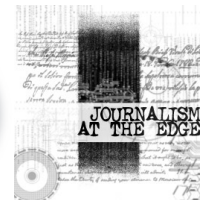
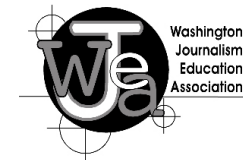




Washington Journalism Education Association  
Headquarters  
PO Box 24389  
Seattle, WA 98124  
206.979.3234 | FAX 206.464.7902  
wjeaexecutivedirector@gmail.com  
www.wjea.net



## Contest Rules & Guidelines Newly Revised for the 2010 State Conference



Washington Journalism Education Association  
State Conference & Competition  
Saturday, March 13, 2010  
Mountlake Terrace High School, Edmonds

**Directions to  
Mountlake Terrace High School**

21801 44th Avenue West  
Mountlake Terrace, WA 98043  
Office: 425.431.7776

**From Everett:**

I-5, exit #181 (Lynnwood), follow to the right (W) onto 196th Street SW. Turn left (S) onto 44th Ave. W. Continue south on 44th. School entrance is on the left at traffic light.

**From Seattle:**

I-5, exit #181A (44th Ave. W), turn right (S). Continue south on 44th. School entrance is on the left at traffic light.

For visual maps and/or directions  
from all other areas, please see the WJEA website

**[www.wjea.net](http://www.wjea.net)**



## Photography (carry-in competitions) PHOTOCOPY THIS PAGE

### ATTACH ONE FORM TO EACH OF YOUR CARRY-IN ENTRIES

and deliver to judges no later than 9 a.m., March 13 at the State Conference.

*Make additional copies if necessary to attach to more than one category of entry.*

### CIRCLE/HIGHLIGHT APPROPRIATE CATEGORY:

Category 14 Newspaper/News magazine News/Feature Photography

Category 15 Yearbook News/Feature Photography

Category 16 Newspaper/News magazine Sports Photography

Category 17 Yearbook Sports Photography

Contest Registration # \_\_\_\_\_

**VALIDATION:** I verify that this work was done completely by this student.

*Validation signature of adviser required:* \_\_\_\_\_

### CIRCLE/HIGHLIGHT APPROPRIATE CATEGORY:

Category 14 Newspaper/News magazine News/Feature Photography

Category 15 Yearbook News/Feature Photography

Category 16 Newspaper/News magazine Sports Photography

Category 17 Yearbook Sports Photography

Contest Registration # \_\_\_\_\_

**VALIDATION:** I verify that this work was done completely by this student.

*Validation signature of adviser required:* \_\_\_\_\_

### CIRCLE/HIGHLIGHT APPROPRIATE CATEGORY:

Category 14 Newspaper/News magazine News/Feature Photography

Category 15 Yearbook News/Feature Photography

Category 16 Newspaper/News magazine Sports Photography

Category 17 Yearbook Sports Photography

Contest Registration # \_\_\_\_\_

**VALIDATION:** I verify that this work was done completely by this student.

*Validation signature of adviser required:* \_\_\_\_\_

- » Stay in the room during the contest. If anyone leaves the room before his/her entry is submitted to the contest moderator, the entry will be disqualified. No contestant will be given additional time, regardless of the state the work is in at that time.
- » Clearly indent paragraphs.
- » Write "MORE" at the bottom of the page if the story is to continue.
- » Pages must be numbered and fastened in order.
- » **Write your contestant number on EVERY PAGE of your entry.**
- » Write legibly.
- » Use blue/black ink or pencil.
- » Use AP journalistic style for copy editing, grammar, capitalization, etc.
- » Show skill in the areas of grammar, spelling, punctuation, capitalization and transitions.
- » Prepare entries according to specifications on fact sheet and according to instructions given by the moderator.
- » Ask the moderator any questions.
- » Turn off cell phones, iPods, pagers and other electronic devices.

### DO NOT:

- » Do not write your name or your school's name on your entry.
- » Do not talk to other contestants.
- » Do not leave the room until you have turned in your entry.
- » Do not bring samples into the contest room.
- » Do not bring art type, border tape, screens, construction paper, professionally set logos or colored pens or pencils into the contest room.
- » Do not bring food or drink into the contest room.
- » Do not bring a typewriter or computer into the contest room (**separate electronic spell checkers and dictionaries are allowed**).



Now, you're ready for Nationals!

**April 15-18, 2010**



# **JEA/NSPA Spring National Scholastic Journalism Convention**

**Oregon Convention Center  
Portland, Oregon**

**[www.jea.org](http://www.jea.org)**

**[www.studentpress.org/nspa](http://www.studentpress.org/nspa)**

-----  
Don't forget to check WJEA's website  
for scholarship opportunities  
and summer workshop information.

**[www.wjea.net](http://www.wjea.net)**

## **Category 01: News Writing**

### ► **NATURE OF THE CONTEST**

You will listen to a presentation — a speaker, panel, discussion, debate, etc.— of no more than 30 minutes. After a 15-minute question-and-answer period, you are to write a news story according to the instructions given by the moderator. You will have 70 minutes to write, rewrite and complete the final entry. The final copy should not exceed 350 words.

