



**2023-24 NSAA**

**JOURNALISM**

**MANUAL**





NEBRASKA SCHOOL ACTIVITIES ASSOCIATION  
500 Charleston, Suite 1  
Lincoln, Nebraska 68508 <http://www.nsaahome.org>

*The NSAA sanctions and offers opportunities for Nebraska High School Journalism students. Each year schools register to participate in the activity of journalism and registration closes annually on January 1<sup>st</sup>. There are twenty-five categories that encompass writing, design, broadcasting, and illustration. Journalism advisers may submit entries in each of the twenty-five categories and all entries are due on March 1. The top eight entries in thirteen categories earn a trip to compete at the NSAA State Journalism Championships, which are held on April 22<sup>nd</sup> and 23<sup>rd</sup> this year at Northeast Community College in Norfolk, Nebraska. In the remaining categories, the top eight entries from each are ranked based on preliminary submission. All journalism categories are judged by industry professionals or NSAA-Certified Journalism Judges.*

### **NSAA MISSION STATEMENT**

***The public and non-public high schools of Nebraska voluntarily agreed to form the Nebraska School Activities Association for the following purposes:***

- To formulate and make policies which will cultivate high ideals of citizenship, fair competition, sportsmanship, and teamwork which will complement the member schools' curriculum programs;
- To foster uniformity of standards in interscholastic activity competition;
- To organize, develop, direct, and regulate an interscholastic activity program which is equitable and will protect and promote the health and physical welfare of all participants.

This JOURNALISM MANUAL has been prepared and designed to provide general information in the administration of this activity. The sections of the Nebraska School Activities Association Bylaws and Approved Rulings related to this activity are included in this Manual. Taryn Retzlaff, Assistant Director, is the NSAA staff member assigned to this activity. If schools have questions regarding this activity, they should be directed to her. She can be reached at [tretzlaff@nsaahome.org](mailto:tretzlaff@nsaahome.org).

Norfolk will host the 2024 NSAA State Journalism Championships  
Site will be Northeast Community College – Lifelong Learning Center

### **Key Dates**

Eligibility List Due for journalism and broadcast students – March 1, 2024  
State Entries Due – By 11:59 p.m. CST March 1, 2024

### **State Contest**

**Monday, April 22, 2024 (Class B & C)**  
**Tuesday, April 23, 2024 (Class A)**

## 2024 Journalism Points of Emphasis

- An explanation of the parts of an Artist Statement has been included in this manual. *Page 4*
- The inclusion of an Artist Statement must be included in the following categories: Advertising, Editorial Cartooning, Info Graphic, and Photo/Artistic Illustration.
- Two Journalism Judges will be used in each on-site State Journalism Category. *Page 10.*
- Judge critiques at State Journalism will be provided to Advisers by the end of the competition week. *Page 10.*

### ***NSAA Bylaws & Approved Rulings Governing Journalism***

#### **2.1.4 Eligibility Certificates**

The NSAA requires member schools to complete an eligibility certificate on all students representing schools in non-athletic activities regulated by the NSAA. Administrators from each school must certify and enter all eligible journalism students on the NSAA online eligibility list prior to entering them in the NSAA journalism contest. Eligibility requirements can be found in Article 2 of the NSAA Constitution and Bylaws: [NSAA Constitution & Bylaws](#) .

#### **8.4.1 Eligibility of Students**

Participation by students in any journalism competition shall be governed by the eligibility rules for all activities. NOTE: Participation for remuneration does not constitute ineligibility.

#### **Accommodations for Students with Disabilities**

The NSAA may, in keeping with applicable laws, authorize exceptions to the NSAA journalism contest to provide reasonable accommodations to individual participants with disabilities and/or special needs, as well as those individuals with unique and extenuating circumstances. To determine if the NSAA can authorize such an accommodation, the school administration should contact the Taryn Retzlaff to request an accommodation hearing.

#### **8.6 CLASSIFICATION**

8.6.1 Classification shall be based on the enrollment in grades nine, ten, and eleven according to the enrollment figures submitted to the Department of Education on the last Friday in September of the preceding school year.

**Unisex schools' enrollments will not be doubled to determine official NSAA enrollment figure for classification purposes in journalism.**

### **Journalism Classification – 3 Classes**

Class A = 900 and above

Class B = 150 - 899

Class C = 149 and below

*Schools have one week from when classifications are released to petition the NSAA to opt up one classification.*

*Each member school registered for NSAA Journalism is permitted to submit eligible student entries in the NSAA Journalism Contest. The entries submitted in each of the 25 categories will be ranked by a judge.*

*The top eight entries of the following categories will compete on-site at the NSAA State Journalism Contest and receive awards: Advertising, Newspaper Column Writing, Editorial Cartooning, Editorial Writing, Entertainment Review Writing, Headline Writing, Newspaper Feature Writing, Newspaper News Writing, Newspaper Sports Feature Writing, Sports News Writing, Yearbook Feature Writing, Yearbook Sports Feature Writing, and Yearbook Theme Copy Writing.*

*The top eight entries of the following categories will be recognized at the NSAA State Journalism contest at the awards ceremony: Info Graphic, In-Depth Newspaper Coverage, Newspaper Layout, Photo/Artistic Illustration, Action Photography, Feature Photography, Yearbook Layout, Yearbook Theme Development, Broadcast News Story, Broadcast Sports Story, Broadcast Feature Story, and Broadcast Public Service Announcement.*

## **EVENTS for Competition**

A student may only enter one entry per event. Students are subject to disqualification if multiple entries are submitted in an event.

A student is limited to a maximum of two events on site at the NSAA State Championship. If a student qualifies in more than two events, he/she will need to declare which two events he/she will compete in at the NSAA State Championship. For those events that do not have a full complement of competitors, alternates will be notified and invited to participate at the NSAA State Championship.

A school may submit a total of seventy-three entries in preliminary competition, with the breakdown as follows:

### **Top Eight of Each Category Will Qualify for State Contest**

1. 3 entries per school – Advertising
2. 3 entries per school – Newspaper Column Writing
3. 3 entries per school – Editorial Cartooning
4. 3 entries per school – Editorial Writing
5. 3 entries per school – Entertainment Review Writing
6. 3 entries per school – Headline Writing
7. 3 entries per school – Newspaper Feature Writing
8. 3 entries per school – Newspaper News Writing
9. 3 entries per school – Newspaper Sports Feature Writing
10. 3 entries per school – Sports News Writing
11. 3 entries per school – Yearbook Feature Writing
12. 3 entries per school – Yearbook Sports Feature Writing
13. 3 entries per school – Yearbook Theme Copy Writing

### **Preliminary Submission Only**

14. 3 entries per school – Info Graphic
15. 3 entries per school – In-Depth Newspaper Coverage
16. 3 entries per school – Newspaper Layout
17. 3 entries per school – Photo/Artistic Illustration
18. 3 entries per school – Action Photography
19. 3 entries per school – Feature Photography
20. 3 entries per school – Yearbook Layout
21. 1 entry per school – Yearbook Theme Development
22. 3 entries per school – Broadcast News Story
23. 3 entries per school – Broadcast Sports Story
24. 3 entries per school – Broadcast Feature Story
25. 3 entries per school – Broadcast Public Service Announcement

## Artist Statement

Some of the Journalism Categories require the inclusion of an Artist Statement. What exactly is an artist statement?

