

KANSAS PROFESSIONAL COMMUNICATORS AND KANSAS SCHOLASTIC PRESS ASSOCIATION ANNOUNCE THE 2008 ALL-KANSAS WRITE-OFF



The All-Kansas Write-Off allows student journalists to compete in 20 categories. The newspaper categories are news writing, feature writing, editorial writing, personal column writing, sports writing, photography (feature and sports), environmental coverage, cartoons and double- and single-page layout. Yearbook categories are double-page spread, copy writing and photography. The three new desktop categories, combined in a newspaper and yearbook division, are informational graphic or chart, feature headline and logo.

This contest brings together student journalists from across Kansas through individual competition. The best of the best in qualifying categories are then sent to the National Federation of Press Women Youth Contest.

Experienced judges who know the educational benefits of constructive criticism evaluate the entries. Our goal? Helpful, easy-to-understand comments on each entry. First, second, and third place winners are selected, as well as honorable mention. All winners will be honored at the KPC spring awards banquet.

•• OFFICIAL CONTEST RULES••

• **CATEGORIES** Student journalists may enter any or all categories, but are allowed to enter only **once per category**. For example, a photographer may enter once in newspaper photography, once in yearbook photography, and once in desktop logo. A photographer who entered two pictures in the yearbook photography category would be automatically disqualified in that category. There are 20 contest categories.

A student may not enter a co-written article in addition to a singly authored article in the same category. For purposes of this section, co-authorship counts as a single entry for each co-author. There are no limitations on the number of entries per school. For example, three different students from one school could enter yearbook copy writing.

• **FEES** Contest fees are \$5 for each entry for KSPA member schools and \$7 for non-member schools. **UNPAID ENTRIES WILL NOT BE ALLOWED TO COMPETE.** Co-authored entries pay one fee. Make checks payable to KANSAS PROFESSIONAL COMMUNICATORS.

• **STUDENT ELIGIBILITY** Each entry must have been created by one or more Kansas high school students. It must have been published in a Kansas high school newspaper, professional publication, or yearbook on or between Jan. 13, 2007, and Jan. 11, 2008.

According to National Federation of Press Women rules, entries must be the work of students enrolled in grades 9-12 during the current school year or the last semester of the senior year for students' work published after the current deadline. Heed the deadline set by your state.

• **POSTMARK DEADLINE** All entries must be postmarked on or before Friday, Jan. 18, 2008, and mailed to All-Kansas-Write Off, c/o Terry Rombeck, 645 New Hampshire, Lawrence, KS 66044, (785) 832-7145, FAX (785) 843-4512. If interested, include a self-addressed postcard which will be returned to verify that the entries met the deadline.

• **ENTRY INSTRUCTIONS** All entries, except yearbook, must be submitted as clippings or tearsheets (full pages from your publication). Submit yearbook entries as a photocopy attached to the entry form.

Submit **2 tear sheets** (the entire page in which

the article appears) for each entry or 1 tear sheet and 1 clear copy if there is a shortage of newspapers. All entries must have been published.

In the column category, send **2 copies each of 3 different columns**, 2 consecutive ones (not necessarily chronologically) and any third one.

Submit an actual black-and-white photograph for the yearbook photography competition but also provide the required published copy of the photograph. Judging is based on composition, not the reproduction of the photograph in the newspaper.

Cartoon and desktop publishing entries that illustrate stories, features, photo packages or theme concepts must include additional support materials. For an informational chart, or feature headline, also send a photocopy of the related story and/or photograph. In addition to a logo send a photocopy of its yearbook cover or division page. This will help ensure relevant, equitable evaluation. Stand-alone informational charts need no supplemental materials.

Each entry must be paper clipped to a fully completed entry form. Photocopy the blank entry form for use on all entries (or photocopy it for all students after typing in information about school, adviser, and hometown paper). Keep accurate records of your entries. Incomplete forms will not be accepted.

• **JUDGES** The contest relies on Kansas Professional Communicators members and other communication professionals to serve as judges. Dozens of entries are judged and processed in a two-month time frame. The judges work on a volunteer basis, solely out of dedication to Kansas journalism education.