### ► **WHAT THE JUDGES WILL LOOK FOR**

News writing style; strong leads; use of facts instead of generalizations; use of direct quotes; pinpointing the *news* in the presentation and highlighting it; accuracy; completeness; elimination of extraneous material; elimination of libelous statements; skills in areas of grammar, spelling, punctuation, capitalization, etc.

### ► **MATERIALS PROVIDED BY WJEA**

Fact sheet, assignment sheet, rule sheet, final copy cover sheet, extra writing paper, paper clips

### ► **MATERIALS WHICH CONTESTANT MUST PROVIDE**

Pens, pencils, eraser, scratch paper, print or electronic dictionary, thesaurus, AP Stylebook

### **DO...**

- » write your contestant number on each page of your entry;
- » write legibly;
- » clearly indicate paragraph indentations;
- » use AP journalistic style for copy editing, grammar, capitalization, etc.;
- » prepare entries according to specifications on fact sheet and instructions given by the moderator;
- » ask the moderator any questions.
- » turn off cell phones and pagers.

### **DO NOT...**

- » Do not write your name or your school's name on your entry.
- » Do not leave the room until you have turned in your entry.
- » Do not bring samples into the contest room.
- » Do not bring food or drink into the contest room.
- » Do not talk to other contestants.
- » Do not bring a typewriter or computer into the contest room (separate electronic spell checkers and dictionaries are allowed).

## Category 02: Editorial Writing

### ► NATURE OF THE CONTEST

You will listen to a presentation — a speaker, panel, discussion, debate, etc.— of no more than 30 minutes. After a 15-minute question-and-answer period, you are to write an editorial according to the instructions given by the moderator. You will have 70 minutes to write, rewrite and complete the final entry. The final copy should not exceed 350 words.

### ► WHAT THE JUDGES WILL LOOK FOR

Leads that come quickly to an assertion; focus on a single, manageable proposition; editorial format for lead, body, conclusion; opposing arguments weighed carefully and refuted; facts to support assertion in the lead; arguments fully developed; strong conclusion; accuracy; completeness; elimination of extraneous material and libelous statements; skills in areas of grammar, spelling, punctuation, capitalization, etc.

### ► MATERIALS PROVIDED BY WJEA

Fact sheet, assignment sheet, rule sheet, final copy cover sheet, extra writing paper, paper clips

### ► MATERIALS WHICH CONTESTANT MUST PROVIDE

Pens, pencils, eraser, scratch paper, print or electronic dictionary, thesaurus, AP Stylebook

### DO...

- » write your contestant number on each page of your entry;
- » write legibly;
- » clearly indicate paragraph indentations;
- » use AP journalistic style for copy editing, grammar, capitalization, etc.;
- » prepare entries according to specifications on fact sheet and instructions given by the moderator;
- » ask the moderator any questions.
- » turn off cell phones and pagers.

### DO NOT...

- » Do not write your name or your school's name on your entry.
- » Do not leave the room until you have turned in your entry.
- » Do not bring samples into the contest room.
- » Do not bring food or drink into the contest room.
- » Do not talk to other contestants.
- » Do not bring a typewriter or computer into the contest room (separate electronic spell checkers and dictionaries are allowed).

## Category 23: Best of Show—Yearbook (2008–2009 edition)

### ► NATURE OF THE CONTEST

WJEA member schools may mail **ONE** copy of **2008-2009 YEARBOOK** to the address below. The purpose of this contest is to give your entire staff affirmation for the product that you have created as a team and to provide your staff with a means for assessing the overall quality of your publication. Although it is last year's book, the tradition of excellence should continue!

### ► WHAT THE JUDGES WILL LOOK FOR

The areas considered in this contest are 1) **Theme** — continuity and implementation of original theme throughout the book (including endsheets and dividers); 2) **Writing and Editing** — fair and objective section coverage and captions; and 3) **Layout and Design** — overall format, photography

### ► MATERIALS WHICH CONTESTANT MUST PROVIDE

**ONE** copy of your staff's **2008-2009 YEARBOOK** and this registration form. Best of Show contest entry fee should accompany State Conference registration form. Send all payments to Kathy Schrier, registrar (see registration form).

### DO NOT...

- Do not enter unless your staff will be represented (by at least one student) at the 2010 WJEA Contest and Conference;
- Do not try to enter on site the day of the conference. All entries will be judged by university and professional journalists prior to the conference date.
- For more information, downloadable forms and a tentative schedule, see [www.wjea.net](http://www.wjea.net)

### ► WHERE TO SEND YOUR BEST OF SHOW ENTRY:

Mail **ONE 2008-2009 YEARBOOK** and **official registration form** to:  
**WJEA Yearbook Best of Show**  
PO Box 24389  
Seattle, WA 98124

Entries must be **postmarked no later than February 15, 2010**

**Category 21: Best of Show—Newspaper**  
**Category 22:**  
**Best of Show—Newsmagazine**  
**Category 24:**  
**Best of Show—Junior High Publication**

► **NATURE OF THE CONTEST**

Mail **THREE** copies of your **best single issue** from this ('09-'2010) school year. The purpose of this contest is to give your entire staff affirmation for the product that you have created as a team and to provide your staff with a means for assessing the overall quality of your publication.

