

2009-2010  
**Membership form**  
For Junior High/High School/College/University

# Columbia Scholastic Press Association

## Evaluations offer awards, recognition to student media

Want to find out how your student paper stacks up against those from other schools? Or would you like to know if your yearbook is as good as you believe it to be? Perhaps your magazine may need advice about some improvements you are considering for next year?

Answers to your questions can be found in the annual evaluations offered by the CSPA to each Regular Member. Membership is available for student publications. The CSPA welcomes memberships from any student magazine, newspaper or yearbook published in a public, private or church-related schools, colleges and universities located in the United States or Canada or in overseas schools following the American plan of education.

*For forms and deadlines, go to page 3.*

## Get materials to CSPA by deadline

The deadline for all newspapers and magazines submitting for evaluation is June 15th. It is CSPA's goal to return well evaluated critiques in a timely manner. Most of the adviser-judges are available during the summer months, so spring entry is strongly recommended.

Yearbooks are encouraged to submit their books as soon as they are printed. To work with those books that are delivered in late summer and in the fall, we will accept yearbooks for evaluation until October 15th.

A benefit for every member will be the Special Awards CD-ROM. Each disc has special presentations of all Crown Award publications along with the awards lists for Crowns.



CSPA  
Columbia University  
MC 5711  
New York, NY 10027-3899  
Tel. 212.854.9400  
Fax. 212.854.9401  
cspa@columbia.edu  
<http://cspa.columbia.edu>



The Journalism School  
Columbia University

Columbia Scholastic Press Association is an academic center associated with the Graduate School of Journalism at Columbia University in the City of New York

# Membership FAQ

## *Frequently asked questions about joining CSPA*

### What do I need to send to CSPA for my Regular Membership?

#### **Newspapers & Newsmagazines**

Send 2 sets of issues published during the academic year 2008-2009. Each set should include up to six issues (you choose, which issues if you published more than six). One set is for the evaluation and one set is for Crown Awards. Issues will not be returned after judging.

#### **College Newspapers**

Fall and spring semesters are treated as two separate memberships. Membership fees will also be assessed per semester. Submit 2 sets of 10 papers (you choose which issues to submit) one for critique judging and the other Crown judging packaged per semester.

#### **Magazines**

Send 2 copies each of all issues from academic year 2008-2009. If more than 1 issue was published, send 2 sets of all that were published. Issues will not be returned after judging.

#### **Yearbooks**

Send 2 copies of the 2009 yearbook. Spring delivery books need not include summer supplements. Yearbook may be returned for the additional \$13.50 return fee as shown on page 3.

#### **Tips for submissions**

Please keep a copy of everything you submit to CSPA.

Regular Members: Don't forget, submit **two sets/copies** of your publication (one for the evaluation, the second for Crown judging).

Associate Members: Please don't forget to fill out the entire membership form. Submit only 1 set of newspapers, 1 copy of your magazine or 1 copy of your yearbook.

### **Why are newspapers and magazines due by June 15th?**

To permit timely returns of critiques, it is essential to have all newspapers and magazines submitted in June when the majority of our board of judges are available to devote quality time to an evaluation. *We encourage yearbooks to submit their edition as soon as it is printed.* Late summer and fall delivery yearbooks have until October 15th to send in their publications.

### **How do we get our publication evaluated by the CSPA?**

Join as a Regular Member. Enter your newspaper, magazine or yearbook by completing the Membership Form on pages 3-6. On page 3, make sure you check off the appropriate box to indicate that you want Regular Membership.

### **If we don't want an evaluation this year, can we still be CSPA members?**

Yes, become an Associate Membership for your student newspaper, magazine or yearbook. You'll receive all CSPA benefits EXCEPT the written evaluation. When you complete the Membership Form on pages 3-6, remember to check off the box on page 3 to indicate that you want Associate Membership.

### **We read about your 2009 Crown Awards on your Web site. When are entries due for CSPA's Crown Awards for the year 2010?**

CSPA dates its awards by the year in which they are given. If your newspaper, yearbook or magazine was published during school year 2008-2009, it should be entered during 2009 for the Crown Awards that will be announced in March, 2010. Enter now for those awards, using the form on page 3-6. Deadline: Oct. 15, 2009.

### **What do we send for Crown Awards consideration?**

For Regular Members: send a second set of newspapers, a second copy of your magazine (or a second copies of all magazine entered if more than one issue is published per year) or a second copy of the 2009 yearbook. For Associate Members: send one set of copies of the publication.

