

## 2019 HARVEY CONTESTS

### COVERAGE CATEGORY

**Academics Coverage:** Submit no more than three representative spreads or six individual pages. Submissions will be evaluated on quality of photography, design, copy, headlines and captions; subject matter creativity; consistency of publication's style and usage of verbal and visual elements. Contest entries should also reflect the following coverage guidelines: Details the essence of why students are in school by developing creative coverage topics focused on the academic experience. Pages should concentrate on student, rather than faculty, involvement and not be dominated by photos of students in desks and teachers addressing the class from front of the room. Coverage should provide readers with a complete overview of core, elective and vocational courses throughout the year. The subject matter should be clear as to why it is relevant to this specific school year and have an angle that interests high school readers. *No more than one entry per student media outlet.*

**Clubs/Organizations Coverage:** Submit no more than three representative spreads or six individual pages. Submissions will be evaluated on quality of photography, design, copy, headlines and captions; subject matter creativity; consistency of publication's style and usage of verbal and visual elements. Contest entries should also reflect the following coverage guidelines: More than just group photos and emphasizes school-related, and non-school-related, organizations, their participants and sponsors and how each enhances the student experience throughout the entire year rather than one or two events. Group photos with complete identification may be used but should not serve as a dominant visual. The subject matter should be clear as to why it is relevant to this specific school year and have an angle that interests high school readers. *No more than one entry per student media outlet.*

**News/Current Events Coverage:** Submit no more than three representative spreads or six individual pages. Submissions will be evaluated on quality of photography, design, copy, headlines and captions; subject matter creativity; consistency of publication's style and usage of verbal and visual elements. Contest entries should also reflect the following coverage guidelines: Relevant to the whole community by centering on school news yet showing how local, regional, national and international events affect students. All content is accurate and objective; uses facts instead of generalizations; includes human and documentary sources; provides direct quotes with impact; has detail, description and a well-organized story flow; and follows AP and publication style. The subject matter does not have to be school related, but it should be clear as to why it is relevant to this specific school year and have an angle that interests high school readers. *No more than one entry per student media outlet.*

**Features/Student Life/Non-Traditional Coverage:** Submit no more than three representative spreads or six individual pages. Submissions will be evaluated on quality of photography, design, copy, headlines and captions; subject matter creativity; consistency of publication's style and usage of verbal and visual elements. Contest entries should also reflect the following coverage guidelines: Avoids cliché topics and details the complete story of students' lives in and out of the classroom by focusing on involvement in, and reaction to, special events and everyday life. Stories provide color with active voice and meaningful student quotes that trigger an emotional response from the reader. Entertainment stories fall under this category, but reviews of food, music, movies, etc. do not. Chronological yearbook spreads may also be entered in this contest. The subject matter does not have to be school related, but it should be clear as to why it is relevant to this specific school year and have an angle that interests high school readers. *No more than one entry per student media outlet.*

**Sports Coverage:** Submit no more than three representative spreads or six individual pages. Submissions will be evaluated on quality of photography, design, copy, headlines and captions; subject matter creativity; consistency of publication's style and usage of verbal and visual elements. Contest entries should also reflect the following coverage guidelines: Captures the excitement of the seasons by avoiding the obvious subject matter and being more than the actual competitions, team accomplishments and scoreboards. Stories provide color with active voice and meaningful student quotes that trigger an emotional response from the reader. Strong action photos with detailed captions and coverage of multiple events and practices dominate this section. The subject matter does not have to be school related, but it should be clear as to why it is relevant to this specific school year and have an angle that interests high school readers. *No more than one entry per student media outlet.*

**Opinion Coverage:** Submit no more than three representative spreads or six individual pages. Submissions will be evaluated on quality of photography, design, copy, headlines and captions; subject matter creativity; consistency of publication's style and usage of verbal and visual elements. Contest entries should also reflect the following coverage guidelines: Includes staff editorials, columns and entertainment reviews that showcase the viewpoint of the content's creator. This work avoids cliché, overused topics and features responsible comment on a wide range of important, timely subjects using various credible human and documentary sources and, when possible, provides solutions. The subject matter does not have to be school related, but it should be clear as to why it is relevant to this specific school year and have an angle that interests high school readers. *No more than one entry per student media outlet.*

Yearbook Album: Submit no more than three representative spreads or six individual pages. Submissions will be evaluated on quality of photography, design, copy, headlines and captions; subject matter creativity; consistency of publication's style and usage of verbal and visual elements. Contest entries should also reflect the following section-specific coverage guidelines: Album displays school portraits and names of appropriate size for all grade levels, staff, faculty and administration alongside creative feature stories and photos to add interest. It is also encouraged to include names of those "not pictured" and list specific courses taught for every teacher. *No more than one entry per school.*

