

SEND-IN COMPETITIONS

NEWSWRITING: News writing style; informative lead hooks readers; use of facts instead of generalizations; use of direct quotes; pinpointing the news in the presentation and highlighting it with an effective angle; concise writing with good use of detail and description, well-organized story flow; accuracy; completeness; elimination of extraneous material; knowledge of AP style rules; few convention errors.

EDITORIAL WRITING: Persuasive leads that come quickly to an assertion; focus on a single, manageable proposition; clear purpose; editorial format for lead, body, conclusion; opposing arguments refuted; facts to support assertion in the lead; arguments fully developed; effective organization and transitions; strong conclusion; accuracy; completeness; knowledge of AP style rules; few convention errors.

FEATURE WRITING: Attention-grabbing lead; feature style as opposed to news style; colorful details; liberal use of direct quotes and anecdotes without stating the obvious; objective and fair; copy that appeals to the readers' interest; writing evokes emotional response; accuracy; completeness; elimination of extraneous material; clear focus of the news peg; few convention errors; avoids passive voice; avoids cliches; variety of sentence beginnings; knowledge of AP style rules; few convention errors.

SPORTS WRITING: Attention-grabbing lead; if story is a feature, the lead should be a feature lead; good story flow with effective transitions; colorful details; evokes emotional impact; use of informative direct quotes; accuracy; completeness; elimination of extraneous material; knowledge of AP style rules; few convention errors.

REVIEW WRITING: Persuasive lead that quickly reaches assertion and/or attention-grabbing lead; clear expression of opinions; strengths and weaknesses of event or performance are clearly noted; strong, effective voice; opinions supported with details and examples; use of colorful details; well-organized story flow with good transitions; facts rather than generalizations; avoids cliché; demonstrates knowledge of AP style rules; few convention errors.

EDITORIAL CARTOON: A simple and clear editorial statement; evidence of artistic ability; a novel approach; absence of trite and melodramatic imagery; wit; effective conveyance of a message; quality of drawing; simplicity of line.

NEWSPAPER LAYOUT: Clean layout of a page or a sheet; creativity; effective positioning of the elements; effective selection, scaling and cropping of photos; effective font choices and sizes; varied headline sizes; a clear focal point; text flow easy to follow; evidence of consideration for readers; consistent use of styles; creative graphics; a sense of personality or style.

NEWSMAGAZINE LAYOUT: Clean layout of a page or a spread (two facing pages); evidence of ability to distinguish importance of stories and photos and to position them

accordingly; a focal point; effective display of nameplate with full information; copy blocks, headlines, caption blocks and photos placed effectively; proper selection, cropping and scaling of photos; usage of appropriate headline sizes; consistent use of styles throughout; creative graphics.

YEARBOOK COPY/CAPTION: SPORTS— Good judgment in fact and quote selections; well-written active-verb copy that appeals to the reader; interesting lead; quotations used correctly and effectively; colorful details; good use of transitions; avoids cliché; original angle, focus; headline intriguing and inviting, reflects the dominant photo and directs reader to the story; state more than the obvious, are varied in beginnings and add to the body of reader knowledge; correct AP style; contains few convention errors.

YEARBOOK COPY/CAPTIONS: ACADEMICS— Good judgment in fact and quote selections; well-written active-verb copy that appeals to the reader; interesting lead; quotations used correctly and effectively; colorful details; good use of transitions; avoids cliché; original angle, focus; headline intriguing and inviting, reflects the dominant photo and directs reader to the story ; state more than the obvious, are varied in beginnings and add to the body of reader knowledge; knowledge of AP style; contains few convention errors.

YEARBOOK COPY/CAPTIONS: CLUBS— Good judgment in fact and quote selections; well-written active-verb copy that appeals to the reader; interesting lead; quotations used correctly and effectively; colorful details; good use of transitions; avoids cliché; original angle, focus; headline intriguing and inviting, reflects the dominant photo and directs reader to the story; state more than the obvious, are varied in beginnings and add to the body of reader knowledge; knowledge of AP style; contains few convention errors.

