



2010 All-Kansas Write-Off



The All-Kansas Write-Off allows student journalists to compete in 24 categories.

Categories eligible for national competition are editorial, opinion, news story, feature story, sports story, columns, feature photo, sports photo, cartooning, review, graphics, single-page layout, double-truck layout, environment.

Three new national categories are video news story, video feature story and video sports story.

The All-Kansas Write-Off also offers categories for statewide competition only. These are yearbook categories of double-page spread, copy writing and photography, as well as desktop categories of informational graphic or chart, feature headline and logo.

Experienced judges who know the educational benefits of constructive criticism evaluate the entries. Our goal? Helpful, easy-to-understand comments on each entry.

At the state level, first, second and third place winners are selected, as well as honorable mention. All first-place winners in national categories are forwarded for competition in the National Federation of Press Women High School Communications Competition.

General requirements for entries

- ◆ Entries must be the work of students enrolled in Grades 9-12 during the current school year or the last semester of the senior year for students' work published after the current deadline.
- ◆ All work must have been completed **between March 1, 2009, and Jan. 31, 2010.**
- ◆ Students may submit **one entry per category** (except where a category requires multiple samples); students are welcome to enter as many categories as they wish. Students should decide which category best fits, as each piece may only be entered in one category.
- ◆ Publication in a high school or community newspaper, printed and/or electronic (online) is eligible; entries created for school television or online broadcast are eligible for video categories.
- ◆ For printed publications, **submit two tear sheets** (the entire page on which the article or graphic appears) for each entry (including two copies of each of three columns in the personal column category); either an original or a photocopy is fine. For online publications, submit two copies of the article including the URL and date of publication. For televised or online video, submit a DVD with the entry. **In the column category, submit three entries, two consecutive and any third one.**
- ◆ On print entries, indicate which article or photo is to be considered by circling it with a marker or highlighter.
- ◆ Submit an actual black-and-white photograph for the yearbook photography competition but also provide the required published copy of the photograph. Judging is based on composition, not the reproduction of the photograph in the newspaper.
- ◆ Cartoon and desktop publishing entries that illustrate stories, features, photo packages or theme concepts must include additional support materials. For an informational chart, or feature headline, also send a photocopy of the related story and/or photograph. In addition to a logo send a photocopy of its yearbook cover or division page. This will help ensure relevant, equitable evaluation. Stand-alone informational charts need no supplemental materials.
- ◆ If an entry is the work of more than one student, all names should be on the entry form. **An entry with co-authors counts as a single entry for each student.** Neither student may submit an additional entry in that same category.
- ◆ Entry forms and student work should be paper-clipped together — **NO staples, sleeves or binders, please!**
- ◆ Contest fees cost \$5 for each entry for KSPA member schools and \$7 per entry for non-member schools.
- ◆ **All entries must be postmarked on or before Friday, Feb. 5, 2010,** and mailed to All-Kansas Write-Off, c/o Linda Drake, P.O. Box 356, Cottonwood Falls, KS 66845. If desired, include a self-addressed postcard to verify entries were received by the deadline.
- ◆ Address questions to Linda Drake at the address above, (620) 273-6700 (home) or (620) 273-6354 (school), or Gwendolynne Larson, The Emporia Gazette, P.O. Drawer C, Emporia, KS 66801, (620) 342-4841 Ext. 219 (work) or (620) 443-5052 (home).
- ◆ The contest coordinator reserves the right to disqualify entries for rule violations, including multiple entries in a single contest category, entries with tampered dates, etc. Improperly submitted entries will be disqualified and entry fees will NOT be refunded. Entries that are not legible will also be disqualified, so please type or print clearly.

