



## 2017 California Press Women High School Communications Contest

California Press Women hosts a statewide high school communications contest open to all high schools, public and private. First-place winning entries in CPW's contest are eligible to advance the NFPW national competition. The CPW/NFPW High School Communications Contest inspires students to do outstanding work in their quest for excellence. This nationwide communications competition is endorsed by the National Association of Secondary School Principals. Dow Jones announces first-place national winners and promotes the competition in its publication distributed to journalism advisers across the nation, giving students and their teachers/advisers local and nationwide recognition.

Since beginning an online contest, advisers and students have found it confusing. So CPW is attempting to make it easier for advisers this year. THERE ARE THREE DIFFERENT WAYS TO ENTER THE 2017 CONTEST: the CPW Google.doc link, the nfpw link, or a submission of hard copies. Whichever platform you enter – and you can choose to enter all three– all three methods of entry submissions will be combined so there is one list of winners per category. As per the rules, there can be ties for 2<sup>nd</sup>, 3<sup>rd</sup>, and Honorable Mention but there will only be one first-place winner per category.

Entry options:

1. CPW Google.doc: Please also fill out the entry form to indicate number of entries:  
<https://goo.gl/forms/4AIZgZHnUvU8Fp9u1>  
Uploaded PDFs/documents should be named as follows: **Publication name\_category\_reporterlastname** (ex. thetimes\_featurestory\_rather)  
You can only upload files, not URLs or links, to the folder. Please upload entries in this [Google folder](#)
2. nfpw online entry: follow instructions on welcome page  
[https://enter.omnisam.com/menu-home.aspx?comp\\_id=4F11F8CB-FF78-4E4E-989E-7B9BBF8E0A3D](https://enter.omnisam.com/menu-home.aspx?comp_id=4F11F8CB-FF78-4E4E-989E-7B9BBF8E0A3D)
3. Hard-copy: only one copy of entire page is necessary for judging. Please include with attached entry form and **send by February 25<sup>th</sup>** to Betty Packard, Contest Director, 1419 De Haro St, San Francisco CA 94107. All entries may be compiled into one envelope.

Note: While few schools in CA have ever entered the video categories, a look at various school websites find excellent reporting and editing. Here is where schools can really display their talent and should look at entering electronic media.

Contest Categories: Contest categories remain the same as last year. In order to help advisers and students place entries in the right category, the category descriptors are divided into three groups:

- News categories – print or online (1 – 14) consist of written or visual information that appears in print or online publications.
- Electronic Media categories (15 – 20) are for work produced for airing on radio, television, or via the Web.
- Yearbook categories (21 – 23) are for all work published in a yearbook.
- Entries broadcast on a school radio or television station or on a commercial station or published in a high school or community newspaper, printed and/or electronic (online) are eligible. Entries published in a 2016 yearbook are eligible for submission in a yearbook category.
- Entries must be the work of students enrolled in grades 9-12 during the current school year or of high school graduates

who published work in the last semester of their senior year before spring 2016 graduation.

**Eligibility: All 2017 national, affiliate, and at-large contest entries must have been published, e-published, broadcast, or issued between February 1, 2016, and January 31, 2017.**

**Students may enter more than one in each category with the permission of the adviser.**

**DEADLINE FOR ELECTRONIC ENTRIES: Must be received by FEBRUARY 21th**  
**HARD-COPY ENTRIES Must be received by FEBRUARY 28TH**

Entries and fees are to be sent to Betty Packard, CPW High School Communications Contest Director, 1419 De Haro Street, San Francisco CA 94107. Entry fee is \$3 per entry. Checks should be made out to California Press Women.

For further information, contact [bettypackard@comcast.net](mailto:bettypackard@comcast.net)

### Categories and Descriptions:

The information below defines the type of publication, article, or broadcast for each of the categories and explains what the judges will consider when evaluating the contest entries and giving awards. The categories and descriptions are the same for the electronic contests and the traditional hard-copy contest.

**News: print and/or online (Categories 1 – 14)** These categories consist of written or visual information that appears in print or online publications.

1. Editorial – An editorial appears on the editorial page of the paper and is the voice of the paper. It is not bylined.
2. Opinion – An opinion article is always bylined. It 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. Judges will evaluate clarity of style, sound reasoning, and the effort to influence a reader's opinion in what the writer believes is the right direction.
3. News Story – The writer should show initiative in obtaining a story that presents new information or that provides a different angle on published information or past events. Judges will consider general organization, clarity of lead, writing style, readability, and impact.
4. Feature Story – The material may be a personality profile or a human interest piece. The story should focus on an in-depth topic of interest to readers. Judges will consider interest and unusual aspects of the feature material itself and/or the handling of it, writing style, richness of detail, use of quotes, readability, and thoroughness of coverage.
5. Sports Story – The story should demonstrate imagination and good application of sports-writing style in advance, followup, summary or feature coverage of sports events or sports participants. Avoid play-by-play rehash. Judges will consider same criteria as for news or feature stories, as well as author's ability to write knowledgeably on subject.
6. Columns or Blogs – Each entry must consist of two (2) columns or blogs. (They do not have to have been published consecutively.) The content should entertain and/or educate, and the writer may use in-depth knowledge, research, study or expertise. They can be analytical scrutiny, satire, or personal comment on general or special subjects. Note: This category includes sports columns. Judges will consider interest, organization, and ideas, as well as clarity, readability, style, and author's ability to write knowledgeably on the subject. personal column, but may be signed on behalf of an editorial board. Judges will consider clarity of point, relevance of subject matter to its audience, and soundness and persuasiveness of argument.
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. 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. Judging will be based on

the photo's quality as published.