YEARBOOK COPY/CAPTION: STUDENT LIFE— Good judgment in fact and quote selections; well-written active-verb copy that appeals to the reader; interesting lead; quotations used correctly and effectively; colorful details; good use of transitions; avoids cliché; original angle, focus; headline intriguing and inviting, reflects the dominant photo and directs reader to the story; state more than the obvious, are varied in beginnings and add to the body of reader knowledge; knowledge of AP style; contains few convention errors.

YEARBOOK LAYOUT: THEME— Adhering to instructions, designed as a double-page theme spread; impact of photos; adhering to design rules; using dominant photo; effective positioning of headlines, copy and captions; using current design trends; using point sizes for copy, headlines and captions that indicate visual hierarchy and guides reader through page; effectively balancing photos and copy; using creative graphics; effective cropping of photos; including essential layout elements such as page numbers and folio design.

YEARBOOK COVER/ENDSHEETS: Cover and endsheets reflect visual and verbal representation of the theme; design conveys theme; spine includes school name, city and state, volume, year, publication name; cover includes theme, publication name, year; instructions and rules followed, graphics add to theme, effective cropping of photos (if used); creative and visually attractive.

LITERARY MAGAZINE: LAYOUT— Clean layout and design relating to selected copy; impact, action or emotion in design; instructions adhered to; positioning of copy, title, art, photos and captions in relation to each other; use of current graphic trends.

LITERARY MAGAZINE: POEM— Originality and creativity in developing theme, concise writing and word choice. Concrete language, figurative language and imagery; the use of literary devices (simile, metaphor, repetition), cadence, verb tense and development of tone and mood to create an emotional impact. Few convention errors.

LITERARY MAGAZINE: ILLUSTRATION— Adaptation of the art to the copy; originality in interpretation that captures the spirit of the prose or poem prompt. Students will exhibit their control of the medium, design and artistic techniques. The work is a simple, accurate design to illustrate the context of the copy.

LITERARY MAGAZINE: PHOTOGRAPH— Photo that demonstrates original interpretation; photograph is framed in an interesting and visually striking way; photograph demonstrates good use of composition techniques and lighting to effectively communicate the interpretation of the poem; photograph offers effective contrast, depth-of-field and tone; the subject is not cliché. The work is a simple, accurate design to illustrate the context of the copy. Photograph will be judged based on both the subject composition and technical quality.

GRAPHIC DESIGN: LOGO— Professional typographic details; fonts, photos and artwork together; creativity, originality and innovation; clean and well-executed work; logo clearly identifies a section, theme or story concept; follows current design trends.

GRAPHIC DESIGN—INFOGRAPHIC: Proper attribution for information. Makes a point visually using an appropriate format. Typography and artistic details fit topic or content. Follows current design trends.

GRAPHIC DESIGN—ADVERTISEMENT: Typography and artistic details fit topic or content. Follows current design trends. Creative and imaginative concept. Considers what motivates audience. Includes appropriate pitch, business, event or organizational identification. Design moves reader's eye through the ad.

GRAPHIC DESIGN—PHOTO ILLUSTRATION: Follows current design trends. Visually communicates an idea. Shows originality and innovation. Shows creativity and artistic details. Clean and well-executed work. Sophisticated use of software.

SPORTS ACTION PHOTOGRAPH: Imaginative subject matter; technical quality and excellence; photo composition; visual impact; story told in photograph; simplicity; cropping; and lighting. One photo per entry.

SPORTS FEATURE PHOTOGRAPH: Imaginative subject matter; technical quality and excellence; photo composition; visual impact; story told in photograph; simplicity; cropping; lighting. One photo per entry.

FEATURE PHOTOGRAPH: Imaginative subject matter, technical quality and excellence; photo composition; visual impact; story told in photograph; simplicity; cropping; lighting. This can include any aspect of student life. One photo per entry.