An Artist Statement is a concise paragraph **written by the student** that explains:

- What parts did the student create from scratch?
- What parts did the student pull from other places (like Canva or other templates).
- If the student artist started from a blank page it would be to their benefit to let the Journalism Judge know that!
- Your student should discuss the process they took to achieve the finished design, how long the process took, and any other background to aid the judge in evaluation.

## Submitting Preliminary Entries

When submitting entries for the NSAA State Journalism Preliminaries, the following procedures must be followed:

- All entries must be the original work of the student(s). **Pre-designed company layouts or app templates are prohibited.** By logging in and submitting the entry, the adviser is verifying that the entry is original student work.
- Yearbook entries may be selected from the current year's book or work already published in last year's book if the work was NOT entered in last year's contest.
- Newspaper entries must have been published, electronically or in print, between March 1, 2023, and March 1, 2024.
- Broadcast entries must have been broadcast at school via closed circuit or website or in the community between March 1, 2023, and March 1, 2024. The use of copyrighted materials is strictly prohibited.
- In the group categories (#15, #22, #23, #24, #25), a group may only submit one entry per category. Individual students are allowed to be part of more than one group. For example, in event #25 Broadcast PSA, student A and student B can submit one entry. Student A could also submit an additional entry with student C.
- *Do not send work from students who have graduated or who are no longer students at your school.*
- Advisers shall review materials for content that may not be acceptable in a high school educational setting (i.e.: graphic sexuality/violence; obscene language, actions, or scenes; and plagiarism). The administration of the school in conjunction with the adviser shall ensure that the requirements follow the educational mission of the school. By submitting an entry to the NSAA state contest it certifies that the materials presented have been carefully examined and reviewed by the school. Nothing in these standards is intended to permit or encourage censorship based on topic or viewpoint. The NSAA supports academic standards and academic freedom.

## Online Submission Directions

- Go to the NSAA website, [nsaahome.org](http://nsaahome.org) to login
- To logon, go to "AD/Coaches/Colleges" and select your school from the dropdown list
- Enter your journalism adviser's pass code
- Select Journalism from the Activity Select (Entry Form) drop down
- Click on [NSAA Journalism Contest Entry Submission](#)
- Select Category (i.e., Event)
- Student Name – Select the student's name from the drop-down list.

- **FILENAME:** File names should not include any special characters. (# ! &) Wait for the entry to upload. A blue link (this file) will appear when the upload is finished.
- **SAVE ENTRIES** - When your school's entries have been uploaded, hit Save Entries at the bottom of the page.

## CONTEST EVENT CRITERIA

### 1. ADVERTISING

**Criteria for judging:** Overall effect, appearance, use of art, and quality of copy writing. Copy and design of the ad should be the work of the student. Emphasis will be put on design and copy writing. If other elements (parts of other articles, artwork, etc.) or pages cannot be cut from the entry, be sure to designate the entry within the pdf file submitted with a yellow box outline. Work must be that of an individual student except artwork used. **Entries without the artist's statement will be disqualified.**

**State Contest Criteria:** Using a page design software, students will be provided art and a fact sheet or client presentation from which to develop a usable, printable advertisement. Students must use only materials provided, or student-created original graphics. Ad must be 5x7 inches, black and white or color. Final ad must be in PDF format.

### 2. NEWSPAPER COLUMN WRITING

**Criteria for judging:** Writer's opinion is clear; individual voice and style are evident; addresses the high school audience; voice of the column encourages the reader to think about the subject in a new light; first person is used effectively; follows AP style; few errors in conventions. The entry shall be a pdf of ONE original piece as it appeared at publication. One original column written by the student shall comprise the entry and must be saved as a single PDF document. Do not submit editorials for this contest, only columns. Headlines may be included. If other elements (parts of other articles, artwork, etc.) or pages cannot be cut from the entry, be sure to designate the entry within the pdf file submitted with a yellow box outline.

**State Judging Criteria.** Students will select one of two topics and write a column aimed at a high school audience. Students will not be penalized for using information accessed prior to the competition, but no additional information can be researched during the contest, except for the information the contest prompt provides.

### 3. EDITORIAL CARTOONING

**Criteria for judging:** Expression of editorial idea, uniqueness and wit in approach, and quality of artistry. An editorial may accompany the cartoon, if necessary, to better understand the issue being presented. If other elements (parts of other articles, artwork, etc.) or pages cannot be cut from the entry, be sure to designate the entry within the pdf file submitted with a yellow box outline. The entry shall be a pdf of the original piece as it appeared at publication. **Entries without the artist's statement will be disqualified.**

**State Contest Criteria:** Students will create an original editorial cartoon by hand or digitally based on a provided editorial article. It is the students' creative license to determine the size and dimension of the cartoon. Students will be provided with two editorial articles to choose from as their basis for their editorial cartoon. There is no standard size for the cartoon; however, students may not exceed 8 ½" x 11". All drawing supplies must be brought to the contest by the student.

### 4. EDITORIAL WRITING

**Criteria for judging:** Presents a clear collective voice of the newspaper staff through clear argument with convincing reasoning and evidence. Writing will be judged on structure, journalistic style, quality of writing, and accomplishment of purpose. Headlines may be included. The entry shall be a pdf of the original piece as it appeared at publication. If other elements (parts of other articles, artwork, etc.) or pages cannot be cut from the entry, be sure to designate the entry within the pdf file submitted with a yellow box outline.

**State Contest Criteria:** Students will write an editorial article in the collective voice. Topic will be developed from a provided news article and accompanying data. Students will be provided with a single topic from a state, national, or international news event. The information as well as data will inform their entry. Students will not be penalized for using information accessed prior to the competition, but no additional information can be researched during the contest, except for the information the contest prompt provides.

## 5. ENTERTAINMENT REVIEW WRITING

**Criteria for judging:** Persuasive lead that quickly reaches assertion and/or attention-grabbing lead; clear expression of opinions; strengths and weaknesses of event or restaurant are clearly noted; strong, effective voice; opinions supported with details and examples; use of colorful details; well-organized story flow with good transitions; facts rather than generalizations; avoids cliché; extraneous information and libelous statements eliminated; demonstrates knowledge of AP style rules; few convention errors.

**State Contest Criteria.** Students will view a video of a performance or watch a presentation — a one act play, dramatic reading, dance, music, film, video—or dine at a restaurant and write a review of the performance to appear in the next issue of a school newspaper. There may or may not be an opportunity for a question-and-answer period. Students will write a review according to the instructions given by the moderator. Include the students name on the PDF submission.

## 6. HEADLINE WRITING

**Criteria for judging:** Entry of three headlines should reflect accuracy, news judgment, journalistic style, and word choice in relation to the story. Each entry must include the full stories for which the headlines have been composed. Three headlines by each student shall comprise the entry and must be saved as a single PDF document. If other elements (parts of other articles, artwork, etc.) or pages cannot be cut from the entry, be sure to designate the entry within the pdf file submitted with a yellow box outline. Include the student's name on the PDF submission. **Design should not be taken into consideration.**

**State Contest Criteria:** Students will write 3 headlines for a variety of subjects (including but not limited to sports, news, review, opinion, and feature). It is the students' creative license to determine use of sub-headlines, length of headline, and number of words. Students will be provided with 6 articles. Using the paper and pencil provided, students will write headlines for 3 of the 6 articles.

