

2008-9 Journalism contest for Nebraska high school newspaper and yearbook students

Entries for the JEA State Journalism Contest must be postmarked by Nov. 21, 2008.

READ THE DIRECTIONS AND FOLLOW THEM CAREFULLY. No more than three 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 to:
2008-9 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 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 photography (see details in contest descriptions).

Yearbook entries must be selected from work published in the 2008 book that was not previously entered or from pages that will be published in the 2009 yearbook. Photocopies of paste-ups also will be accepted. Newspaper entries must have been published between August 2008 and the contest deadline. Newspaper entries should be clippings from the paper in which they were published. 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 NHSPA/NSAA STATE CONTEST FROM SPRING 2008.

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 three (3) entries per category. Checks should be made payable to Marsha Kalkowski, JEA Director. Proceeds from the contest will be donated to the Student Press Law Center.

There are 21 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. Brief descriptions for each are included.

Schools are limited to three entries per category. A school's three entries in an event may be three 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 three. When one person 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 can be the work of a team of no more than three students and InDepth Coverage, which can be the work of a team of no more than six students. Please identify each team member in these categories.

If you have questions or comments about any aspect of the contest, do not hesitate to call (402-571-2618 Ext. 134 school), email (mascu@marian.creighton.edu) or write.

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

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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 prepare layout and write 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.

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.

INFOGRAPHIC DESIGN (NEWSPAPER OR YEARBOOK): Criteria for judging: Originality, readability, and appearance. Emphasis will be on how well the graphic blends with and conveys informational content.

NEWSWRITING (NEWSPAPER): Criteria for judging: Timeliness, accuracy, balance, news judgment, significance, journalistic style, objectivity.

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. Each student should submit two separate designs for one entry. 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. Include the headline and the article for which the headline was written.

NEWS/FEATURE PHOTOGRAPHY (NEWSPAPER OR YEARBOOK): Criteria for judging: Quality of print, appropriateness, composition and impact. The work of three individual students can be entered in this contest. Photos need not be published. Each student's entry is composed of three different prints and may be submitted in print or electronic form. If as prints, they must be submitted in a separate envelope with the student's name on the front. Photos may have been taken digitally or traditionally. No pictures are to be submitted on printing paper larger than 8.5 by 11. Smaller prints will be accepted. Photos will not be returned. If in electronic form, please put them on a CD and label them

as such: SCHOOL_STUDENT1nf.jpg, SCHOOL_STUDENT2nf.jpg, SCHOOL_STUDENT3nf.jpg Label the CD with school name. You'd be wise to test your CD after burning it.

SPORTS/ACTION PHOTOGRAPHY (NEWSPAPER OR YEARBOOK): Criteria for judging: Quality of print, appropriateness, composition and impact. The work of three individual students can be entered in this contest. Photos need not be published. Each student's entry is composed of three different prints and may be submitted in print or electronic form. If as prints, put each students' three photos in a separate envelope with the student's name on the front. Photos may have been taken digitally or traditionally. No pictures are to be submitted on printing paper larger than 8.5 by 11. Smaller prints will be accepted. Photos will not be returned. If in electronic form, please put them on a CD and label them as such: SCHOOL_STUDENT1sa.jpg, SCHOOL_STUDENT2sa.jpg, SCHOOL_STUDENT3sa.jpg Label the CD with school name. You'd be wise to test your CD after burning it.

(Note: one CD can have all the photo entries from both categories.)

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 does not have to have been published. Criteria for judging — originality and composition. An entry will be composed of one print.

YEARBOOK FEATURE WRITING (YEARBOOK): Criteria for judging: Accuracy, quality of writing and reader appeal. May be a photocopy of original yearbook pages as they appeared, a 75% laser printout, or entry should 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. May be a photocopy of original yearbook pages as they appeared, a 75% laser printout, or entry should 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 two samples 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. May be a photocopy of original yearbook pages as they appeared, a 75% laser printout, or entry should 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. The entries may be drawn on the layout sheets provided by your publishing company or may be computer printouts or photocopies. If submitting a drawn layout sheet, or computer printout, describe what will go in each picture.

YEARBOOK THEME DEVELOPMENT (YEARBOOK): Criteria for judging: Creativity, writing ability, establishment of them, freshness of approach. Students can submit opening and division page copy, layouts, cover design, end sheet design, etc. that was done for the 2008 or 2009 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 may be a team effort, and a team shall consist of no more than three students.

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.



2008-9 JEA Nebraska Winter Contest Registration Form

School _____
Adviser _____ JEA Member: Yes or No
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 _____ Few few words of headline or brief content description _____

Advertising (NP or YB)

1. _____
2. _____
3. _____

Column Writing (NP)

1. _____
2. _____
3. _____

Editorial Cartooning (NP)

1. _____
2. _____
3. _____

Editorial Writing (NP)

1. _____
2. _____
3. _____

Review Writing (NP)

1. _____
2. _____
3. _____

Newspaper Feature Writing (NP)

1. _____
2. _____
3. _____

InfoGraphic Design (NP or YB)

1. _____
2. _____
3. _____

Newsriting (NP)

1. _____
2. _____
3. _____

Newspaper Sports Feature Writing (NP)

1. _____
2. _____
3. _____

Newspaper Sports News Writing (NP)

1. _____
2. _____
3. _____

Newspaper Layout

1. _____
2. _____
3. _____

Headline Writing and Design (NP or YB)

1. _____
2. _____
3. _____

News/Feature Photography (NP or YB)

1. _____
2. _____
3. _____

Sports/Action Photography (NP or YB)

1. _____
2. _____
3. _____

Photo Illustration (NP or YB)

1. _____
2. _____
3. _____

Yearbook Feature Writing (YB)

1. _____
2. _____
3. _____

Yearbook Sports Writing (YB)

1. _____
2. _____
3. _____

Yearbook Theme Copy Writing (YB)

1. _____
2. _____
3. _____

Yearbook Layout (YB)

1. _____
2. _____
3. _____

Yearbook Theme (YB) (teams of three are possible)

1. _____, _____, _____
2. _____, _____, _____
3. _____, _____, _____

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

1. _____, _____, _____
_____, _____, _____
2. _____, _____, _____
_____, _____, _____
3. _____, _____, _____
_____, _____, _____

Please return this form and entries to:

2008-9 JEA State Journalism Contest
Attn: Marsha Kalkowski, State Director
Marian High School
7400 Military Avenue
Omaha, NE 68134

Deadline: Nov. 21, 2008

Remember, if the adviser is not a JEA member, there is a \$1 per individual entry fee.