

## JEANC CONTEST CATEGORIES

### PRESS FREEDOM AWARD

Stories in this category will qualify for the Nick Ferentinos Memorial Student Press Freedom Award. The award will go to the story — from any journalistic story type (feature, editorial, news, etc.) and any student media platform (print, broadcast, web) — that best focuses attention on First Amendment issues, embodying or highlighting the actions of a student or students who show determination, despite difficulty or resistance, in lawfully exercising their First Amendment press rights.”

### NEWSPUB 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.

### NEWSPUB centerspread design (newspaper)

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.

### NEWSPUB 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.

### NEWSPUB 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, newsworthy topic.

### NEWSPUB 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.

### NEWSPUB feature photo

For photo entries, include PDF of the entire page or link to webpage and indicate clearly which photo is to be judged. Superior feature photos will offer interesting angles and composition techniques to tell a visual story.

### NEWSPUB general feature story

A feature article is an article that clarifies news issues and provides entertainment and/or insight about events. 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. Superior entries will engage readers with a strong

lead, clear human interest angle, detailed reporting, colorful description and meaningful quotes from a variety of sources.

### NEWSPUB infographic design

Include PDF of the entire page or link to webpage 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.

### NEWSPUB 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.

### NEWSPUB news photo

For photo entries, include PDF of the entire page or link to webpage and indicate clearly which photo is to be judged. Superior news photos will offer interesting angles and composition techniques to capture the drama of a breaking news event.

### NEWSPUB news story

A news article is an article that presents new information. The subject/source may either be on-campus or off-campus. If the news source is off-campus, the story must affect members of the school community in their on-campus roles and/or their off-campus roles as citizens. 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. Superior entries will engage readers with a strong lead, detailed reporting, appropriateness and significance of topic, conciseness, factual support, fairness, and use of appropriate sources.

### NEWSPUB newsmagazine cover design

Include PDF of the entire front cover. Superior entries will use strong packaging for visual impact, offering a strong first impression to the issue as a whole.

### NEWSPUB newsmagazine spread design

Include PDF of the entire magazine spread. Superior entries will cover a reader-relevant topic worthy of emphasis by using strong packaging for visual impact. The pages should appear as one unified spread in presentation.

### NEWSPUB newspaper 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.

### NEWSPUB 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 spread that includes the photo illustration and indicate clearly which photo is to be judged. Include PDF of the complete spread and indicate clearly which photo is to be judged.

### NEWSPUB profile feature story

A profile feature story profiles personality figures of interest to the campus community. 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. Superior entries will engage readers with a strong lead, clear focus on the personality being profiled, detailed reporting, colorful description and meaningful quotes from a variety of sources.

### NEWSPUB 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.

### NEWSPUB sports story

This category is for sports coverage other than a sports feature or sports column. 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. Superior entries will engage readers with a strong lead, clear coverage, detailed reporting, colorful description and meaningful quotes from a variety of sources.

### NEWSPUB sports photo

For photo entries, include PDF of the entire page or link to webpage 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.

### ONLINE breaking news story

A story published online within 12 hours of a developing news event on or near your campus. Judges will focus on accuracy, fairness, depth, form, and clarity, and may give extra consideration to the speed with which a story was reported and posted.

### ONLINE breaking news stream

A series of online stories or story elements that grow out of a single breaking news event or series of related events in your community. May include text, photos, infographics, sidebars, video, maps, staff opinion, microblogging — anything and everything that shows your staff fully engaged in exploring an event and its aftermath. Coverage should be immediate, but may continue online over an extended period after the event.

**ONLINE live coverage**

Coverage of an event through video, liveblogging, or social media in real time. Unlike breaking news, this coverage is usually planned and centers around a big event or game. Judges will consider the depth and diversity of coverage, as well as the adherence to a professional journalistic style.

**ONLINE feature package**

A series of stories or story elements that grow out of a single feature idea unlinked to a specific timely event. May include text, photos, infographics, sidebars, video, maps, staff opinion, microblogging — anything and everything that shows your staff fully engaged using all the Web can offer to flesh out your story.

**ONLINE feature video**

Journalistic feature video produced for your high school audience and accessed online. Judges will focus on accuracy, fairness, depth, form, and clarity, and may give extra consideration to professional production values.

**ONLINE news video**

Journalistic news video produced for your high school audience and accessed online. Judges will focus on accuracy, fairness, depth, form, and clarity, and may give extra consideration to professional production values.

**ONLINE news website design**

Submit the URL of the home page of your online journalism publication. Significant bonus for home-written code. Strong websites will adhere to the basic principles of design, will be clearly organized and easy to navigate, and will be customized beyond a template.

**ONLINE opinion video**

Journalistic opinion video produced for your high school audience and accessed online. Judges will focus on accuracy, fairness, depth, form, and clarity, and may give extra consideration to professional production values.