• NEWSPAPER JUDGING CRITERIA

EDITORIALS – local interest for readers, clearness of style, sound reasoning and effort to influence readers' opinions in what the writer believes is the right direction. (An editorial is not a bylined personal column, but may be a signed editorial written on behalf of an editorial board.)

NEWS – evidence of initiative in obtaining a story that presents new information or a different angle on published information or past events, planning a general organization, writing style, readability and impact.

FEATURE – interest to reader and unusual aspects of the material or its handling, writing style and richness of detail and use of quotes, readability and

OFFICIAL ENTRY FORM

ALL-KANSAS WRITE-OFF

ENTRIES (2 COPIES OF EACH) AND ENTRY FORMS MUST BE PREPARED TO COMPLY WITH THE RULES AND MAILED BY JANUARY 18, 2008. COPY THIS FORM FOR ALL INTERESTED STUDENTS. STUDENTS MAY ENTER EACH CONTEST ONLY ONCE. ENTRIES THAT DO NOT FOLLOW THE RULES WILL BE DISQUALIFIED, WITH NO FEE REFUNDED. MAKE CHECKS PAYABLE TO KANSAS PROFESSIONAL COMMUNICATORS. MAIL ALL ENTRIES TO TERRY ROMBECK.

CIRCLE THE CATEGORY FOR THIS ENTRY:

NEWSPAPER: editorials news feature sports column cartooning graphics
double-page layout single-page layout review feature photo sports photo environment
YEARBOOK: copywriting photography double-page spread single-page layout
DESKTOP PUBLISHING: informational graphic/chart feature headline logo

Headline or identifying caption (Please type or print) _____

Publication name, Date, Year _____

Complete School Name _____

School Address _____ City _____ Zip _____

School Phone Number () _____ Principal's Name _____

Student's Name _____ Circle year in school when entry was created: 9 10 11 12

Full name of parent(s)/ guardian with whom the student resides _____

Student's Home Address _____

City _____ Zip _____ Student's Home Phone () _____

Adviser's Name _____ Adviser's Home Address _____

City _____ Zip _____ Adviser's Home Phone () _____

Adviser's signature endorsing choice of entry _____

Hometown Newspaper _____

Newspaper Address _____ City _____ Zip _____

If the article appeared in a community publication rather than one at school, please complete the following:

Name of editor who processed article _____ Name of publication _____

Mailing address of editor _____ City _____ State _____ Zip _____

To the editor: To the best of your recollection, to what extent does this represent the contestant's own work?

FOR OFFICE USE ONLY

Date received _____ received by _____

payment: check # _____ purchase order # _____ amount \$ _____

personal school other

CALL FOR ENTRIES

thoroughness. (Includes personality profiles, human interest, general features and opinion pieces.)

SPORTS – imagination and good application of sports writing style in advance, follow-up, summary or feature coverage of events or sports participants; avoiding play-by-play rehash.

COLUMN – (Submit three columns – 2 consecutive and any third one.) Analytical scrutiny, satire or personal comment/opinion on general or special subject that entertains and/or educates. (May take in-depth knowledge, research, study or expertise.)

FEATURE PHOTO – human interest of people in their environment, action and/or “story-telling” quality (not posed shots) and quality of the reproduction in the publication. No print required, but two copies of the publication tear sheet.

SPORTS PHOTO – photo should be easy to “read” and cropped for impact. It should show the peak of the action; capture an exciting moment or a storytelling facial expression. No posed shots. Judging is based on the quality of the photo as published.

CARTOONING – may be generated by computer graphics or free-hand and may be a comic strip or cartoon. The judge will consider the text or caption and the use of concept and artistic style. The subject matter is unrestricted. For example, any political, economic or social issue may be covered or any human relations issue or any other topic. Include a description of the event that prompted the cartoon.

GRAPHICS – entry may be created freehand or electronically. Judging will be on creativity, uniqueness, clarity of relationship to article or publications and entry’s visual enhancement of the subject matter. Unsigned work requires adviser’s verification.

