



Contest Categories

Newspaper Division

feature story • news story • sports story

For each entry, include PDF of the entire page on which the story appears, clearly indicating which story should be judged. If a story jumps, be sure to include all pages in PDF. While writing style will vary by category, superior entries will engage readers with a strong lead, detailed reporting, colorful description and meaningful quotes from a variety of sources. Note: these are three separate categories w/ common criteria.

column writing

Include PDF of the entire page on which the column appears. If multiple columns appear, indicate which should be judged. Superior entries in this category will address timely, reader-relevant topics, conveying writer's personal opinion.

editorial writing

Include PDF of the entire page on which the editorial appears. Superior entries will be clearly articulated positions, without a byline, written on behalf of the entire staff in regard to a timely, reader-relevant topic.

review writing

Include PDF of the entire page on which the review appears. Reviews may address a concert, restaurant, theatrical performance, album release, book, film, video game, website or other medium. Superior entries will offer teen consumers insight and essential background information through analysis and credible personal opinion.

editorial cartoon

Include PDF of the entire page on which the editorial cartoon appears. Superior entries will demonstrate a high quality illustration or comic strip containing a timely, reader-relevant political or social message.

nameplate design

Include PDF of the entire page on which the nameplate appears. Superior entries will have effective use of type and graphic elements for maximum readability and visual appeal to provide the name of the newspaper and other related information such as the school name, volume/issue number, publication date or motto.

front page design

Include PDF of the entire front page. Superior entries will use strong packaging for visual impact, prioritizing news value by story placement and offering a strong first impression to the issue as a whole.

centerspread design

Include PDF of the entire centerspread. Superior entries will cover a reader-relevant topic worthy of emphasis by using strong packaging for visual impact and offering multiple entry points. The two facing pages should appear as one unified doubletruck or spread in presentation.

feature photo • sports photo

For photo entries, include PDF of the entire page and indicate clearly which photo is to be judged. Superior feature photos will offer interesting angles and composition techniques to tell a visual story. Superior sports photos will capture action or reaction in an athletic setting.

newspaper categories continued on next page...



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photo illustration

Entries in this category should be images that have been manipulated, including (but not limited to) techniques with blur, color, background or filter effects, cutouts and poster edges. Include PDF of the complete double-page spread and indicate clearly which photo is to be judged.

advertising design

Include PDF of the entire page on which the advertisement appears, clearly indicating which ad should be judged. Do not submit advertisements provided camera-ready by outside sources. Superior entries will appeal to a teenage audience, providing clear contact information for the business and incorporating photos and/or graphic elements to enhance presentation.

infographic design

Include PDF of the entire page on which the informational graphic appears. If more than one infographic appears on the page, indicate which is to be judged. Superior entries will add meaningful details to the topic with a well written and nicely packaged graphic that includes a source for information collected and blends with the newspaper's overall visual style.