

National Federation of Press Women/Woman's Press Club of Indiana - 2010 High School Communications Contest - Contest Guidelines

The High School Communications Contest sponsored by the National Federation of Press Women and Woman's Press Club of Indiana inspires students to do their best work and offers them the opportunity to earn recognition which reflects well on their teachers/advisers. The guidelines and entry form are available online at nfpw.org and at wpcindiana.org.

In the contest, students may enter work in 17 categories: Editorial, Opinion, News Story, Feature Story, Sports Story, Columns, Cartooning, Feature Photo, Sports Photo, Review, Graphics, Page Layout (Single-page), Page Layout (Double-truck), Environment, Video News Story, Video Feature Story, Video Sports Story. Awards will be presented in each category.

Students' work must have been published between March 1, 2009, and Feb. 14, 2010. Publication date must appear on the entry.

National student winners, their parents and advisers are invited to attend the NFPW High School Awards Luncheon, which will be held during the annual conference in Chicago in August 2010.

General Requirements for Entries

- Entries must be the work of students (girls or boys) enrolled in grades 9-12 during the current school year or of students who graduated from high school at the end of the 2009 spring semester.
- Each school may submit one and only one entry per category. There are 17 categories.
- Submit two copies of each entry whether from a publication or the Web.
- Deadline: Entries must be postmarked on or before Monday, Feb. 22, 2010. Be sure to affix sufficient postage.

Category Descriptors and Criteria Considered by Judges

Content: accurate, complete. Quotations and other information attributed to identified sources. Freedom from libel. No extraneous material.

Style: overall writing ability, including strong lead, transitions, adherence to facts.

Mechanics: grammar, spelling, punctuation, sentence structure, capitalization.

- **Editorial.** An editorial appears on the editorial page and is the voice of the paper. It provides information and insight to persuade readers about some desired action or outcome. An editorial is not a bylined personal column, but may be signed on behalf of an editorial board. Judging will be based on clarity of style, sound reasoning and effort to influence readers' opinions in what the editorial board believes to be the right direction.
- **Opinion.** This is the voice of the writer, not to be confused with an editorial. The topic may be of the writer's choosing as long as it is not libelous. Judging will evaluate clearness of style, sound reasoning and effort to influence reader's opinion in what the writer believes is the right direction. An opinion article is always bylined.
- **News Story.** Shows initiative in obtaining a story that presents new information or a different angle on published information or past events. Judging will be based on general organization, writing style, readability and impact.
- **Feature Story.** An in-depth topic of interest to readers that may be a personality profile or human interest piece but it is not an opinion article and should be unbiased. Copy will be judged on unusual aspects of the material, writing style and richness of detail and use of quotations, readability and thoroughness.
- **Sports Story.** Imagination and good application of sports writing style in advance, follow-up, summary or feature coverage of events or sports participants. Avoid play-by-play rehash. Judging will be on the same criteria as for news or feature stories as well as on writing knowledgeably on the subject.

- **Columns.** Submit three entries (two consecutive and any third one) from a standard column headline (a column that runs regularly in the publication). Analytical scrutiny, satire or personal comment on general or special subject that entertains and/or educates. May utilize in-depth knowledge, research, study or expertise. **Updated Feb. 16**
- **Feature Photo.** Photo must have viewer emotional response, eye-catching subject matter and storytelling qualities. Judging will be based on the photo's quality as published. Original prints are not required.
- **Sports Photo.** Photo should be easy to "read" and cropped for impact. It should show the peak of the action, capturing an exciting moment or a storytelling facial expression. No posed shots. Judging is based on the quality of the photo as published. Original prints are not required.
- **Cartooning.** Copy may be generated by computer graphics or freehand and may be a comic strip or cartoon. Judging will be based on the text or caption (if any) and the use of concept and artistic style. The subject matter is unrestricted but may not be libelous.
- **Review.** Subject may be art, dramatic event, music, food, etc. Article should be creatively written and rich in style; it also should include some critical analysis and show writer's knowledge of the subject.
- **Graphics.** Entry may be created freehand or electronically. Judging will be on creativity, uniqueness, clarity of relationship to article or publication and entry's visual enhancement of the subject matter. Unsigned work requires adviser's verification.
- **Page Layout (Single Page).** Copy may be from a desktop publishing project or from the traditional printing production methods. Judges will consider any number of graphic elements, typography, photos, illustrations and color. Judging will be on creative and effective use of elements in drawing reader interest and supporting article(s) content. The entry is to be a single page.
- **Page Layout (Double-Truck).** Copy may be from a desktop publishing project or from the traditional printing production methods. Judges will consider any number of graphic elements, typography, photos, illustrations and color. Judging will be on creative and effective use of elements in drawing reader interest and supporting article(s) content. The entry is to be a double-truck (centerfold, with the usual margin between the two facing pages eliminated).
- **Environment.** Judging will be based on how the article, layout, graphic or photograph "educates the public about environmental issues or concerns." This award is given in conjunction with the San Francisco Press Club Environment Award Fund.
- **Video News Story.** This is a video created for television or Web broadcast. Judging is based on how well video and reporting/narration are used to obtain a story and present information. DVD is the only allowable format. Make sure your entry plays on a regular consumer DVD player or PC.
- **Video Feature Story.** This is a video created for television or Web Broadcast. Judging is based on how well video and reporting/narration are used to present a personality profile or human interest story of interest to viewers. DVD is the only allowable format. Make sure your entry plays on a regular consumer DVD player or PC.
- **Video Sports Story.** This is a video for television or Web broadcast. Judging is based on how well video and reporting/narration are used to cover a sports event or participation. DVD is the only allowable format. Make sure your entry plays on a regular consumer DVD player or PC.