

# National Federation of Press Women/Woman's Press Club of Indiana - 2012 High School Communications Contest - Contest Guidelines

**Indiana deadline: March 7, 2012**

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](http://nfpw.org) and at [wpcindiana.org](http://wpcindiana.org).

In the contest, students may enter work in 18 categories:

- Editorial
- Opinion
- News Story
- Feature Story
- Sports Story
- Columns
- Feature Photo
- Sports Photo
- Cartooning
- Review
- Graphics/  
Photo Illustration
- Single-Page Layout
- Double-Truck Layout
- Environment
- Video News Story
- Video Feature Story
- Video Sports Story
- Yearbook – **new category!**

Awards will be presented in each category.

**Entry fee: \$6/entry**, payable to Woman's Press Club of Indiana.

Entries must be mailed (postmarked) on or before March 7, 2012, to:  
Be sure to affix sufficient postage.

**Tara Puckey**  
**WPCI High School Contest Coordinator**  
8214 S. Firefly Dr.  
Pendleton, IN 46064

Students' work must have been published between Feb. 15, 2011, and Feb. 28, 2012. Publication date must appear on the entry. For print entries, send entire tearsheet.

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 Arizona in September 2012.

## 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 2011 spring semester.
- Each school may submit **one and only one entry per category**. Students should decide which category best fits, as each piece may only be entered in one category.
- For printed publications, submit **TWO tearsheets** (the entire page on which the article or graphic appears) for each entry; either an original or a photocopy is fine. For online publications, submit two copies of the article including the URL and date of publication.
- On your entry, indicate which article or photo is to be considered by putting a check mark or an X by it, using a marker or highlighter. Entries submitted in the Single-Page Layout and Double-Truck Layout categories do not need to be marked.
- If an entry is the work of more than one student, all names should be on the entry form.
- Entry forms and student work should be **paper-clipped** together – NO staples, sleeves or binders.

## 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.** This entry would appear on the editorial page of the paper. It is the voice of the paper. An editorial is *not a bylined personal column* but may be signed on behalf of an editorial board. The editorial will be judged on the basis of the clarity of its point, the relevance of its subject matter to its audience, and the soundness and persuasiveness of its argument.

**OPINION.** This is the voice of a single writer, not to be confused with an editorial. It can focus on items of personal nature, social issues, or happenings of the world. It can be insightful and/or critical, but not libelous. Opinion pieces will be evaluated on clearness of style, sound reasoning and the effort to influence reader's opinion in what the writer believes is the right direction. An opinion article is always bylined.

**NEWS STORY.** The writer should show 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, clarity of lead, writing style, readability and impact.

**FEATURE STORY.** The story should focus on an in-depth topic of interest to readers. Copy will be judged on unusual aspects of the material or the handling, writing style and richness of detail and the use of quotes, readability and thoroughness. The material may be a personality profile or human interest piece.

**SPORTS STORY.** The story should demonstrate imagination and good application of sport-writing style in advance, follow-up, summary or feature coverage of events or sports participants. Avoid play-by-play rehash.

**COLUMNS.** Each entry must consist of three (3) columns, two consecutive and any third one. The columns can be analytical scrutiny, satire or personal comment on general or special subjects. The columns should entertain and/or educate, and the writer may utilize in-depth knowledge, research, study or expertise.

**FEATURE PHOTO.** The photo must spark an emotional response in the viewer and have eye-catching subject matter and storytelling qualities. No posed shots. Judging will be based on the photo's quality as published. Original prints are not required. Images must not be digitally enhanced or retouched; cropping, toning, contrast and red-eye removal are the only electronic adjustments that are allowed.

**SPORTS PHOTO.** The photo should be easy to "read" and cropped for impact. It should show the peak of the action or capture an exciting moment or a storytelling facial expression. No posed shots. Judging is based on the quality of the photo as published. Images must not be digitally enhanced or retouched; cropping, toning, contrast and red-eye removal are the only electronic adjustments that are allowed.

**CARTOONING.** Copy may be generated by computer graphics or freehand and may be a comic strip or cartoon. Judging will consider the text or caption and the use of concept and artistic style. The subject matter is unrestricted. For example, any political, economic or social issue may be covered, or any human relations issue or other topic.

**REVIEW.** Entry should be of interest to the publication's readers. Subject may be art or dramatic event or music. Article should include some critical analysis and show writer's knowledge of the subject. Review should be interesting, creatively written and rich in style.

**GRAPHICS/PHOTO ILLUSTRATION.** Entry may be created freehand or electronically. Judging will be on creativity, uniqueness, clarity of relationship to an article or publication and how the graphic contributes to the visual enhancement of the subject matter. Unsigned work requires adviser's verification.

**SINGLE-PAGE LAYOUT.** Copy may be from a desktop publishing project or from the traditional printing production methods. (A double-truck is not a single page.) 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 the content of the article(s). Unsigned work requires adviser's verification.

**DOUBLE-TRUCK LAYOUT.** The entry is a two-page layout (centerfold) incorporating an odd number of pictures made up as a single unit, with the usual margin between the two facing pages eliminated. Judging will be based on same elements as for single-page layout. Unsigned work requires adviser's verification.

**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 WEB NEWS STORY.** This entry is a video produced for airing on television or via the Web. Judging will be based on how well the student has used video and narration/reporting to obtain a news story and present new information. DVD is the only acceptable format. DVD should play on a consumer DVD player or PC. Entry should indicate the file format and the Mac or PC program in which the file was created.

**VIDEO FEATURE STORY.** This entry is a video produced for airing on television or via the Web. Judging will be based on how well the student has used video and narration/reporting to give an in-depth or unusual look at a topic or person of interest. DVD is the only acceptable format. DVD should play on a consumer DVD player or PC. Entry should indicate the file format and the Mac or PC program in which the file was created.

**VIDEO SPORTS STORY.** This entry is a video produced for airing on television or via the Web. Judging will be based on how well the student has used video and narration/reporting to cover a sports event or participant. DVD is the only acceptable format. DVD should play on a consumer DVD player or PC. Entry should indicate the file format and the Mac or PC program in which the file was created.

**YEARBOOK.** This is a new category. The entry may be a single photo OR a single-page layout OR a double-truck layout OR copy from a section of the yearbook. Judging will be based on creativity, effectiveness, impact and clarity.