► **WHAT THE JUDGES WILL LOOK FOR**

The areas considered in this contest are 1) **Coverage** — Overall, News, Feature, Opinion, Sports, Arts and Entertainment; 2) **Writing and Editing** — News, Feature, Sports, Opinion; and 3) **Design** — Overall Format, Page One, Other Pages, Illustrations and Graphics, Ads; 4) **Photography** — Strong human interest photo(s) that enhance the overall publication.

► **MATERIALS WHICH CONTESTANT MUST PROVIDE**

**THREE** copies of your staff's **best single issue** from the 2009-2010 school year. Best of Show contest entry fee should accompany State Conference registration form. Send all payments to Kathy Schrier, registrar (see registration form). Please refer to the official Best of Show registration form for specific details.

**DO NOT...**

Do not enter unless your staff will be represented (by at least one student) at the 2010 WJEA Contest and Conference;

Do not try to enter on site the day of the conference. All entries will be judged by university and professional journalists prior to the conference date.

For more information, downloadable forms and a tentative schedule, see [www.wjea.net](http://www.wjea.net)

► **WHERE TO SEND YOUR BEST OF SHOW ENTRY:**

Mail **THREE** copies of one issue published during the 2009-2010 school year and official Best of Show registration form (see [www.wjea.net](http://www.wjea.net)) to:  
c/o Kathy Schrier  
PO Box 24389  
Seattle, WA 98124

Entries must be **postmarked no later than February 15, 2010.**

**Category 03: Newspaper/Newsmagazine**  
**Feature Writing**

► **NATURE OF THE CONTEST**

You will listen to or watch a presentation — possibly an individual who qualifies as the subject of a feature article — of no more than 30 minutes. After a 15-minute question-and-answer period, you are to write a feature story according to the instructions given by the moderator. You will have 70 minutes to write, rewrite and complete the final entry. The final copy should not exceed 350 words.

► **WHAT THE JUDGES WILL LOOK FOR**

Attention-grabbing leads; feature style as opposed to news style; colorful details; use of direct quotes and anecdotes with substance; copy that appeals to the readers' interest; emotional impact of copy; accuracy; completeness; elimination of extraneous material; elimination of libelous statements; skills in the areas of grammar, spelling, punctuation, capitalization, etc.

► **MATERIALS PROVIDED BY WJEA**

Fact sheet, assignment sheet, rule sheet, final copy cover sheet, extra writing paper, paper clips

► **MATERIALS WHICH CONTESTANT MUST PROVIDE**

Pens, pencils, eraser, scratch paper, print or electronic dictionary, thesaurus, AP Stylebook

**DO...**

- » write your contestant number on each page of your entry;
- » write legibly;
- » clearly indicate paragraph indentations;
- » use AP journalistic style for copy editing, grammar, capitalization, etc.;
- » prepare entries according to specifications on fact sheet and instructions given by the moderator;
- » ask the moderator any questions.
- » turn off cell phones and pagers.

**DO NOT...**

- » Do not write your name or your school's name on your entry.
- » Do not leave the room until you have turned in your entry.
- » Do not bring samples into the contest room.
- » Do not bring food or drink into the contest room.
- » Do not talk to other contestants.
- » Do not bring a typewriter or computer into the contest room (separate electronic spell checkers and dictionaries are allowed).

## Category 04: Yearbook Feature Writing

### ► NATURE OF THE CONTEST

You will listen to or watch a presentation — possibly an individual who qualifies as the subject of a feature article — of no more than 30 minutes. After a 15-minute question-and-answer period, you are to write a feature story according to the instructions given by the moderator. You will have 70 minutes to write, rewrite and complete the final entry. The final copy should not exceed 350 words.

### ► WHAT THE JUDGES WILL LOOK FOR

Attention-grabbing leads; feature style as opposed to news style; colorful details; use of direct quotes and anecdotes with substance; copy that appeals to the readers' interest; emotional impact of copy; accuracy; completeness; elimination of extraneous material; elimination of libelous statements; skills in the areas of grammar, spelling, punctuation, capitalization, etc.

### ► MATERIALS PROVIDED BY WJEA

Fact sheet, assignment sheet, rule sheet, final copy cover sheet, extra writing paper, paper clips

### ► MATERIALS WHICH CONTESTANT MUST PROVIDE

Pens, pencils, eraser, scratch paper, print or electronic dictionary, thesaurus, AP Stylebook

### DO...

- » write your contestant number on each page of your entry;
- » write legibly;
- » clearly indicate paragraph indentations;
- » use AP journalistic style for copy editing, grammar, capitalization, etc.;
- » prepare entries according to specifications on fact sheet and instructions given by the moderator;
- » ask the moderator any questions.
- » turn off cell phones and pagers.

