Media Information Form

GSPA General Excellence Contest 2005

A separate media information form *MUST* be attached to each contest entry. Please type or print neatly.

Name of Publication or Broadcast Program: _____

School: _____ City: _____

School Classification (check with principal or athletic director if unsure): _____

MEDIA CATEGORY:

☐ Newspaper/Newsmagazine ☐ Broadcast News ☐ Literary Magazine ☐ Yearbook

Frequency of Publication/Program: _____ per _____ Total Circulation or Audience: _____

METHOD OF PRODUCTION FOR PRINT MATERIAL:

☐ Commercial Printer (Printer does all from set type to layout to press run.)
☐ Commercial Printer (Students provide camera-ready layouts using type set by:
☐ printer ☐ word processor ☐ in-school printing ☐ typewriter)

☐ In-School Offset Press (with typeset copy) ☐ In-School Offset Press (with typewriter copy)
☐ In-School Offset Press (with word processor copy) ☐ In-School Office Duplication Machine (typewriter copy)
☐ Other (explain) _____

PRODUCTION INFORMATION FOR BROADCAST PROGRAMS:

What is the purpose of this broadcast? _____
What format do you use? _____
What is the average length of program? _____
Please describe your method of production: _____

FINANCING:

Cost per issue/program: $ _____ Cost per year: $ _____
Amount from subscription per year: $ _____
Amount from advertising per year: $ _____ Base ad rate: $ _____ per _____
Amount from other sources (explain): $_____

WORK DISTRIBUTION:

Percentage of work done by students: _____ Percentage of work done by adviser: _____
Percentage of work during class: _____ Percentage of work after school hours: _____
Percentage of photos taken by students: _____ Percentage of photos taken by professionals: _____

STAFF:

☐ First-year journalism class ☐ Recruits from school without training ☐ Experienced journalism students
☐ Combination (explain) _____

OTHER CONSIDERATIONS (Example: printer errors, etc.)

_____

_____

Return this form with your entry form & materials to: GSPA Contests, Grady College of Journalism & Mass Communication, University of Georgia, Athens, GA 30602-3018