

# 2016-17 Journalism contest for Nebraska high school newspaper and yearbook students

Entries for the Nebraska JEA State Journalism Contest must be postmarked by Saturday, Dec. 10, 2016.

READ THE DIRECTIONS AND FOLLOW THEM CAREFULLY. No more than TWO entries per category will be accepted from any school. Unless instructed otherwise, mount all entries on an 8 1/2 x 11 inch sheet with the student's name, high school, adviser's name, and category printed in the upper right corner.

All materials must be sent FIRST-CLASS or hand-delivered to:

2016-17 JEA State Journalism Contest  
Attn: Marsha Kalkowski, State Director  
Marian High School  
7400 Military Avenue  
Omaha, NE 68134



Entries from each category will be judged by professional journalists, college students in journalism programs, and veteran high school advisers from across the nation. Certificates will be awarded for entries judged Superior, Excellent and Honorable Mention and mailed to winning schools in late January. Entries will not be returned. Electronic entries will not be accepted in any category except for graphic illustration, photography and photo illustration (see details in contest descriptions).

Yearbook entries must be selected from work that will be published in the 2017 yearbook OR work published in the 2016 book that was not previously entered into any contest if the student is still enrolled in the program. Photocopies of paste-ups also will be accepted. Newspaper entries must have been published between August 2016 and the contest deadline. Newspaper entries should be clippings from the paper in which they were published or dated print outs from the student publication web site. Photography entries do not necessarily have to be published. **DO NOT SEND THE WORK OF STUDENTS WHO HAVE GRADUATED OR WHO ARE NO LONGER STUDENTS IN YOUR SCHOOL. DO NOT SUBMIT ENTRIES THAT WERE PREVIOUSLY SUBMITTED TO THE NSAA STATE CONTEST FROM 2016.**

**Schools whose advisers are JEA members pay no fees for their students' entries.** Schools whose advisers are **not** JEA members must pay a \$1 entry fee for each entry. Both member and non-member schools are limited to two (2) entries per category. Checks should be made payable to Marsha Kalkowski, Nebraska JEA Director. Proceeds from the contest will be donated to the Student Press Law Center.

There are 21 traditional categories: Advertising, Column Writing, Editorial Cartooning, Editorial Writing, Review Writing, Newspaper Feature Writing, InfoGraphic Design, News Writing, Newspaper Sports Feature Writing, Newspaper Sports News Coverage, Newspaper Layout, Headline Writing & Design, News/Feature Photography, Sports/Action Photography, Photo Illustration, Yearbook Feature Writing, Yearbook Sports Writing, Yearbook Theme Copy Writing, Yearbook Layout, Yearbook Theme Development and InDepth Coverage. Four broadcast categories: News, Feature, Sports and Overall Program and one literary magazine category are also part of this contest. Brief descriptions for each are included.

Schools are limited to two entries per category. A school's two entries in an event may be from two different students, but more than one piece of work by the same student can be entered in an event as long as the total number of entries in the event from the school does not exceed two. When one student has more than one entry in an event, the judge will choose the best among that person's entries. One student cannot place more than once in an event.

All categories must be entries from *individual* students with the exception of Yearbook Theme, which is the work of the staff/school and InDepth Coverage, which can be the work of a team of no more than six students (although 1 certificate will be printed for the winning teams). The Broadcast entries can be teams of two. Please identify each team member in these categories. Broadcast Program and Literary Magazine entries are by staff or school name, not individuals.

If you have questions or comments about any aspect of the contest, do not hesitate to call (402-571-2618 ext. 1134 school) or email (mkalkowski@omahamarian.org).

*This is a great opportunity for your students to earn some recognition for their work before the state NSAA contest in the spring. Good luck!*

## **2016-17 JEA Journalism contest for Nebraska high school newspaper and yearbook students Contest Descriptions**

**ADVERTISING (NEWSPAPER OR YEARBOOK):** Criteria for judging: Enterprise, quality, reader appeal, display and design and printed reproduction. Must consist of a single advertisement. Student must have prepared the design and written the copy.