### DO NOT...

- » Do not write your name or your school's name on your entry.
- » Do not leave the room until you have turned in your entry.
- » Do not bring samples into the contest room.
- » Do not bring food or drink into the contest room.
- » Do not talk to other contestants.
- » Do not bring a typewriter or computer into the contest room (separate electronic spell checkers and dictionaries are allowed).

## Category 19: Video Broadcast (mail-in)

**Please refer to official entry form for specific entry and mail-in details.**

### ► NATURE OF THE CONTESTS

Schools may enter one DVD for each of the three categories (\$12 each category—schools may choose to enter one, two, or all three categories). WJEA member schools may mail **ONE** copy of each of their entries **in DVD format** to the address below (adviser may join WJEA at the time of entry – see conference registration form for details). All video entries must have been produced by students and originally broadcast or disseminated through a campus student medium. Submit entire broadcasts, **IN DVD FORMAT ONLY**, with all commercial breaks removed. All entries should represent your program's best work from this (2009-2010) school year.

### ► NEWSCAST

Submit this registration form and two pre-recorded or live in-studio performances for a campus television station (including cable access if part of a class). **DVD format only**. Subject matter may focus on campus or non-campus topics of interest to a campus audience and may include sports presentations. It may include anchors, announcers, reporters, and news packages. Length: 2-7 minutes each. Judges will evaluate entries on newsworthiness, audience awareness, quality, consistency and creativity.

### ► FEATURE BROADCAST

Submit this registration form and two pre-recorded performances for a campus television station (including cable access if part of a class). **DVD format only**. Subject matter may focus on campus or non-campus topics of interest to a campus audience and may include sports presentations. Length: 2-7 minutes each. Judges will evaluate entries on depth, human interest, quality, and creativity.

### ► SPORTS BROADCAST

Submit this registration form and two pre-recorded performances for a campus television station (including cable access if part of a class). **DVD format only**. Subject matter should focus on campus or non-campus sports (news and/or features) of interest to a campus audience. Length: 2-7 minutes each. Judges will evaluate entries on sports relevance, interest, personality, and quality.

### ► WHERE TO SEND YOUR DVD ENTRIES:

**IMPORTANT NOTE:** Broadcast contest entry fees should accompany State Conference registration form (\$12 each category). **Send all payments to Kathy Schrier, registrar (see broadcast entry form). To be considered, entries must be postmarked by February 15, 2010.** All entries will be judged prior to conference.

## Category 18: Visual Communications/Infographics (N or Y – Carry In)

### ► NATURE OF THE CONTEST

You will submit one hard copy with one digital copy of your entry, color or black and white (on thumb drive or CD/DVD). Your entry should provide additional information/insight to a story or coverage rather than just be a visual. It should have appeared in either a newspaper, a literary magazine or yearbook spread; please identify which. Your entry must have appeared in your publication during the previous year or be slated for publication during the current school year and should not have been entered in the previous year's WJEA contest. Include actual tearsheet for a newspaper or literary magazine entry and a tearsheet or photocopy for a yearbook entry. Entries may include sidebar elements, charts, graphics, illustrations and other non-text storytelling elements. Emphasis is primarily on storytelling contest and secondarily on presentation.

- Bring your own entry to the contest room and remain for a two-hour, small group critique session.

### ► WHAT THE JUDGES WILL LOOK FOR

Creativity in the relation between the information given and the graphics/visuals used to convey the information to the reader. Entries should show sophisticated use of software and/or artistic talent.

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### ► ATTACH FORM (OR SAME INFO) TO ENTRY

#### **PUBLICATION: (check one)**

- Newspaper       Yearbook       Literary Magazine

► Type of computer used (if applicable): \_\_\_\_\_

► Software used to create entry (if applicable): \_\_\_\_\_

► Other notes relevant to entry: \_\_\_\_\_

#### **► VALIDATION:**

I verify that this work was done totally by this student. Adviser signature required for entry.

\_\_\_\_\_

## Category 05: Sports Feature Writing

### ► NATURE OF THE CONTEST

You will listen to or see a presentation — a sports personality, an actual sports event, etc.— of no more than 30 minutes. After a 15-minute question-and-answer period, you are to write a sports article according to the instructions given by the moderator. You will have 70 minutes to write, rewrite and complete the final entry. The final copy should not exceed 350 words.

### ► WHAT THE JUDGES WILL LOOK FOR

Attention-grabbing lead. If story is a feature, the lead should be a feature lead; colorful details; use of direct quotes; accuracy; completeness; elimination of extraneous material; elimination of libelous statements; skills in the areas of grammar, spelling, punctuation, capitalization, etc.

### ► MATERIALS PROVIDED BY WJEA

Fact sheet, assignment sheet, rule sheet, final copy cover sheet, extra writing paper, paper clips

### ► MATERIALS WHICH CONTESTANT MUST PROVIDE

Pens, pencils, eraser, scratch paper, print or electronic dictionary, thesaurus, AP Stylebook

#### **DO...**

- » write your contestant number on each page of your entry;
- » write legibly;
- » clearly indicate paragraph indentations;
- » use AP journalistic style for copy editing, grammar, capitalization, etc.;
- » prepare entries according to specifications on fact sheet and instructions given by the moderator;
- » ask the moderator any questions.
- » turn off cell phones and pagers.

