



The San Francisco Peninsula Press Club
and Hillsdale Shopping Center
present the

2014-2015 SF Peninsula Press Club High School Journalism Contest

Entries due May 8, 2015

Awards to be presented on Thursday, May 21
at the San Mateo County History Museum

Contest rules

1. Only entries published between **February 28, 2014**, and **April 30, 2015** in a:
 - **San Francisco or Peninsula high school newspaper** or on a
 - **San Francisco or Peninsula high school news website**
2. All entries should be submitted online through the Better Newspaper Contest website:
<http://betternewspapercontest.com/>
Select 2014-2015 San Francisco Press Club High School Journalism Contest
3. PDF or Web URL will be accepted.
4. Each student may enter only **three individual entries**.
5. Advisers should submit a list with Category, Title and student(s) names for the school. E-mail to:
SFPPCContests@gmail.com

Contest categories and criteria

1 - News story

Definition: An article that presents new information. The subject/source may be either on-campus or off-campus.

Judging: Criteria are appropriateness and significance of topic, power and succinctness of lead, accuracy, conciseness, factual support, fairness, use of appropriate sources, grammar and writing style.

2 - Feature story

Definition: An article that clarifies news issues, provides entertainment or insight about events, or profiles the personality of figures of interest to the campus or larger community. A news peg is not required, though it may occur.

Judging: Criteria are aptness, human interest, appeal of lead, originality, clarity, accuracy, significance of topic, grammar and cleverness of writing style.

3 - Sports story

Definition: Sports coverage other than a sports feature or sports column. (Sports features may be submitted under #2 - Feature Story, and sports columns may be submitted under #5 - Column)

Judging: The entry will be judged on avoidance of clichés, as well as appropriateness and significance of topic. Power and succinctness of lead, accuracy, completeness, conciseness, factual support, fairness, use of appropriate sources, grammar, and style will also be criteria.

4 - Editorial

Definition: An editorial written as a statement of opinion by or representing the staff — not a personal opinion column.

Judging: Criteria are significance of topic and purpose, logic, clarity, accuracy, factual support and documentation, organization, conciseness, fairness, persuasiveness of presentation, grammar and writing style.

5 - Column

Definition: The entry will consist of UP TO THREE EXAMPLES of a regular column by a single writer that reflects analysis by the writer alone. It can include humor, politics, personal reflection, sports, arts and entertainment, health or any other topic.

Judging: Criteria are significance of topic and purpose, logic, clarity, accuracy, factual support and documentation, organization, tone, conciseness, fairness, persuasiveness of presentation, grammar and writing style.

6 - News photo

Definition: A photo of a newsworthy event or activity over which the photographer had little or no control of setting, lighting, or photographic opportunity. Submit .jpg and PDF or link of photo on page or web.

Judging: Spot news value will be judged, as well as visual impact, story-telling ability, content/composition and technical quality. Color photos may be entered, but color WILL NOT be a factor in judging.

7 - Feature photo

Definition: A feature photo differs from a news photo in that the photographer had some control of the setting and/or circumstances under which the photo was taken. Submit .jpg and PDF or link of photo on page or web.

Judging: Criteria are aptness of subject, human interest, apparent planning and execution, use of camera controls and lighting (as well as props where possible and appropriate), visual impact, story-telling ability, content/composition and technical quality. Color photos may be entered, but color WILL NOT be a factor in judging.

8 - Sports photo

Definition: A photo taken during the activity of a sports event. Submit .jpg and PDF or link of photo on page or web.

Judging: Criteria are capturing the peak of action, spot-news value, visual impact, story-telling ability, content, composition and technical quality. Color photos may be entered, but color WILL NOT be a factor in judging.

9 - Layout and design

Definition: Any complete issues*

Judging: Criteria are news judgment, use of headlines, use of photos and graphic elements, uncluttered presentation, technical quality and content.

10 - Website Design

Definition: An entry will consist of three random dates selected by the judges.

Judging: Criteria are visual impact, graphic elements, uncluttered presentation, technical quality and ease of use.

11 - Website Content

Definition: An entry will consist of three random dates selected by the judges.

Judging: Judging will evaluate excellence in:

- a) Coverage and content, especially the treatment of breaking news
- b) Writing and editing (news stories, depth and feature stories, sports stories, copy editing, proofreading, headline writing and presentation)
- c) Opinion content (range of opinion content, editorial writing, editorial cartoons, opinion feature writing, public forum)
- d) Photography, art and graphics

12 - Yearbook

Definition: An entry will consist of campus yearbook.

Judging: Judging will evaluate excellence in:

- a) Coverage and content
- b) Writing and editing
- c) Photography, art and graphics
- d) Design

13 - General excellence – Newspapers Only

Definition: An entry shall be three CONSECUTIVE issues (newspapers only). Issues submitted should be typical and not created for public relations purposes.

Entry: One entry per school, consisting of three complete issues.*

Judging: Judging will evaluate excellence in:

- a) Coverage and content (scope of sources, balance, timeliness, vitality of content, sports coverage)
- b) Writing and editing (news stories, depth and feature stories, sports stories, copy editing, proofreading, headline writing and presentation)
- c) Opinion content (range of opinion content, editorial writing, editorial cartoons, opinion feature writing, forum)
- d) Design
- e) Photography, art and graphics

*Articles can be mailed as PDF files or linked to the email address below. In the Overall Excellence category, full issues can be uploaded in PDF format or copies can be sent to 32 Robin Way, San Carlos, CA 94070. **Only Overall Excellence categories have the option of being mailed.**

For more information: John Ellis, Contest Administrator

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