**COLUMN WRITING (NEWSPAPER):** Criteria for judging: Originality, good taste, reader appeal, and quality of writing. Do not send editorials for this contest, only columns. Headlines may be included. **NOTE:** If your column is a review, enter under the Review category.

**EDITORIAL CARTOONING (NEWSPAPER):** Criteria for judging: Expression of editorial idea, neatness, and quality of artistry. An editorial may accompany the cartoon if necessary to better understand the issue being presented.

**EDITORIAL WRITING (NEWSPAPER):** Criteria for judging: Structure, reader interest, journalistic style, quality of writing, and accomplishment of purpose. **DO NOT SEND COLUMNS** for this contest, only editorials. Headlines may be included.

**ENTERTAINMENT REVIEW WRITING (NEWSPAPER):** Criteria for judging: Creativity, writing ability, sound knowledge of subject matter. Copy can include reviews of movies, books, videos, concerts, restaurants, plays, etc. Headlines may be included.

**FEATURE WRITING (NEWSPAPER):** Criteria for judging: Originality, reader appeal or interest, quality of lead, emphasis or feature angle, color and quality of writing. Do not include poetry or columns in this contest. Examples include personality profiles, human-interest stories, historical perspectives, and single in-depth research articles. Remember that length is not a criterion of good feature writing. Headlines may be included.

**GRAPHIC ILLUSTRATION (NEWSPAPER OR YEARBOOK):** Criteria for judging: Originality, readability, and appearance. Illustration may be hand-drawn or computer generated. Emphasis will be on how well the graphic blends with and conveys informational content. (Entry may be submitted on CD with other electronic entries, but must be clearly labelled SCHOOL\_STUDENTgrill.jpg)

**NEWSWRITING (NEWSPAPER):** Criteria for judging: Timeliness, accuracy, balance, news judgment, significance, journalistic style, objectivity. Please include date published on the entry form.

**SPORTS FEATURE WRITING (NEWSPAPER):** Criteria for judging: The entry should be a feature-oriented, sports angle story. Examples would be sports personality features, changes in rules, injuries, individuals who are behind the scenes in athletics, and any other feature story with a sports angle. Headlines may be included.

**SPORTS NEWS COVERAGE (NEWSPAPER):** Criteria for judging: Timeliness, accuracy, balance, news judgment, significance, journalistic style, objectivity and originality, reader appeal or interest, quality of lead, emphasis or feature angle, color and quality of writing. Headlines may be included.

**NEWSPAPER LAYOUT (NEWSPAPER):** Criteria for judging: Principles of good layout, graphic effect, legibility, and neatness. An entry is ONE page. Any page layout may be entered. Submit tearsheets or photocopies. Double truck spreads will be judged as a single unit.

**HEADLINE WRITING AND DESIGN (NEWSPAPER OR YEARBOOK):** Criteria for judging: Accuracy and appropriateness of headline; visual appeal; cleverness and creativity. An entry includes ONE headline and the article for which the headline was written. (**NOTE:** NSAA State Contests require three headlines to be ONE entry, but that is difficult this early in the school year. This contest only requires ONE headline.)

**NEWS/FEATURE PHOTOGRAPHY (NEWSPAPER OR YEARBOOK):** Criteria for judging: Quality of image, appropriateness, composition and impact. The work of two individual students can be entered in this contest. Photos need not be published. Each student's entry is composed of TWO different prints and must be submitted in electronic form. Save the images on a CD and label them as such: SCHOOL\_STUDENT1nf.jpg and SCHOOL\_STUDENT2nf.jpg. Label the CD with school name. (**Note:** You can submit all electronic submissions on one CD.)

**SPORTS/ACTION PHOTOGRAPHY (NEWSPAPER OR YEARBOOK):** Criteria for judging: Quality of print, appropriateness, composition and impact. The work of two individual students can be entered in this contest. Photos need not be published. Each student's entry is composed of TWO different prints and must be submitted in electronic form. Please save them on a CD and label them as such: SCHOOL\_STUDENT1sa.jpg and SCHOOL\_STUDENT2sa.jpg. Label the CD with school name. (**Note:** one CD can have all electronic entries.)

