

Best Story Contest Descriptors

Please note that work may be entered in only one category and must have been published during this school year.

<p>CORE: All PLATFORMS Entries can be made from any platform to this category. Work must have been produced <u>this</u> school year.</p>	<p>DIGITAL ONLY Entries to this category must come from a website that is being published <u>this</u> school year.</p>	<p>NEWSPAPER ONLY Entries to this category must come from a print newspaper that is being published <u>this</u> school year.</p>	<p>YEARBOOK ONLY Entries to this category must come from print yearbook that is being published <u>this</u> school year.</p>
<p>Advertising A single advertisement created by students. The advertiser may supply a professionally designed logo, but students should produce all other elements of the ad, including photos, illustrations, copy and layout.</p>	<p>Homepage Design (1 entry only) A home page of a newspaper website. The page will be judged on how well it incorporates the principles of good design ease of navigation, and rich media content.</p>	<p>Front Page Layout A single front page of a publication. The page will be judged on how well it incorporates the principles of good design. All elements on the page should contribute to a cohesive design.</p>	<p>Sports Spread A single spread that covers some element of school sports. The spread will be judged on how well it incorporates the principles of good design. All elements on the page should contribute to a cohesive design.</p>
<p>News or Feature Photo A photo that captures a newsworthy event or a subject of human interest other than sports. The photo may not be posed. It may stand alone or be part of a story. A cutline must accompany the photo.</p>	<p>Best Video Story A video that tells a story about something of interest to the publication’s audience. The video may be published as a standalone item or as part of a larger multimedia story package. It should not exceed three minutes and must contain b-roll as well as interviews with more than one person. The video must be available on the publication’s website or on a digital channel maintained by the publication.</p>	<p>Overall Layout (1 entry only) A single issue of a publication submitted in its entirety. The issue will be judged on how well it incorporates the principles of good design. All elements on each page should contribute to a cohesive design throughout the issue.</p>	<p>Academics Spread A single spread that covers academics. The spread will be judged on how well it incorporates the principles of good design. All elements on the page should contribute to a cohesive design.</p>
<p>Sports Photo A photo that captures any aspect of a sporting event. This includes photos of</p>	<p>Website News An article that provides timely information about an event, action, issue or subject of importance to</p>	<p>Sports An article that provides information about the performance of a school-sponsored team,</p>	<p>Student Life Spread A single spread that covers some aspect of student life, not including academics or clubs.</p>

<p>practices and workouts that lead up to the event. A photo that captures crowd or sideline reactions is also eligible. A cutline must accompany the photo.</p>	<p>the school community. The story may focus on the past (a wrap-up or follow-up story), present (breaking news) or future (a preview or advance story).</p>	<p>athlete or coach. The article may focus on a single game or match, a series of games or matches, or an entire season (preview or wrap-up). A story that covers a newsworthy sports-related development is also acceptable.</p>	<p>The spread will be judged on how well it incorporates the principles of good design. All elements on the page should contribute to a cohesive design.</p>
<p>Computer Graphic</p> <p>A computer-produced graphic that that accompanies an article other than a staff editorial. The graphic should serve as the article’s dominant visual element.</p> <p>This is not the same as an alternative story form. The emphasis is on the artwork.</p>	<p>Website Sports</p> <p>An article that provides information in a timely manner about the performance of a school-sponsored team, athlete or coach. The article may focus on a single game or match, a series of games or matches, or an entire season (preview or wrap-up). A story that covers a newsworthy sports-related development off the field of play is also acceptable.</p>	<p>Sports Feature</p> <p>An article that takes a human-interest angle on a team, athlete or coach. The subject matter may be serious or light so long as the writer uses well-observed details, evocative quotes and a distinctive style to bring the material to life.</p>	<p>Clubs or Organizations Spread</p> <p>A single spread that covers clubs or organizations. The spread will be judged on how well it incorporates the principles of good design. All elements on the page should contribute to a cohesive design.</p>
<p>Original Art</p> <p>A piece of artwork or a photo illustration that accompanies an article other than a staff editorial. The illustration should serve as the article’s dominant visual element. The artwork may be hand drawn, computer generated or computer enhanced. A photo qualifies as an illustration if it has been altered beyond basic Photoshop adjustments.</p>	<p>Website Sports Feature</p> <p>An article that provides information about the performance of a school-sponsored team, athlete or coach. The article may focus on a single game or match, a series of games or matches, or an entire season (preview or wrap-up). A story that covers a newsworthy sports-related development off the field of play is also acceptable. The piece should take advantage of the rich journalistic capabilities of being online.</p>	<p>News</p> <p>An article that provides timely information about an event, action, issue or subject of importance to the school community. The story may focus on the past (a wrap-up or follow-up story), present (breaking news) or future (a preview or advance story).</p>	<p>Theme Development (1 entry only)</p> <p>Judges will consider cover, end sheets, introduction, division pages and closing. Entries will be judged on creativity and overall unity of theme package including theme copy, typography, graphics and color.</p>
<p>Editorial Cartoon</p>	<p>Website Feature</p>	<p>Feature</p>	<p>YB Sports Copy</p>