PHOTO STORY: Imaginative subject matter; technical quality and excellence; photo composition; visual impact; story told in each photograph as well as in the package of images; simplicity; cropping; lighting. Quality of caption for each individual image also may be considered. *Multiple images should be included in a “story.”

PORTRAIT PHOTO: Imaginative subject matter; technical quality and excellence; photo composition; visual impact; simplicity; cropping; lighting. Students should NOT enter mugshots/headshots. One photo per entry.

BROADCAST NEWS STORY: Adherence to broadcast style (short sentences, present tense, conversational, clear). Contains all the necessary information and exhibits news judgment. Video sound bites are well-shot close-ups, relevant and interesting. A variety of shots are used and are steady and in focus. Editing is free of glitches and jump cuts, and natural sound is used effectively. Overall, the script and video complement each other, telling the story in an interesting and informative manner. The voice-over is effective and delivered with clarity.

BROADCAST SPORTS STORY: Adherence to broadcast style (short sentences, present tense, conversational, clear). Contains all the necessary information and provides a new perspective. Video sound bites are well shot close-ups, relevant and interesting. A variety of shots are used, steady and in focus. Editing is free of glitches and jump cuts, and natural sound is used effectively. Overall, the script and video complement each other, telling the story in an interesting and informative manner. The voice-over is effective and delivered with liveliness and clarity.

BROADCAST FEATURE STORY: Adherence to broadcast style (short sentences, present tense, conversational, clear). Contains all the necessary information and provides a new perspective. Video sound bites are well shot close-ups, relevant and interesting. A variety of shots are used, steady and in focus. Editing is free of glitches and jump cuts, and natural sound is used effectively. Overall, the script and video complement each other, telling the story in an interesting and informative manner. The voice-over is effective and delivered with liveliness and clarity.

BROADCAST COMMERCIAL/PSA: The piece entered must be produced for school announcements or TV programs, should publicize school events, activities and social functions; PSAs should attempt to shed light on an issue or situation of importance to teens. A strong overall impact is critical. Judges will watch for solid videography; editing, audio, graphics/effects and pacing will all be considered. Content material should be accurate and appropriate to the message being delivered.

SOCIAL MEDIA/WEBSITE USAGE: Entry should contain screenshots of up to five (5) social media or website postings promoting stories, publication distribution, or student involvement. Entry can be from an individual student or entire staff. Overall tone, consistency, professionalism, and creativity will be considered.

PHOTOGRAPHER OF THE YEAR: Entrants must submit a portfolio of work from this academic year. The portfolio may be in the form of a PDF document or personal website.

DESIGNER OF THE YEAR: Entrants must submit a portfolio of work from this academic year. The portfolio may be in the form of a PDF document or personal website.

BROADCAST ANCHOR OF THE YEAR: Entrants must submit a reel of work from this academic year. The reel may be uploaded to YouTube or on a personal website.

OVERALL STUDENT NEWSPAPER: Quality of writing, photography, and design will be judged. Overall consistency, voice, professionalism, tone and themes will be considered. One issue per publication may be submitted.

OVERALL STUDENT NEWSMAGAZINE: Quality of writing, photography and design will be judged. Overall consistency, voice, professionalism, tone and themes will be considered. One issue per publication may be submitted.

OVERALL STUDENT YEARBOOK: Quality of writing, photography and design will be judged. Overall consistency, voice, professionalism, tone and themes will be considered. The most recent publication may be submitted.

OVERALL STUDENT LITERARY MAGAZINE: Quality of writing, photography and design will be judged. Overall consistency, voice, professionalism, tone and themes will be considered. The most recent publication may be submitted.

OVERALL STUDENT BROADCAST: Quality of video, audio and graphics will be judged. Overall voice, professionalism, tone and theme will be considered. One broadcast segment per publication may be submitted.