

# Excellence in Scholastic Newspaper Award Competition

## General Information

### WHY PARTICIPATE?

The ESNA competition recognizes individuals on a staff for excellence in writing, design, computer graphics and photography. The competition is especially rewarding in years when the publication as a whole might be lacking in overall excellence, but individual work in specific areas is outstanding.

Even if individuals do not place, they have the satisfaction of knowing their adviser or other staff members (depending on who selected the entries) thought their work worthy of entering in the competition. Such a pat-on-the-back can go a long way in building self-confidence and ultimately staff morale.

### CLASSES & CATEGORIES

Staffs may enter **10 of the 12 categories** each competition period – Nov. 15 and March 15. In November ONLY, staffs may enter work from the previous school year's April and/or May issues. This will allow papers that do not publish in September or October to participate.

There are three classes:

- Class A: Schools with enrollment of 1,550 or fewer students
- Class B: Schools with enrollment of 1,551 or more students
- Class C: Middle/junior high schools

The SCSPA office uses enrollment figures from the Pupils in S.C. Schools Publication on the S.C. Department of Education Web site posted Nov. 1.

There are 12 categories:

**(Please see descriptions on separate sheet):**

Advertising (AD)	Art (ART)	Centerspread (CS)	Columns (CL)
Computer Graphics (CG)	Design (layout) (D)	Editorials (ED)	Features (F)
News-Feature (NF)	Photography (P)	Reviews (RV)	Sports (S)

### ENTRY FEE (\$60 PER YEAR)

Publications must be SCSPA members to participate in ESNA.

Although there are two methods of payment, paying at the beginning of the year with membership is definitely easier on the SCSPA office.

- The competition fee (**\$60**) may be paid with membership at the beginning of the year.
- Staffs may pay for each competition separately, **\$30** in November and **\$30** in March.
- The fee is the same regardless of the number of categories entered.

## DEADLINES

ESNA is GOING DIGITAL so all entries must be e-mailed by Nov. 15 or March 15.

PLEASE FOLLOW DIRECTIONS CAREFULLY.

To confirm publication, ONE COPY of the paper(s) from which the entries come must be sent by snail mail to the SCSPA office with a postmark deadline of Nov. 15 or March 15.

## ENTRY SELECTION

Fall entries must be **published** prior to the Nov. 15 deadline or from last year's April or May issues.

- A staff may submit **one entry** per category, and may enter **10 of the 12 categories**.
- Read the ESNA category descriptions for each category.
- Decide in which **10 of the 12 categories** your staff has the strongest entries.

## TO FORMAT ESNA ENTRIES:

**MAKE A PDF** of:

- Advertising, art, centerspreads, computer graphics, design and photography

**MAKE A WORD DOCUMENT** of:

- Columns, editorials, features, news features, reviews and sports

Name of file should be the category, initials of school and adviser's initials. Use abbreviations as necessary. Example: NF\_CCHS\_vb

## THERE ARE TWO OPTIONS OF SUBMITTING ENTRIES TO THE SCSPA OFFICE:

### OPTION ONE – PERSONAL EMAIL:

**SEND NO MORE THAN THREE WRITING ENTRIES PER E-MAIL** as attachments and use good judgment on other files. If too many large files are attached to the same e-mail, they will not come through.

- **Subject line:** SCSPA Fall ESNA (or SCSPA Spring ESNA)
- **Body:** Provide the (1) category, (2) school, (3) name of publication, (4) date of issue and (5) student(s)' name for each entry

### OPTION TWO – YOUSENDIT:

Put all entries in a folder labeled **SCHOOL NAME ESNA entries** and make an Alias or ZIP file of the folder.

Go to [www.yousendit.com](http://www.yousendit.com) and follow the directions for the Web site. The folder can be sent via the yousendit site.

- **Subject line:** SCSPA Fall ESNA (or SCSPA Spring ESNA)
- **Body:** Provide the (1) category, (2) school, (3) name of publication, (4) date of issue and (5) student(s)' name for each entry
- **E-mail** the entries to [schopres@mailbox.sc.edu](mailto:schopres@mailbox.sc.edu)
- **Snail mail a copy of the newspaper(s)** in which the entries appeared and a copy of the composite list of entries

If you have any questions about these directions, please contact Leslie at [schopres@mailbox.sc.edu](mailto:schopres@mailbox.sc.edu) or call 803-777-6284. Do NOT wait until the deadline to clarify instructions.

## **AWARDS**

Fall and spring competition:

1st, 2nd and 3rd place will be awarded for each ESNA class size in each category.

1st place = 3 points; 2nd place = 2 points; 3rd = 1 point.

In tie situations, both entries receive the points.

Sweepstakes' points will be totaled from fall and spring winning entries.

These winners will vie for 1st, 2nd and 3rd place in the ESNA Year Awards.

First-place winners are recognized at the spring conference.

One sweepstakes plaque will be awarded to each division at the spring conference.

**COPYRIGHT/PLAGIARISM:** If any plagiarism or use of copyrighted material occurs, all entries from the school will be disqualified and the school will forfeit any earned sweepstakes' points in that monthly competition.

**NOTE:** Winning entries may be reprinted in SCSPA publications without prior consent of individuals. Please submit all entries with this in mind.