## 7. NEWSPAPER FEATURE WRITING

**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. The entry shall be a pdf of the original piece as it appeared at publication. If other elements (parts of other articles, artwork, etc.) or pages cannot be cut from the entry, be sure to designate the entry within the pdf file submitted with a yellow box outline. Include the student's name on the PDF submission.

**State Contest Criteria.** Students will assume the role of a reporter for a school newspaper. Information will be given to write a feature story for a high school newspaper.

## 8. NEWSPAPER NEWS WRITING

**Criteria for judging:** Timeliness, accuracy, balance, news judgment, significance, journalistic style, and objectivity. The entry shall be a pdf of the original piece as it appeared at publication. Headlines may be included. If other elements (parts of other articles, artwork, etc.) or pages cannot be cut from the entry, be sure to designate the entry within the pdf file submitted with a yellow box outline. Include the student's name on the PDF submission.

**State Contest Criteria:** Students will assume the role of a reporter for a school newspaper. A live interview subject and necessary background information will be provided to include facts and quotes from which to write a news story. Contestants may use the statements provided to them as direct/indirect quotes attributed to those mentioned in their stories.

## 9. NEWSPAPER SPORTS FEATURE WRITING

**Criteria for judging:** Originality, reader appeal or interest, quality of lead, emphasis or feature angle, color and quality of writing. Submissions shall be sports personality features, individuals who are behind the scenes in athletics, and any other feature story with a sports angle. The entry shall be a pdf of the original piece as it appeared at publication. Include the student's name on the PDF submission. **State Contest Criteria:** Students will assume the role of a sports reporter and conduct a live interview with a prominent sports figure. Students will be given 15 minutes for a live press conference. A biography and statistics will be provided.

## 10. SPORTS NEWS WRITING

**Criteria for judging:** Timeliness, accuracy, balance, news judgment, significance, journalistic style, and objectivity of a sports news story (such as historic events, traditions, venues, the hiring/firing of a coach, change in rules, player injury, record-breaking performance, college signing, game summaries or other newsworthy events involving sports). The entry shall be a pdf of the original piece as it appeared at publication. Headlines may be included. If other elements (parts of other articles, artwork, etc.) or pages cannot be cut from the entry, be sure to designate the entry within the pdf file submitted with a yellow box outline. Include the student's name on the last page of the PDF submission.

**State Contest Criteria:** Students will assume the role of a sports reporter. Information will be given to write a sports news story for a local publication.

## 11. YEARBOOK FEATURE WRITING

**Criteria for judging:** Accuracy, quality of writing, adheres to accepted legal and ethical journalistic practices, and follows AP style. The entry shall be a pdf of the original piece as it appeared at publication. Do not send "philosophical" copy as found in opening, closing or division pages of the yearbook. (This does not, however, automatically exclude division page copy if it is written as a feature.) Headlines may be included. If other elements (parts of other articles, artwork, etc.) or pages cannot be cut from the entry, be sure to designate the entry within the pdf file submitted with a yellow box outline. Include the student's name on the last page of the PDF submission.

**State Contest Criteria:** Students will be given background information, facts and quotes and write a feature story that would appear in the clubs or student life sections of the yearbook.

## 12. YEARBOOK SPORTS FEATURE WRITING

**Criteria for judging:** Accuracy, quality of writing and reader appeal. The entry should be feature-oriented from the sports section of the yearbook. The entry shall be a pdf of the original piece as it appeared or as it is intended to appear at publication. If other elements (parts of other articles, artwork, etc.) or pages cannot be cut from the entry, be sure to designate the entry within the pdf file submitted with a yellow box outline. Include the student's name on the PDF submission.

**State Contest Criteria:** Students will be given background information, facts and quotes and write a sports feature story that would appear in the sports section of the yearbook.

## 13. YEARBOOK THEME COPY WRITING

**Criteria for judging:** Accuracy, quality of writing, expands on the theme, adheres to accepted legal and ethical journalistic practices, and follows AP style. Each entry is composed of one sample written by any one student from the opening or closing and/or any division spreads. If the writing is a feature, enter it under the Yearbook Feature Writing or Yearbook Sports Feature Writing categories. This contest is for the more "philosophical" or general theme related copy. The entry shall be a pdf of the original piece as it appeared or is intended to appear at publication. Headlines may be included. It is permissible to include either type of theme copy – the traditional, which is more explanatory or the more current format, which is more bulleted. If other elements (parts of other articles, artwork, etc.) or pages cannot be cut from the entry, be sure to designate the entry within the pdf file submitted with a yellow box outline. Each entry must be submitted as a single pdf document. Include the student's name on the PDF submission.

**State Contest Criteria:** Students will assume the role of a yearbook editor and choose from three themes provided to write in opening, closing and division page for the book. Each block of copy should be clearly labeled, and each should be at least 150 but not more than 300 words.



## PRELIMINARY CONTEST EVENT CRITERIA

### 14. INFO GRAPHIC

**Criteria for judging:** Originality, readability, and synthesis of factual information. An informational graphic provides additional information to the reader rather than just being a visual – a diagram, chart or map that conveys information pictorially (i.e., favorite music, survey). Emphasis will be on how well the informational graphic blends with an enhances the contest of an accompanying story or how well it stands alone as independent coverage.

**Entries without the artist's statement will be disqualified.** Entry must be published or intended to be published (yearbook). If other elements or pages (parts of other articles, artwork, etc.) cannot be cut from the entry, be sure to designate the entry within the PDF file submitted with a yellow box outline. Include the student's name on the PDF submission.

### 15. IN-DEPTH NEWSPAPER COVERAGE

**Criteria for judging:** Newsworthiness, breadth of coverage, evidence of research, and visual presentation. Entries should include more than a single story, i.e., a story plus graphic illustrations, two or more stories or a combination of stories, graphics, and photos. The entry shall be a pdf or of the original pieces as they appeared at publication. If other elements or pages (parts of other articles, artwork, etc.) cannot be cut from the entry, be sure to designate the entry with a yellow box outline.

### 16. NEWSPAPER LAYOUT

**Criteria for judging:** Principles of good layout, including organization of material, a clear sense of hierarchy, compelling use of photography and graphic elements, and engaging use of text. Any page layout may be entered. Only ONE piece is required. A single layout sample from each student must comprise the entry and be saved as a PDF document. Submit single page sheets or double truck spreads to be judged as a single unit. The entry shall be a PDF of the original piece as it appeared at publication. Include the student's name on the PDF submission.

### 17. PHOTO/ARTISTIC ILLUSTRATION

**Criteria for judging:** Submit one black-and-white or color photo/artistic illustration that has been manipulated through Photoshop or another photo manipulation program OR one hand-drawn illustration. It may accompany a story package for publication utilizing typography and/or art and graphics and/or hand-drawn art created in InDesign. The illustration must be created with the intent to publish and can include the illustration showing the accompanying story. If other elements (parts of other articles, artwork, etc.) or pages that do not relate cannot be cut from the entry, be sure to designate the entry within the pdf file submitted with a yellow box outline. An entry will be composed of one pdf. Include the student's name on the PDF submission and include an artist's statement explaining the process used to create the illustration. **Entries without the artist's statement will be disqualified.** Originality, purpose, and composition will be considered.

