



SERVING JOURNALISM EDUCATORS + STUDENTS

Annual Contest Categories 2026

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Best of the West

The Best of the West Competition honors the best NorCal print, online and broadcast news programs as well as yearbooks. *This is a separate competition and does not count toward the three free entries. Best of the West high school entries are \$25 per entry.* (See the [Middle School](#) category for younger student BoW entries.)

BW01 BEST OF THE WEST broadcast

A complete entry should include URLs for the following:

- One show/video produced between Aug. 1 and Dec. 31 of the current school year;
- One show/video between Jan. 1 and April 1 of the current school year;
- Additional show/video of choice between Aug. 1 and April 1 of the current school year.

BW02 BEST OF THE WEST feature magazine

A complete entry should include the following:

- One issue published between Aug. 1 and Dec. 31 of the current school year;
- One issue published between Jan. 1 and April 1 of the current school year;
- An additional issue of choice between Aug. 1 and April 1 of the current school year.

Use [this video tutorial](#) to learn how to export a PDF of a double-page spread for a magazine, as well as how to crop at the trim lines and then how to include as part of a shareable folder.

BW03 BEST OF THE WEST newsmagazine

A complete entry should include the following:

- One issue published between Aug. 1 and Dec. 31 of the current school year;
- One issue published between Jan. 1 and April 1 of the current school year;
- An additional issue of choice between Aug. 1 and April 1 of the current school year.

Use [this video tutorial](#) to learn how to export a PDF of a double-page spread for a magazine, as well as how to crop at the trim lines and then how to include as part of a shareable folder.

BW04 BEST OF THE WEST newspaper

A complete entry should include the following:

- One issue published between Aug. 1 and Dec. 31 of the current school year;
- One issue published between Jan. 1 and April 1 of the current school year;
- An additional issue of choice between Aug. 1 and April 1 of the current school year.

Use [this video tutorial](#) to learn how to export a PDF of a double-page spread for a newspaper, as well as how to crop at the trim lines and then how to include as part of a shareable folder.

BW05 BEST OF THE WEST website

Upload the URL for the website.

BW06 BEST OF THE WEST yearbook

Submit the following for the current school year:

- Cover,
- Endsheets,
- Title page,
- Opening,
- Closing,
- Dividers,
- 1-2 spreads from each major section.

The entry should be submitted as a link to Google folder or Dropbox, preferably as PDFs, not JPEGs.

Use [this video tutorial](#) to learn how to export a PDF of a double-page spread for a yearbook, how to crop at the trim lines and then how to include as part of a shareable folder.

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Speciality Awards

S01 Service Above Self Award

The Service Above Self Award is in honor of legendary scholastic journalism teacher, mentor and friend Casey Nichols. This honor will go to a senior who practices servant leadership, and, as a result of their contributions to their program, positively influences their community. Advisers should submit a no more than one-page description of the student's impact for consideration, as well as the following: student pronouns, adviser name, publication, program and student social media handles, and a headshot/photo of the student. For more information, see [the page about the award](#). The winner will receive a \$500 scholarship.

S02 Press Freedom

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, digital media) — 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.*

Please include a paragraph describing why your entry fits into this category. If you are uploading a digital link, you can also upload a PDF of the explanation. If you are uploading a PDF file, please include the explanation in that file.

The award criteria are deliberately modeled after the “Courage in Student Journalism Award,” offered each year by the Student Press Law Center and the National Scholastic Press Association. Ferentinos was a lifelong supporter of both organizations.

Students with winning entries will receive a certificate and a \$500 award.

S03 Diversity Coverage

This story tells about the lifestyles, challenges, and potential of people from diverse backgrounds. It will cover not just the subjects' plight, but also how the subjects deal with their diverse backgrounds and how others handle those backgrounds. The term “diverse” is not limited to ethnicity and may focus on a wide range of subjects, depending on the author's story angle. Submit a PDF of the print page(s) on which the story was published or the URL to the story or video on an online news site.

S04 Environmental, Health or Science Coverage

This story will focus on an environmental, health or science topic. It can be a straight news story or an investigative piece. Submit a PDF of the print page(s) on which the story was published or the URL to the story or video on an online news site.