#### **DO NOT...**

- » Do not write your name or your school's name on your entry.
- » Do not leave the room until you have turned in your entry.
- » Do not bring samples into the contest room.
- » Do not bring food or drink into the contest room.
- » Do not talk to other contestants.
- » Do not bring a typewriter or computer into the contest room (separate electronic spell checkers and dictionaries are allowed).

## Category 06: Review Writing

### ► NATURE OF THE CONTEST

You will listen to or watch a presentation — a one-act play, dramatic reading, dance-music-drama, music performance, film, video, etc.— of no more than 30 minutes. After a 15-minute question-and-answer period, you are to write a review according to the instructions given by the moderator. You will have 70 minutes to write, rewrite, and complete the final entry. The final copy should not exceed 350 words.

### ► WHAT THE JUDGES WILL LOOK FOR

Clear expression of opinions, supported with examples (the author *shows* instead of *tells*), use of colorful details; well-organized story flow with smooth transitions and a strong lead; accuracy; completeness; elimination of extraneous material; skills in the areas of grammar, spelling, punctuation, capitalization, etc.

### ► MATERIALS PROVIDED BY WJEA

Fact sheet, assignment sheet, rule sheet, final copy cover sheet, extra writing paper, paper clips

### ► MATERIALS WHICH CONTESTANT MUST PROVIDE

Pens, pencils, eraser, scratch paper, print or electronic dictionary, thesaurus, AP Stylebook

### DO...

- » write your contestant number on each page of your entry;
- » write legibly;
- » clearly indicate paragraph indentations;
- » use AP journalistic style for copy editing, grammar, capitalization, etc.;
- » prepare entries according to specifications on fact sheet and instructions given by the moderator;
- » ask the moderator any questions.
- » turn off cell phones and pagers.

### DO NOT...

- » Do not write your name or your school's name on your entry.
- » Do not leave the room until you have turned in your entry.
- » Do not bring samples into the contest room.
- » Do not bring food or drink into the contest room.
- » Do not talk to other contestants.
- » Do not bring a typewriter or computer into the contest room (separate electronic spell checkers and dictionaries are allowed).

## Sports Photography (Carry-In) Category 16: Newspaper/Newsomag 17: Yearbook

### ► NATURE OF THE CONTEST

You will submit three of your photographs that have been published in a school publication (yearbook or newspaper) within the last year and that have not been entered in a previous WJEA competition. All three photographs should be related to sports. Photos may be color or black-and-white or a combination of color and black-and-white. Include hard copies and digital copies of each entry (on thumb drive or CD/DVD); also include caption information (and a tearsheet if one is available). The photos may be traditional film or digitally produced. There is no minimum size for the photos; maximum is 11x14 inches. Captions must be included with all pictures. Pictures need not be cropped for competition in the same manner as they appeared or will appear in the publication. You are responsible for delivering your own photographs to the contest room and remaining for a two-hour, small-group critique session.

### ► WHAT THE JUDGES WILL LOOK FOR

Imaginative subject matter; technical quality and excellence; neatness in mounting; photo composition; visual impact; story told in each photograph; simplicity; cropping; lighting. Judges will also look for a variety of sports-related images, including action and reaction, not three similar images. Quality of the caption may also be considered.

### ► MATERIALS PROVIDED BY WJEA

A large envelope.

### ► MATERIALS WHICH CONTESTANT MUST PROVIDE

Photographs that you have taken. Attach tearsheet (if available) and caption information. Include hard copies and digital copies of each entry (on thumb drive or CD/DVD).

### DO...

- Follow size specifications closely.
- Attach tearsheets (if available) and caption information
- Bring hard copies and digital copies of each entry (on thumb drive or CD/DVD)
- At the contest, put your photographs and contestant pass inside the large envelope provided and write your contest number on the back of each image and on the outside of the envelope.

### DO NOT...

- Do not write your name or your school's name on your entry.
- Do not mail the photographs.

## News/Feature Photography (Carry-In)

### Category 14: Newspaper/Newsomag

### Category 15: Yearbook

#### ► NATURE OF THE CONTEST

This is a contest for photography that is completed in the normal course of newspaper and yearbook production and carried in to the contest. Contestants will bring THREE examples (size 5x7 or 8x10) of their best work. Any subjects relevant to student journalism are acceptable. It is suggested the three photos display a variety of content. Photos may be color or black-and-white or a combination of color and black-and-white. Include hard copies and digital copies of each entry (on thumb drive or CD/DVD); also include caption information (and a tearsheet if one is available). The photos may be traditional film or digitally produced. Following the judging, professional photographers will discuss pictures (though not results) with the contestants. Contestants are responsible for delivering their own photographs to the contest room and for attending the 70-minute small-group critique with professional photographers. Publication of photographs is recommended, but not required for entry in these categories.

