

# 2021-22 Journalism contest for Nebraska high school newspaper and yearbook students

Entries for the Nebraska JEA State Journalism Contest must be postmarked by Thursday, Dec. 10, 2021.

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:

2021-22 JEA State Journalism Contest  
Attn: Marsha Kalkowski, MJE, 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 2022 yearbook OR work published in the 2021 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 2021 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 2021.**

**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. Five broadcast categories: News, Feature, Sports, PSA 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 (except in YB theme and Literary Magazine, which allow one entry per school). A school's two entries in an event may be from two different students or both from the same student. When one student has more than one entry in an event, the judge will choose the best from among that student's entries. A 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!*

## **2021-22 JEA Journalism contest for Nebraska high school newspaper and yearbook students Contest Descriptions**

**ADVERTISING:** 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:** 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:** 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:** 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:** 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/Online):** 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.

**INFOGRAPHIC DESIGN:** Criteria for judging: Originality, readability, and appearance. Info-graphics 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 or flash drive or SD card with other electronic entries, but must be clearly labelled SCHOOL\_STUDENTinfog.jpg)

**NEWSWRITING:** 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/Online):** 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:** 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:** 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:** 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 images and must be submitted in electronic form. Save the images on a CD/flashdrive/

SD card and label them as such: SCHOOL\_STUDENT1nf.jpg and SCHOOL\_STUDENT2nf.jpg. Label the device with school name. (Note: one CD/flashdrive/SD card can have all the electronic entries from all electronic categories.)

**SPORTS/ACTION PHOTOGRAPHY:** 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/flashdrive/SD card and label them as such: SCHOOL\_STUDENT1sa.jpg and SCHOOL\_STUDENT2sa.jpg. Label the device with school name. (Note: one CD/flashdrive/SD card can have all the electronic entries from all electronic categories.)

**PHOTO/ARTISTIC ILLUSTRATION:** 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: this is a good category for YB covers if designed by students. (Note: one CD/flashdrive/SD card can have all the electronic entries from all electronic categories.)

**YEARBOOK FEATURE WRITING:** 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:** 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:** 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:** 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:** 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 2021 or 2022 yearbook. Do not submit if the theme package was entered into the NSAA state contest last spring. 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.

**LITERARY MAGAZINE:** (Not an NSAA category) One printed magazine from 2021 (could be spring 2021 or fall 2021). 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.

## **JEA NEBRASKA BROADCAST CATEGORIES**

\*Broadcast entries will be submitted via working URL on the entry form (**with an accompanying email**) with date of broadcast noted. Students may be entered as individuals or in teams of two students for the first four contests and as a school for the Program category. Contest criteria initially modelled after JEA National Student Media Contest guides and preliminary NSAA Contest Guidelines.

**BROADCAST NEWS STORY:** Total Running Time (TRT) 1:30 - 3 minutes. 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 between 1:30 - 3 minutes 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. Use of copyrighted materials is strictly prohibited.

**BROADCAST SPORTS STORY:** Total Running Time (TRT) 1:30 - 3 minutes. 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 between 1:30 - 3 minutes 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. Use of copyrighted materials is strictly prohibited.

**BROADCAST FEATURE STORY:** Total Running Time (TRT) 1:30 to 3 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. Use of copyrighted materials is strictly prohibited.

**BROADCAST PSA:** Total Running Time (TRT) exactly 30 seconds or exactly 60 seconds. The piece entered must be produced for school announcements or TV programs, should publicize school events, activities and social functions; PSAs should attempt to shed light on an issue or situation of importance to teens. Any commercial or PSA produced by students is eligible if it has been broadcast at school or in the community during the current school year. **WHAT THE JUDGES WILL LOOK FOR:** A strong overall impact is critical. Judges will watch for solid videography; editing, audio, graphics/effects and pacing will all be considered. Content material should be accurate and appropriate to the message being delivered. Time limit of exactly 30 seconds or 60 seconds is met. Use of copyrighted materials is strictly prohibited.

**BROADCAST PROGRAM:** 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. Use of copyrighted materials is strictly prohibited.

## 2021-22 JEA Nebraska Winter Contest Registration Form

School \_\_\_\_\_ Adviser \_\_\_\_\_

Please type or print neatly. You can copy/paste this text into a new document and type away!

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

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

### Advertising

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

### Column Writing

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

### Editorial Cartooning

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

### Editorial Writing

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

### Entertainment Review Writing

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

### Newspaper Feature Writing

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

### InfoGraphic Design (entries could be on CD/flashdrive)

If on CD/flashdrive/SD card check this box

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



### Newswriting

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

### Newspaper Sports Feature Writing

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

### Newspaper Sports News Writing

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

### Newspaper Layout

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

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

Headline Writing and Design

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

News/Feature Photography (entries *should* be on CD/flashdrive/SD card)

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

Sports/Action Photography (entries *should* be on CD/flashdrive/SD card)

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

Photo/Artistic Illustration (entries could be on CD/flashdrive)      If on CD/flashdrive/SD card check this box

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



Yearbook Feature Writing

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

Yearbook Sports Writing

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

Yearbook Theme Copy Writing

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

Yearbook Layout

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

Yearbook Theme

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

InDepth Coverage (teams of six are possible)

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

Literary Magazine (Not an NSAA Category)

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

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

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

As a precaution, please email the links to mkalkowski@omahamarian.org as well as filling out this page.  
Thank you.

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 PSA

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: \_\_\_\_\_



# journalism education association nebraska

## Postmark Deadline: Dec. 10, 2021

If you are close to the Omaha metro and want to hand-deliver, just give me a heads-up to look for you/your entries mkalkowski@omahamarian.org or 402-571-1618 x 1134

Please return this entry form (preceding three pages and this page) and entries to:

2021-22 JEA State Journalism Contest  
Attn: Marsha Kalkowski, MJE, State Director  
Marian High School  
7400 Military Avenue  
Omaha, NE 68134

School \_\_\_\_\_

Adviser \_\_\_\_\_ which publication(s) \_\_\_\_\_

JEA Member: Yes or No

Adviser 2 \_\_\_\_\_ which publication \_\_\_\_\_

JEA Member: Yes or No

Adviser 3 \_\_\_\_\_ which publication \_\_\_\_\_

JEA Member: Yes or No

\*if "No" to all advisers, entry fee applies. If there is one "Yes", no entry fee!

School Mailing Address \_\_\_\_\_ City \_\_\_\_\_ ZIP \_\_\_\_\_

Adviser Email \_\_\_\_\_ School phone \_\_\_\_\_

Adviser 2 Email \_\_\_\_\_ School phone \_\_\_\_\_

Adviser 3 Email \_\_\_\_\_ School phone \_\_\_\_\_

*\*Remember, if no adviser is a JEA member, there is a \$1 per individual entry fee.*

*Entry fee enclosed for \_\_\_\_\_*

*Checks can be made to "Marsha Kalkowski/Nebraska JEA Director"*