Yearbook Ads/Index: Submit no more than three representative spreads or six individual pages. Submissions will be evaluated on quality of photography, design, copy, headlines and captions; subject matter creativity; consistency of publication's style and usage of verbal and visual elements. Contest entries should also reflect the following section-specific coverage guidelines: Ads/Index focuses on the complete community via business advertisements and sidebar content emphasizing local angles and student involvement. Pages feature ads that contrast in size and an index that provides the page number for all students, faculty, administration, organizations, sports and advertisers. The colophon and acknowledgments may also appear in this section. The subject matter should be clear as to why it is relevant to this specific school year and have an angle that interests high school readers. *No more than one entry per school.*

Yearbook Theme: Submit no more than six different elements of theme development **in addition to** the yearbook cover for consideration: end sheets, opening, division pages and closing section. Submissions will be evaluated on overall presentation (copy, photography and design), continuation of verbal and visual theme elements and the inclusion of essential layout elements such as page numbers and folios. Theme should be original and relevant to that particular school year. *No more than one entry per school.*

#### DESIGN CATEGORY

Advertising: Send a PDF of an ad and the page on which it was published. It can incorporate the advertiser's professional logo but must be designed by a student to sell an idea, product or service to a high school audience. Criteria for judging include artistic design and persuasive appeal. *No more than three entries per student media outlet.*

Infographics: Send a PDF of a graphic and the page on which it was published. Graphic should display information from a story that is better communicated through art, charts, graphs or other forms of visual communication. Contest entry should include proper attribution for information and feature complimentary design elements (typography, color, etc.) appropriate for surrounding content. *No more than three entries per student media outlet.*

Editorial Cartoon: Send a PDF of a single panel editorial cartoon or a comic strip and the page on which it was published. Contest entry should help emphasize editorial content; be appealing/entertaining to a high school reader; display evidence of artistic ability; and have an effective, obvious message that requires little, if any, written description as to its meaning. *No entry limit. No more than three entries per student media outlet.*

Single-Page Design: Send a PDF of a single page that reflects visual impact as a story package and a sense of purpose for the best design to display coverage. Page may contain content of different topics and should exhibit a clean layout; effective positioning of the elements; effective selection, scaling and cropping of photos; effective font choices and sizes; varied headline sizes; a clear focal point; text flow easy to follow; and consistent use of styles. *No more than three entries per student media outlet.*

Multi-Page Design: Send a PDF of two, or more, pages that reflects visual impact as a story package and a sense of purpose for the best design to display coverage. Coverage should be multi-angled approach to an event or issue and exhibits a clean layout; evidence of ability to distinguish importance of stories and photos and to position them accordingly; a focal point; copy blocks, headlines, caption blocks and photos placed effectively; proper selection, cropping and scaling of photos; usage of appropriate headline sizes; consistent use of styles throughout; and creative graphics. *No more than three entries per student media outlet.*

Design Portfolio: Send four to six PDFs of a student's work that reflects his or her ability to create visual impact within a story package and a sense of purpose for the best design to display coverage. Portfolio should have a range of subject matter with each layout telling, or enhancing, a story using current design trends and creative elements. The student's work should exhibit clean layouts; provide evidence of his or her ability to distinguish importance of stories and photos and to position them accordingly; clear focal points within each design; effective placement of copy blocks, headlines, caption blocks and photos; an understanding of proper selection, cropping and scaling of photos; a usage of appropriate headline sizes; consistency in styles throughout; and creative graphics that enhance surrounding content. *No more than three entries per student media outlet.*

## PHOTOGRAPHY CATEGORY

Spot News Photo: Send PDF or JPEG of a photo that provides visual representation of a newsworthy event and the PDF of the page where it appears. The photos should have high-quality composition, obvious visual impact, appropriate cropping, and proper lighting. Do not send sports or posed photos for this category. *No more than three entries per student media outlet.*

Portrait/Photo Illustration: Send PDF or JPEG of a formal or environmental portrait or photo illustration. Entry must include a PDF of the page where it appears and caption(s). The photo should add interest to coverage by providing a compelling visual element. The photos should have imaginative subject matter, high-quality composition, obvious visual impact, appropriate cropping, and proper lighting. Submissions may be posed and feature non-human sources. *No more than three entries per student media outlet.*

