

2017 COLLEGIATE CONTEST RULES



ENTRY DEADLINE: DEC. 1, 2017

Recognizing the best in S.C. collegiate journalism

The Essentials

CONTEST DEADLINE | Friday, Dec. 1, 2017 by 11:59 p.m.

CONTEST PERIOD | Dec. 3, 2016 – Dec. 1, 2017

CONTEST DIVISION | Competition for all contests will take place in two divisions:

- **DIVISION H:** Undergraduate enrollment of 5,000 or more
- **DIVISION I:** Undergraduate enrollment less than 5,000

CONTEST SITE | scnewscontest.com

Each adviser will be given a username and password for scnewscontest.com. You are welcome to share this log-in info with staffers so they can upload their entries.

ELIGIBILITY | **ONLY NEWSPAPERS THAT HAVE PAID DUES FOR THE 2017-2018 ACADEMIC YEAR ARE ELIGIBLE TO ENTER.** All entries must have been published in a member newspaper or on a member newspaper's website.

ENTRY FEES/PAYMENT | A fee of \$4 will be levied for each entry in the contest. On the Entry Report page, you will see a breakdown of all of the entries that are being submitted for your newspaper. No total entry fees will be displayed. Instead, SCPA will ensure that all of your entries are correct and contact the paper's adviser with an invoice that can be paid by check or credit card.

NUMBER OF ENTRIES | **Unless otherwise specified, no individual entry may be entered in more than one contest**, with the exception that all or part of any entry in the following contests may be entered in any other category: (200) General Excellence, (201) Collegiate Journalist of the Year, (208) Student Government Beat Reporting and (210) Special Section or Edition.

MULTIPLE BYLINES | Entries that are the work of more than one person may be submitted as a single entry unless otherwise noted. Only one plaque will be awarded.

NUMBER OF ENTRIES FOR COMPETITION | There must be a minimum of five entries from two separate member organizations for judging to occur. If not, the SCPA Executive Director and judges reserve the right to judge the category as is, or with the other division, or to declare the category null and return the entry fee.

DISQUALIFICATION | Entries that do not meet contest criteria may be disqualified and entry fees will not be returned. All participants agree to accept as final the decision of judges recruited by SCPA staff. Any entry may be disqualified that does not, in the opinion of the judges, comply with the rules.

AWARDS | Unless otherwise specified, awards will be made for first, second and third places. Awards will be presented at the Spring Collegiate Meeting and Awards Presentation.

FILE TYPES ACCEPTED

- All design contests must be submitted as PDF files.
- All photography contests must be submitted as JPG files.
- All online contests must be submitted as URLs.
- Writing contests can be submitted as full-page PDFs or as a URL to the story on your website. For contests that ask for more than one article, you can submit a combination of PDFs and URLs.

FILE NAMES | When uploading a file, any file name can be used.

TITLE/CUTLINE | Make sure your titles accurately identify the item(s) the judges need to locate on the pages. In the Title/Cutline box, enter the headline of the article exactly as it appears on the page. For categories that require more than one example per entry, you may use the series/topic title. If you think judges might have a hard time finding your entry, you can mark the headlines and jumps in Adobe Acrobat with an arrow or box.

NEED HELP?

Call Jen Madden at (803) 750-9561 or email jmadden@scpress.org.

PDF Instructions

EXTRACT PAGES FROM MULTI-PAGE PDFS | If your entry is part of a multi-page PDF, open the PDF with Adobe Acrobat and save it with a new name. Open the new PDF, go to “Document” menu, select “Extract Pages” and follow the directions. Eliminate all pages that are NOT part of your entry. In the “Pages” panel, you can rearrange the PDFs in the order you want the judges to see them. Save the new PDF.

COMBINE MULTIPLE PDFS INTO ONE | **EACH ENTRY SHOULD CONSIST OF ONE SINGLE PDF FILE WHENEVER POSSIBLE.** If a category calls for more than one piece, combine the pieces into a single file. It is especially important that journals are included! Using Adobe Acrobat, open the first PDF that you want in your entry and save it with a new name. Open the new PDF, go to the “Document” menu and choose “Insert Pages.” Navigate to the next PDF that you want in the entry and select it. Continue until you have inserted all of your pages. In the “Pages” panel, you can rearrange the PDFs in the order you want the judges to see them. Save the new PDF.