### 18. ACTION PHOTOGRAPHY

**Criteria for judging:** Composition, impact, and quality. The work of three individual students can be entered in this contest. An entry is composed of three (3) photos per photographer. Photos need to be published (in some form) and be photo journalistic – i.e., help tell a story and include at least one person. Images must not be digitally enhanced or retouched; cropping, toning, contrast, and red-eye removal are the only electronic adjustments that are allowed. If only one photo is submitted per photographer, the entry will be disqualified. Submit Action photos digitally as jpg files.

### 19. FEATURE PHOTOGRAPHY

**Criteria for judging:** Composition, impact, and quality. The work of three individual students can be entered in this contest. An entry is composed of three (3) photos per photographer. Photos need to be published (in some form) and be photo journalistic – i.e., help tell a story and include at least one person. Images must not be digitally enhanced or retouched; cropping, toning, contrast, and red-eye removal are the only electronic adjustments that are allowed. If only one photo is submitted per photographer, the entry will be disqualified. Submit Feature photos digitally as jpg files.

## 20. YEARBOOK LAYOUT

**Criteria for judging:** Principles of good layout, including compelling use of photography and graphic elements, clear visual hierarchy, and engaging and consistent use of type. The entry will consist of complete, double-page spreads ready for publication. The entries must be a PDF of a completed layout. *All entries must be the original work by student(s). For example, using a pre-designed company layout to submit for the yearbook layout category would not be acceptable.* Include the student's name on the PDF submission.

## 21. YEARBOOK THEME DEVELOPMENT

**Criteria for judging:** Creativity, writing ability, establishment of theme, cohesion of design elements and freshness of approach. Schools will submit **up to 20 pages or 10 spreads** that best represent the theme. **Submissions must include opening page copy** and may include division page copy, layouts from multiple sections, cover design, end sheet design, etc. Group these theme pages together as a single multiple-page pdf file. It is understood that theme development is a team effort. The entry shall be a pdf of the original piece as it appeared or as it is intended to appear at publication. It is permissible to include a single page explanation of the theme, if needed.

## 22. BROADCAST NEWS STORY

**Criteria for judging:** Total Running Time (TRT) 1:30 – 3 minutes. Students enter as individuals or in pairs (reporter and camera operator). 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 at school (via closed circuit or website) or in the community from March 1, 2023, to March 1, 2024. Video may include an introduction or outro (tag) done by an anchor but it, too, must have been broadcast.

Adherence to broadcast style (short sentences, present tense, conversational, clear). Contains all the necessary information and exhibits news judgement. A variety of shots are used and are steady and in focus. Editing is free of glitches and jump cuts, and natural sound is in an interesting and informative manner. Use of **copyrighted** materials is strictly prohibited and will result in disqualification. The voice-over is effective and delivered with clarity.

## 23. BROADCAST SPORTS STORY

**Criteria for judging:** Students enter as individuals or in pairs (reporter and camera operator). 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 at school (via closed circuit or website) or in the community from March 1, 2023, to March 1, 2024. It may include an introduction or outro (tag) done by an anchor but it, too, must have been broadcast.

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. Use of **copyrighted** materials is strictly prohibited. The voice-over is effective and delivered with clarity.

## 24. BROADCAST FEATURE STORY

**Criteria for judging:** Students enter as individuals or in pairs (reporter and photographer/editor). 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 at school (via closed circuit or website) or in the community from March 1, 2023, to March 1, 2024, may include an introduction or outro (tag) done by an anchor but it, too, must have been broadcast.

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 and natural sound are used effectively. Overall, the script and video complement each other, telling the story in an interesting and informative manner. Use of **copyrighted** materials is strictly prohibited. The voice-over is effective and delivered with clarity.

## 25. BROADCAST PUBLIC SERVICE ANNOUNCEMENT

**Criteria for judging:** Students enter as individuals or in pairs (reporter and photographer/editor). Total Running Time (TRT) must be exactly :30 OR 1 minute. A package is a prerecorded feature story containing reporter's voice-over, videotaped shots and sound bites. The story must have been broadcast at school (via closed circuit or website) or in the community from March 1, 2023, to March 1, 2024, may include an introduction or outro (tag) done by an anchor but it, too, must have been broadcast.

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. Use of **copyrighted** materials is strictly prohibited. The voice-over is effective and delivered with clarity.

## State Competition

1. Those entries finishing in the top 8 in their class automatically qualify for the NSAA State Championship.
2. A student is limited to a maximum of **two** events on site at the NSAA State Championship. If a student qualifies in more than two events, he/she will need to declare which two events he/she will compete in at the NSAA State Championship. For those events that do not have a full complement of competitors, alternates will be notified and invited to participate at the NSAA State Championship.
3. There will be one round in each event.
4. **Two judges will be used in each live event.**
5. Competitors in each of the 13 categories to be contested on site will be given an assignment.
6. Unless otherwise noted, competitors will have a time limit of one hour and fifteen minutes to complete the assignment.
7. Preliminary only events will not be contested on site. State championship placement in these events will be based on preliminary judging and will be announced at the awards ceremony.
8. **Each competitor must provide a device to compete in the events for which they have qualified that require it. If the event requires page design software, the student must have the program uploaded onto the laptop they will be using. (Headline writing does not require a device.)**
9. Students may bring blank paper, pencils, pens, or markers.
10. Prohibited items: newspapers, magazines, writing guides, samples, idiom dictionaries, etc.
11. Final submissions will be submitted flash drive. Students who need assistance submitting their entry will be given help by their proctor.
12. Wireless internet will be available during the contest, but will only be used in submitting entries. **Any non-authorized use of the internet or any AI influence during the contest will be cause for disqualification.**
13. **Judge critiques will be provided to Journalism Advisers by the end of the competition week.**

## Sweepstakes

Sweepstakes points for the state journalism championship will be scored as follows:

First place	20 Points
Second Place	18 Points
Third Place	16 Points
Fourth Place	14 Points
Fifth Place	12 Points
Sixth Place	10 Points
Seventh Place	8 Points
Eighth Place	6 Points

**Sweepstakes points for the NSAA State Journalism Championship will be based on state placements in each event.**

1. The team with the greatest number of points shall be the sweepstakes winner.
2. The team with the second greatest number of points shall be the runner-up.
3. The winning adviser will also be presented with an NSAA award.
4. State championship and/or runner-up journalism teams may purchase state medals for their teams through the NSAA.
5. The top 8 students in each event will receive a medal for the place they receive.
6. **Additional medals may be ordered after the contest.**

## Judges

Judges will be hired and contracted by the NSAA.

## **Protests**

Protests regarding the decision of adjudicators will not be heard.

## **Supervision of Students**

Neither a school team nor individuals shall be permitted to compete in a state contest unless the team or individual is accompanied by the head coach, school administrator, or a certificated staff member.

## **Schedule**

Monday, April 22, 2024 – Class B & C

Tuesday, April 23, 2024 – Class A

A complete schedule will be posted on the NSAA website when it is available.

## **State Director**

The director of the tournament is granted full authority for the conduct and management of the tournament and is responsible for administration of rules and regulations and for accounting for all finances.

## **Inclement Weather**

Snowstorms or other inclement weather conditions may force the postponement of a state contest.

The tournament director has the sole authority for the postponement and rescheduling of such contest.

