



MSTA

media
awards

ENTRY FORM

Deadline: April 9, 2018
Missouri State Teachers Association

ENTRANT

Name of Media _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____

Contact Person (at Media) _____

E-mail _____

http address _____



I. MISSOURI NEWSPAPER COVERAGE

A. DAILY (choose only one)

- Editorials/Columns
- Features
- General Coverage
- Literacy Program (K-12)
- Online Content
- Photography
- Series

B. WEEKLY (choose only one)

- Editorials/Columns
- Features
- General Coverage
- Literacy Program (K-12)
- Online Content
- Photography
- Series

II. TELEVISION (choose only one)

- Editorials
- Educational Service Announcement
- Features
- General Coverage
- Literacy Program (K-12)
- Online Content
- Series

III. RADIO (choose only one)

- Editorials
- Educational Service Announcement
- Features
- General Coverage
- Literacy Program (K-12)
- Online Content
- Series

SUBMITTED BY

Name _____

Work Phone _____

Work Address _____

Work City _____ State _____ Zip Code _____

Email _____

Representing:

Local CTA (name) _____

MSTA Region (name) _____

Media (name) _____

Your signature here _____ will allow us to share your entry online with our members.



PURPOSE

To recognize media coverage that contributes to the understanding of education on the local, MSTA region and state level.

CATEGORIES

Missouri newspaper coverage (daily and weekly), television, and radio

TYPES OF COVERAGE

General coverage, editorials (opinion pieces concerning education or education-related issues), columns (articles appearing on a regular basis – weekly, monthly, etc. – that examine education or education-related issues), photography, special features (an in-depth examination of an event or issue), literacy programs, educational service announcements, series (two or more articles concerning the same issue).

RULES

1. Number of entries to submit, limited to a total of 3 entries for your media outlet.
2. Entries shall be for media coverage from April 1, 2017 through **March 31, 2018**.
3. A narrative shall be submitted for each entry and limited to 500 words (typed).
4. Entries and narratives must be written by an MSTA member, a CTA representative, or a media representative. **They should discuss:**
 - (a) Contribution to education – How does your entry help education and the educational process in your community?
 - (b) Impact – How are you effectively conveying your message to your audience?
 - (c) Objectivity – How does your entry fairly represent the issues on which it reports?
 - (d) Timeliness – How is your entry up-to-date and relevant to its audience?
 - (e) Appeal – How is your entry user-friendly? Does the public turn to your coverage for any information needs they might have?
5. The entry form must be completed and entries postmarked no later than **April 9, 2018**.
6. Submit a separate entry form to accompany each entry. Forms may be copied or printed from our website, www.msta.org.
7. Only one category per form. (e.g., Features and photography cannot be submitted on the same form).
8. All entries must include samples of the material being entered. Entries with no samples will not be considered for judging.

ENTRY SUBMISSION

Your entries may be submitted by sending hard copies of the materials (along with the entry form and narrative) to MSTA Media Awards; Missouri State Teachers Association; P.O. Box 458; Columbia, MO 65205.

Or you may submit your entries by email, to jbacon@msta.org. The entry form and narrative will need to be with the entry.

Or you may email the entry form and narrative and the link to your submission. This will also need to be emailed to jbacon@msta.org.

QUESTIONS

Contact Jennifer Bacon, 800-392-0532, ext. 1404