

NEWSPAPER: Categories for 2010

NOTE: Category number needs to be included on entry form for each submission.

OVERALL CATEGORY

1. Overall newspaper: Submit three issues of newspaper bound together. Include the judging fee (\$35) noted on the payment form.

COPY CATEGORIES

2. News writing: Submit article that reveals a fresh angle on newsworthy events.

3. Feature writing: Submit article using human-interest approach.

4. Staff editorial: Submit editorial representing opinion of staff, not of an individual. Should not include a byline.

5. General column: Submit three columns from a regularly appearing staff writer who should be identified in the byline. Each column should be taped to a separate page and pages should be taped together accordion-style.

6. Sports column: Submit a single column on a sports topic.

7. Entertainment review: Submit an

opinion article that reviews movies, music, plays, concerts, books, art or other creative works available to the public.

8. Sports writing: Submit article that emphasize timely sports events or uses a more in-depth style to provide additional information on a sports figure, team or event.

ART CATEGORIES

9. News photo: Submit photo that illustrates impact, news value, technique, subject matter, timing and quality. Include the caption.

10. Feature photo: Submit photo that illustrates human interest, technique and quality. Include the caption.

11. Sports photo: Submit photo that captures action and emotion of sporting event, proves effective technique and has good print quality.

12. Photo essay: Submit the full spread, including headlines, copy, photos and captions. Judged on quality of photography, layout and copy.

13. Cartooning: Submit an editorial cartoon to be judged on originality, relevancy of subject matter, style and clarity. If it relates to copy, please submit copy as well.

14. Advertising: Submit example of original advertisement that illustrates originality, effectiveness of communication and quality layout.

15. Use of graphics: Submit graphic that illustrates originality, effectiveness of design, relevancy to topic and clarity. Include the story the graphic accompanies.

16. Infographics: Submit graphic that provides additional/supplemental information to enhance coverage. Include the story with the graphic.

PACKAGE/DESIGN CATEGORIES

17. Student Government, School Board, Community Coverage: Submit package (photos and copy) that illustrates comprehensive coverage

Overall newspaper deadline:

February 15, 2010 (postmark date)
(published from Feb. 16, 2009 and Feb. 15, 2010)

Deadline for other newspaper categories:

March 2, 2010 (postmark date)
(published from March 3, 2009 and March 2, 2010)

concerning government decisions that affect school population.

18. Single topic, multiple story: Submit spread that includes comprehensive coverage of one topic. This category is not limited to the center spread and can include a single page spread.

19. Special Edition (Supplement): Submit entire special edition that illustrates comprehensive coverage of an issue united by an overall theme.

20. Front page design: Submit the complete front page of one issue.

21. Inside page design: Submit a single page other than the front or back page from one issue. **DO NOT** include a double-page spread.

YEARBOOK: Categories for 2010

NOTE: Category number needs to be included on entry form for each submission.

OVERALL CATEGORY

22. Overall yearbook: Submit entire yearbook to be judged as a whole. Include the judging fee (\$35) noted on the payment form.

COPY CATEGORIES

23. Feature writing: Submit a piece of feature writing and reporting on school/community from the student life section of the book. Topics can also include in-depth features and current events coverage.

24. Sports writing: Submit copy that highlights the general feeling of the season or covers an unusual aspect of an event, coach, player or any controversy.

25. Academic writing: Submit copy that features a department, subject or unusual academic practice. Do not include personality profiles, which will be a different category.

26. Organization writing: Submit copy that gives the reader a different perspective on an organization within the school.

27. Personality profile: Submit copy that features a student, faculty member and highlights relevant aspects of that individual.

DESIGN CATEGORIES

Each category requires multiple pages, which should be taped together accordion-style.

28. Theme and Concept: Judges will look at the unity and strength of the theme presented throughout the book. Included in this entry should be the cover, endsheets, opening spread, all division pages, closing spread. **DO NOT** submit the entire book for this category.

29. Division page design: Submit all division pages in the order they

appear throughout the book

30. Cover and Endsheets design: Submit the cover with endsheets attached.

31. Opening and Closing design: Submit the opening and closing spreads.

32. Sports spread: Submit a single sports spread.

33. Organization spread: Submit a single organization spread.

34. Student life spread: Submit a single student life spread.

35. People spread: Submit a single spread from the people section.

36. Advertising spread: Submit a single advertising spread. This could include senior/parent/buddy ads.

37. Index: Submit the entire index.

Yearbook deadline
(postmark date for all categories):

February 15, 2010
(material published for 2008-2009 school year)

Judges will examine the use of graphics, typeface, photos to enhance presentation.

ART CATEGORIES

These categories require the entire page to be submitted so judges can review the context of the submission.

38. Use of graphics: Submit a modern graphic design or an informational graphic.

39. Sports photography: Submit a sports photo.

40. Feature photography: Submit a feature photo that emphasizes human-interest.

41. Academic photography: Submit photo that shows students in a learning environment.