In determining whether to postpone or to hold the contest as scheduled, the director should consider the following factors:

1. The weather and road conditions at the site of the contest.
2. Existing weather and road conditions at the location of the schools that are to compete that day.
3. Road conditions between tournament site and the competing schools.
4. The weather conditions immediately prior to, during, and following the contest, as reported by the weather bureau.

If, after considering the various factors, the tournament director determines that competition is to go on as scheduled, all schools are to be notified early enough to allow each team sufficient time to travel to the contest site.

# #1

# ADVERTISING

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

## CRITERIA FOR EVALUATION

## JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

I. CONTENT	5	4	3	2	1
Did the advertisement include well-chosen fonts?					
Did the advertisement clearly address a target audience?					
Is there creative copy?					
Is art appropriate in size and color?					

II. ORGANIZATION	5	4	3	2	1
Is there hierarchy of design?					
Is contact info or product/production detail clearly evident?					
Is the entry free of spelling, grammar and mechanics errors?					

III. DESIGN	5	4	3	2	1
Did the entry follow the contest rules and regulations?					
Was there evidence of general design ability?					
Did the design relate to the product?					

IV. OVERALL EFFECT	5	4	3	2	1
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					
Is the advertisement easy to read?					
Does the entry include an artist statement?					



TOTAL SCORE: \_\_\_\_\_ / 20

This entry is DISQUALIFIED for:

\_\_\_\_\_ Not including an artist statement.

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

**CRITERIA FOR EVALUATION**

**JUDGE'S REMARKS**

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

<b>I. CONTENT</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Did the entry establish a clear opinion?					
Did the entry present a specific, accurate, and effective support for opinion?					
Did the entry provide necessary background?					
Did the entry handle opposing views in a professional manner, if addressed?					

<b>II. ORGANIZATION</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Did the entry incorporate a good hook?					
Was the entry logically organized?					
Did the transitions create a clear flow?					
Did the writer follow conventions, including AP Style?					

<b>III. VOICE</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Was the entry appropriate for column writing?					
Did the writing employ clear and engaging language?					
Did the writing maintain effective and consistent tone (serious, passionate, caustic, funny)?					

<b>IV. OVERALL EFFECT</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Is the entry relevant and useful to the primary audience?					
Did the entry present a solution/alternative/action or a universal relatable theme?					
Did the entry adhere to accepted legal and ethical journalistic practices?					



**TOTAL SCORE: \_\_\_\_\_ / 20**

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

## CRITERIA FOR EVALUATION

## JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

<b>I. CONTENT</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Did the entry establish a clear opinion?					
Did the entry present a specific, accurate, and effective support for opinion?					
Was the artist's message conveyed through a unique, stylized art that created an emotional response from the reader?					
Was the message of the editorial cartoon clear in art and copy?					

<b>II. DESIGN</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Was the art clean?					
Was the space effectively used?					
If color was used, was it effective?					
If more than one panel, does the content flow?					

<b>III. VOICE</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Was the entry appropriate for editorial cartooning?					
Was the artist's approach their own?					
Is the editorial opinion made clear?					
Is the editorial unique and witty?					

<b>IV. OVERALL EFFECT</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					
Does the entry include an artist statement?					

**TOTAL SCORE: \_\_\_\_\_ / 20**

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
SUPERIOR				EXCELLENT				GOOD				FAIR			

This entry is **DISQUALIFIED** for:

\_\_\_\_\_ Not including an artist statement.



Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

#### I. CONTENT

5   4   3   2   1

Did the entry establish a clear opinion?  
 Did the entry present a specific, accurate, and effective support for opinion?  
 Did the entry provide the necessary background?  
 Did the entry handle opposing views in a professional manner, if addressed?

#### II. ORGANIZATION

5   4   3   2   1

Did the entry incorporate a good hook?  
 Was the entry logically organized?  
 Did transitions create a clear flow?  
 Did the writer follow conventions, including AP Style?

#### III. VOICE

5   4   3   2   1

Was the entry appropriate for editorial writing?  
 Did the writing employ clear and engaging language?  
 Did the writing maintain an effective and consistent tone (serious, passionate, caustic, funny)?  
 Did the writer use the collective voice of *we* instead of *I/My*?

#### IV. OVERALL EFFECT

5   4   3   2   1

Is the entry relevant and useful to the primary audience?  
 Did the entry present a solution/alternative/action?  
 Did the entry adhere to accepted legal and ethical journalistic practices?



**TOTAL SCORE: \_\_\_\_\_ / 20**

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

<b>I. CONTENT</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Did the entry establish a clear opinion?					
Did the entry maintain a consistent and effective tone?					
Did the entry contain expressive word choice?					
Did the entry contain strengths and weaknesses of an event, performance, establishment, or experience?					
Is the credibility of the reviewer justified?					
Are critiques justified with an explanation?					

<b>II. ORGANIZATION</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Did the entry incorporate a good hook?					
Was the entry logically organized?					
Did transitions create a clear flow?					
Did the entry contain word choices that avoid cliché?					
Did the writer follow conventions, including AP Style?					

<b>III. VOICE</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Did the writing employ clear and engaging language?					
Did the writing maintain an effective and consistent tone (serious, passionate, caustic, funny)?					
Did the reviewer include proper grammar and punctuation?					

<b>IV. OVERALL EFFECT</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Is the entry relevant and useful to the primary audience?					
Was the reader left with a clear assessment of the work's value?					
Did the entry adhere to accepted legal and ethical journalistic practices?					



**TOTAL SCORE:** \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

# #6

# HEADLINE WRITING

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

## CRITERIA FOR EVALUATION

## JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

### I. CONTENT

5 4 3 2 1

Did the headlines reflect the content of the story?  
Is the story included with the entry?  
Did the entry contain expressive word choice?  
Were three headlines provided?

### II. ORGANIZATION

5 4 3 2 1

Did the entry follow AP style conventions?  
Did the entry contain word choices that avoid cliché?  
Did the writer follow conventions, including AP Style?

### III. VOICE

5 4 3 2 1

Did the writing employ clear and engaging language?  
Did the tone of the headlines match the tone of the stories?

### IV. OVERALL EFFECT

5 4 3 2 1

Is the entry relevant and useful to the primary audience?  
Did the entry provide a variety of headline styles?  
Did the entry adhere to accepted legal and ethical journalistic practices?



HEADLINE 1 SCORE: \_\_\_\_\_ / 20

HEADLINE 2 SCORE: \_\_\_\_\_ / 20

HEADLINE 3 SCORE: \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
SUPERIOR				EXCELLENT				GOOD				FAIR			

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
SUPERIOR				EXCELLENT				GOOD				FAIR			

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
SUPERIOR				EXCELLENT				GOOD				FAIR			

TOTAL SCORE: \_\_\_\_\_ / 60

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

## CRITERIA FOR EVALUATION

## JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

I. CONTENT	5	4	3	2	1
Was the lead creative and original?					
Is the writing vivid and strives to connect to the reader?					
Was the focus of the story clear?					
Are the quotes relevant to the topic?					

II. ORGANIZATION	5	4	3	2	1
Did the entry follow AP style conventions?					
Did the entry properly identify sources?					
Did the entry contain storytelling quotes that cover a broad range of the topic?					
Does the entry use quotations liberally without stating the obvious or repeating information?					
Were grammar, punctuation, and spelling effectively used?					