**PHOTO ILLUSTRATION (NEWSPAPER OR YEARBOOK):** This category will consist of a photo illustration, which combines a photo or photos with graphics or text, or it may be a photo that has been altered digitally to the extent that it is no longer remains a straight photograph. The photo illustration must be created with the intent to publish and include the layout showing the accompanying story or coverage. Criteria for judging — originality and composition. An entry will be composed of one print and the accompanying story or the entry may be submitted electronically if named SCHOOL\_STUDENTpil.jpg, (**Note:** one CD can have all the electronic entries.)

**YEARBOOK FEATURE WRITING (YEARBOOK):** Criteria for judging: Accuracy, quality of writing and reader appeal. Entry may be from a copy of an original yearbook page as it appeared or as it is intended to appear, or entry could be typed and double-spaced. Do not send 'philosophical' copy as found in opening, closing or division pages of the yearbook.

**YEARBOOK SPORTS WRITING (YEARBOOK):** Criteria for judging: Accuracy, quality of writing and reader appeal. Entry should be yearbook feature-oriented from the sports section. Entry may be from a copy of an original yearbook page as it appeared or as it is intended to appear, or entry could be typed and double-spaced. Headlines may be included.

**YEARBOOK THEME COPY WRITING (YEARBOOK):** Criteria for judging: Accuracy, quality of writing and reader appeal. Each entry is composed of ONE sample written by any one student from the opening, closing and any division spreads. If the writing is a feature, enter it under the Yearbook Feature Writing category. This contest is for the more ~"philosophical" or general theme related copy. Entry may be from a copy of an original yearbook page as it appeared or as it is intended to appear, or entry could be typed and double-spaced. Headlines may be included.

**YEARBOOK LAYOUT (YEARBOOK):** Criteria for judging: Principles of good layout, creativity and neatness. The entry will consist of a double- page spread. Entry may be from a copy of an original yearbook spread as it appeared or as it is intended to appear.

**YEARBOOK THEME DEVELOPMENT (YEARBOOK):** Criteria for judging: Creativity, writing ability, establishment of them, freshness of approach. Staffs can submit opening and division page copy, layouts, cover design, end sheet design, etc. that was done for the 2016 or 2017 yearbook. Do not submit the work of students who have graduated or who are no longer attending your school. Photocopies or computer printouts will also be accepted. It is understood that theme development is a team effort.

**IN-DEPTH COVERAGE (NEWSPAPER) –** Criteria for judging: News worthiness, breadth of coverage, evidence of research, visual presentation. It is expected that entries include more than a single story, i.e., a story plus information graphics, two or more stories or a combination of stories, graphics and photos. Single in-depth stories should be entered in the feature writing category. Team entries are accepted. Limit the number of contributing students to six for each entry.



**2016-17 JEA Nebraska Winter Contest Registration Form**

**JEA NEBRASKA BROADCAST & LITERARY MAGAZINE CATEGORIES**

\*Broadcast entries will be submitted via working URL on the entry form with date of broadcast noted. Students may be entered as individuals or in teams of two students for the first three contests and as a school for the Program and Literary Magazine category. Contest criteria initially modelled after JEA Write Off Contest guides.

**BROADCAST NEWS STORY NATURE OF THE CONTEST:** Total Running Time (TRT) 1:30. A package is a prerecorded news story containing (usually) a reporter’s voice-over, videotaped shots and sound bites. The story must have been broadcast during the current school year, must be 1:30 long, may include an introduction or outro (tag) done by an anchor but it, too, must have been broadcast. **WHAT THE JUDGES WILL LOOK FOR:** Adherence to broadcast style (short sentences, present tense, conversational, clear). Contains all the necessary information and exhibits news judgment. Video sound bites are well-shot close-ups, relevant and interesting. A variety of shots are used and are steady and in focus. Editing is free of glitches and jump cuts, and natural sound is used effectively. Overall, the script and video complement each other, telling the story in an interesting and informative manner. The voice-over is effective and delivered with clarity. Time limit is met + or – 3 seconds.

