

## **AEJMC Student Magazine Contest 2017 Deadline is Friday, May 12, 2017**

### **Rules:**

1. **Each school is limited to five entries per category.**
2. Entries are limited to classroom or closely advised magazine projects.
3. A \$20 entry fee is required for each entry (AEJMC members and nonmembers). Checks only. **Please mail entry checks directly to Carol Holstead, School of Journalism, University of Kansas, 1435 Jayhawk Blvd., Lawrence, KS 66044.**
4. Make checks payable to AEJMC

All entries are submitted through Better Newspaper Contests,  
<http://betternewspapercontest.com/aejmcstudentmagazinecontest>

Click on "Enter" and then click on "Open Call Contestant Login" at the bottom of the screen, and follow the prompts. If you entered last year, you may reuse your user name and password.

### **Start-up Magazine Projects (Business Plan + Prototype)**

The City and Regional Magazine Association is sponsoring the startup categories.

#### 1. New Magazine Ideas

This category replaces Individual Startup. For teams and individuals. First place winners receive \$1,000; second and third place winners receive \$500. Each entry must include **ONLY** the following.

A streamlined business plan (plus suggested lengths):

- Concept description and mission statement (1 page)
- Proof of need (1–2 pages)
- Audience description (demographics, psychographics and profile of one reader) (1-2 pages)
- Editorial plan (department and feature ideas) (1-3 pages)
- Description of platforms and social media (1-2 pages)
- Brief outline of competition (1-2 pages)
- Circulation frequency and rate base (justified) (1 page)
- Advertising vision + potential advertisers (1-2 pages)

Designed pages for a print or tablet magazine:

- Cover
- Table of contents (must include actual copy)
- One department (may use placeholder text)
- One feature (may use placeholder text)

Please submit as a separate file a photo of the person or team that created the entry with names.

## 2. Startup Project | Team

First place winning school receives \$3,000.

The project must include a prototype of at least 16 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).

Please submit as a separate file a photo of the team that created the entry with names.

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

First place winners in each category receive \$100.

3. General Excellence (Judges consider the entire book, including editorial and design.)

4. Editorial

5. Design (mail in only)

For magazines (print or tablet) sponsored by journalism programs, and edited, written, designed and produced by students between May 2016 and May 2017.

A school may submit only one issue of a single title in each category. If a school produces more than one student magazine, a school may submit one issue of each title in each category. For General Excellence and Editorial entries, you will need to upload PDFs of magazines to REAL VIEW or Issuu and provide a URL so a judge can access your entry.

**Design entries must be mailed so the judge can see magazines in print. Mail to Carol Holstead, 1435 Jayhawk Blvd., Lawrence, KS 66045 by May 12.**

**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**

First place winner receives \$100.

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**

First place winners in each category receive \$100.

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 about 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 \$20 fee for each entry. Schools may submit up to five entries in each article category. You may enter unpublished manuscripts OR copies of published articles. Articles must have been written for a university course between May 2016 and May 2017.

### **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 2016 and May 2017.

### **Entries must be uploaded by Friday, May 12, 2017**

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