SINGLE PAGE LAYOUT – may be from a desktop publishing project or from the traditional printing production methods. (A double-truck is not a single page.) Judges will consider any number of graphic elements, typography, photos, illustrations and color. Judging will be on creative and effective use of elements in drawing reader interest and supporting article(s) content. Unsigned work requires adviser’s verification.

DOUBLE-TRUCK LAYOUT – a two-page layout (centerfold) incorporating an odd number of pictures made up as a single unit with the usual margin between the two facing pages eliminated. Judging will be based on same elements as for single-page layout. Unsigned work requires advisers’ verification.

ENVIRONMENT AWARD – judging will be based on how the article, layout, graphic or photograph “educates the public about environmental issues or concerns.”

REVIEW – entry should be of interest to the publication’s readers. Subject may be art or dramatic event or music. Article should include some critical analysis and show writer’s knowledge and background in the art form. Review should be interesting, creatively written and have rich style.

• YEARBOOK JUDGING CRITERIA

COPYWRITING – judged on structure, interest to readers, direct quotations, historical value, organization, grammar and style.

PHOTOGRAPHY – judged on quality of the original glossy print, with emphasis on the activity, the news value, the composition and the cropping. Entries must be candid not posed photographs. They may be from any part of the published yearbook.

DOUBLE-PAGE SPREAD – judged on how the elements of the two facing pages are positioned to create a pleasing display of copy, photographs, artwork, headlines and captions.

SINGLE-PAGE LAYOUTS – judged on creative, effective use of graphic elements, typography, photos, illustrations and color, particularly in regard to how they draw reader interest and support article content.

• DESKTOP PUBLISHING JUDGING CRITERIA

INFORMATIONAL CHART OR GRAPHIC – judged on its simplicity, relevance, newsworthiness and visual appeal to the readership. The resource for the information must be provided on the published graphic/chart. Additional free-hand artwork supporting the chart is optional; this artwork may or may not be scanned or computer-generated.

FEATURE HEADLINE – judged on content, typography and design, all of which must relate to the story or photo package it supports.

LOGO – also judged on content, typography and design, all of which must quickly and simply communicate the intended message to the readership. Free-hand artwork in this category must be computer-generated.

• NFPW COMPETITION The top entry in the following categories—news stories, feature stories, editorials, sports stories, personal columns, photos, cartoons, environmental coverage, graphics, reviews and single-page layout—will be submitted for nationwide competition sponsored by the National Federation of Press Women. Currently, NFPW does not offer competition in the other Kansas categories of yearbook and desktop publishing. Please note: Entries to the national contest must be submitted as tearsheets. Winning national entries will be published in “Press Women” magazine and the Dow Jones Newspaper Fund newsletter. Guidelines for the national contest, which were approved by the National Association of Secondary School Principals, will be provided on request.

• AWARDS State winners in all categories will receive non-monetary awards. Winners will be notified by mail in March 2008. Entries and judges’ comments will be returned to publication advisers soon thereafter. Judges will be asked to strive for balanced comments on all entries, depending on the judging time available.

• KSPA MEMBERSHIP STATUS Direct all questions regarding KSPA membership status to John Hudnall, Executive Director, Stauffer-Flint Hall, University of Kansas, 1435 Jayhawk Blvd., Lawrence, KS 66045-7575, (785) 864-0605, or e-mail kspa@ku.edu.

• KPC/NFPW MEMBERSHIP STATUS Direct all questions on KPC membership to Terry Rombeck, 645 New Hampshire, Lawrence, KS 66044, (785) 832-7145, FAX (785) 843-4512, or e-mail trombeck@ljworld.com.

• DISQUALIFICATION The contest coordinator reserves the right to disqualify entries for rule violations, including multiple entries in a single contest category, entries with tampered dates, etc. Improperly submitted entries will be disqualified and entry fees will NOT be refunded. Entries that are not legible will also be disqualified, so please type or print clearly.