#### ► WHAT THE JUDGES WILL LOOK FOR

Variety and subject matter; appropriateness; imaginative subject matter; imaginative point of view and angle; effective lighting; focus and contrast; a focus of content; good composition; visual impact; neatness in mounting; evidence of overall photographic excellence in a variety of subject matter.

#### ► MATERIALS PROVIDED BY WJEA

Large envelope for photography entry and contestant pass.

#### ► MATERIALS WHICH CONTESTANT MUST PROVIDE

**THREE photographs** (5x7 or 8x10) that you have taken (black and white or color), developed and printed by you OR professionally processed and printed. Attach validation form (see page in this rule book or download from [wjea.net](http://wjea.net)). Bring hard copies and digital copies of each entry (on thumb drive or CD/DVD)

#### DO...

- Follow size specifications closely.
- Bring THREE photographs — any fewer will result in disqualification. Bring hard copies and digital copies of each entry (on thumb drive or CD/DVD)
- Complete and attach appropriate Entry Tickets. Have adviser sign to validate your work.
- At the contest, put your photographs and contestant pass inside the large envelope provided.

#### DO NOT...

- Do not bring slides.
- Do not mail the photographs.

## Category 07: Editorial Cartooning

#### ► NATURE OF THE CONTEST

You will listen to a presentation — a speaker, panel, discussion, debate, etc.— of no more than 30 minutes. After a 15-minute question-and-answer period, you are to draw an editorial cartoon according to the instructions given by the moderator. You will have 70 minutes of designing and drawing time to complete your final entry.

#### ► WHAT THE JUDGES WILL LOOK FOR

A simple and clear editorial statement; evidence of artistic ability; a novel approach; absence of trite and melodramatic imagery; wit; effective conveyance of a message; quality of drawing; simplicity of line

#### ► MATERIALS PROVIDED BY WJEA

Fact sheet, assignment sheet, rules sheet, final copy cover sheet, extra writing paper, paper clips

#### ► MATERIALS WHICH CONTESTANT MUST PROVIDE

Black pens, pencils, eraser, liquid paper, rulers, dictionary, thesaurus, AP Stylebook

#### DO...

- » write your contestant number on each page of your entry;
- » write legibly;
- » clearly indicate paragraph indentations;
- » use AP journalistic style for copy editing, grammar, capitalization, etc.;
- » prepare entries according to specifications on fact sheet and instructions given by the moderator;
- » ask the moderator any questions.
- » turn off cell phones and pagers.

#### DO NOT...

- » Do not write your name or your school's name on your entry.
- » Do not leave the room until you have turned in your entry.
- » Do not bring samples into the contest room.
- » Do not bring food or drink into the contest room.
- » Do not talk to other contestants.
- » Do not bring a typewriter or computer into the contest room (separate electronic spell checkers and dictionaries are allowed).
- » Do not bring art type, border tape, screens, construction paper, professionally set logos or colored pens or pencils into the contest room.

## Category 08: Headline Writing/Copy Editing

### ► NATURE OF THE CONTEST

You will be given a multiple-choice stylebook test on copy editing rules, and copy to edit. You will be given instructions to write headlines for various types of journalistic articles. You may use your own dictionary, thesaurus and/or AP Stylebook during the contest. The total time for the contest, including the distribution of materials and instructions, is two hours.

### ► WHAT THE JUDGES WILL LOOK FOR

Knowledge of Associated Press style rules; correct spelling, grammar and punctuation; headlines that avoid “to be” words, articles; headlines which use appropriate tense and contain active voice; headlines that reflect content of the story; headlines in down style; Ability to eliminate extraneous or libelous material; to rewrite for brevity, clarity, and active voice.

### ► MATERIALS PROVIDED BY WJEA

Assignment sheet, rules sheet; copy for editing, stories for headline writing, style test, scratch paper, paper clips

### ► MATERIALS WHICH CONTESTANT MUST PROVIDE

Pencil, eraser, dictionary, thesaurus, AP Stylebook, notebook paper

### DO...

- » write your contestant number on each page of your entry;
- » write legibly;
- » clearly indicate paragraph indentations;
- » write headlines in down style— that is, capitalize only the first word of the headline and the first letter of any proper nouns;
- » use AP journalistic style for copy editing, grammar, capitalization, etc.;
- » prepare entries according to specifications on fact sheet and instructions given by the moderator;
- » ask the moderator any questions.
- » turn off cell phones and pagers.

### DO NOT...

- » Do not write your name or your school's name on your entry.
- » Do not leave the room until you have turned in your entry.
- » Do not write a title instead of a headline;
- » Do not change the meaning of a story;
- » Do not bring samples into the contest room.
- » Do not bring food or drink into the contest room.
- » Do not talk to other contestants.
- » Do not bring a typewriter or computer into the contest room (separate electronic spell checkers and dictionaries are allowed).