S05 Social Media Innovation

This new contest, introduced in 2026, recognizes member programs that practice cutting-edge journalism and media production on social media platforms. *Submit a document of up to 10 links to relevant posts/reels/TikToks and a single 500-word explanation about the work and impact, which may include visuals of analytics.* This might include creating and executing a new social media strategy, how your staff uses social media analytics, launching new social media platforms, and/or using social media in new ways to address specific goals.

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Digital Media

DM01 DIGITAL MEDIA news website design

Submit the URL of the home page of your digital media publication. Strong websites will adhere to basic design principles, be clearly organized and easy to navigate, and be customized beyond a template.

DM02 DIGITAL MEDIA arts & entertainment package

This entry should consist of a series of stories or story elements that grow out of a single arts & entertainment idea that could be linked or 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 that digital media can offer to flesh out your story.

DM03 DIGITAL MEDIA arts & entertainment video

This approximately 3-5 minute entry should consist of a journalistic arts & entertainment video produced for your high school audience and accessed online. It may include stories, man-on-the-street interviews, reviews, trends or other arts & entertainment topics. It may appeal to the viewer's emotions through inspiration, motivation, pathos, or humor. These stories should include at least three sources and may include sound bites, voiceovers, graphics, b-roll and/or stand-ups. Judges will focus on accuracy, fairness, depth, form and clarity, and how well the piece incorporates professional production values. *Sports-related feature stories must be submitted in the DIGITAL MEDIA Sports Feature Video category.* Submit a link to the entry.

DM04 DIGITAL MEDIA feature package

This entry should consist of 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 that digital media can offer to flesh out your story.

DM05 DIGITAL MEDIA feature video

This approximately 3-5 minute entry should consist of a journalistic feature video produced for your high school audience and accessed online. This entry includes stories that can be a personality profile or a profile focused on groups, issues, events or experiences. They may appeal to the viewer's emotions through inspiration, motivation, pathos or humor. These stories include at least three sources and may include sound bites, voiceovers, graphics, b-roll and/or stand-ups. Judges will focus on accuracy, fairness, depth, form and clarity, and how well the piece incorporates professional production values. *Sports-related feature stories must be submitted into the DIGITAL MEDIA Sports Feature Video category.* Submit a link to the entry.

DM06 DIGITAL MEDIA audio story

This approximately 5-8 minute entry should consist of a student-produced audio story of any type. Include either two hosts or at least three sources. Judges will focus on professional production values.

DM07 DIGITAL MEDIA photo slideshow

This entry should consist of a slideshow of photos, accompanied by audio from interviews or other relevant sounds. Captions are a bonus, as are professional production values.

DM08 DIGITAL MEDIA multi-platform coverage

A single topic, issue, or event of significance is covered in a coordinated fashion across AT LEAST three media platforms (including print newspapers, yearbooks, video/broadcast programs, social media, and websites). This category may be entered by a single staff member equipped to publish on various platforms or by the staffs of different student media outlets at the same school, who partner to cover this story in depth across their platforms.

DM09 DIGITAL MEDIA breaking news story

This entry should consist of a story published online within 48 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.

DM10 DIGITAL MEDIA breaking news continuous coverage

This entry should consist of 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. Coverage should be immediate, but may continue online over an extended period after the event.

DM11 DIGITAL MEDIA news package

This entry should consist of a series of stories or story elements that grow out of a single news 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 that digital media can offer to flesh out your story. Submit a link or links to the entry.

DM12 DIGITAL MEDIA news video

This approximately 3-5 minute entry should consist of a journalistic news video produced for your high school audience and accessed online. This entry includes news stories that report on a single event/occurrence. They focus on the 5 Ws and other factual information and give a balanced, unbiased overview. These stories include at least three sources and may include voice-overs, graphics, b-roll and stand-ups. Judges will focus on accuracy, fairness, depth, form and clarity, and how well the piece incorporates professional production values. *Sports-related news stories must be submitted in DIGITAL MEDIA Sports News Video.* Submit a link to the entry.

