H.L. Hall Yearbook Adviser of the Year Application

Judging Guide
- The judging committee is looking for detailed responses which include specific details, references and anecdotes, so that the committee has a strong sense of your program and your advising. Show us rather than just telling us. At times, essay-length responses are appropriate.
- The committee requests that you update your application materials, including letters of recommendation, each time you apply.
- The committee recommends that advisers with five or less years of experience apply for the Rising Star Award.
- Contributors for letters of recommendation should only submit a letter for one applicant in the same year.
- Committee members may not provide letters of recommendation for applicants.

Commended Adviser
The Yearbook Adviser of the Year Committee may, on certain occasions, recognize one or more applicants as a Commended Adviser. This award is for applicants who have received Distinguished Adviser in the past and have submitted exemplary portfolios in this year's Yearbook Adviser of the Year competition. This award allows the committee to recognize outstanding advisers who have already received Distinguished in a previous competition. It has no monetary award, but it includes a ticket to the awards luncheon at the Spring JEA/NSPA Convention. The recipient(s) will receive a plaque from the committee along with inclusion in all announcements from JEA. It is the prerogative of the Yearbook Adviser of the Year Awards Committee to choose when or if this recognition will be awarded. Recipients of Commended Adviser are welcome to apply again for YAOY.

If the committee determines that you are eligible for the Commended Adviser award, do you want to receive this recognition?   Yes/No

Application Questions:

Certification/Training

- Are you certified by the Journalism Education Association?
- Describe any other relevant educational background or journalism training/certification.

Advising History: Part 1

- How many years have you advised student media? Briefly describe or list the school(s) and advising assignment(s).
- List any awards you have received as an adviser, educator or professional journalist. Student/publication awards will be listed in a separate response. This question refers to personal awards or recognitions you have received, not awards for the book.
- List any content you have published on scholastic journalism or journalism education in the past five years (articles, podcast, website, social media posts). Include sample links if available/applicable.

Advising History: Part 2

- List awards/honors that students in the program or the publication has received in local, state and/or national contests within the PAST **THREE** YEARS.

Service to scholastic journalism

- Describe what ways you have served scholastic journalism. This might include holding office or serving on committees from local to national organizations, as a judge, speaker, published articles or in other forms of service.

Commitment to Diversity

- Provide a brief description of your current school's environment/culture/community (including enrollment, ethnic breakdown, socio-economic status and any additional examples) that would help the committee better understand your school population.
- How do you encourage every student to have a place on your staff? How does your staff ensure representation of multiple groups at your school? What specifically are you and your staff doing to recruit new staff members?
- How do you define and encourage diversity on your staff? How is your school's diversity represented in your coverage?

Staff Details

- How many student staff members produced the book last year? Is the staff a scheduled class for credit or a club/after school activity?
- What was the total revenue for your program? Please list the revenue sources for the book (advertising, book sales - including number sold, student fees, etc.)
- What were the total expenses for your book? Include printing, photography or computer equipment, student or adviser travel, etc.

The Production Process: Part 1

- Describe the structure of your program, including editorial leadership and staff organization. How has this changed during your tenure?
- What is the process for selling/marketing your book?
- How did you address a shortfall OR how did you use the additional income?

The Production Process: Part 2

- Describe your role in setting deadlines and motivating the staff to meet them. What was the publication's deadline structure and did the staff meet all of the deadlines?
- What steps did the editors or team leaders take to keep track of pages in progress?
- Describe the process(es) for content creation and editing and who specifically is responsible. How much of the content is student-created and what non-staff personnel also contributed?
- What processes are used to resolve both internal (yearbook staff) and external (administrative, school community) disputes.

Student Freedom of Expression

- Describe your philosophy and approach in regard to student freedom of expression. Include who makes the final content decision for the yearbook. Explain your editorial policies.
- Is your staff subject to prior review/prior restraint? If so, to what extent? How do you help your staff navigate challenges in this area?

Biggest Issue Facing Scholastic Journalism

- With the exception of press freedom, what do you feel is the biggest issue facing scholastic journalism and how would you recommend JEA tackle it on a national level? What have you done locally or on your state level to address this issue?

Greatest Enjoyment in Yearbook Journalism

- Where do you find the greatest enjoyment in yearbook journalism?

Community Impact

- What is the story or coverage by your staff that you feel had the most impact on your school or community last year? How did this impact manifest itself? Please upload a PDF showing this coverage.

Artificial Intelligence in the Classroom

- Are you or your students integrating Artificial Intelligence (AI) in the classroom? How are you addressing the ethical issues around this technology?

Applicant's 2025 Yearbook

- Please describe the theme for your school's most recent book and your staff's implementation of the theme.
- Please upload your PDF files as spreads in this specific order – cover, front endsheet, title page, opening spread(s), one divider, one people spread, a spread showing a scoreboard, a spread showing club photos, one index spread, colophon, closing, up to three other spreads from inside coverage of your choosing, include any special features you feel are specific to the theme, or that your staff added to the book to carry out the theme. We encourage you to request help from your rep or your company, if necessary, in order to provide the examples as **spreads** at a high enough resolution so that photos are not pixelated. (up to 15 pdf files accepted; each file must be less than 10Mb but ensure that photos are not pixelated)
- Please upload a picture of the ACTUAL printed cover.

Letters of Recommendation

- Please upload a maximum of five letters of recommendation.
- We encourage the submission of letters of recommendation from current or previous staff members or parents over letters from administrators and company representatives. Letters from scholastic journalism peers and/or industry professionals could also be included. Judges are looking for a variety of perspectives on your impact as an adviser.
- Contributors for letters of recommendation should only submit a letter for one applicant in the same year.
- We recommend not using a letter from a previous year but request new letters for this application. The same person can provide the letter, but the letter should be updated.

- Please upload a current resume

- Please upload a high-quality color headshot, as well as a candid photo of you teaching/working with students. (JPG files accepted; each file must be 2 MB or less, at least 200 PPI resolution) Include caption information for the candid photo in the description field in the metadata.