### **Can we enter just the Crown Awards, without getting an evaluation this year?**

Yes, enter as an Associate Member, fill out the membership, then submit your publication with the form and fee.



# CSPA MEMBERSHIP FORM

for 2008-2009 Student Newspapers, Magazines and 2009 Yearbooks

Enter one publication on this form;  
Please photocopy for additional entries.

PLEASE PRINT OR TYPE

Publication Name \_\_\_\_\_

Name of School/College \_\_\_\_\_

Street/Box Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Publication Telephone Number ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_ ext. \_\_\_\_\_

School Fax Number ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

e-mail address \_\_\_\_\_ This is the  publication's  adviser's address

URL/WWW address http:// \_\_\_\_\_

Name of Adviser (Mr./Ms.) \_\_\_\_\_

Name of Editor (Mr./Ms.) \_\_\_\_\_

Was your publication a CSPA Member last year?  yes  no

I give permission for CSPA to use this entry, either in electronic or printed form, as an example of superior student achievement. I also authorize CSPA to include publication name, school/college name, address, phone number, name of adviser and email address as provided in a membership directory.

\_\_\_\_\_  
Signature Position Date

### Definitions of Membership:

**CSPA Regular Membership** includes detailed critique, a copy of the corresponding Fundamentals book, award certificate, Crown judging, 50 free Gold Circle entries, and adviser membership in CSPAA (scholastic members only). Also included with membership is the Special Awards CD-ROM. Regular Members will be accepted postmarked as below. Each publication must be submitted as a separate member. Enroll as early as you can!

**CSPA Associate Membership** includes Crown judging, 50 free Gold Circle Circle entries plus and adviser membership in the CSPAA (scholastic members only). Also included with membership is the Special Awards CD-ROM. *No evaluation or critique is provided.*

Middle School and High School (1 form per publication)	Paid by 6/15/09	Paid by 10/15/09	Subtotal
<input type="checkbox"/> ASSOCIATE Membership (no critique) or	\$140.00	\$140.00	_____
<input type="checkbox"/> Newspaper/Magazine/Spring Yearbook REGULAR Membership (with critique) or	\$195.00	\$255.00	_____
<input type="checkbox"/> Fall Delivery Yearbook REGULAR Membership (with critique)	\$195.00 (prepaid)	\$255.00	_____

Collegiate Newspapers (1 form per semester)			
<input type="checkbox"/> Fall '08 Semester ASSOCIATE Membership (no critique) or	\$140.00	\$140.00	_____
<input type="checkbox"/> Fall '08 Semester REGULAR Membership (with critique)	\$195.00	\$255.00	_____
<input type="checkbox"/> Spring '09 Semester ASSOCIATE Membership (no critique) or	\$140.00	\$140.00	_____
<input type="checkbox"/> Spring '09 Semester REGULAR Membership (with critique)	\$195.00 (prepaid)	\$255.00	_____

Collegiate Magazines/Yearbooks (1 form per publication)			
<input type="checkbox"/> ASSOCIATE Membership (no critique) or	\$140.00	\$140.00	_____
<input type="checkbox"/> REGULAR Membership (with critique)	\$195.00 (prepaid)	\$255.00	_____

Options (for all publications)			
<input type="checkbox"/> Return of yearbook after critique	\$13.50	\$13.50	_____
<input type="checkbox"/> Return of yearbook after Crown judging	\$13.50	\$13.50	_____
<input type="checkbox"/> Extra Award Certificates Qty: _____ x	\$7.95/each	\$7.95/each	_____
<input type="checkbox"/> Certificate mounted on walnut plaque Qty: _____ x	\$32.50/each	\$32.50/each	_____

Total for Membership Enclosed \_\_\_\_\_

Did your publication send payment under separate cover?  yes  no

Make checks payable in US dollars: Columbia Scholastic Press Association

To mail via US Postal Service:  
Columbia Scholastic Press Association  
Mail Code 5711  
Columbia University  
New York, NY 10027-6902

To ship by FedEx, UPS or other couriers:  
Columbia Scholastic Press Association  
90 Morningside Drive - Basement  
New York, NY 10027