III. VOICE	5	4	3	2	1
Did the writing employ clear and engaging language?					
Was the focus of the story clear?					
Was there a good use of specific detail that shows instead of tells?					
Did the entry contain expressive word choice?					
Did the entry use active versus passive voice?					

IV. OVERALL EFFECT	5	4	3	2	1
Did the story evoke an emotional response?					
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					



**TOTAL SCORE: \_\_\_\_\_ / 20**

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

**CRITERIA FOR EVALUATION**

**JUDGE'S REMARKS**

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

<b>I. CONTENT</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Is the news value shown in the lead?					
Does the lead fit well with the rest of the story?					
Does the writer present all sides in the story?					
Are the quotes relevant to the topic?					
Are sources properly identified?					
Are there storytelling quotes?					

<b>II. ORGANIZATION</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Is information presented in descending order of importance (concise, clear with transitions and appropriate endings)?					
Does the entry use quotations liberally without stating the obvious?					
Is there good use of the quote-transition formula?					
Did the writer follow conventions, including AP Style?					

<b>III. VOICE</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Did the writing employ clear and engaging language?					
Was the focus of the story clear?					
Was there a good use of specific detail?					

<b>IV. OVERALL EFFECT</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					
Is the news value clear (timely, relevant, impact, prominent, proximity, conflict)?					



**TOTAL SCORE:** \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

I. CONTENT	5	4	3	2	1
Was the lead creative and original?					
Is the writing vivid and strives to connect to the reader?					
Was the focus of the story clear?					
Are the quotes relevant to the topic?					

II. ORGANIZATION	5	4	3	2	1
Did the entry follow AP style conventions?					
Did the entry properly identify sources?					
Did the entry contain storytelling quotes that cover a broad range of the topic?					
Does the entry use quotations liberally without stating the obvious or repeating information?					
Were grammar, punctuation, and spelling effectively used?					

III. VOICE	5	4	3	2	1
Did the writing employ clear and engaging language?					
Was the focus of the story clear?					
Was there a good use of specific detail that shows instead of tells?					
Did the entry contain expressive word choice?					
Did the entry use active versus passive voice?					
Was there good use of colorful writing that shows instead of tells?					

IV. OVERALL EFFECT	5	4	3	2	1
Did the story evoke an emotional response?					
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					

**TOTAL SCORE: \_\_\_\_\_ / 20**



20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

# #10

# SPORTS NEWS WRITING

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

## CRITERIA FOR EVALUATION

## JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

### **I. CONTENT**

**5   4   3   2   1**

Was the lead creative and original?  
 Does the lead invite readers into the piece?  
 Did the entry contain expressive word choice?  
 Did the entry use active versus passive voice?  
 Does the entry avoid bias?

### **II. ORGANIZATION**

**5   4   3   2   1**

Did the entry follow AP style conventions?  
 Did the entry properly identify sources?  
 Are there clear transitions and logical connections?  
 Are there supported arguments and details?

### **III. VOICE**

**5   4   3   2   1**

Did the writing employ clear and engaging language?  
 Was the focus of the story clear?  
 Was there a good use of specific detail that shows instead of tells?  
 Did the story evoke an emotional response?  
 Does the writer include colorful details?

### **IV. OVERALL EFFECT**

**5   4   3   2   1**

Is the entry relevant and useful to the primary audience?  
 Did the entry adhere to accepted legal and ethical journalistic practices?



**TOTAL SCORE: \_\_\_\_\_ / 20**

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

# #11 YEARBOOK FEATURE WRITING

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

## CRITERIA FOR EVALUATION

## JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

I. CONTENT	5	4	3	2	1
Was the lead creative and original?					
Is the writing vivid and strives to connect to the reader?					
Was the focus of the story clear?					
Are the quotes relevant to the topic?					
Did the entry avoid use of school year and name?					

II. ORGANIZATION	5	4	3	2	1
Did the entry follow AP style conventions?					
Did the entry properly identify sources?					
Did the entry contain storytelling quotes that cover a broad range of the topic?					
Does the entry use quotations liberally without stating the obvious or repeating information?					
Were grammar, punctuation, and spelling effectively used?					

III. VOICE	5	4	3	2	1
Did the writing employ clear and engaging language?					
Was the focus of the story clear?					
Was there a good use of specific detail that shows instead of tells?					
Did the entry contain expressive word choice?					
Did the entry use active versus passive voice?					
Is the story in past tense?					

IV. OVERALL EFFECT	5	4	3	2	1
Did the story evoke an emotional response?					
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					



**TOTAL SCORE: \_\_\_\_\_ / 20**

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			



Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

I. CONTENT	5	4	3	2	1
Was the lead creative and original?					
Is the writing vivid and strives to connect to the reader?					
Was the focus of the story clear?					
Are the quotes relevant to the topic?					

II. ORGANIZATION	5	4	3	2	1
Did the entry follow AP style conventions?					
Did the entry properly identify sources?					
Did the entry contain storytelling quotes that cover a broad range of the topic?					
Does the entry use quotations liberally without stating the obvious or repeating information?					
Were grammar, punctuation, and spelling effectively used?					

III. VOICE	5	4	3	2	1
Did the writing employ clear and engaging language?					
Was the focus of the story clear?					
Was there a good use of specific detail that shows instead of tells?					
Did the entry contain expressive word choice?					
Did the entry use active versus passive voice?					
Was there good use of colorful writing that shows instead of tells?					

IV. OVERALL EFFECT	5	4	3	2	1
Did the story evoke an emotional response?					
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					



**TOTAL SCORE:** \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

#### **I. CONTENT** 5 4 3 2 1

Is the theme concept clearly conveyed?  
 If spin-offs of the theme are used, are they specific?  
 Is the theme and/or concept simple and easily identifiable?  
 Is the theme relatable to the student readers?  
 Is the content relevant to this school and this year?

#### **II. ORGANIZATION** 5 4 3 2 1

Is the entry organized with a clear, strong theme that governs the copy structure?  
 Does the entry skillfully transition between ideas?  
 If traditional paragraphs are used, do they employ clear, concise paragraphs that address one point?  
 Does the entry employ proper AP style grammar and mechanics?

#### **III. VOICE** 5 4 3 2 1

Did the writing employ clear and engaging language?  
 Was the focus of the copy clear?  
 Was there a good use of specific detail that shows instead of tells?  
 Does the entry illustrate mastery of journalistic writing, accuracy, balance, and clarity?  
 Does the writer include colorful details?

#### **IV. OVERALL EFFECT** 5 4 3 2 1

Was the overall theme developed through the copy?  
 Is the entry relevant to the primary audience?  
 Did the entry adhere to accepted legal and ethical journalistic practices?



## TOTAL SCORE: \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

#### **I. CONTENT** 5 4 3 2 1

Does the informational graphic include accurate facts?  
 Do the artistic details fit the content and topic?  
 Was the artist's message conveyed through a unique, stylized graphic that created an emotional response from the reader?  
 Does the image have a source of dates?

#### **II. ORGANIZATION** 5 4 3 2 1

Do the visual elements relate to the topic?  
 Is the information presented clearly without clutter?  
 Is the information presented in an appropriate format and design?  
 Is the entry free of spelling, grammar, or mechanics errors?