**BROADCAST SPORTS STORY NATURE OF THE CONTEST:** Total Running Time (TRT) 1:30. A package is a pre-recorded sports story containing a reporter’s voice over, videotaped shots and sound bites. The story must have been broadcast during the current school year. It must be 1:30 long, may include an introduction or outro (tag) done by an anchor but it, too, must have been broadcast. **WHAT THE JUDGES WILL LOOK FOR:** Adherence to broadcast style (short sentences, present tense, conversational, clear). Contains all the necessary information and provides a new perspective. Video sound bites are well shot close-ups, relevant and interesting. A variety of shots are used, steady and in focus. Editing is free of glitches and jump cuts, and natural sound is used effectively. Overall, the script and video complement each other, telling the story in an interesting and informative manner. The voice-over is effective and delivered with liveliness and clarity. Time limit is met + or – 3 seconds.

**BROADCAST FEATURE STORY NATURE OF THE CONTEST:** Total Running Time (TRT) 1:30 to 4 minutes. A package is a prerecorded feature story containing a reporter’s voice-over, videotaped shots and sound bites. The story must have been broadcast during the current school year, may include an introduction or outro (tag) done by an anchor but it, too, must have been broadcast. **WHAT THE JUDGES WILL LOOK FOR:** Adherence to broadcast style (short sentences, present tense, conversational, clear). Contains all the necessary information, and story is told in a manner that sustains interest. Video sound bites are well-shot close-ups, relevant and interesting. A variety of shots are used and are steady and in focus. Editing is free of glitches and jump cuts, and natural sound is used effectively. Overall, the script and video complement each other, telling the story in an interesting and informative manner. The voice-over is well-recorded and delivered with liveliness and clarity. Time limit is met.

**BROADCAST PROGRAM NATURE OF THE CONTEST:** Total Running Time (TRT) not to exceed 30 minutes. The program must have been broadcast during the current school year. **WHAT THE JUDGES WILL LOOK FOR:** Judges will look for accuracy, balance, news style, interesting lead-ins, transitions between stories, an effective opening and closing, and overall structure. A strong overall impact is critical. Judges will watch for solid videography; editing, audio, graphics/ effects and pacing will all be considered.

**LITERARY MAGAZINE NATURE OF THE CONTEST:** One printed magazine from 2016 (could be spring 2016 or fall 2016). Content is not “journalistic” but “literary” with poetry, prose, art, illustration, photography and design elements. **WHAT THE JUDGES WILL LOOK FOR:** Clean layout and design relating to selected copy; impact, action or emotion in design; positioning of copy, title, art, photos and captions in relation to each other; use of current graphic trends. Originality and creativity in developing theme and design. Illustrations demonstrate originality in interpretation that captures the spirit of the prose or poetry. Photography demonstrates original interpretation.

School \_\_\_\_\_  
 Adviser \_\_\_\_\_ JEA Member: Yes or No *\*if “No”, entry fee applies*  
 Mailing Address \_\_\_\_\_ City \_\_\_\_\_ ZIP \_\_\_\_\_  
 Adviser Email \_\_\_\_\_ School phone \_\_\_\_\_

Please type or print neatly. The purpose of this registration form is to better track entries and help alleviate the name misspellings on the final certificates.

\_\_\_\_ Student Name \_\_\_\_\_ First few words of headline or brief content description \_\_\_\_\_

**Advertising (NP or YB)**

1. \_\_\_\_\_  
 2. \_\_\_\_\_

**Column Writing (NP)**

1. \_\_\_\_\_  
 2. \_\_\_\_\_

**Editorial Cartooning (NP)**

1. \_\_\_\_\_  
 2. \_\_\_\_\_

**Editorial Writing (NP)**

1. \_\_\_\_\_  
 2. \_\_\_\_\_

**Entertainment Review Writing (NP)**

1. \_\_\_\_\_  
 2. \_\_\_\_\_

**Newspaper Feature Writing (NP)**

1. \_\_\_\_\_  
 2. \_\_\_\_\_

**Graphic Illustration (NP or YB) (entries could be on CD/flashdrive) If on CD/flashdrive check this box**

1. \_\_\_\_\_  
 2. \_\_\_\_\_



**News writing (NP)**

1. \_\_\_\_\_ Date published \_\_\_\_\_  
 2. \_\_\_\_\_ Date published \_\_\_\_\_