CSPA Phone number (212) 854-9400  
24 hr. Fax number (212) 854-9401

### CSPA USE ONLY

EF FEE Pub Crown \_\_\_\_\_  
 Inc \_\_\_\_\_  
 Inc letter \_\_\_\_\_  
 Comp \_\_\_\_\_  
 Crown \_\_\_\_\_  
 Ck# \_\_\_\_\_  
 \$ \_\_\_\_\_  
 PO # \_\_\_\_\_  
 Entered \_\_\_\_\_  
 Update \_\_\_\_\_  
 Ack \_\_\_\_\_  
 Rating \_\_\_\_\_ Score \_\_\_\_\_  
 #AC \_\_\_\_\_  
 SB sent \_\_\_\_\_  
 Plaque sent \_\_\_\_\_  
 Book ret \_\_\_\_\_  
 J \_\_\_\_\_  
 PY \_\_\_\_\_

Please answer all questions and check the appropriate boxes on pages 3 through 6.

### 1. Type of publication

- Yearbook (10)
- Newspaper (12)
- Newsmagazine (13)
- General Magazine (15)
- Literary Magazine (16)
- Literary-Art Magazine (17)
- Other (please specify) (19)

### 2. Type of institution

- Public Senior High School (22)  
(Gr. 7-12, 9-12 or 10-12)
- Private/Parochial School (25)  
(Gr. K-12, 7-12, 9-12 or 10-12)
- Jr. High/Middle School (23)
- College or University (4 yr.) (20)
- Junior/Community College (21)
- Other (please specify) (27)

### 3. Enrollment

- 20001 or more students (30)
- 10001-20000 students (31)
- 5001-10000 students (32)
- 2001 -5000 students (33)
- 1501-2000 students (35)
- 1001-1500 students (36)
- 501-1000 students (38)
- 0-500 students (39)

### 4. Frequency of publication

- 35 or more issues/yr. (65)
- 26-34 issues/yr. (66)
- 17-25 issues/yr. (67)
- 13-16 issues/yr. (67)
- 9-12 issues/yr. (68)
- 5-8 issues/yr. (69)
- 2-4 issues/yr. (70)
- 1 issues/yr. (71)

Continue to page 4

This application form is a four-page pullout to be completed and mailed to CSPA.





## Business Practices

### 15. Budget Analysis Please provide total ANNUAL figures, not percentages.

#### A. SOURCES OF INCOME:

Total from Advertising \$ \_\_\_\_\_  
 (Base ad rate: \$ \_\_\_\_\_ per \_\_\_\_\_)  
 Total from Subscriptions \$ \_\_\_\_\_  
 Total from Administration \$ \_\_\_\_\_  
 Total from Student Government \$ \_\_\_\_\_  
 Total from Student Groups \$ \_\_\_\_\_  
 Total from Single Copy Sales \$ \_\_\_\_\_  
 Total from Fund Raisers \$ \_\_\_\_\_  
 Total from Other Sources (specify) \$ \_\_\_\_\_

#### TOTAL ANNUAL INCOME:

\$ \_\_\_\_\_

#### B. TOTAL EXPENDITURES

Total spent on Printers' Fees \$ \_\_\_\_\_  
 Total spent on Photography \$ \_\_\_\_\_  
 Total spent on Other Operating Expenses \$ \_\_\_\_\_

#### TOTAL ANNUAL EXPENDITURES:

\$ \_\_\_\_\_

#### FROM PAST YEARS:

##### A. Did this staff inherit a deficit?

yes  no

If so, what percentage of this deficit did this year's staff make up? \_\_\_\_\_%

#### FOR THIS YEAR ONLY:

##### B. Did expenditures exceed income this year?

yes  no

If so, who will make up the loss?  
 \_\_\_\_\_

##### C. Did expenditures equal income this year?

yes  no

##### D. Did income exceed expenditures this year?

yes  no

If so, what will it be used for?  
 \_\_\_\_\_

### 16. Circulation

(Please give numerical answers, not percentages)

a) Exact student enrollment \_\_\_\_\_  
 b) Total circulation \_\_\_\_\_  
 c) Circulation to students \_\_\_\_\_  
 d) Circulation to others \_\_\_\_\_

### 18. Prior Annual Critique Entry (only complete if you are a Regular Member seeking critique):

If your publication entered last year's Annual Critique state briefly the suggestions made in last year's Critique (scorebook) and your actions to follow up on them or your reactions against using them.

The judges suggested . . . \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Our action for/reaction against . . . \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### 19. Advisers: Training and Experience.

These questions will be used by CSPA to help gear its programs and services to your needs. Your answers to these specific questions on advising will not be used to either add or deduct points in the judging of your publication.

