.
4. Send one package with all entries from your school, and include one check to cover all entries, payable to AEJMC Magazine Division.
5. Entries that are illegible or do not meet the rules will be disqualified without notice and without refund. Entry forms are writeable PDFs.
6. Only Start-Up Magazine Projects entries will be returned if you send a self-addressed postage-paid envelope with the entry. All other entries will be discarded.

### **For each magazine article entry** (consumer or trade) submit:

- Two (2) copies of the article manuscript **with the author's name and school eliminated.**
- **Two (2) blind title pages** that include article title, category and target magazine. Attach to each entry.
- Please keep electronic copies of magazine article entries; winners may be later published.

### **Start-up Magazine Project**

1. Team Category
2. Individual Category

Each entry must be an original creative idea for a new magazine. Submit only one (1) copy of the prospectus and a photocopy of the prototype (do not send originals!).

The project must include a prototype of at least 20 pages that includes:

- Fully mocked-up cover.
- Fully mocked-up table of contents (must include actual, not dummy, copy).

A prospectus (business plan) that includes:

- Concept description (purpose, editorial philosophy, audience, competition, proof of need).
- Advertising analysis and strategies.
- Circulation analysis and strategies.
- Staffing plan (editorial and business sides).
- Financial information (basic one-year budget for entire publishing enterprise).

### **Single Issue of an Ongoing Print Magazine**

3. General excellence (Judges consider the entire book, including editorial and design.)
4. Design
5. Editorial

For magazines sponsored by journalism programs, and edited, written, designed and produced by students. Submit two (2) copies of one (1) issue published between May 2011 and May 2012. Each school may submit only one issue of any student magazine in each category. If a school

produces more than one student magazine, a school may submit one issue of each magazine in each category. **An authenticating statement** from a faculty member must accompany each entry and include the following: frequency, number of copies printed, budget (including funding sources), constraints, target audience and ad income.

### **Online Magazine**

6. Online magazines will be judged for overall content, design and effective use of the medium. An authenticating statement from a faculty member must accompany each entry and include the following: frequency, budget (including funding sources), constraints, target audience and ad income AND the magazine's URL (e.g. <http://www.collegemag>).

### **Consumer Magazine Article**

7. First person (personal essays and narratives)
  8. Service (how-to and service articles)
  9. Feature (human interest articles about, for example, food, nature, science and trends)
  10. People (profiles and stories and people)
  11. Places (travel articles and stories about places)
  12. Investigation and Analysis (depth reporting and analysis)
- This category is for nonfiction articles written for a general or special interest magazine, including student magazines, distributed to the public. Students may enter one article into more than one category, but must pay the \$10 fee for each entry. Schools may submit up to five entries in each article category. Send unpublished manuscript or tear sheet. Articles must have been written for a university course between May 2011 and May 2012.

### **Business-to-Business Press Article**

13. This division is for nonfiction articles written for a B-to-B magazine covering a specific industry or occupation. (See Business Publication Advertising Source (BPAS)—Parts I & II, published by SRDS, for magazine titles and editorial profiles.) Emphasis is on useful information that readers need to get ahead professionally and to make their business successful. Send unpublished manuscript or tear sheet. Articles must have been written for a university course between May 2011 and May 2012.

**For each magazine article entry** (consumer or trade):

- Two (2) copies of the article manuscript **with the author's name and school eliminated.**
- Two (2) blind title pages that include article title, category and target magazine.
- Please keep electronic copies of magazine article entries; winners may be later published.

**Entries must be received by Tuesday, May 1, 2011.**

**Entry forms are online at <http://aejmcmagazine.asu.edu/>**

Send articles, projects, magazine issues, entry forms and entry fees to:

AEJMC Student Contest

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