

Excellence in Scholastic Newspaper Awards

Category Descriptions

Please read carefully before selecting your entries.

In November ONLY, entries may be sent from the previous April and/or May issues. This will allow papers that do not publish in September or October to participate in ESNA.

ADVERTISING: (AD)

- Individual ads will be judged.
- Do not send a collection of ads.
- Judges will select ads that utilize art/graphics/photos appropriately and attractively to advertise a specific product or company.
- Original artwork is also more eye-catching than clip art, although you may utilize some clip art if no original art is available. Remember: Creativity is the key here.

NOTE: Ads must be student designed; a company prepared camera-ready ad is not eligible.

ART: (ART)

- Art must be original, student drawings/designs.
- Political cartooning, comic strips, hand drawn art by students or article-related artwork is acceptable.
- Submit only one drawing.
- Art will be judged on its originality, creativity and relevance to the subject at hand.

NOTE: Send related articles if applicable to the art submitted.

CENTERSPREADS: (CS)

- Centerspreads will be judged on overall packaging of a topic.
- Judges will consider the strength of individual articles as well as the handling of visual elements – graphics/art/photography.

NOTE: Articles, photographs, artwork and ads that appear on the centerspread may also be entered in other separate categories.

COLUMNS: (CL)

- A column is a bylined article that offers an opportunity for variety in content.
- Columns appear at regular intervals on the editorial, feature and/or sports pages. Some may even appear on news pages.
- Characteristics of good columns are they (1) show the writer's voice, (2) use clear, concrete details that show the reader what the writer has experienced or knows, (3) have a universal idea/appeal, (4) use appropriate word choice for the tone of the column, (4) make a point and (5) make the reader think.
- Columns may be one writer's opinion, but the writer should utilize facts and figures the same way staff editorial writers do, thus showing research and not just personal thought.

COMPUTER GRAPHICS: (CG)

- Computer graphics must be original student work.
- Graphics will be judged on their ability to deliver the message in a clean, stimulating manner using an appropriate computer graphics program.
- All art in this category must be generated on a computer.

NOTE: The same art may NOT be used for both this category and the art category.

DESIGN (LAYOUT): (D)

- This category is for single-page designs.
- Any page, EXCEPT centerspreads, may be entered in this category and a judge will select the best overall design regardless of the page content - editorial, features, front page, news or sports.
- Design will be judged on its use of current graphic elements, type styles, photography, use of art and/or placement of all copy.

EDITORIALS: (ED)

- An editorial is an unbylined article expressing the views of the newspaper; it is the staff's voice.
- Often the editorial expresses a view about a major news story elsewhere in the paper.
- The editorial should be a reflection of the staff's (or editorial board's) attitude rather than the writer's personal view.
- An editorial should base assumptions and conclusions on facts gained from research.

FEATURES: (F)

- Although the feature is not a news story, it is often inspired by news.
- Features can entertain or inform, or both.
- Features are full of human interest and bring an issue or a person to life for the reader.
- Features, often in-depth, are filled with quotes from multiple sources.
- Feature leads are usually novel – description, anecdotal, narrative, suspended interest.
- Features may not be as timely as news stories, but they have relevance to the readers.
- Among the numerous types of features are
 - profiles or personality,
 - historical (commemorating dates of important events, like Hurricane Hugo),
 - adventure (telling about unusual or exciting experiences),
 - seasonal (but find a new angle!),
 - explanatory or interpretive (providing more details and explanations about activities, trends or ideas in the news),
 - how-to-do-it (how to accomplish a psychological or physical task),
 - occupation or hobby feature,
 - behind-the-scenes features,
 - participatory (reporter experiences an event or situation)

NEWS-FEATURES: (NF)

- A news-feature must have news worthiness to your readers, so it will be about events or issues affecting their lives.
- A news-feature will have elements of news: timeliness, proximity, prominence, significance, conflict and human interest.
- Whether it's anecdotal, descriptive, narrative or news-oriented, the lead should grab the reader's attention.
- News-features use direct and indirect quotes to personalize the factual information.

PHOTOGRAPHY: (P)

- Any student-produced photographs published in the paper may be submitted for this category.
- Photographers should remember photo compositional elements such as rule of thirds, contrast, dominance, texture and overall impact of each print.
- Photos will be judged on technical quality as well as aesthetic value.
- Staff must submit the original photo, as well as the page on which it appears, for the entry to be considered. (See instructions for submitting entries.)

NOTE: Submit only ONE photograph – no photo essays.

REVIEWS: (RV)

- Reviews are articles that reflect the writer's opinion; therefore, the writer does not have to, and should not, use "I."
- Typical reviews include such areas as books, music, restaurants, movies and plays.
- Although a review is opinionated, the writer still needs to base assumptions and conclusions on facts gained from research.

SPORTS: (S)

- Article must be on a sports-related topic, i.e., varsity sports, intramural sports, individual sports accomplishments, sports budgets, church and community sports, sports hobbies.
- Straight sports news stories are eligible although sports features tend to give writers the opportunity to write more in-depth pieces.
- Sports stories avoid trite angles and quotes – "We need to get back on track," "I think we're going all the way to state," ""The ball just didn't bounce our way tonight." Concentrate instead on the why behind such angles and quotes.
- Good sport writers look beyond the action on the field and find stories about relationships off the field that lead to results on the field.
- Sports articles should not contain any blatant editorializing.
- Sports jargon should not be over used.

NOTE: Sports columns should be entered in the **COLUMN** category.