## Category 13: Newspaper/Newsmagazine Photo Editing/Caption Writing

### ► NATURE OF THE CONTEST

You will choose photos from a variety of options. You will crop the selected photographs and write captions for them based on information provided on a fact sheet. You may use your own dictionary, thesaurus and/or AP Stylebook during the contest. Total time for the contest, including passing out materials and giving instructions, is two hours.

### ► WHAT THE JUDGES WILL LOOK FOR

Good judgment in photography selections, well-written captions that appeal to readers. Captions should state more than the obvious, be varied in beginnings and add to the body of reader knowledge.

### ► MATERIALS PROVIDED BY WJEA

Fact/assignment sheet, photography selection sheets, scratch paper, paper clips

### ► MATERIALS WHICH CONTESTANT MUST PROVIDE

Ruler, pencil(s), eraser, scissors, clear tape, notebook paper, dictionary, thesaurus, AP Stylebook

### DO...

- » write your contestant number on each page of your entry;
- » write legibly;
- » clearly indicate paragraph indentations;
- » identify people in photographs;
- » use AP journalistic style for copy editing, grammar, capitalization, etc.;
- » prepare entries according to specifications on fact sheet and instructions given by the moderator;
- » ask the moderator any questions.
- » turn off cell phones and pagers.

### DO NOT...

- » Do not write your name or your school's name on your entry.
- » Do not leave the room until you have turned in your entry.
- » Do not bring samples into the contest room.
- » Do not bring food or drink into the contest room.
- » Do not talk to other contestants.
- » Do not bring a typewriter or computer into the contest room (separate electronic spell checkers and dictionaries are allowed).
- » Do not bring art type, border tape, screens, construction paper, professionally set logos or colored pens or pencils into the contest room.

## Category 12: Yearbook Photo Editing/Caption Writing

### ► NATURE OF THE CONTEST

You will choose photos from a variety of options. You will crop the selected photographs and write captions for them based on information provided on a fact sheet. You may use your own dictionary, thesaurus and/or AP Stylebook during the contest. Total time for the contest, including passing out materials and giving instructions, is two hours.

### ► WHAT THE JUDGES WILL LOOK FOR

Good judgment in photography selections, well-written captions that appeal to readers. Captions should state more than the obvious, be varied in beginnings and add to the body of reader knowledge. It is not necessary to tie theme or school information into captions.

### ► MATERIALS PROVIDED BY WJEA

Fact/assignment sheet, photography selection sheets, scratch paper, paper clips

### ► MATERIALS WHICH CONTESTANT MUST PROVIDE

Ruler, pencil(s), eraser, scissors, clear tape, notebook paper, dictionary, thesaurus, AP Stylebook

### DO...

- » write your contestant number on each page of your entry;
- » write legibly;
- » clearly indicate paragraph indentations;
- » identify people in photographs;
- » use AP journalistic style for copy editing, grammar, capitalization, etc.;
- » prepare entries according to specifications on fact sheet and instructions given by the moderator;
- » ask the moderator any questions.
- » turn off cell phones and pagers.

### DO NOT...

- » Do not write your name or your school's name on your entry.
- » Do not leave the room until you have turned in your entry.
- » Do not bring samples into the contest room.
- » Do not bring food or drink into the contest room.
- » Do not talk to other contestants.
- » Do not bring a typewriter or computer into the contest room (separate electronic spell checkers and dictionaries are allowed).
- » Do not bring art type, border tape, screens, construction paper, professionally set logos or colored pens or pencils into the contest room.

## Category 09: Newspaper/Newsmagazine Layout On-Site using Adobe CS3

### ► NATURE OF THE CONTEST

This is an on-site competition using the hardware and software of the host school. The rules and instructions below have been adapted from the newsmagazine layout competition at the JEA national convention.

Hardware: Dell PCs

Software: InDesign CS3, PhotoShop CS3, Illustrator CS3

### ► ASSIGNMENT/RULES:

\* In black-and-white (no color), using any grid or column plan you like, design EITHER one inside newspaper page, OR a double-page newsmagazine centerspread. A newspaper page layout should measure 11x17 inches. A newsmagazine centerspread layout should consist of two 8.5 x11 inch pages, or two 11x13 inch pages.

\* You will be given a folder on the network containing images, stories, and information.

You may use only the images and information provided, plus any images that you can create entirely on your own during the competition. The use of any other images or information taken from the Internet or any other source may be grounds for disqualification. This means:

o You may use the computer to create illustrations, infographics, pull-quotes, etc.

as long as they are entirely your own creation and use information that was provided to all contestants.

o You may use the computer to alter/combine the images you are given. If you alter the images, you should know the point at which they should be labeled as an "illustration," a "montage," or other such descriptors.

o You do not need to use all of the images, stories, and information provided.

o You may cut the stories that you are given, but you may not add to them.

o For any other situations that may arise, get clarification from the contest moderator, or use your best judgment given the spirit of the competition.

\* You should create all appropriate design elements, including folios, photo credits, headlines, bylines, captions, etc. Do not write "dummy" text for these elements (such as "headline goes here," or "this is a photo credit," etc.) but you may use fictional names and information where necessary.