#### **III. DESIGN** 5 4 3 2 1

Did the writing employ clear and engaging language?  
 Does the entry include colorful details?  
 Are the alignment and spacing effectively used?  
 Are fonts and colors effectively used?  
 Is the design original with color and topographical details?  
 Is there an obvious design hierarchy?  
 Was the artist creative in their design?

#### **IV. OVERALL EFFECT** 5 4 3 2 1

Is the entry relevant and useful to the primary audience?  
 Did the entry adhere to accepted legal and ethical journalistic practices?  
 Does the entry include an artist statement?



## TOTAL SCORE: \_\_\_\_\_ / 20

This entry is **DISQUALIFIED** for:

\_\_\_\_\_ Not including an artist statement.

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

I. CONTENT	5	4	3	2	1
Is the topic relevant, appealing, and newsworthy?					
Are multiple facets of a single topic explored?					
Is the topic compelling?					
Is the topic timely?					
Are all sides presented?					
Are multiple viewpoints attempted?					
Is there thorough and efficient information to drive the story?					

II. ORGANIZATION	5	4	3	2	1
Is the focus of the coverage clear?					
Do the stories contain good use of specific detail?					
Does the writing effectively contribute to the topic?					
Are multiple formats used to cover the topic (stories, photos, illustration)?					

III. VOICE	5	4	3	2	1
Did the writing employ clear and engaging language?					
Does the entry refrain from redundancy?					
Does the entry include colorful details?					

IV. OVERALL EFFECT	5	4	3	2	1
Is the entry relevant and useful to the primary audience?					
Is the design visually pleasing?					
Did the entry adhere to accepted legal and ethical journalistic practices?					
Is the design complimentary to the product?					



**TOTAL SCORE:** \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

## CRITERIA FOR EVALUATION

## JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

### **I. CONTENT**

**5   4   3   2   1**

Do the headlines and text use an effective mix of styles and weights?  
Is the layout readable?

### **II. ORGANIZATION**

**5   4   3   2   1**

Is the focus of the layout clear?  
Does the story contain good use of specific detail?  
Does the writing effectively contribute to the topic?  
Is the content organized in a logical and consistent way that emphasizes hierarchy?  
Does the page highlight special topics of high reader interest?  
Do rules, boxes, and screens effectively organize material?

### **III. DESIGN**

**5   4   3   2   1**

Is the design clear and engaging?  
Does the entry refrain from redundancy?  
Does the entry include appropriate or effective use of color or variety in tones in a black and white design?  
Are all typographic details consistent and professional looking?  
Are images effectively cropped, sized, and positioned?

### **IV. OVERALL EFFECT**

**5   4   3   2   1**

Is the entry relevant and useful to the primary audience?  
Did the entry adhere to accepted legal and ethical journalistic practices?



**TOTAL SCORE: \_\_\_\_\_ / 20**

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

#### **I. CONTENT**

5 4 3 2 1

Is the entry an original and creative interpretation?  
 If the illustration includes a photograph, is it more than just a straight photograph or collection of photos?  
 Does the illustration show evidence of effects to create a new visual product?  
 Does the illustration show technique and mastery?

#### **II. ORGANIZATION**

5 4 3 2 1

Is the focus of the illustration clear?  
 Is there strong evidence of technical and artistic ability?  
 If the illustration is computer enhanced, does it show technique and mastery?  
 If the illustration accompanies a text element, does it add another layer or enhance the story content?

#### **III. DESIGN**

5 4 3 2 1

Is the illustration clear and engaging?  
 Does the entry refrain from redundancy?  
 Does the entry include appropriate or effective use of color or variety in tones in a black and white design?  
 If color was used, is it clear and engaging?

#### **IV. OVERALL EFFECT**

5 4 3 2 1

Is the entry relevant and useful to the primary audience?  
 Did the entry adhere to accepted legal and ethical journalistic practices?  
 Does the entry include an artist statement?



## TOTAL SCORE: \_\_\_\_\_ / 20

This entry is **DISQUALIFIED** for:

\_\_\_\_\_ Not including an artist statement.

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

#### **I. COMPOSITION**                      5    4    3    2    1

Do the photos make use of the rule of thirds?  
Do the photos have a center of visual interest?  
Have the photos been effectively cropped?  
Do the photos show peak stopped action?

#### **II. ORGANIZATION**                      5    4    3    2    1

Does the arrangement of elements within the photo complement the content?  
Are the photos technically sound in contrast, depth of field, and tonal quality?  
Are the photos free of unnecessary blur and red eye?  
Is there effective use of light?  
Are the photos shot from an original angle?

#### **III. CONTENT**                              5    4    3    2    1

Does the content avoid a cliché moment?  
Has the ball been included?  
Are faces and full body visible if needed in the storytelling moment?  
Do the photos show versatility of skill?  
Do the photos create an emotional response in the viewer?

#### **IV. OVERALL EFFECT**                      5    4    3    2    1

Is the entry relevant and useful to the primary audience?  
Did the entry adhere to accepted legal and ethical journalistic practices?  
Do the photos showcase the artist's ability to shoot in a variety of photo situations?



**PHOTO 1 SCORE:** \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

**PHOTO 2 SCORE:** \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

**PHOTO 3 SCORE:** \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

**TOTAL SCORE:** \_\_\_\_\_ / 60

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

#### **I. COMPOSITION** 5 4 3 2 1

Do the photos make use of the rule of thirds?  
 Do the photos have a center of visual interest?  
 Have the photos been effectively cropped?  
 Is there evidence of framing, repetition, hierarchy, or selective focus?  
 Do the photos show genuine reaction or feature qualities?

#### **II. ORGANIZATION** 5 4 3 2 1

Does the arrangement of elements within the photo complement the content?  
 Are the photos technically sound in contrast, depth of field, and tonal quality?  
 Are the photos free of unnecessary blur and red eye?  
 Is there effective use of light?  
 Are the photos shot from an original angle?

#### **III. CONTENT** 5 4 3 2 1

Does the content avoid a cliché moment?  
 Are faces and full body visible if needed in the storytelling moment?  
 Do the photos show versatility of skill?  
 Do the photos evoke an emotional response in the viewer?

#### **IV. OVERALL EFFECT** 5 4 3 2 1

Is the entry relevant and useful to the primary audience?  
 Did the entry adhere to accepted legal and ethical journalistic practices?  
 Do the photos showcase the artist's ability to shoot in a variety of photo situations?



**PHOTO 1 SCORE:** \_\_\_\_\_ / 20

**PHOTO 2 SCORE:** \_\_\_\_\_ / 20

**PHOTO 3 SCORE:** \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			
20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			
20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

**TOTAL SCORE:** \_\_\_\_\_ / 60



Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

#### **I. CONTENT**

**5   4   3   2   1**

Is the use of a gride system obvious?  
 Does the layout have consistent spacing?  
 Does the layout appropriately use white space to establish external margins?  
 Does every photo have a caption that reflects the photo it describes?  
 Do the captions have consistent style?

#### **II. ORGANIZATION**

**5   4   3   2   1**

Does the layout include an effective dominant photo?  
 Do the photos vary in shapes or sizes?  
 Do the photos have an obvious center of interest?  
 Is content effectively organized?

#### **III. DESIGN**

**5   4   3   2   1**

Is the layout visually clear and compelling?  
 Do the photos grab attention?  
 Does the layout refrain from redundancy?  
 Is the color (if used) consistent and complementary of the layout?  
 Does the headline relate to the dominant photo/story?  
 Does the headline use action verbs?