Sports Photo: Send PDF or JPEG of a photo and the page where it appears that portrays dramatic action and/or emotion of an athletic event. The photos should have high-quality composition, obvious visual impact, appropriate cropping, and proper lighting. Submissions may be of game action or reaction (fans, coaches, etc.). Photo cannot be posed. *No more than three entries per student media outlet.*

Photojournalism Portfolio: Send four to six PDF or JPEG photos and the pages where they appear by the same student OR the contents' URLs. The photos should have high-quality composition, obvious visual impact, appropriate cropping, and proper lighting. Contest entry must have captions and photos should exhibit a range of subject matter with each image telling a story. *No more than three entries per student media outlet.*

## WEB CATEGORY

Website: Enter the URL of the student media website. While the site may show a link between itself and a print publication, it should not be a simple digital re-printing of that outlet. Site should expand upon print content, feature interactive elements that enhance coverage and highlight web-only student works. *No more than one entry per student media outlet.*

Social Media: Submit no more than four URLs that are most active, informative and engaging on the social media sites Twitter, Instagram, Facebook, Snapchat, etc. Good feeds would cover current events of the school and community, maintain a voice appropriate for the platform and display strong examples of journalistic integrity. Individual work by staff members may be submitted, but entry must include at least one URL to the social media account for the respective publication. *No more than one entry per student media outlet.*

Multimedia Story: Enter the URL of a multimedia story that covers news, sports or features by using some combination of video, photo, audio or print to tell the story. Contest entry should feature comprehensive coverage while not sacrificing audience engagement, ethical standards and journalistic style. *No more than three entries per student media outlet.*

## WRITING

News Writing: Send PDF of a news story and the page on which it was published OR the content's URL. Contest entry demonstrates a news writing style; has an engaging, appropriate lead; is accurate and objective; uses facts instead of generalizations; includes human and documentary sources; provides direct quotes with impact; has detail, description and a well-organized story flow; and follows AP and publication style. The subject does not have to be school related, but it should have an angle that interests high school readers. *No more than three entries per student media outlet.*

Editorial Writing: Send a PDF of an issue's editorial and the page on which it was published OR the content's URL. It should not have a byline but have been written by the staff. It should focus on specifics, and solutions, rather than generalizations of an issue. Contest entry demonstrates an appropriate editorial writing style; has an engaging, persuasive lead; is accurate and provides supportive facts instead of generalizations; has a well-organized story flow; refutes opposition; and follows AP and publication style. The subject does not have to be school related, but it should have an angle that interests high school readers. *No more than three entries per student media outlet.*

Column Writing: Send a PDF of a column and the page on which it was published OR the content's URL. Column has a byline and can be a review, sports topic or general observation about an issue. It can reflect the writer's personal feelings, but submissions written in first person are discouraged unless relevant to subject matter. It should refute opposition via thoughtful analysis, tangible evidence from human and documentary sources and an obtainable solution. Contest entry should also include an engaging, persuasive lead; well-organized story flow; and AP and publication style. The subject does not have to be school related, but it should have an angle that interests high school readers. *No more than three entries per student media outlet.*

**Sports Writing:** Send a PDF of a sports story and the page on which it was published OR the content's URL. Story can be an advance, follow-up, summary or feature related to individual, team or recreational sports. Contest entry demonstrates an appropriate writing style that's well organized; has an engaging lead; is accurate and objective; uses facts, statistics instead of generalizations; provides direct quotes with impact and free of cliché; includes detail, description and a well-organized story flow; and follows AP and publication style. The story doesn't have to be about a sport at the high school, but it should relate to the high school reader's athletic interests. *No more than three entries per student media outlet.*

**Feature Writing:** Send a PDF of a feature story and the page on which it was published OR the content's URL. Contest entry demonstrates an appropriate feature writing style that evokes an emotional response from the reader; has an engaging, attention-grabbing lead; is accurate and provides supportive facts instead of generalizations; has a well-organized story flow that highlights colorful details via description and a liberal use of direct quotes; and follows AP and publication style. Angles can vary, and entries can include in-depth features and personality profiles. The subject does not have to be school related, but it should have an angle that interests high school readers. *No more than three entries per student media outlet.*

**Writing Portfolio:** Send four to six PDFs or URLs of a student's work that reflects his or her ability to produce journalistic writing and reporting beneficial to his or her audience. Portfolio should have a range of subject matter and writing styles (news, feature, opinion, etc.) with each submission telling, and enhancing, a story via an engaging and attention-grabbing lead; accurate and supportive facts instead of generalizations; direct quotes with impact and free of cliché; detail and description; a well-organized story flow; and adherence to AP and publication style. Story subjects do not have to be school related, but they should feature angles that interest high school readers. *No more than three entries per student media outlet.*