MARKING AN ENTRY | Within Acrobat, you may mark your entry with an arrow or box so judges will know what to judge. This is especially important if you have more than one story per page.

MAKE PDF FILES 100 MB OR SMALLER | Changing the resolution and changing the CMYK color mode to RGB are the two most effective ways to reduce file size without sacrificing the screen viewing quality.

EMBED ALL FONTS | Regardless of how you make your PDFs, make sure ALL fonts are embedded. The judges may not have the same fonts as you have. If the PDF is missing fonts, your entry will not display properly.

How to enter

STEP 1 | Acquire your log-in information from SCPA. Contact Jen Madden at jmadden@scpress.org.

STEP 2 | Log in at scnewscontest.com. You will see a page showing any entries you have already submitted. Complete rules for the contest are available above.

STEP 3 | Click on the “Add New Entry” link.

STEP 4 | On this page, select your newspaper name. A lot of information, including your division, will autofill. If that information is incorrect, please contact SCPA. Fill in the preparer’s name. (The preparer is the person uploading the entry into the online contest platform, not the staffer that will be credited for any award.)

STEP 5 | In the Newspaper Group drop-down menu, select Collegiate.

STEP 6 | Select the contest category from the drop-down menu. When you select the category, special instructions will appear below it. This field will clear each time you save an entry, so you must select a category for each new entry.

STEP 7 | Enter the title/cutline for your entry. If uploading full-page PDF files, make sure the entry name matches the headline on the page so the judges can find it easily.

STEP 8 | Include the name of the person or people who should be credited for any award. This is generally the writer, photographer, graphic artist, etc.

STEP 9 | Add your file or files. You can drag and drop files or use the “Add files” button to navigate your files. Upload as many files as are necessary to complete your entry but refer to the special instructions for any limitations.

STEP 10 | If you are submitting URL(s), enter each URL in a separate box.

STEP 11 | **WHEN YOU HAVE COMPLETED YOUR SUBMISSION, CLICK THE “SAVE” BUTTON.**

STEP 12 | To submit another entry, click “Add New Entry.” Start at Step 5 again. You may log out and log back in later to continue adding entries. You will need to select your newspaper name each time you log in.

STEP 13 | Click Entry Report for listing of entries submitted. No fee will be displayed. Instead, SCPA will ensure your entries are correct and contact the adviser with an invoice that can be paid by check or credit card.

Contest Categories

200. GENERAL EXCELLENCE | Submit two complete issues of your newspaper: one printed closest to Feb. 14, 2017, and one issue of your choice. A brief letter to judges about your newspaper, school and other background information must be submitted. Criteria include every aspect of journalism, including content, writing, design, editing, headlines, use of photographs, editorial page quality, sports and lifestyle coverage. The entire newspaper, excluding advertising, shall be considered. If your newspaper does not meet certain criteria, you are still eligible to enter (you will just not receive points in that area). For detailed criteria and points awarded, see the General Excellence judging criteria below. **Each newspaper is limited to ONE entry.**

Submit: Upload all full-page PDFs from each or submit URL to e-edition viewer. Enter the issue dates into the Title/Cutline box. A letter of explanation must be uploaded as a PDF file.

General Excellence Criteria:

- In a 25 point category: Excellent = 20-25 points; good = 15-19 points; fair = 10-14 points
- In a 15 point category: Excellent = 12-15 points; good = 8-11 points; fair = 4-7 points
- In a 10 point category: Excellent = 8-10 points; good = 5-7 points; fair = 2-4 points

Content/coverage: Quality and quantity of news, staff generated coverage, and balance and depth of coverage	Up to 25 points
Quality of writing/editing: Story organization, quality of leads, editing, headlines, mechanics and style	Up to 15 points
Design/layout	Up to 15 points
Use of photographs/graphics	Up to 15 points
Editorial page quality	Up to 10 points
Sports coverage	Up to 10 points
Lifestyle coverage	Up to 10 points

201. COLLEGIATE JOURNALIST OF THE YEAR | This competition is open to any collegiate journalist of an SCPA member newspaper. Criteria should include the quality of the journalist's published work and actions demonstrating significant impact on their campus and in their community, to their newspaper or the newspaper industry. Nomination shall be made by the editor or adviser of the nominee's newspaper. The nomination shall consist of a letter outlining the nominee's contributions to journalism and samples of the nominee's work. **Each newspaper is limited to ONE entry.** Only first place shall be awarded.

