



**National Federation of Press Women
2013 High School Communications Contest**

November 2012

CONTEST CATEGORIES AND CRITERIA CONSIDERED BY JUDGES

- 1. Editorial** – This entry appears 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 a 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.
- 2. Opinion** – This is the voice of a single writer, not to be confused with an editorial. It can focus on items of a personal nature, social issues or the 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.
- 3. 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.
- 4. 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 a human interest piece.
- 5. Sports Story** – The story should demonstrate imagination and good application of sports-writing style in advance, follow-up, summary or feature coverage of sports events or sports participants. Avoid play-by-play rehash.
- 6. Columns** – Each entry must consist of three (3) columns. Two of the columns should have been published consecutively and the third column can be whichever one the writer selects. 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 use in-depth knowledge, research, study or expertise.
- 7. 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.
- 8. 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.

9. 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.

10. Review – The entry should be of interest to the publication's readers. Subject may be art or dramatic event or music. The article should include some critical analysis and show the writer's knowledge of the subject. The review should be interesting, creatively written and rich in style.

11. Graphics/Photo Illustration – The 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.

12. Single-Page Layout – The entry 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.

13. 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.

14. 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.

15. 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 that presents new information or a new angle. Judging will consider quality of picture and sound, as well as overall editing. 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.

16. 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. Judging will consider quality of picture and sound, as well as overall editing. 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.

17. 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. Judging will consider quality of picture and sound, as well as overall editing. 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.

18. Yearbook Layout – This entry may be a single-page or double-truck layout. Judging will be based on creative and effective use of graphic elements, typography, photos, illustrations and color, with a focus on how they attract reader interest or illustrate article content. In the case of a double-truck layout, judging also will consider how the elements of two facing pages work together.

19. Yearbook Photo – This entry may be a single photo or a multiple-photo spread from any section of the yearbook. Judging will be based on the quality of the photo(s), with emphasis on the activity portrayed, the news value, and the composition and cropping. Entry may not be a posed photograph or photographs. Original prints are not required. Images must not be digitally enhanced or retouched; cropping, toning, contrast and redeye removal are the only electronic adjustments that are allowed.

20. Yearbook Copywriting – This entry will consist of text from a section of the yearbook. Photo captions are not permitted. Judging will be based on creativity, effectiveness, impact and clarity.