



Stories of JEA: Life in Scholastic Journalism (Profile Story)

WHAT THE JUDGES WILL LOOK FOR

- Feature lead that makes reader want to read on
- Colorful details
- Use of direct quotes and anecdotes
- Feature copy that appeals to the readers' interest
- Emotional impact of copy
- Reveals an individual's character and lifestyle; exposes different facets of the subject so readers feel they know them.
- Accuracy, completeness and elimination of extraneous material
- Few convention errors; consistent use of journalistic style

What To Include:

- A compelling lead
- Facts and biographical information
- Strong angle — the focus is their role as an adviser/JEA member
- Strong, storytelling quotes
- A strong conclusion

Assignment:

Write a personality profile of no more than 350 words about a Journalism Education Association member at your school to help JEA showcase one of its many diverse members. We want you to introduce the JEA member at your school and share details that expose a different facet of their life as a scholastic journalism adviser. Give the readers a combination of quotes, details, facts and descriptions to show more than tell. Help the readers get to know your adviser like you do.

Contest Information & Guidelines:

- The student's adviser must be a current JEA member.
- Each JEA member may submit ONE entry to the contest for ONE student. If a school has multiple JEA members, each member may submit an entry for a student.
- There is no cost to enter.
- JEA's National Student Media Contest system will be used for submission. Refer to the video instructions at jea.org/contests or contact the JEA Office at staff@jea.org for assistance.
- Submissions may be broadcast, displayed or published in JEA publications and/or on its affiliated websites.
- Winners' names and schools will be published on the JEA website and/or on its affiliated websites.
- Entries must be uploaded to the NSMC site by 6 p.m. CST Jan. 31, 2024.
- No late entries will be accepted.

Awards:

Winning entries will receive ratings of Superior, Excellent or Honorable Mention. Superior awards will be given to no more than 10% of the entries in the contest. Judges may give as many Excellent and Honorable Mention awards as appropriate. Entries will NOT receive a full critique.