Submit: Upload nomination letter as a PDF. Enter work samples as full-page PDFs and/or URLs.

202. NEWS STORY | Entries in this contest should be a single news story, including breaking news. Criteria includes writing quality and thoroughness of coverage for a news event or issue.

Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.

203. FEATURE STORY | Entries in this contest should be a single feature story. Criteria includes originality and effectiveness of writing a feature or profile article. Enter arts and entertainment features in 204. Arts and Entertainment Story.

Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.

204. ARTS AND ENTERTAINMENT STORY | Entries in this contest should be a single arts and entertainment story. Criteria includes originality and effectiveness of writing. Enter reviews relating to arts and entertainment into 207. Column Writing.

Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.

205. SPORTS STORY | This award is for the best single sports story. Entries in this contest should demonstrate strength in sports reporting, writing quality, editing and originality. Sports action (game stories) and sports features may be entered into this contest. Enter sports columns into 207. Column Writing.

Submit: Upload full-page PDF(s) or submit URL to story. Enter the story's headline into the Title/Cutline box.

206. EDITORIAL WRITING | Each entry shall consist of a single editorial or opinion piece that clearly and definitively explains the newspaper's position on a current event or issue that affects your campus and/or community. Criteria includes relevance of topic, forcefulness and quality of writing.

Submit: Upload full-page PDF(s) or submit URL to editorial. Enter the headline into the Title/Cutline box.

207. COLUMN WRITING | Each entry shall consist of a single column. Criteria includes writing quality and the writer's ability to provoke, inform and/or entertain the reader on an original account of an issue. News, entertainment, reviews, sports and humor columns, as well as blog entries, may be entered into this contest.

Submit: Upload full-page PDF(s) or submit URL to column. Enter the headline into the Title/Cutline box.

208. STUDENT GOVERNMENT BEAT COVERAGE | This award is for the best student government election and political coverage. This contest is for the body of work and will be awarded to the newspaper, not an individual staffer. One or more topic(s) may be included in the entry. Criteria include original reporting, editorials, election pages, columns and commentary, endorsements, presentation of materials and supporting materials that demonstrate how the newspaper exercised diligence and/or courage in informing readers. Election special sections may be included. A letter of explanation must accompany the entry. **Each newspaper is limited to ONE entry.**

Submit: Upload full-page PDF(s) and/or enter URL(s). You may also submit URL to e-edition viewer. A letter of explanation must be uploaded as a PDF file.

209. SERIES OF ARTICLES | Each entry shall consist of two or more articles on a single subject, published in the same issue or separate issues of a newspaper, planned and designated as a series. Can be a news, features or sports series. Criteria shall include importance of subject, extent of coverage, writing quality and effectiveness of presentation. One story from this entry may be entered in any other contest.

Submit: Upload all full-page PDFs or submit a URL to each story. You can also upload your series to an e-edition viewer and share a URL to the package. Enter the series title into the Title/Cutline box.

210. SPECIAL SECTION OR EDITION | Each entry shall consist of one special section or edition. Criteria include concept, appearance, writing quality and extent of coverage. News, sports, feature and entertainment sections can be entered. Sections can be stand-alone or pull-outs and can be editorial or advertising driven. Sections are not limited to, but can include: Back to School, Football, Homecoming, Best Of, Career Fair, Graduation and Student Elections.

Submit: Upload all full-page PDFs from the section or submit URL to e-edition viewer. Enter the section title into the Title/Cutline box.

211. PAGE ONE DESIGN | Each entry shall consist of a single front page. Criteria includes creativity and effective communication to readers, clear and forceful headlines, captions and photographic display.

Submit: Upload full-page PDF. Enter page date into Title/Cutline box.