D13 DIGITAL MEDIA opinion package

This entry should consist of a series of stories or story elements that grow out of a single opinion/editorial 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 that digital media can offer to flesh out your story.

DM14 DIGITAL MEDIA opinion video

This approximately 3-5 minute entry should consist of a journalistic opinion video produced for your high school audience and accessed online. These stories include at least three sources and may include voice-overs, graphics, b-roll and stand-ups. Judges will focus on accuracy, fairness, depth, form and clarity, and how well the piece incorporates professional production values.

DM15 DIGITAL MEDIA sports package

This entry should consist of a series of stories or story elements that grow out of a single sports 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 that digital media can offer to flesh out your story.

DM16 DIGITAL MEDIA sports feature video

This approximately 3-5 minute entry should consist of a journalistic sports feature video produced for your high school audience and accessed online. Stories may be an athlete profile or coverage of teams, issues, events or experiences. They may appeal to the emotions of the viewer with inspiration, motivation, pathos or humor. These stories include at least three sources and may include sound bites, voice-overs, graphics, b-roll and stand-ups. Judges will focus on accuracy, fairness, depth, form and clarity, and how well the piece incorporates professional production values.

DM17 DIGITAL MEDIA sports news video

This approximately 3-5 minute entry should consist of a journalistic sports news video produced for your high school audience and accessed online. This entry includes sports news stories that report on a single event/occurrence. They focus on the 5 Ws and other factual information, providing a balanced, unbiased overview. These stories include at least three sources and may include voice-overs, graphics, b-roll and stand-ups. Judges will focus on accuracy, fairness, depth, form and clarity, and how well the piece incorporates professional production values.

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Middle School

MS01 MIDDLE SCHOOL Best of the West broadcast

This entry should consist of representative examples of a student-produced broadcast program created during the contest year. Entries may include full newscasts or a compilation of segments demonstrating news, feature or school coverage. Superior entries will demonstrate clear storytelling, effective reporting, appropriate pacing and consistent production quality across multiple segments. Submit a document that includes three published links from a broadcast program or compilation.

MS02 MIDDLE SCHOOL Best of the West website

This entry should consist of the home page URL of a student media website. Strong entries will demonstrate regular publication, student voice and coverage of topics relevant to the school community. Judges will consider organization, ease of navigation, writing quality and the effective use of multimedia storytelling appropriate for a middle school audience. Submit a URL of the website.

MS03 MIDDLE SCHOOL Best of the West yearbook

This entry should consist of representative samples demonstrating the overall quality of a yearbook publication produced during the contest year. Entries should reflect strong storytelling photography, accurate reporting and thoughtful design choices that represent the school community. Suggested materials may include the cover, opening or divider spreads, feature spreads and closing pages. Submit a document that includes links to three published PDFs of selected spreads.

MS04 MIDDLE SCHOOL news publications/writing

This entry should consist of one published written story from a yearbook, print publication or digital news site. Entries may include news, feature, sports, opinion or student life coverage. Superior entries will demonstrate a clear lead, accurate reporting, meaningful quotes from sources and relevance to the school community. Stories should reflect journalistic intent through attribution, fairness and organization appropriate for student journalism. Submit a PDF of the published page or a link to the story.

MS05 MIDDLE SCHOOL photography

This entry should consist of one photograph published in a yearbook, print publication, website or approved student media social media account during the contest year, defined as April 2 of the previous year through April 1 of the current contest year. Entries may include news, sports, feature or student life photography. Superior entries will capture authentic moments relevant to the school community while demonstrating strong composition, storytelling impact and technical quality. Submit a PDF of the published page or a link to the digital publication and clearly indicate which photo should be judged.

MS06 MIDDLE SCHOOL video or broadcast story

This entry should consist of a single student-produced journalistic video or broadcast story published during the contest year. Entries may include news stories, feature stories, interviews or event coverage created for broadcast programs or digital publication. Superior entries will demonstrate clear storytelling, effective use of interviews, appropriate pacing and editing, and strong audio and visual clarity. Entries should reflect journalistic storytelling rather than promotional or advertising content. Submit a published link to the entry.