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. Images must not be digitally enhanced or retouched; cropping, toning, contrast and red-eye removal are the only electronic adjustments that are allowed. Judging will be based on the quality of the photo as published. Note: all photos appearing in a yearbook should be submitted in category

9. Cartooning – Copy may be freehand or generated by computer graphics and may be a comic strip or cartoon. Subject matter is unrestricted: any political, economic, human relations, or social issue, as well as other topics, may be covered. Judges will consider the text or caption and the use of concept and artistic style.

10. Review – The entry – on any subject – should be of interest to the publication's readers. In addition to the writer's opinion, the article should include some critical analysis and show the writer's knowledge of the subject. Judges will consider interest of subject matter, creativity, and richness of style.

11. Graphics/Photo Illustration – The entry may be created freehand or electronically. Judges will consider creativity, uniqueness, clarity of relationship to an article or publication, and how the graphic contributes to the visual enhancement of the subject matter. Note: Unsigned work requires adviser's verification.

12. Single-Page Layout – The entry may be from a desktop publishing project or from traditional printing production methods. (A double-truck is not a single page.) Judges will consider creative and effective use of graphic elements, typography, photos, illustrations, and color in drawing reader interest and supporting the content of the article(s).

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. Judges will consider creative and effective use of graphic elements, typography, photos, illustrations, and color in drawing reader interest and supporting the content of the article(s).

14. Environment – Judges will consider 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. Entries in this category may be in a print or online publication, part of a radio or television broadcast, or an article or display in a yearbook.

**Broadcast or Video (Categories 15 – 20)** These categories are for work produced for airing on radio, television, or via the Web.

15. Radio Prepared Report: soft feature / audio postcard – Entry may be limited to a single report / feature / segment or may include excerpts from a series. Entrant must be the reporter, reviewer, commentator, or critic. Story must have a clear beginning, middle, and end. Submit an audio file of entry (MP3, WAV, etc.). Judges will consider creativity, initiative, quality of sound production (proper miking techniques, etc.) ability to obtain a story with impact, clarity of writing / production, thoroughness of research, documentation of any allegations, technical excellence, and concise assembly.

16. Radio/Television Interview or Talk Show – Entry may be a radio or television broadcast. Entrant may be host or interviewer. Delete all commercial breaks, but no other editing may be done. Submit an audio or video file (MP3, MP4, WAV, etc.) or URL pointing to the place where entry resides. Judges will consider quality of questions, thoroughness of research, reporting skills (does the interviewer put the subject at ease, do members of the listening / viewing audience come away more informed / engaged / surprised than when they came in?), impact of story, creativity of presentation, and technical excellence.

17. Best Newscast: Radio or Television – Newscast must be under the overall supervision of the entrant(s). Delete any commercial breaks, but no other editing may be done. Narratives or voice-overs are allowed only if they were part of the

original piece that aired. Judges will consider excellence of news content and production values.

18. Video News Story – The entry, produced for airing on television or via the Web, can be submitted either in DVD format or as an electronic link to a file. If the DVD format is chosen, the DVD must be playable on a consumer DVD player or PC, and the entry should indicate the file format and the Mac or PC program in which the file was created. Judges will consider how well the student has used video and narration/reporting to obtain a news story that presents new information or a new angle, the quality of picture and sound, and overall editing.

19. Video Feature Story – The entry, produced for airing on television or via the Web, can be submitted either in DVD format or as an electronic link to a file. If the DVD format is chosen, the DVD must be playable on a consumer DVD player or PC, and the entry should indicate the file format and the Mac or PC program in which the file was created. Judges will consider 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, the quality of picture and sound, and overall editing.

20. Video Sports Story – The entry, produced for airing on television or via the Web, can be submitted either in DVD format or as an electronic link to a file. If the DVD format is chosen, the DVD must be playable on a consumer DVD player or PC, and the entry should indicate the file format and the Mac or PC program in which the file was created. Judges will consider how well the student has used video and narration/reporting to cover a sports event or participant, the quality of picture and sound, and overall editing.

**Yearbook (Categories 21 – 23)** These categories are for all work published in a yearbook.

21. Yearbook Layout – The entry may be a single-page or double-truck layout. Judges will consider 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.

22. Yearbook Photo – The entry may be a single photo or a multiple-photo spread from any section of the yearbook. Judges will consider 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 red-eye removal are the only electronic adjustments that are allowed.

23. Yearbook Copywriting – The entry will consist of text from any section of the yearbook. Photo captions are not permitted. Judges will consider creativity, effectiveness, impact, and clarity.