212. SPECIALTY PAGE DESIGN | Each entry shall consist of a single page of the entrant's choosing. Criteria includes creativity and effective communication to readers. Any page other than Page One is eligible.

Submit: Upload full-page PDF. Enter page date into Title/Cutline box.

213. PHOTOGRAPH | Each entry shall consist of a single news or feature photograph. Criteria include quality, impact, accuracy and depth of the photo. Enter sports photos in 214. Sports Photograph.

Submit: Upload one high-res image as a JPG file. Enter cutline in Title/Cutline box.

214. SPORTS PHOTOGRAPH | Each entry shall consist of a single sports photograph. Sports action and sports feature photos should be entered in this contest. Criteria include quality, impact, accuracy and depth of the photo.

Submit: Upload one high-res image as a JPG file. Enter cutline in Title/Cutline box.

215. PHOTO STORY | Each entry shall consist of any designated series of photographs, photo page, or photo gallery on any subject. Criteria include quality and impact of the photos. Photos entered in this contest can be entered into other categories.

Submit: Upload high-res images as JPG files or enter the URL to the photo gallery. If submitting JPGs, type the cutlines in the Title/Cutline box.

216. CARTOON OR ILLUSTRATION | Each entry shall consist of a single illustration or cartoon, including editorial cartoons and strip comics. Judging is based on skill, creativity, and if applicable, the ability to evoke a humorous response.

Submit: Upload as high-res JPG or full-page PDF file. Enter cartoon title in Title/Cutline box.

217. INFOGRAPHIC | Each entry shall consist of a single infographic, including graphs, charts, maps and other staff-produced graphics used to convey information in a succinct manner. Criteria include creativity, effectiveness, clarity of information and accuracy.

Submit: Upload graphic as high-res JPG, full-page PDF or URL. Enter title into the Title/Cutline box.

218. ADVERTISEMENT | Entries shall consist of a single staff-designed and produced ad. Criteria include creativity, design and headline.

Submit: Upload full-page PDF for print ad or high-res JPG for digital ad. Enter the ad's headline into the Title/Cutline box.

219. WEBSITE | This contest will be judged on the usefulness of the website to the reader, quality and quantity of community content and ease of navigation. This is not a design-based contest. Judging will be template-neutral and instead will look at how a newspaper staff uses its digital platforms (including desktop websites, mobile sites and apps) to share content and engage with readers. Judges will consider special features which encourage significant audience engagement, like community forums, social media integration, push alerts, e-edition newsletters, multimedia offerings and more. Staff designed sites, as well as sites using third-party or school-designed templates and blogging software can be entered into this contest. Entrants are not required to publish on multiple digital platforms. A short letter of explanation describing the site must be submitted. In your letter, explain how journalists utilize the site to share news and engage with readers. Analytics may be included. Entries will be judged via the Internet at a date set by the judges.

Submit: Enter the website's URL. Upload your letter of explanation as a PDF file.

220. MULTIMEDIA STORY | Entries shall consist of a single multimedia story. This can include news, sports or feature multimedia presentations. Emphasis in this category should be on the use of multimedia, to include video, photo slideshows and interactive graphics. Criteria shall include innovation in the use of multimedia, technical quality of multimedia elements, quality of reporting and writing, and reader/viewer impact. A short letter of explanation should be included.

Submit: Enter the URL to your multimedia story. Enter headline into the Title/Cutline box. Upload your letter of explanation as a PDF file.

221. USE OF SOCIAL MEDIA | This award will recognize excellence, effectiveness and innovation in social media use by the newspaper staff or an individual staffer. Entrants are not required to use multiple social media sites. Just show us what you're using and how you use it. Each entry may include examples of crowd sourcing, news sharing and community engagement through social media sites like Facebook, Twitter, Instagram, Snapchat and Reddit. Entrants must submit a letter of explanation describing the use of social media tools, and resulting success. Judges will consider: appropriateness of content, timeliness, efficacy, innovation, creativity, impact and results. Entries will be judged via the Internet at a date set by the judges.

Submit: Enter the URL(s) to your social media site(s). Upload your letter of explanation as a PDF file.