MS 07 MIDDLE SCHOOL yearbook spread

This entry should consist of one complete double-page yearbook spread from any section, including student life, academics, sports, clubs or feature coverage. Superior entries will demonstrate strong storytelling through photography, detailed captions and copy, thoughtful organization and effective design choices. Spreads should show intentional coverage of students and school experiences rather than simple photo placement. Submit a PDF of the complete spread.

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News Publications

Digital and print media entries are eligible. Please either upload the entry PDF or provide a digital link.

N01 NEWSPUB editorial cartoon

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

N02 NEWSPUB feature photo

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

N03 NEWSPUB illustration

This category includes original artwork — hand-drawn or digitally created — used to establish a theme or mood with the intent of enhancing any article published in a newspaper, magazine or news website. Submit a PDF of the page on which the illustration was published or the URL to the illustration on an online news site showing how the illustration was displayed.

N04 NEWSPUB news photo

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

N05 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, and cutouts. Include the PDF of the spread that includes the photo illustration and indicate clearly which photo is to be judged.

N06 NEWSPUB sports photo

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

N07 NEWSPUB advertising design

Include the 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.

N08 NEWSPUB infographic design

Include the PDF of the entire page or link to the 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-packaged graphic that includes a source for the collected information and blends with the newspaper's overall visual style. Infographics can be standalone or part of a story.

N09 NEWSPUB newsmagazine cover design

Include the 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.

N10 NEWSPUB newspaper front page design

Include the 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.

N11 NEWSPUB spread design (newspaper or newsmagazine)

Include the PDF of the entire spread design. 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.

N12 NEWSPUB column writing

Entries in this category should include two columns from the same columnist. Include the PDF of the entire page on which each column appears or the link to the digital story. If multiple columns appear on the PDF, indicate which should be judged. Superior entries in this category will address timely, reader-relevant topics, conveying the writer's personal opinion.

N13 NEWSPUB editorial writing

Include the PDF of the entire page on which the editorial appears or the link to the digital story. Superior entries will be clearly articulated positions, *without a byline*, written on behalf of the entire staff regarding a timely, newsworthy topic.

N14 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 the PDF of the entire page on which the story appears, clearly indicating which story should be judged, or the link to the digital story. If a story jumps, be sure to include all pages in the 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.

N15 NEWSPUB news story

A news article 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 the PDF of the entire page on which the story appears, clearly indicating which story should be judged, or link to the digital story. If a story jumps, be sure to include all pages in the PDF. Superior entries will engage readers with a strong lead, detailed reporting, appropriateness and significance of topic, conciseness, factual support, fairness and use of suitable sources.

N16 NEWSPUB op-ed writing

Include the PDF of the entire page on which the opinion piece appears or the link to the digital story. Superior entries will be clearly articulated positions *with a byline*, on a timely, newsworthy topic, conveying the writer's personal opinion.

N17 NEWSPUB profile feature story

A profile feature story profiles personality figures of interest to the campus community. For each entry, include the PDF of the entire page on which the story appears, clearly indicating which story should be judged, or the link to the digital story. If a story jumps, be sure to include all pages in the 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.

N18 NEWSPUB review writing

Include the PDF of the entire page on which the review appears, or the link to the digital story. 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.

N19 NEWSPUB sports story

This category is for sports coverage other than a sports feature or sports column. For each entry, include the PDF of the entire page on which the story appears, clearly indicating which story should be judged, or the link to the digital story. If a story jumps, be sure to include all pages in the PDF. Superior entries will engage readers with a strong lead, clear coverage, detailed reporting, colorful description and meaningful quotes from a variety of sources.

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Social Media

SM01 SOCIAL MEDIA single arts & entertainment event coverage

The entry includes coverage of a single arts & entertainment event in a single social media post. While coverage may include a link to a more detailed report on your website, key elements of the story should be told directly on social media. Submit a URL to the entry.

