

The 2018-2019 WNA Foundation

***High School
Better Newspaper
Contest***

Rules & Categories

Contest Categories

1. General Excellence
2. General Reporting
3. Public Affairs Reporting
4. In-Depth Story
5. Feature Story
6. Sports Story
7. Editorial Writing
8. Column Writing
9. Courage in Journalism
10. News/Feature Photography
11. Sports Photography
12. Infographic/Illustration
13. Best Use of Multimedia/Website

Rules & Information

Contest Deadline: Monday, Jan. 21, 2019

- All entries must be uploaded by 10:59 p.m.
- Mailed entries must be postmarked by this date.

Contest Period: Sept. 1, 2017 - Dec. 31, 2018

All print and digital entries must have been published during the entry period.

Entry Divisions

- Division A: Newspapers from schools with fewer than 500 students
- Division B: Newspapers from schools with more than 500 students

Entries will be merged into the next highest category automatically if a category received three or fewer entries.

Eligibility

Any student enrolled in a Wisconsin public, parochial or private senior high school is eligible.

Number of entries allowed

Unless otherwise specified, each entrant may submit as many entries in each contest as desired.

Contest Website and Contest Managers

Entries can be submitted online at www.betternewspapercontest.com/WNA_HS. Each newspaper will be assigned a contest manager, who will receive a username and password. The contest manager can add authorized entrants, who may also submit entries. The contest manager can also opt to share his or her login information with staffers so that they may upload their entries.

If you've forgotten your username or password, contact Membership & Programming Specialist Jordan Schelling at jordan.schelling@wnanews.com.

Online entry

All entries must be completed online through the contest website www.betternewspapercontest.com/WNA_HS. Detailed instructions can be viewed on the website. Full page electronic tear sheets must be submitted with each entry, with the exception of digital categories.

Mailed Entries

The General Excellence category allows for hard-copy submissions. **You still must first submit information about the entry online**, submit an electronic tear sheet for the first page, print and affix your entry label to the front of each mailed entry.

Mailed entries and payment must be postmarked by Jan. 21, 2019, and sent to:

Attn: Jordan Schelling
High School Better Newspaper Contest
34 Schroeder Ct., Suite 220
Madison, WI 53711

Payment

There is a \$7.50 entry fee for each entry. Please send a check with any mail-in entries or complete credit card payment on or before the contest deadline.

Payment is due the same day entries are due and should be submitted in one payment.

Make checks payable to the Wisconsin Newspaper Association Foundation.

Judging

Experienced newspaper professionals from the Washington Newspaper Publishers Association will be selected as judges.

Presentation of Awards

General Excellence winners will be presented with \$1,000 William E. Branen Scholarships at the annual WNA Convention & Trade Show on March 8, 2019, at The Madison Concourse Hotel in downtown Madison. First place plaques and second and third place certificates will be mailed to the schools, along with judges' comments.

Category Descriptions

1. General Excellence

This award seeks to recognize balanced excellence of the high school newspaper as a whole. Entries will be judged on overall evaluation of the newspaper, with maximum point value assigned as follows:

- Quality of writing: 25 points
- Depth, breadth and quality of news coverage: 25 points
- Quality of editorial page with particular attention to relevance to community: 25 points
- Overall appearance of the newspaper with particular attention to effective layout and design: 25 points

Entries are limited to one per newspaper.

Submit: Two (2) complete issues of the newspaper must be submitted as PDFs or via mail. In the online contest platform, select this category and enter the two dates in the headline box and upload a full-page PDF of the front page of each issue. Print and affix label to the entry before mailing.

2. General Reporting

This award seeks to recognize excellence in general news reporting. Criteria include significance of subject, writing quality and thoroughness. A newspaper may submit an unlimited number of entries, but a staff member's name may not appear on more than two entries.

Submit: Upload full-page PDFs or submit URLs for each story.

3. Public Affairs Reporting

This award recognizes excellence in public affairs reporting, including coverage of student, local, state or federal government and how it affects the newspaper's community. Criteria include enterprise, clarity and relevancy. Editorials or columns may be submitted as supporting materials, but cannot be the main focus of the entry. A newspaper may submit an unlimited number of entries, but a staff member's name may not appear on more than two entries.