- a) Number of years as adviser (to this type of publication) \_\_\_\_\_  
 b) Total number of years teaching (any/all subjects) \_\_\_\_\_  
 c) Are you certified to teach journalism in your state?  yes  no  
 d) Number of college credits (based on semester hours) you have in journalism \_\_\_\_\_  
 e) What academic subject(s) did you regularly teach during school year 2008-2009?  
 (Include journalism, if you taught it). \_\_\_\_\_  
 f) For advising this publication, I receive (check all of the following that apply):  
 extra pay  reduction in teaching load  reduction in nonteaching duties  
 other (specify) \_\_\_\_\_

### 20. Yearbooks only: additional questions

In addition to all the preceding questions, please complete this section.

- a) Please state your theme \_\_\_\_\_  
 b) Name of publishing company \_\_\_\_\_  
 c) Final copy deadline \_\_\_\_\_  
 d) Did staff meet periodic copy deadlines set by publisher? yes  no   
 e) Did staff meet final copy deadline set by publisher? yes  no   
 f) What was the contract delivery date of the book? \_\_\_\_\_  
 g) What was the actual delivery date of the book? \_\_\_\_\_  
 h) If these dates differ, briefly explain circumstances \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

i) Did you attend a workshop given by a yearbook company in 2008-2009? yes  no

j) Did you attend a non-company sponsored workshop in 2008-2009? yes  no

Continue to page 6



# Getting started...and learning how

These books can help you edit or advise a newspaper, or teach a course about them.

## CSPA STYLEBOOK

20th edition  
 ISBN: 0916084264  
 Helen F. Smith, editor  
 80 pages; paperback  
 A complete stylebook for students and teachers. Organized alphabetically, it covers points of writing style, punctuation, capitalization, commonly misused or confused words or phrases. It includes a list of copyediting and proofreading symbols with explanations of what they mean and how to use them.

## MAGAZINE FUNDAMENTALS

4th edition.  
 ISBN 0-916084-33-7 (Book)  
 ISBN 0-916084-36-1 (CD)  
 Alice Klement,  
 Laura Schaub and  
 Rebecca Castillo, editors  
 184 pages, paperback  
 A guide to organizing a general, literary and literary-art publications for a student staff. This book offers insight from over 30 advisers and includes over 250 student produced examples. Also includes a 419-term glossary and bibliography.

## SCHOLASTIC YEARBOOK FUNDAMENTALS

3rd Edition.  
 ISBN: 0916084302 (Book)  
 ISBN: 0-916084-35-3 (CD)  
 Martha Akers, Paul Ender and  
 Laura Schaub  
 168 pages  
 A complete guide to producing an outstanding student yearbook aimed at high school yearbook editors and journalism teachers. This book offers an independent source of information on how to write, edit, design and produce a yearbook that pleases readers and wins awards.

## SCHOLASTIC NEWSPAPER FUNDAMENTALS

3rd edition  
 Helen F. Smith, editor  
 ISBN:0-916084-37-X (CD)  
 80 pages in PDF.  
 For students who want to learn to publish a newspaper that's respected for its journalistic passion or teachers who need to help student journalists reach that goal. Chapters also include topics such as how to work with printers and get advertising to pay for the newspaper. A glossary of newspaper terms is also included. Indexed.

Ship to: \_\_\_\_\_  
 School: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip: \_\_\_\_\_ Tel: \_\_\_\_\_  
 email: \_\_\_\_\_

Sold to: \_\_\_\_\_  
 School: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip: \_\_\_\_\_ Tel: \_\_\_\_\_  
 email: \_\_\_\_\_

Include this form with your check, money order or purchase order.

Send to:  
 CSPA  
 Mail Code 5711  
 Columbia University  
 New York, NY 10027-6902  
 Tel. 212-854-9400  
 Fax 212-854-9401 (24 hours)

Members: Please take advantage of the discounted prices listed below. Not a member: join today, pages 3-6.

Date Ordered	Date Wanted	Your Order No.	F.O.B.	Terms	
			Origin	Net 30 Days	
Qty.	Title	ISBN No.	Non-Member Price	Member Price	Total Price
	CSPA Official Stylebook	0-916084-22-1	\$ 8.95	\$ 7.15	
	Magazine Fundamentals, 4th edition (paperback)	0-916084-33-7	\$34.95	\$ 27.95	
	Magazine Fundamentals, 4th edition (CD-ROM)	0-916084-35-3	\$34.95	\$ 27.95	
	Scholastic Yearbook Fundamentals (CD-ROM)	0-916084-36-1	\$34.95	\$ 27.95	
	Scholastic Yearbook Fundamentals (paperback)	0-916084-30-2	\$34.95	\$ 27.95	
	Scholastic Newspaper Fundamentals (CD-ROM)	0-916084-37-X	\$23.95	\$19.95	

All Fundamental books include the corresponding Critique Book (paper).