SM02 SOCIAL MEDIA story promotion

This entry recognizes the journalistic use of social media to extend reporting reach and audience engagement through platform-appropriate storytelling, audience interaction, and timely coverage. Entries should demonstrate how social media supported editorial content through original reporting, storytelling adaptation, or community engagement. Entries may come from any section or coverage area.

SM03 SOCIAL MEDIA marketing

This entry recognizes the use of social media to promote publication products, events or revenue-generating initiatives such as yearbook sales, subscriptions, fundraising campaigns, or recruitment efforts. Entries should demonstrate strategic messaging, audience targeting, branding consistency, and effectiveness in promoting participation or sales.

SM04 SOCIAL MEDIA breaking news story

This entry should consist of a story published on social media within 48 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.

SM05 SOCIAL MEDIA breaking news continuous coverage

This entry should consist of a series of social media stories or story elements that grow out of a single breaking news event or series of related events in your community. Coverage should be immediate, but may continue online over an extended period after the event.

SM06 SOCIAL MEDIA live coverage

This entry should consist of coverage of an event through video or social media posts 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.

SM07 SOCIAL MEDIA single news event coverage

The entry includes coverage of a single news event in a single social media post. While coverage may include a link to a more detailed report on your website, key elements of the story should be told directly on social media. Submit a URL to the entry.

SM08 SOCIAL MEDIA single school or community event coverage

The entry includes coverage of a single school or community event in a single social media post. While coverage may include a link to a more detailed report on your website, key elements of the story should be told directly on social media. Submit a URL to the entry.

SM09 SOCIAL MEDIA single sports game coverage

The entry includes coverage of a single sports game in a single social media post. While coverage may include a link to a more detailed report on your website, key elements of the story should be told directly on social media. Submit a URL to the entry.

SM10 SOCIAL MEDIA person-on-the-street (vox pop) video

This category features short videos built around quick, on-the-spot interviews with everyday people responding to the same question or topic. Strong entries capture a range of diverse perspectives, use clear audio and purposeful editing, and weave individual answers into a cohesive story that reflects student voice, curiosity and real-world connection. Creativity in question design, location choice and visual storytelling is encouraged.

SM11 SOCIAL MEDIA vertical video

This category highlights videos created specifically in vertical (portrait) format for mobile viewing. Strong entries use framing, movement and on-screen text intentionally to fit the vertical screen, while delivering a clear, engaging story. Effective pacing, strong visuals, and purposeful use of sound, captions or graphics should enhance — not distract from — the message. Creativity in adapting journalistic, narrative or feature storytelling to a phone-native format is encouraged, along with attention to composition, clarity, effective audio and audience engagement.

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Video & Broadcast

For this category, please upload published links — not links to a Google Drive folder.

V01 VIDEO commercial

Commercials should be exactly 30 seconds or 60 seconds, as required by television. Commercials should advertise products, businesses or events that are appropriate to students or their community. Commercials may also promote school clubs, events and money-making projects. Submit a link to the entry.

V02 VIDEO on-camera talent field reporter

This entry is for compiled airchecks of the work of a single field reporter. Entries should include at least two examples of the reporter's best work, but can include several selections from different newscasts and different stories. No studio work should be included; this is a compilation of "field" work only. The entry can include stand-ups, look-lives, field interviews, live spot reports, and other field reports. This category does not include live sports announcers, but it can include reporter work from sports news (e.g., game highlights and interviews). Attire and professionalism are factors in this category. Judges will assume that the airchecks included in the submission reflect the entrant's BEST work; think of this as a demo reel to become a field reporter at a news station. Submit a link to the entry.

V03 VIDEO on-camera talent newscast anchor

This entry is for compiled airchecks of an individual's work. Entries should include at least two examples of the anchor's best work, but can include several selections from different newscasts. The compilation should focus on the traditional news anchor, not examples from a sports or feature segment within a newscast — those would go in the Studio Talent category instead. Attire and professionalism are factors in this category. Judges will assume that the airchecks included in the submission reflect the entrant's BEST work; think of this as a demo reel to become a traditional news anchor at a news station. Submit a link to the entry.

