



**National Federation of Press Women  
2013 High School Communications Competition**

**2013 NFPW HIGH SCHOOL COMMUNICATIONS CONTEST GUIDELINES**

The National Federation of Press Women's High School Communications Contest inspires students to do their best work, which earns them recognition and reflects well on their teachers and advisers. The National Association of Secondary School Principals has placed the contest on its "NASSP National Advisory List of Contests and Activities," which can be found on the website [www.nassp.org](http://www.nassp.org).

In Kansas, the competition is administered at the state level by Kansas Professional Communicators, an affiliate of NFPW, and the Kansas Scholastic Press Association. In the past, it has been called the All-Kansas Write-Off. Entries in the Kansas competition cost \$5 each. Individuals paying their own entry fees may make checks payable to Kansas Professional Communicators.

**Schools paying fees for bulk entries will be invoiced.**

In the contest, students may enter work in one of 20 categories: Editorial, Opinion, News Story, Feature Story, Sports Story, Columns, Feature Photo, Sports Photo, Cartooning, Review, Graphics/Photo Illustration, Single-Page Layout, Double-Truck Layout, Environment, Video News Story, Video Feature Story, Video Sports Story, Yearbook Layout, Yearbook Photo and Yearbook Copywriting. Each winner will receive a certificate, with first-place winners also receiving \$100.

The student's work must have been completed **between March 1, 2012, and February 28, 2013.**

**The postmark deadline for Kansas entries is Monday, March 4, 2013.**

National student winners, their parents and advisers are invited to attend the NFPW High School Communications Contest Awards Luncheon, which will be held Aug. 22-24, 2013, during the annual NFPW conference in Salt Lake City, Utah.

**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 in spring 2012.
- Students may submit only **one** entry per category (except for the Columns category, which requires **three** samples of work per entry); students are welcome to enter as many categories as they wish. Students should decide which category best fits their work, as **each piece may only be entered in one category.**
- Entries published in a high school or community newspaper, printed and/or electronic (online) are eligible. Entries published in a yearbook are eligible for submission in the Yearbook 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 the three columns submitted in the Columns 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 photos, submit two copies of the photo as published. For yearbook entries, submit either two tear sheets for each entry or two copies of the page proofs.

- On your entry, 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, Double-Track Layout and Yearbook Layout categories do not need to be marked.
- If an entry is the work of more than one student, each student must complete an entry form.
- Entry forms and student work should be **paper-clipped** together – **NO staples, sleeves or binders, please!**
- Entries in the Kansas contest should be mailed to

**Gwen Larson**  
**2369 Road J5**  
**Americus, KS 66835**

- Questions may be directed to Kansas contest director Gwen Larson via email to [gazettegl@yahoo.com](mailto:gazettegl@yahoo.com) or via phone at (620) 341-5528 (work).
- State awards will be presented to sponsors during the annual meeting of KSPA in May.
- All first-place winners in the state contest will be forwarded for competition in the NFPW contest.



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**CONTEST CATEGORIES AND CRITERIA CONSIDERED BY JUDGES**

- 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 a 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. 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 that presents new information or a new angle. Judging will consider quality of picture and sound, as well as overall editing. 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. Judging will consider quality of picture and sound, as well as overall editing. 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. Judging will consider quality of picture and sound, as well as overall editing. 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 Layout** – This entry may be a single-page or double-truck layout. Judging will be based on creative and effective use of graphic elements, typography, photos, illustrations and color, with a focus on how they attract reader interest or illustrate article content. In the case of a double-truck layout, judging also will consider how the elements of two facing pages work together.

**19. Yearbook Photo** – This entry may be a single photo or a multiple-photo spread from any section of the yearbook. Judging will be based on the quality of the photo(s), with emphasis on the activity portrayed, the news value, and the composition and cropping. Entry may not be a posed photograph or

photographs. Original prints are not required. Images must not be digitally enhanced or retouched; cropping, toning, contrast and redevye removal are the only electronic adjustments that are allowed.

**20. Yearbook Copywriting** – This entry will consist of text from a section of the yearbook. Photo captions are not permitted. Judging will be based on creativity, effectiveness, impact and clarity.



National Federation of Press Women  
Education Fund Board

## 2013 High School Communications Contest Official Entry Form

KANSAS

Complete entry form and mail with two copies of entry to Gwen Larson, 2369 Road J5, Americus KS 66835. *(Note: We use addresses, phone numbers and e-mail addresses only to communicate contest information.)*

**(PRINT OR WRITE LEGIBLY)**

Category \_\_\_\_\_ # of Students Submitting Entry \_\_\_\_\_

**(If entry is work of two or more persons, each must complete a form.)**

Headline or cutline/caption \_\_\_\_\_

Publication Name \_\_\_\_\_ Date Published \_\_\_\_\_

Student's Name \_\_\_\_\_ Grade \_\_\_\_\_

Name of Parent/Guardian \_\_\_\_\_

Student's Home Address \_\_\_\_\_  
Street Address City State ZIP

Student's E-mail Address \_\_\_\_\_ Home Telephone \_\_\_\_\_

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 & E-mail \_\_\_\_\_

\*\*\*\*\*  
If the article/photograph appeared in a community publication, complete this section:

Name of Publication \_\_\_\_\_ Editor \_\_\_\_\_

Address \_\_\_\_\_

To the editor: To the best of my knowledge, this is the entrant's own work.

Signature \_\_\_\_\_ Telephone Number \_\_\_\_\_

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**Deadline — Entries must be postmarked by Monday, March 4, 2013.  
Schools will be invoiced for entry fees.**