



# 2018 QUILL AND SCROLL NEWS MEDIA EVALUATION INSTRUCTIONS

**Postmark Deadline: Friday, June 15, 2018**

Please use the form “Registration Form and Questionnaire” to register your student publications for the 2017-2018 Quill and Scroll News Media Evaluation. You have four choices for submission:

1. **COMPREHENSIVE NEWS MULTIMEDIA.** Do you have a news magazine, a website and social media associated with both? Submit multiple media for a full evaluation of your entire news and journalism programs. These critiques include extensive comments from your evaluator. (Fee is \$140.)
2. **COMPREHENSIVE SINGLE NEWS MEDIUM.** Submit a single medium (newspaper, news magazine or online news site) for a full evaluation. These critiques include extensive comments from your evaluator. (Fee is \$75 per medium.)
3. **RATINGS ONLY NEWS MULTIMEDIA.** Submit your multimedia news operation for a ratings-only evaluation. These critiques include no comments from your evaluator. (Fee is \$95.)
4. **RATINGS ONLY SINGLE NEWS MEDIUM.** Submit a single medium (newspaper, news magazine or online news site) for a ratings-only evaluation. These critiques include no comments from your evaluator. (Fee is \$50.)

Read the **Registration Form and Questionnaire** carefully before answering the questions and submitting it, both as a Word doc and as a PDF. Once you have submitted the form and the required publications to Quill and Scroll, your entry will be sent to a qualified judge for evaluation. The judges have until Aug. 24 to complete their work. Judges will bestow a George H. Gallup Award to all news media receiving “Superior” achievement ratings in every category. The evaluations come back to Quill and Scroll headquarters for processing, after which they’ll be emailed to you before Sept. 15. All News Media Evaluation results will be posted on the Quill and Scroll website after you’ve received your rating (<http://quillandscroll.org/news-media-evaluation/>).

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## GENERAL DIRECTIONS

To enter, please follow instructions carefully:

1. Download NME Registration Form from the News Media Evaluation page on our website <http://quillandscroll.org/news-media-evaluation/> and type in your answers.
2. Save the document as both a Word doc and as a PDF and email both to [quillscroll@gmail.com](mailto:quillscroll@gmail.com).
3. [Pay by credit card online or](#) by check payable to Quill and Scroll and mail to the address below.
4. If you have print publications that need to be evaluated, mail **three separate issues** (you choose the issues) by June 15, 2018 to:

News Media Evaluation  
Quill and Scroll  
University of Iowa School of Journalism and Mass Comm.  
100 Adler Journalism Bldg., Room W111  
Iowa City, IA 52242