



The 2016-2017 SF Peninsula Press Club High School Journalism Contests and Scholarships

Entry Deadlines: Wednesday, April 26, 2017
*Awards to be presented on Saturday, May 13, during the
SFPPC High School Journalism Boot Camp at City College of San Francisco*

Contest rules

1. Work published between **May 2016 through Wednesday, April 26, 2017** in a **high school newspaper or yearbook** or on a **high school news website** are eligible.
2. All entries, except categories 12 and 13 which are sent by mail, must be submitted online through the Better Newspaper Contest website:

FIRST STEP: Teachers/Advisers are required to set up the account for their school.

- Go to www.betterbnc.com
- Click contestant login (upper left)
- Select a contest: "2016-17 San Francisco Peninsula Press Club High School Journalism Contest"
- Select Media Organization: You will see a list of High Schools. Click on yours and use the temporary password **bnc** You will then be asked to change your password and to complete/correct the contact information. Hit "Submit" and you will be directed to the Welcome page. From there you can change your account details, submit entries or log out. Please share the new password with your students so that they can go into the system and make their entries themselves.
- Note that each student may enter up to two entries per category.
- **If your school is not listed, please call Terry Williams at 619-743-3660 to have it added.**

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.

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, 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 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 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 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: An entry shall be any three 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. **(Please send to Antonia Ehlers, 32 Robin Way, San Carlos, CA 94070)**

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 (hard copies only – please send to Antonia Ehlers, 32 Robin Way, San Carlos, CA 94070)

Definition: An entry shall be three CONSECUTIVE issues within the contest period.

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

**Questions and more information: Contact Terry Williams at 619-743-3669
sfppccontest@cox.net**

Scholarship details

Wednesday, April 26 — That's the deadline for submitting entries to the 2017 college scholarship competition sponsored by the San Francisco Peninsula Press Club.

The competition is open to San Francisco Bay Area high school students who are planning a career in print, broadcast, online or photo journalism.

The club selects two high school students — one to receive a \$1,000 scholarship named for Herb Caen, the late San Francisco Chronicle columnist, and one for a \$1,000 scholarship named for the late Jack Russell, club cofounder.

Scholarship funds will be paid to colleges each recipient plans to attend to defray education-related expenses. Recipients will be honored during the SFPPC's annual High School Journalism Boot Camp, which will be held on Saturday, May 13, at City College of San Francisco.

Work published, broadcast or webcast from fall 2016 through Wednesday, April 26, 2017, is eligible.

Entrants should send:

- A one-page résumé.
- A letter of recommendation from an instructor in journalism, communications or English.
- Three to five examples of work as published or distributed. All entrants must include at least two examples of newswriting or news coverage and may complete the submission with samples of featuring writing or feature coverage. Only one example may be opinion-based.
- The entire package — résumé, letter of recommendation and examples — should be combined into a single PDF that includes the entrant's name in the title. Video reports should be provided as links on a single PDF that is added to the combined PDF.

Entries should be emailed by Wednesday, April 26, to: **sfppccontest@cox.net**

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