### FOR CSPA USE

Batch # \_\_\_\_\_  
 Date Rec'd \_\_\_\_\_  
 Date Shipped \_\_\_\_\_  
 Date Billed \_\_\_\_\_  
 PO # \_\_\_\_\_  
 Check # \_\_\_\_\_  
 \$ \_\_\_\_\_

How We Ship to You: All materials will be shipped UPS Ground unless otherwise stated here. Please allow two to four weeks for delivery. For fast, two-day delivery to most addresses, use U.P.S. 2nd Day Air service (Blue Label).

### What We Charge for Packing, Shipping & Handling:

Order Total	UPS Ground	U.P.S. Air
Up to \$50	add \$5.95	add \$10.95
\$51 to \$100	add \$8.95	add \$16.95
\$101 to and up	actual shipping plus	@ \$5.75 handling fee.

### Total for books

Add for ground shipping

Add for air shipping

### Total amount enclosed

It's time to submit your publication to CSPA for an evaluation.

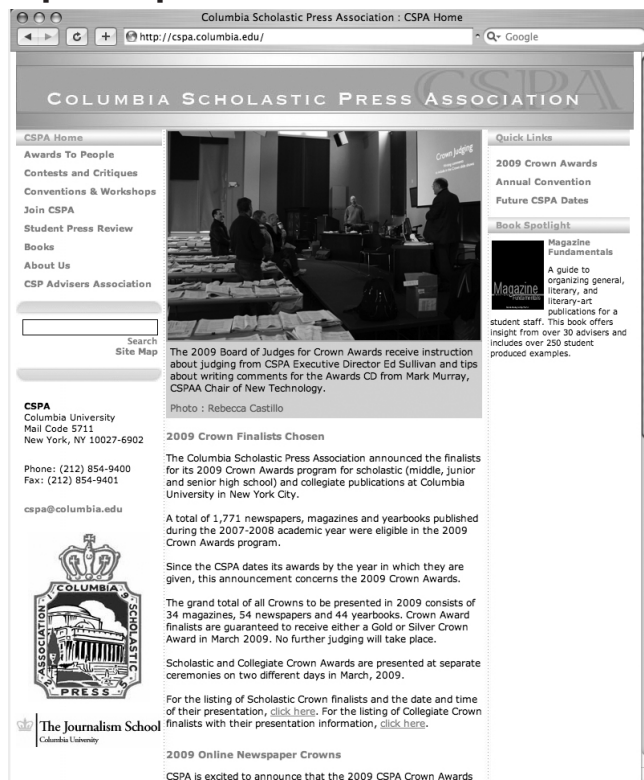
## Deadlines to Remember

**June 15, 2009—Newspapers, Magazines, spring delivery Yearbooks**

**October 15, 2009—Fall delivery Yearbooks and last chance to get your publications in for Crown consideration.**

Columbia University in the City of New York  
Columbia Scholastic Press Association  
Mail Code 5711  
New York, New York 10027-6902

Check CSPA's Web Site for updates!  
<http://cspa.columbia.edu>



The screenshot shows the homepage of the Columbia Scholastic Press Association (CSPA). The page features a navigation menu on the left with links to 'Awards To People', 'Contests and Critiques', 'Conventions & Workshops', 'Join CSPA', 'Student Press Review', 'Books', 'About Us', and 'CSP Advisers Association'. A central banner image shows a group of people in a room, with a caption: 'The 2009 Board of Judges for Crown Awards receive instruction about Judging from CSPA Executive Director Ed Sullivan and tips about writing comments for the Awards CD from Mark Murray, CSPAA Chair of New Technology.' Below this, a section titled '2009 Crown Finalists Chosen' announces the winners of the 2009 Crown Awards program, mentioning that a total of 1,771 publications were eligible. The page also includes contact information for CSPA and a logo for The Journalism School at Columbia University.

Get up-to-date information about membership, conventions and awards.

Non-Profit Org.  
US Postage  
PAID  
New York, NY  
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