

# Newspaper/magazine

## News article

Summary (succinct) lead; inverted pyramid structure; direct quotes.

## Sports article

Summary or feature lead; factual; no editorial statements; direct quotes.

## Feature article

Creative yet factual lead; engaging details throughout; direct quotes.

## News photography

Storytelling photograph; strong subject matter; imaginative composition; not posed.

## Sports photography

Storytelling photograph; may, but need not, capture action; strong subject matter; imaginative composition; not posed.

## Feature photography

Storytelling photograph; uses creative composition techniques; may, but need not, be posed.

## Editorial

Staff (usually unsigned) editorial; focus on a single issue; discussion of opposing arguments; use of strong supporting arguments; accurate throughout.

## Cartoons

Clear message; precise focus; usually (but not necessarily) hand-drawn.

## Graphics

Infographic, logo, or illustration; usually (but not necessarily) designed on computer.

## Sports column

Signed opinion column focused on any area of athletics; accurate throughout.

## General column

Signed opinion column printed in any section of the newspaper; accurate throughout.

## Editorial column

Signed opinion column printed in the editorial section of the newspaper; accurate throughout.

## Reviews

Opinion piece usually concerning (but not limited to) music, film, video game, restaurant, or a television show; include headline with submission.

# Literary magazine

### Poetry

One piece of original poetry.

### Fiction

One piece of original fiction writing.

### Feature

Nonfiction story told in a creative manner; includes engaging details throughout.

### Drama

One piece of a play narrative.

### Photography

A collection of artistic photography designed as a unit; engaging subject matter; creative composition techniques.

### Graphics

One piece of original illustration; may be hand-drawn or designed on computer.

### Poetry Layout

Design of a spread that contains poetry; submit entire spread (at least two facing pages).

### Fiction Layout

Design of a spread that contains fiction writing; submit entire spread (at least two facing pages).

### Nonfiction Layout

Design of a spread that contains nonfiction writing; submit entire spread (at least two facing pages).

### Individual Art

One piece of original art, any medium, in the format it appeared in the magazine; attributed to one artist.

### Individual Photography

Artistic photograph; engaging subject matter; creative composition techniques; attributed to one photographer.

## Yearbook

### Theme Copy

Copy that introduces, advances and concludes the theme or concept of the book; usually found in the opening, divider and closing pages; include headline with submission.

### Feature copy

Any article published in the book (except for sports); should consist of a creative yet factual lead, engaging details, and direct quotes; should not include editorial statements; include headline with submission.

### Sports copy

An article pertaining to sports; should consist of a creative yet factual lead, engaging details, and direct quotes; should not include editorial statements; include headline with submission.

### Captions

A set of captions from one spread; submit entire spread (two facing pages).

### Theme Spread Design

Design of an opening, a divider, or a closing spread; submit one entire spread (two facing pages).

### Sports Spread Design

Design of a sports spread; submit one entire spread (two facing pages).

### Feature Spread Design

Design of a spread focusing on any topic (excludes theme, sports, and advertising spreads); submit one entire spread (two facing pages).

### Feature Photography

Storytelling photograph; uses creative composition techniques.

### Sports Photography

Storytelling photograph; may, but need not, capture action; strong subject matter; imaginative composition.

## Television

### Spot News

Coverage of a single, unplanned news event; submit a single segment.

### Hard News

Coverage of a single planned news event or an investigative report; submit a single segment.

### Feature News

Human interest story or profile that is not investigative; submit a single segment.

### Sports

Sports report (could be spot, hard, or feature); submit a single segment.