#### **IV. OVERALL EFFECT**

**5   4   3   2   1**

Is the entry relevant and useful to the primary audience?  
 Did the entry adhere to accepted legal and ethical journalistic practices?



**TOTAL SCORE: \_\_\_\_\_ / 20**

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

I. CONTENT	5	4	3	2	1
Is the theme and/or unifying concept clearly introduced on the cover?					
Is the theme/concept simple, clear, well-conceived, easily identifiable, and relative to the student readers?					
Is the content original?					
Is the typography effective?					
Is the theme present in the cover, end sheets, title page, opening/closing, sections and dividers?					
Did the writing further develop the theme?					
Did the writing employ clear and engaging language?					
Does the entry include colorful details?					

II. ORGANIZATION	5	4	3	2	1
Is the thematic concept appropriately packaged if used?					
Does each spread have a dominant element that serves as the focal point?					
Are various section's designs distinctive from other sections of the book?					
Do the design elements assist in visually combining the design of the entire book?					

III. DESIGN	5	4	3	2	1
Are the alignment and spacing effectively used?					
Are fonts and colors effectively used?					
Is the design original with color and topographical details?					
Is there an obvious design hierarchy?					

IV. OVERALL EFFECT	5	4	3	2	1
Is the entry relevant and useful to the primary audience?					
Is the book's overall presentation appropriately influenced by the staff's selected theme/concept?					
Did the entry adhere to accepted legal and ethical journalistic practices?					



## TOTAL SCORE: \_\_\_\_\_ / 20

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
SUPERIOR				EXCELLENT				GOOD				FAIR			

This entry is **DISQUALIFIED** for:

\_\_\_\_\_ Not including opening page copy

\_\_\_\_\_ Entry contains more than 20 pages (10 spreads)

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

I. CONTENT	5	4	3	2	1
Does the news story contain quality B-Roll (wide, medium, and tight)?					
If included, does the news story contain quality sound bites that are audible?					
Does the news story contain effective voice overs?					
Are voiceovers effective in telling a story?					
Was the style of language conversational and clear?					
Did the video include b-roll that were relevant and interesting?					

II. EDITING	5	4	3	2	1
Is the editing free of glitches and jump cuts?					
Are a variety of shots used (tight, medium, wide)?					
Is sound used in an interesting and informative manner?					
Was interview and voiceover audio when possible?					
Does the video flow from one clip to the next?					
Were high quality graphics used if applicable?					

III. VOICE	5	4	3	2	1
Is the subject visually clear and in focus?					
Does the news story have a clear angle?					
Is enunciation present and are all speakers clearly heard?					

IV. OVERALL EFFECT	5	4	3	2	1
Does the news story elicit an emotional response if applicable?					
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					



**TOTAL SCORE:** \_\_\_\_\_ / 20

**This entry is DISQUALIFIED for:**

\_\_\_\_\_ Being under 1:30 minutes

\_\_\_\_\_ Being over 3:03 minutes (there is a 3 second grace period)

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
SUPERIOR				EXCELLENT				GOOD				FAIR			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior   4 = Excellent   3 = Good   2 = Average   1 = Fair

I. CONTENT	5	4	3	2	1
Does the sports story contain effective voice overs?					
Does the sports story contain quality video shots?					
Does the sports story contain quality sound bites?					
If an intro is included, was it effective in setting up the sports story?					
Did the soundbites include short sentences in present tense?					
Was the style of language conversational and clear?					
Did the video include shorts that were relevant and interesting?					

II. EDITING	5	4	3	2	1
Is the editing free of glitches and jump cuts?					
Are a variety of shots used (tight, medium, wide)?					
Is sound used in an interesting and informative manner?					
Was interview and voiceover audio concise?					
Does the video flow from one clip to the next?					
Were high quality graphics used if applicable?					

III. VOICE	5	4	3	2	1
Is the subject visually clear and compelling?					
Does the news story have a clear focus?					
Is enunciation present and are all speakers clearly heard?					

IV. OVERALL EFFECT	5	4	3	2	1
Does the sports story elicit an emotional response?					
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					



**TOTAL SCORE: \_\_\_\_\_ / 20**

**This entry is DISQUALIFIED for:**

\_\_\_\_\_ Being under 1:30 minutes

\_\_\_\_\_ Being over 3:03 minutes (there is a 3 second grace period)

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<b>SUPERIOR</b>				<b>EXCELLENT</b>				<b>GOOD</b>				<b>FAIR</b>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

I. CONTENT	5	4	3	2	1
Does the feature story contain effective voice overs?					
Does the feature story contain quality videotaped shots?					
Does the feature story contain quality sound bites?					
Did the soundbites include short sentences in present tense?					
Was the style of language conversational and clear?					
Did the video include shorts that were relevant and interesting?					

II. EDITING	5	4	3	2	1
Is the editing free of glitches and jump cuts?					
Are a variety of shots used (tight, medium, wide)?					
Is sound used in an interesting and informative manner?					
Was interview and voiceover audio concise and in present tense when possible?					
Does the video flow from one clip to the next?					
Were high quality graphics used?					

III. VOICE	5	4	3	2	1
Is the subject visually clear and compelling?					
Does the news story have a clear focus?					
Is enunciation present and are all speakers clearly heard?					

IV. OVERALL EFFECT	5	4	3	2	1
Does the feature story elicit an emotional response?					
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					



## TOTAL SCORE: \_\_\_\_\_ / 20

This entry is **DISQUALIFIED** for:

\_\_\_\_\_ Being under 1:30 minutes

\_\_\_\_\_ Being over 3:03 minutes (there is a 3 second grace period)

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<b>SUPERIOR</b>				<b>EXCELLENT</b>				<b>GOOD</b>				<b>FAIR</b>			

Contestant #: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

Judge's Name: \_\_\_\_\_

### CRITERIA FOR EVALUATION

### JUDGE'S REMARKS

5 = Superior 4 = Excellent 3 = Good 2 = Average 1 = Fair

I. CONTENT	5	4	3	2	1
Does the PSA contain effective voice overs?					
Does the feature story contain quality sound bites if applicable?					
Did the soundbites include short sentences in present tense?					
Was the style of language conversational and clear?					
Do the graphics/effects complement the message?					

II. EDITING	5	4	3	2	1
Is the editing free of glitches and jump cuts?					
Are a variety of shots used (tight, medium, wide)?					
Is sound used in an interesting and informative manner?					
Was interview and voiceover audio concise and in present tense when possible?					
Does the video flow from one clip to the next?					
Were high quality graphics used?					

III. VOICE	5	4	3	2	1
Is the subject visually clear and compelling?					
Does the news story have a clear focus?					
Is enunciation present and are all speakers clearly heard?					

IV. OVERALL EFFECT	5	4	3	2	1
Does the PSA elicit an emotional response?					
Is the entry relevant and useful to the primary audience?					
Did the entry adhere to accepted legal and ethical journalistic practices?					

**TOTAL SCORE:** \_\_\_\_\_ / 20



This entry is **DISQUALIFIED** for:

\_\_\_\_\_ Not being exactly 30 seconds or 1 minute in length.

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5
<i>SUPERIOR</i>				<i>EXCELLENT</i>				<i>GOOD</i>				<i>FAIR</i>			