Submit: Upload full-page PDF(s) or submit URL(s) for story or story and sidebar(s).

4. In-Depth Story

This award recognizes the best single story or series on a single topic that goes beyond the surface and requires more time, work and skill than general news reporting. Criteria include enterprise, relevancy, resourcefulness, originality, organization, clarity, use of sources and impact. Each entry shall consist of either a single story or a series on a particular topic. A newspaper may submit an unlimited number of entries, but a staff member's name may not appear on more than two entries.

Submit: Upload full-page PDF(s) or submit URL(s) for story or stories.

5. Feature Story

Each entry shall consist of a single feature article or feature article and sidebar(s). Criteria include effectiveness of writing style, originality of approach and human interest. A newspaper may submit an unlimited number of entries, but a staff member's name may not appear on more than two entries.

Submit: Upload full-page PDF(s) or submit URL(s) for story or story and sidebar(s).

6. Sports Story

Each entry shall consist of a single sports story, series or story and sidebar(s) on the same topic. Criteria include significance of subject, writing quality and thoroughness. A newspaper may submit an unlimited number of entries, but a staff member's name may not appear on more than two entries.

Submit: Upload full-page PDF(s) or submit URL(s) for each story.

7. Editorial Writing

Each entry shall consist of a single editorial. Criteria include quality of writing, significance to the school, importance of the issue, success of the argument on the reader and general impact. A newspaper may submit an unlimited number of entries, but a staff member's name may not appear on more than two entries.

Submit: Upload full-page PDF or submit URL for the editorial.

8. Column Writing

Each entry shall consist of a single column, and may be a news, feature or humor column. Criteria include reader appeal, depth of material or research and clarity of writing. Newspapers may submit an unlimited number of entries, but no more than two for the same columnist.

Submit: Upload full-page PDF or submit URL for the column.

9. Courage in Journalism

This award recognizes a student, advisor or administrator who worked in support of the First Amendment, freedom of speech and freedom of the press, despite difficulty or opposition. Entries should include a letter of nomination detailing how the nominee has exemplified or defended press freedom principals, along with any relevant materials or news clips. Entrants may nominate themselves or someone else.

Submit: Upload nomination letter as a PDF and submit supporting materials as a PDFs or URLs.

10. News/Feature Photography

Each entry shall consist of a single photo (or up to three photos on the same subject) that is the direct result of a news event. Criteria include news value, enterprise, impact, composition, technical ability and originality. Photographers may submit unlimited entries.

Submit: Upload full-page PDF(s) or submit URL(s) and the individual JPG(s) for each photo.

11. Sports Photography

Each entry shall consist of a single photo (or up to three photos on the same subject) focusing on any aspect of athletics. Criteria include creativity, impact, interest, composition, technical ability and originality. Photographers may submit unlimited entries.

Submit: Upload full-page PDF(s) or submit URL(s) and the individual JPG(s) for each photo.

12. Infographic/Illustration

Each entry shall consist of a single graphic or illustration that helps to deepen the reader's understanding of a topic via visual elements. Entries may include graphs, charts, maps or other graphics used to convey information in a succinct manner. Criteria include creativity, effectiveness, clarity, accuracy and originality. Designers may submit unlimited entries.

Submit: Upload full-page PDF(s) or submit URL(s) for the graphic and the accompanying story.

13. Best Use of Multimedia/Website

This award recognizes excellence in storytelling using multimedia elements. Entries may include, but are not limited to news websites, videos, podcasts, photo slideshows and interactive graphics. Entries may be part of a project that also includes a print or online story or standalone pieces. Criteria include innovation, technical quality, impact and effectiveness of storytelling. Newspapers may submit unlimited entries.

Submit: Submit URL(s) for multimedia elements. If part of a larger project, submit PDF or URL for accompanying story. Third party platforms, like Storify or Pearltrees, may be used to showcase digital projects.