V04 VIDEO on-camera talent sports announcer

This entry should be a compilation of a talent's best on-air work as play-by-play, color commentator or sideline reporter. The airchecks should be recorded in real time during a live sports event. The announcer does not have to always appear on-camera, and the entry may be limited to the announcer speaking over video of game action. Attire is a factor in the judging. Judges will assume the airchecks represent only your best work; think of this as a demo reel to become a sports play-by-play or color commentator. Submit a link to the entry.

V05 VIDEO psa

This entry should be exactly 30 seconds or 60 seconds, as required by television. PSAs should provide information about an upcoming event or shed light on an issue or situation affecting teens, the school or the community. It may not sell a product or service. It may not be used to promote a fundraiser unless it is truly to promote a charity. The treatment of the topic must be appropriate for a school or community audience. Submit a link to the entry.

V06 VIDEO school promo

This entry is a promotional video highlighting a school. Think of it as a commercial (rather than a news/feature story) for a school, although the commercial time restraints do not apply. Promos of your school's video news program must be submitted in the Commercial category. Submit a link to the entry.

V07 VIDEO student talent

This entry is for compiled airchecks of a single studio talent's work. Entries should include at least two examples of the entrant's best work, but can include several selections from different programs. Attire and professionalism are factors in this category. The entry should show the talent in several different programs and different types of roles (news programs, features, announcements, sports, personality profiles, talk show host/panelist, etc.). The aircheck should include ONLY studio segments, such as special reporter, weather, sports segment or in-studio interviews. Traditional newscast anchor examples do not belong in this compilation! Judges will assume that the airchecks included in the submission reflect the entrant's BEST work; think of this as a demo reel to become an in-studio segment host/reporter at a news station. Materials included as part of this entry can be entered in other categories. Submit a URL to the entry.

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Yearbook

Y01 YEARBOOK academic spread

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

Y02 YEARBOOK advertising spread

Advertisement spreads may be submitted. For each entry, include the PDF of the complete double-page spread. Superior entries in this category will include consistent typography, effective use of graphics and photos, excellent layout and design quality.

Y03 YEARBOOK chronological spread

This category is for publications organized chronologically rather than in 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. The PDF should include 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.

Y04 YEARBOOK clubs/organizations spread

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

Y05 YEARBOOK cover design

Include the PDF of the 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.

Y06 YEARBOOK endsheet/divider/colophon

For each entry, include the PDF of a complete double-page spread. Superior entries in this category will include verbal and visual content and a relevant connection to the theme. Storytelling photos will be complemented by detailed, journalistic-style captions, and the spread will follow solid design principles.

Y07 YEARBOOK feature story

Include the PDF of an 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.

Y08 YEARBOOK feature photo

For photo entries, include the PDF of a 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.

Y09 YEARBOOK headline design

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

Y10 YEARBOOK index spread

Each traditional yearbook section represents a separate category. For each entry, include the PDF of a complete double-page spread. Superior entries in this category will include complete coverage of appropriate section-specific topics, with storytelling photos, and detailed, 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.

Y11 YEARBOOK infographic design

Include the PDF of an 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 the collected information and blends with the spread's overall visual style.

Y12 YEARBOOK mini-mag or specialty/non-traditional spread

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

Y13 YEARBOOK people spread

Each traditional yearbook section represents a separate category. For each entry, include the PDF of a complete double-page spread. Superior entries in this category will include student, staff or faculty/administration portraits along with additional content which includes storytelling photos and well-written copy, all while following solid design principles.

Y14 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 the PDF of a complete double-page spread, and indicate clearly which photo is to be judged.

Y15 YEARBOOK sports spread

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

Y16 YEARBOOK sports photo

For photo entries, include the PDF of a 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.

Y17 YEARBOOK student life spread

Each traditional yearbook section represents a separate category. For each entry, include the PDF of a 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.

Y18 YEARBOOK theme/concept development package

The following items must be included to represent a complete package in the 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 theme development elsewhere in the book (optional) and a one-page PDF explaining the theme's development (optional). Superior entries in this category will show contemporary ideas that fit the school population for the current year and demonstrate development, with visual unifiers and/or wordplay or verbal spin-offs.

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