

# 2012 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, 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.

National student winners, their parents and advisers are invited to attend the NFPW High School Awards Luncheon, which will be held in September 2012 during the annual NFPW conference in Scottsdale, Ariz.

## 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 Feb. 15, 2011, and Feb. 15, 2012. Yearbook entries are from the 2010-11 published yearbooks.**
- ◆ 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. **submit three entries, two consecutive and any third one. In the column category, submit three entries by the same student, two consecutive and any third one.**
- ◆ On print entries, indicate which article or photo is to be considered by putting a check mark or an X by it, using a marker or highlighter. Entries submitted in the Single-Page Layout and Double-Truck Layout categories do not need to be marked.
- ◆ Submit an actual 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 or use an entry form for each student clipped together. **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 nonmember schools. Fees should be **payable to Kansas Professional Communicators. If your school needs to pay from an invoice, please indicate when you send entries. Contest director will tabulate entries and email an invoice to the advisor.**
- ◆ **All entries must be postmarked on or before Friday, Feb. 24, 2012, and mailed to All-Kansas Write-Off, c/o Gwen Larson, 2369 Road J5, Americus KS 66835.** If desired, include a self-addressed postcard to verify entries were received by the deadline.
- ◆ Address questions to Gwen Larson at the address above, (620) 443-5052 (home) or (620) 341-5454 (work) or e-mail to gazettegl@yahoo.com.
- ◆ 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 appears 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 signed on behalf of an editorial board. The editorial will be judged on the basis of the clarity of its point, the relevance of its subject matter to its audience, and the soundness and persuasiveness of its argument.
2. **OPINION** – This is the voice of a single writer, not to be confused with an editorial. It can focus on items of a personal nature, social issues or the happenings of the world. It can be insightful and/or critical, but not libelous. Opinion pieces will be evaluated on clearness of style, sound reasoning and the effort to influence reader's opinion in what the writer believes is the right direction. *An opinion article is always bylined.*
3. **NEWS STORY** – The writer should show 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, clarity of lead, writing style, readability and impact.
4. **FEATURE STORY** – The story should focus on 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 the use of quotes, readability and thoroughness. The material may be a personality profile or a human interest piece.
5. **SPORTS STORY** – The story should demonstrate imagination and good application of sports-writing style in advance, follow-up, summary or feature coverage of sports events or sports participants. Avoid play-by-play rehash.
6. **COLUMNS** – *Each entry must consist of three (3) columns by the same writer.* Two of the columns should have been published consecutively and the third column can be whichever one the writer selects. The columns can be analytical scrutiny, satire or personal comment on general or special subjects. The columns should entertain and/or educate, and the writer may use in-depth knowledge, research, study or expertise.
7. **FEATURE PHOTO** – The photo must spark an emotional response in the viewer, and have 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. Images must not be digitally enhanced or retouched; cropping, toning, contrast and red-eye removal are the only electronic adjustments that are allowed.
8. **SPORTS PHOTO** – The photo should be easy to "read" and cropped for impact. It should show the peak of the action, or capture an exciting moment or a storytelling facial expression. No posed shots. Judging is based on the quality of the photo as published. Images must not be digitally enhanced or retouched; cropping, toning, contrast and red-eye 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** – The entry should be of interest to the publication's readers. Subject may be art or dramatic event or music. The article should include some critical analysis and show the writer's knowledge of the subject. The review should be interesting, creatively written and rich in style.
11. **GRAPHICS/PHOTO ILLUSTRATION** – The entry may be created freehand or electronically. Judging will be on creativity, uniqueness, clarity of relationship to an article or publication and how the graphic contributes to the visual enhancement of the subject matter. *Unsigned work requires adviser's verification.*
12. **SINGLE-PAGE LAYOUT** – The entry 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 the content of the article(s). *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 WEB NEWS STORY** – This entry is a video produced for airing on television or via the Web. Judging will be based on how well the student has used video and narration/reporting to obtain a news story and present new information. DVD is the only acceptable format. DVD should play on a consumer DVD player or PC. Entry should indicate the file format and the Mac or PC program in which the file was created.
16. **VIDEO FEATURE STORY** – This entry is a video produced for airing on television or via the Web. Judging will be based on how well the student has used video and narration/reporting to give an in-depth or unusual look at a topic or person of interest. DVD is the only acceptable format. DVD should play on a consumer DVD player or PC. Entry should indicate the file format and the Mac or PC program in which the file was created.
17. **VIDEO SPORTS STORY** – This entry is a video produced for airing on television or via the Web. Judging will be based on how well the student has used video and narration/reporting to cover a sports event or participant. DVD is the only acceptable format. DVD should play on a consumer DVD player or PC. Entry should indicate the file format and the Mac or PC program in which the file was created.
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/photo illustration
- 12. Single-page layout
- 13. Double-truck layout
- 14. Environment
- 15. Video web news story
- 16. Video feature story
- 17. Video multimedia 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 Gwen Larson, 2369 Road J5, Americus KS 66835, along with fees **made payable to Kansas Professional Communicators**. 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 (include city & state) \_\_\_\_\_  
\_\_\_\_\_

Student's Email 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)

Adviser's Name \_\_\_\_\_

Adviser's Phone & Email \_\_\_\_\_