\* You must print your final layout when the moderator says time is up, regardless of whether you are finished or not. Incomplete entries will still be judged.

\* If your page size is any larger than 8.5x11 inches, you will need to "shrink to fit" when you print, so that your layout is reduced to fit on 8.5x11 inch paper. For the newsmagazine centerspread option, you may print each page separately. The contest moderator may explain how to "shrink to fit" for printing.

\* Do not identify yourself or your real-life school on any of your pages. You will be given a fictional school name, publication name, etc. along with the stories and images. Write your contestant number on the backs of all pages and paper clip them together.

### ► WHAT THE JUDGES WILL LOOK FOR:

Clean layout; evidence of ability to distinguish importance of stories and photos and to position them accordingly; a focal point; effective folio with full information; copy, headlines, captions and photos placed effectively; proper cropping and scaling of photos; usage of appropriate headline sizes; consistent use of styles throughout; creative graphics.

## Category 10: Yearbook Layout On-Site using Adobe CS3

### ► NATURE OF THE CONTEST

This is an on-site competition using the hardware and software of the host school. The rules and instructions below are roughly based on the yearbook layout competition at the JEA national convention.

Hardware: Dell PCs

Software: InDesign CS3, PhotoShop CS3, Illustrator CS3

### ASSIGNMENT/RULES:

\* In black-and-white (no color), using any grid or column plan you like, design a double page layout consisting of two 8.5 x11 inch pages.

\* You will be given a folder on the network containing photos and text. You may use only the photos and text provided, plus any images that you can create entirely on your own during the competition. The use of any other images or information taken from the Internet or any other source may be grounds for disqualification. This means:

- o You may use the computer to create illustrations, infographics, pull-quotes, etc. as long as they are entirely your own creation and use information that was provided to all contestants.

- o You may use the computer to alter/combine the images you are given. If you alter the images, you should know the point at which they should be labeled as an "illustration," a "montage," or other such descriptors.

- o You do not need to use all of the images, stories, and information provided.

- o You may cut the text that you are given, but you may not add to it.

- o For any other situations that may arise, get clarification from the contest moderator, or use your best judgment given the spirit of the competition.

\* You should create all appropriate design elements, including folios, photo credits, headlines, bylines, captions, etc. Do not write "dummy" text for these elements (such as "headline goes here," or "this is a photo credit," etc.) but you may use fictional names and information where necessary.

\* You must print your final layout when the moderator says time is up, regardless of whether you are finished or not. Incomplete entries will still be judged.

\* Do not identify yourself or your real-life school on any of your pages. You will be given a fictional school name, publication name, etc. along with the stories and images. Write your contestant number on the backs of all pages and paper clip them together.

### ► WHAT THE JUDGES WILL LOOK FOR:

Impact of photos; adhering to instructions; using a dominant element; positioning of headlines, copy blocks, and captions; using current design trends; adhering to design rules; using appropriate point sizes for copy, headlines, and captions; effectively balancing photos and copy blocks; using creative graphics; effective cropping.

## Category 11: Advertising Design

### ► NATURE OF THE CONTEST

You will design an ad according to instructions given by the moderator. You will be given a fact sheet concerning a business firm to be featured in a display advertisement. The fact sheet will include the name of the advertiser, address, phone number, date the ad is to run, size of ad, pertinent facts about the organization or business, objectives the advertiser wishes to achieve, and any special features of the ad. You must write copy if indicated on your layout. Copy and headline size, font(s), placement of copy headline(s) or catchline(s), and roughing in of illustrations will be required. Total time for the contest, including distribution of materials and instructions, is two hours.

### ► WHAT THE JUDGES WILL LOOK FOR

Direct message to readers; enough information given in the advertisement to let the reader make a decision and take action; best use of available space to highlight ad's design; accuracy in copy; clean layout; visual attractiveness of illustrations; adherence to facts; spelling, punctuation, grammar; clear instructions to printer; clearly marked copy blocks; appropriate fonts and point sizes.

### ► MATERIALS PROVIDED BY WJEA

Fact/assignment sheet, font list, artwork, scratch paper, paper clips

### ► MATERIALS WHICH CONTESTANT MUST PROVIDE

Pencils, eraser, liquid paper, ruler, scissors, glue, clear tape, dictionary, thesaurus, AP Stylebook

### DO...

- » write your contestant number on each page of your entry;
- » write legibly;
- » clearly indicate paragraph indentations;
- » use AP journalistic style for copy editing, grammar, capitalization, etc.;
- » prepare entries according to specifications on fact sheet and instructions given by the moderator;
- » ask the moderator any questions.
- » turn off cell phones and pagers.

### DO NOT...

- » Do not write your name or your school's name on your entry.
- » Do not leave the room until you have turned in your entry.
- » Do not bring samples into the contest room.
- » Do not bring food or drink into the contest room.
- » Do not talk to other contestants.
- » Do not bring a typewriter or computer into the contest room (separate electronic spell checkers and dictionaries are allowed).
- » Do not bring art type, border tape, screens, construction paper, professionally set logos or colored pens or pencils into the contest room.