<p>A cartoon that appears on the publication’s editorial page. The cartoon may reinforce the point made in the staff editorial, or it may stand alone and express an opinion concerning a different topic.</p>	<p>A thoroughly reported article meant to entertain or move as well as to inform. The emphasis is on human interest. The piece should take advantage of the rich journalistic capabilities of being online.</p>	<p>A thoroughly reported article meant to entertain or move as well as to inform. The emphasis is on human interest.</p>	<p>An entry covers some element of school sports. Copy will be judged on the quality of the copy and adherence to the book’s overall style.</p>
<p>Editorial An unsigned statement of opinion that represents a publication’s stance on an issue of importance to the school community. The opinion must be logically argued and supported by attributed facts. The article clearly labeled as a staff editorial.</p>	<p>Multimedia Story Package The coordinated use of different media (some combination of text, photos, illustrations, graphics, video, audio) to tell a story about something of interest to the publication’s audience. The package should consist of at least one written item (with as many hyperlinks as appropriate) and one of the following: a video (at least 60 seconds) that complements the written item; an audio clip (at least 30 seconds) that complements the written item; a photo slideshow or gallery (at least six photos, with captions) that complements the written item; or an interactive graphic that complements the written item. The written item should be more substantial than just a lead-in. The package will be judged on how well the different media work together to tell the story.</p>	<p>Best Centerspread Story Package A main article and related elements that work together to inform, entertain and/or move a publication’s audience about a single topic. Unrelated elements are not permitted in the pages that make up the centerspread. Besides a main article, the package must contain a visual image and at least one alternative story form. The package will be judged on how well the writing, visuals and design work together to tell a story.</p>	<p>YB Feature Copy An entry that covers academics, clubs, or some other aspect of student life. Copy will be judged on the quality of the copy and adherence to the book’s overall style.</p>
<p>Humorous Col. A lighthearted and playful statement of opinion that expresses the writer’s viewpoint on a topic</p>			

<p>other than sports. The subject matter does not have to concern the writer's school.</p>			
<p>Editorial Col. A statement of opinion that expresses the writer's viewpoint on a topic other than sports. The writer should make clear why the topic is relevant to the publication's audience. The opinion should be logically argued and supported by attributed facts.</p>			
<p>Sports Col. A statement of opinion that expresses the writer's viewpoint on a sports-related topic. The tone may be serious or humorous.</p>			
<p>Alternative Storytelling/Infographic Information presented visually in the form of a computer-generated or computer-enhanced chart, table, diagram, map, timeline or other graphic device. The infographic can accompany a story or stand alone.</p>			
<p>Review A statement of opinion that expresses the writer's evaluation of any performance, creative work, service or product offered for public consumption. The tone may be serious or humorous, but the review must provide specific examples and</p>			

reasons to justify the writer's conclusions.			
Headline A headline that draws in the reader through clever wordplay, vigorous use of language and memorable imagery. Whatever its format, the headline must accurately convey the substance of the accompanying story.			