**ONLINE photo slideshow**

A slideshow with photos. May be accompanied by audio of interviews or relevant sounds. Captions are a bonus, as are professional production values.

**ONLINE podcast**

Student produced podcast of any type created by online staff. Professional production values.

**ONLINE sports video**

Journalistic sports video produced for your high school audience and accessed online. Judges will focus on accuracy, fairness, depth, form, and clarity, and may give extra consideration to professional production values.

**YEARBOOK academic spread**

Each traditional yearbook section represents a separate category. For each entry, include PDF of complete double-page spread. Superior entries in this category will include complete coverage of appropriate section-specific topics with storytelling photos in addition to detailed and well written copy, all while following solid design principles.

**YEARBOOK advertising spread**

Each traditional yearbook section represents a separate category. For each entry, include PDF of complete double-page spread. Superior entries in this category will include complete coverage of appropriate section-specific topics with storytelling photos in addition to detailed and well written copy, all while following solid design principles.

**YEARBOOK chronological spread**

This category is for publications organized in chronological order rather than traditional sections. Entries may be based on a single day, week, month, season or other time period and may represent blended content from a variety of topics. Included in PDF all pages that demonstrate a chronological section. Superior entries will utilize solid design principles to present well written copy and strong storytelling photographs from the specified period of time.

**YEARBOOK clubs/organizations spread**

Each traditional yearbook section represents a separate category. For each entry, include PDF of complete double-page spread. Superior entries in this category will include complete coverage of appropriate section-specific topics with storytelling photos in addition to detailed and well written copy, all while following solid design principles.

**YEARBOOK cover design**

Include PDF of complete cover. Superior entries in this category will show innovative use of photo or graphic techniques to establish a positive first impression and introduce theme/concept.

**YEARBOOK feature story**

Include PDF of entire double-page spread on which the story appears. If multiple stories appear, indicate clearly which is to be judged. Superior entries will engage readers with a strong lead, detailed reporting, colorful description and meaningful quotes.

**YEARBOOK feature photo**

For photo entries, include PDF of complete double-page spread, and indicate clearly which photo is to be judged. Superior feature photos will offer interesting angles and composition techniques to tell a visual story.

**YEARBOOK headline design**

Include PDF of entire double-page spread on which the headline package appears. Superior entries will include both primary and secondary headline to create a strong verbal/visual entry point to the spread with insightful details about the story.

**YEARBOOK index spread**

Each traditional yearbook section represents a separate category. For each entry, include PDF of complete double-page spread. Superior entries in this category will include complete coverage of appropriate section-specific topics with storytelling photos in addition to detailed and well written copy, all while following solid design principles. Index spreads will display creative use of graphics, typography, photographs and/or sidebars to enhance the index presentation.

**YEARBOOK infographic design**

Include PDF of entire double-page spread on which the informational graphic appears. Superior entries will add meaningful details to the topic with a nicely packaged graphic that includes a source for information collected and blends with the spread's overall visual style.

**YB mini-mag/specialty/non-traditional spread**

This category is for concept magazines, mini-mags or spreads that do not fall within the traditional sections. Include PDF of complete double-page spread. Superior entries in this category will demonstrate innovative coverage and well written copy in an interesting layout.

**YEARBOOK people spread**

Each traditional yearbook section represents a separate category. For each entry, include PDF of complete double-page spread. Superior entries in this category will include complete coverage of appropriate section-specific topics with storytelling photos in addition to detailed and well written copy, all while following solid design principles.

**YEARBOOK 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 complete double-page spread, and indicate clearly which photo is to be judged.

**YEARBOOK sports spread**

Each traditional yearbook section represents a separate category. For each entry, include PDF of complete double-page spread. Superior entries in this category will include complete coverage of appropriate section-specific topics with storytelling photos in addition to detailed and well written copy, all while following solid design principles.

**YEARBOOK sports photo**

For photo entries, include PDF of complete double-page spread, and indicate clearly which photo is to be judged. Superior sports photos will capture action or reaction in an athletic setting.

**YEARBOOK student life spread**

Each traditional yearbook section represents a separate category. For each entry, include PDF of complete double-page spread. Superior entries in this category will include complete coverage of appropriate section-specific topics with storytelling photos in addition to detailed and well written copy, all while following solid design principles.

**YEARBOOK theme/concept package**

The following items must be included to represent a complete package in PDF form: cover, endsheet (if printed), title page, opening spread, closing spread and one divider spread. You may choose to include one additional example demonstrating development elsewhere in the book (optional) and a one page PDF explaining the development of the theme (optional). Superior entries in this category will show contemporary idea fitting to school population for current year and development with visual unifiers and/or wordplay or verbal spinoffs.