Judging criteria

1. **EDITORIAL** – This entry would appear on the editorial page of the paper. It is the voice of the paper. An editorial is not a bylined personal column, but may be a signed on behalf of an editorial board.
2. **OPINION** – This is the voice of the writer, not to be confused with an editorial. It can focus on items of personal nature, social issues, or happenings of the world. It can be insightful and/or critical, but not libelous. Judging will evaluate clearness of style, sound reasoning and effort to influence reader's opinion in what the writer believes is the right direction. An opinion article, the voice of the individual, is always bylined.
3. **NEWS STORY** – Shows initiative in obtaining a story that presents new information or a different angle on published information or past events. Judging will be based on general organization, writing style, readability and impact.
4. **FEATURE STORY** – An in-depth topic of interest to readers. Copy will be judged on unusual aspects of the material or the handling, writing style and richness of detail and use of quotes, readability and thoroughness. The material may be a personality profile or human interest piece.
5. **SPORTS STORY** – Imagination and good application of sports-writing style in advance, follow-up, summary or feature coverage of events or sports participants. Avoid play-by-play rehash.
6. **COLUMNS** – Submit three entries, two consecutive and any third one. Analytical scrutiny, satire or personal comment on general or special subject that entertains and/or educates. May utilize in-depth knowledge, research, study or expertise.
7. **FEATURE PHOTO** – Photo must have viewer emotional response, eye-catching subject matter and storytelling qualities. No posed shots. Judging will be based on the photo's quality as published. Original prints are not required. Submit two copies of published version. Images must not be digitally enhanced or retouched; cropping, toning, contrast and redeye removal are the only electronic adjustments that are allowed.
8. **SPORTS PHOTO** – Photo should be easy to "read" and cropped for impact. It should show the peak of the action; capture an exciting moment or a storytelling facial expression. No posed shots. Judging is based on the quality of the photo as published. Submit two dated copies of the published version. Images must not be digitally enhanced or retouched; cropping, toning, contrast and redeye removal are the only electronic adjustments that are allowed.
9. **CARTOONING** – Copy may be generated by computer graphics or freehand and may be a comic strip or cartoon. Judging will consider the text or caption and the use of concept and artistic style. The subject matter is unrestricted. For example, any political, economic or social issue may be covered or any human relations issue or other topic.
10. **REVIEW** – Entry should be of interest to the publication's readers. Subject may be art or dramatic event or music. Article should include some critical analysis and show writer's knowledge of the subject. Review should be interesting, creatively written and rich in style.
11. **GRAPHICS** – Entry may be created freehand or electronically. Judging will be on creativity, uniqueness, clarity of relationship to article or publications and entry's visual enhancement of the subject matter. Unsigned work requires adviser's verification.
12. **SINGLE-PAGE LAYOUT** – Copy may be from a desktop publishing project or from the traditional printing production methods. (A double-truck is not a single page.) Judges will consider any number of graphic elements, typography, photos, illustrations and color. Judging will be on creative and effective use of elements in drawing reader interest and supporting article (s) content. Unsigned work requires adviser's verification.
13. **DOUBLE-TRUCK LAYOUT** – The entry is a two-page layout (centerfold) incorporating an odd number of pictures made up as a single unit, with the usual margin between the two facing pages eliminated. Judging will be based on same elements as for single-page layout. Unsigned work requires adviser's verification.
14. **ENVIRONMENT** – Judging will be based on how the article, layout, graphic or photograph "educates the public

about environmental issues or concerns.” This award is given in conjunction with the San Francisco Press Club Environment Award Fund.

15. **VIDEO NEWS STORY** – This is a video created for television or Web broadcast. Judging is based on how well video and reporting/narration are used to obtain a story and present information. DVD is the only allowable format. Make sure your entry plays on a regular consumer DVD player or PC.
16. **VIDEO FEATURE STORY** – This is a video created for television or Web broadcast. Judging is based on how well video and reporting/narration are used to present a personality profile or human interest story of interest to viewers. DVD is the only allowable format. Make sure your entry plays on a regular consumer DVD player or PC.
17. **VIDEO SPORTS STORY** – This is a video created for television or Web broadcast. Judging is based on how well video and reporting/narration are used to cover a sports event or participant. DVD is the only allowable format. Make sure your entry plays on a regular consumer DVD player or PC.
18. **YEARBOOK COPYWRITING** is judged on structure, interest to readers, direct quotations, historical value, organization, grammar and style.
19. **YEARBOOK PHOTOGRAPHY** is judged on quality of the original glossy print, with emphasis on the activity, the news value, the composition and the cropping. Entries must be candid not posed photographs. They may be from any part of the published yearbook.
20. **YEARBOOK DOUBLE-PAGE SPREAD** is judged on how the elements of the two facing pages are positioned to create a pleasing display of copy, photographs, artwork, headlines and captions.
21. **YEARBOOK SINGLE-PAGE LAYOUTS** are judged on creative, effective use of graphic elements, typography, photos, illustrations and color, particularly in regard to how they draw reader interest and support article content.
22. **INFORMATIONAL CHART OR GRAPHIC** is judged on its simplicity, relevance, newsworthiness and visual appeal to the readership. The resource for the information must be provided on the published graphic/chart. Additional free-hand artwork supporting the chart is optional; this artwork may or may not be scanned or computer-generated.
23. **FEATURE HEADLINE** is judged on content, typography and design, all of which must relate to the story or photo package it supports.
24. **LOGO** is also judged on content, typography and design, all of which must quickly and simply communicate the intended message to the readership. Free-hand artwork in this category must be computer-generated.



All-Kansas Write-Off Official Entry Form



Please circle the category for this entry:

- 1. Editorial
- 2. Opinion
- 3. News story
- 4. Feature story
- 5. Sports story
- 6. Columns
- 7. Feature photo
- 8. Sports photo
- 9. Cartooning
- 10. Review
- 11. Graphics
- 12. Single-page layout
- 13. Double-truck layout
- 14. Environment
- 15. Video news story
- 16. Video feature story
- 17. Video sports story
- 18. Yearbook copywriting
- 19. Yearbook photography
- 20. Yearbook double-page spread
- 21. Yearbook single-page layout
- 22. Informational chart or graphic
- 23. Feature headline
- 24. Logo

Complete entry form and mail with two copies of entry to All-Kansas Write-Off, c/o Linda Drake, P.O. Box 356, Cottonwood Falls, KS 66845 along with fees. Entry must comply with contest rules.

(Print or write legibly)

Headline or cutline/caption _____

Publication Name _____

Date published _____

Student's Name _____ Grade _____

Name of Parent/Guardian _____

Student's Home Address _____

Student's E-mail Address _____

Home Telephone _____

Hometown Newspaper Name/Address _____

High School Name/Address _____

As the publication's adviser, I signify this is the work of the student named above:

Signature

Advisor's Name _____

Advisor's phone & e-mail _____