

Excellence in Scholastic Newspaper Awards

Category Descriptions

In November ONLY, entries may be from previous April or May issues to allow papers not publishing in September or October to participate in fall ESNAs.

Advertising

An individual ad (not a collection of ads) that utilizes art, graphics, and/or photos appropriately and attractively to advertise a specific product or company. Original artwork is preferred, and company-prepared ads will not be accepted.

Art

One original drawing that is creative and relevant to a particular subject. Political cartoons, comic strips or article-related artwork is acceptable.

Centerspread

Two-page spread judged on overall packaging of a topic – considering the strength of individual articles as well as the graphics, art and photography. Individual pieces on the centerspread can be entered into other ESNA categories.

Column

Bylined piece appearing on editorial, feature or sports page that shows the writer's voice, uses clear details, has a universal idea and makes the reader think.

Computer Graphic

Graphics must be original student work and deliver a message in a clean, stimulating manner using a computer graphics system. Pieces submitted cannot be entered into the art category.

Design

A single-page design – excludes a covers or a front page – judged on overall packaging, graphic elements, typography, creativity, photography, and placement of copy.

Feature

Article that informs or entertains through in-depth, human interest writing. Topics include profiles, adventure, seasonal, behind-the-scenes or occupation.

Front Page Design

Single-page design on the front of a paper or magazine judged for the use of graphic elements, typography, photography, artwork and copy placement.

News Feature

Story that has a news component but delves into human interest topics as well by using creativity to grab the reader's attention and tell the story.

Photography

Any student-produced photograph published in the newspaper to be judged on compositional elements, technical quality and aesthetic value. Must submit outline with photo.

Review

Article reflects the writer's opinion about a piece of pop culture such as book, movie, TV show, restaurant, video game, website or play. Writer should base content off facts gained from research.

Sports

Either a news or feature story regarding sports at the school or in the community (varsity, intramural, junior varsity, budgets, etc.). Article should focus on creative storytelling angles and should be free from editorializing.

Staff Editorial

Unbylined article that reflects the view of the staff about a specific issue or a major news story somewhere else in the paper. It should express the opinion of the editorial board.