**Newspaper Sports Feature Writing (NP)**

1. \_\_\_\_\_  
 2. \_\_\_\_\_

**Newspaper Sports News Writing (NP)**

1. \_\_\_\_\_  
 2. \_\_\_\_\_

**Newspaper Layout**

1. \_\_\_\_\_  
 2. \_\_\_\_\_

NAME OF SCHOOL \_\_\_\_\_ ADVISER NAME \_\_\_\_\_

Headline Writing and Design (NP or YB)

1. \_\_\_\_\_
2. \_\_\_\_\_

News/Feature Photography (NP or YB) (entries should be on CD/flashdrive)

1. \_\_\_\_\_
2. \_\_\_\_\_

Sports/Action Photography (NP or YB) (entries should be on CD/flashdrive)

1. \_\_\_\_\_
2. \_\_\_\_\_

Photo Illustration (NP or YB) ((entries could be on CD/flashdrive) If on CD/flashdrive check this box

1. \_\_\_\_\_
2. \_\_\_\_\_

Yearbook Feature Writing (YB)

1. \_\_\_\_\_
2. \_\_\_\_\_

Yearbook Sports Writing (YB)

1. \_\_\_\_\_
2. \_\_\_\_\_

Yearbook Theme Copy Writing (YB)

1. \_\_\_\_\_
2. \_\_\_\_\_

Yearbook Layout (YB)

1. \_\_\_\_\_
2. \_\_\_\_\_

Yearbook Theme (YB)

1. \_\_\_\_\_ (What is your theme?) Staff/School Entry

InDepth Coverage (NP) (teams of six are possible)

1. \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_  
 \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_
2. \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_  
 \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

NAME OF SCHOOL \_\_\_\_\_ ADVISER NAME \_\_\_\_\_

PLEASE TAKE SPECIAL CARE TO WRITE URLs LEGIBLY or type this page. THANK YOU.

If you think there might be any confusion, please email the links to mkalkowski@omahamarian.org

Broadcast News Story

1. \_\_\_\_\_ Date broadcast \_\_\_\_\_

Current URL: \_\_\_\_\_

2. \_\_\_\_\_ Date broadcast \_\_\_\_\_

Current URL: \_\_\_\_\_

Broadcast Sports Story

1. \_\_\_\_\_ Date broadcast \_\_\_\_\_

Current URL: \_\_\_\_\_

2. \_\_\_\_\_ Date broadcast \_\_\_\_\_

Current URL: \_\_\_\_\_

Broadcast Feature Story

1. \_\_\_\_\_ Date broadcast \_\_\_\_\_

Current URL: \_\_\_\_\_

2. \_\_\_\_\_ Date broadcast \_\_\_\_\_

Current URL: \_\_\_\_\_

Broadcast Program

1. \_\_\_\_\_ (school/program name) Date broadcast \_\_\_\_\_

Current URL: \_\_\_\_\_

2. \_\_\_\_\_ (school/program name) Date broadcast \_\_\_\_\_

Current URL: \_\_\_\_\_

Literary Magazine

1. \_\_\_\_\_ (school/magazine title) Date published \_\_\_\_\_

Please return this form and entries to:

**Postmark Deadline: Dec. 10, 2016**

2016-17 JEA State Journalism Contest  
 Attn: Marsha Kalkowski, State Director  
 Marian High School  
 7400 Military Avenue  
 Omaha, NE 68134

*\*Remember, if the adviser is not a JEA member, there is a \$1 per individual entry fee. Entry fee enclosed for \_\_\_\_\_*