

ONLINE INDIVIDUAL COMPETITION CATEGORY DESCRIPTIONS

WRITING

Bylined editorial *new* – bylined article that reflects the view of an individual about a specific issue or a major news story somewhere else in the paper.

Column – bylined piece appearing on editorial, feature or sports page that shows the writer's voice, uses clear details, has a universal idea and makes the reader think.

Feature – informs or entertains through in-depth, human interest writing. Topics include profiles, adventure, seasonal, behind-the-scenes or occupation.

News Feature – has a news component but delves into human interest topics as well by using creativity to grab the reader's attention and tell the story.

News *new* – covers a timely topic and explains it in-depth with sources and pertinent information

Review – reflects the writer's opinion about a piece of pop culture. Writer should base content off facts gained from research.

Sports – either a news or feature story regarding sports at the school or in the community. Article should be free from editorializing.

Staff editorial *new* – unbylined article that reflects the view of the staff about a specific issue or a major news story somewhere else in the paper. It should express the opinion of the editorial board.

PHOTOGRAPHY – all must be submitted with a cutline

Environmental portrait *new* – emphasizes personality of and gives insight into subject

News feature photo – captures breaking news, activities, academics or teen life

Sports action *new* – captures a dramatic moment during a sport activity

Sports feature *new* – non-portrait, non-sports-action based on the drama and emotion characteristic of the athletic contest

VISUAL

Advertising – individual ad (not a collection of ads) that utilizes art, graphics, and/or photos appropriately and attractively to advertise a specific product or company.

Digital storytelling (3 min. max) – mixes images, music, narrative and voice to provide in-depth look

Infographics – informative, attractive, gives attribution

Photo gallery – proper credits and cutlines

Podcast – clear content and quality

Social media *new* – at least seven examples of how you use social media to tell stories or market your student media (includes Facebook, Twitter, Snapchat, Instagram, etc.)

Videography (2:30 max) – stable, strong sequencing, good lighting and framing