

Hello teachers and advisers,

We're so excited to be connected to you and to fill you in on details about the annual Montana High School Journalism Contest. In the attached document, you'll find all the information in order to enter your students' work.

DEADLINE: All entries and payments must be received by Thursday, March 25, 2019.

Whether you mail in submissions or opt to submit digitally, the cost to enter is included with a \$35 membership fee that makes you a part of the 2018-19 Montana Journalism Education Association. To find out more or to get in touch with your MJEА leaders, please visit MJEАJournalism.com.

PAYMENT: Make check payable to Montana Journalism Education Association, or MJEА, and include it with your mailed submissions.

If submitting digitally, send the check separately to:

Beth Britton, MJEА
c/o C. M. Russell High School
228 17th Ave. NW
Great Falls, MT 59404

MAILED SUBMISSIONS: Should be sent to UM and arrive in our offices by March 25. If your entry is online, but you still want to mail in the forms, you can also write the address for the link.

MAIL TO:
Montana High School Journalism Contest
c/o The School of Journalism
University of Montana
32 Campus Drive
Missoula, MT 59812

ELECTRONIC SUBMISSIONS: By March 25, create a folder with your high school's name. In that folder place PDFs or word documents of all entries. Those files should be named:

HIGHSCHOOL_CATEGORY.doc, .docx or .pdf

Once you have all files in the folder, just drag the folder to Dropbox at this address:
<https://www.dropbox.com/request/uWJHSPxC5XNyAioKgXn>

Along with those entries, submit a single entry form where you check off each category you're entering: <https://bit.ly/2WIMymz>

Any questions about the contest should be directed to:

Associate Professor Jule Banville
UM School of Journalism
406-243-2237
jule.banville@umontana.edu

CONTEST RULES AND INFO

For most categories, students will compete in their schools' respective enrollment-determined class levels: AA, A, B or C. NEW this year: Alternative or private schools shall compete in the class that corresponds to a school's enrollment. For example, Willard Alternative High School would compete with Class B schools. Please be in touch if you're unsure about your school's class.

NEW this year: An audio category, details below. Also, audio work can be submitted as a Broadcast Pacesetter to compete with video entries.

Judges include working journalists and journalism professors.

Shared bylines for entries in individual categories are accepted.

Individuals may compete in more than one category.

Attach a completed Competition Entry Form to each mailed entry. Fill out a new entry form for each digital entry.

All entries must have been completed in the 2018 - 2019 academic year.

The adviser's submission of materials for competition will indicate a verification of all individual work.

General Achievement

Newspaper Pacesetter

This award honors the best all-around newspaper in each class if there are at least two entries. Otherwise, no award will be given.

Entries must include two complete, consecutive issues. Entries will be judged on the quality of coverage, reporting, writing, photography, editing, headlines and design.

Website Pacesetter

Entries will be judged on the quality of content, design and interactivity. Judges will evaluate the site on its ability to draw readers in and help them navigate easily and

logically. All enrollment classes will be judged together.

Broadcast Pacesetter

For outstanding quality in video or audio. Entries will be judged on overall content, presentation, writing, format, etc. Entries should be SUBMITTED AS A LINK if possible. Please do not upload large video files to Dropbox. If links are not available, please get in touch for instructions. Time Limit: 30 minutes.

Student Free Press Award

This award recognizes and honors the efforts of a high school publication to promote First Amendment awareness. NOTE: Advisers must describe and document such efforts or explain how their publications prevailed in a project despite threats of censorship. The award will be presented to the paper's staff and adviser. Only one award will be issued from all entries.

Newspaper Design

Best design of a single issue of a student newspaper. Send only one complete issue. Judges will consider the effectiveness of the design, its cohesiveness and use of photos, text, headlines, illustrations and graphics. An overriding concern for judges is the design's ability to draw readers to subject matter and help them navigate easily through the publication. NOTE: Please do not nominate individuals in this category. Up to three places will be awarded to each enrollment level if multiple entries are submitted for consideration.

INDIVIDUAL CATEGORIES

WRITING

News Judges will look for stories with impact, timeliness, accuracy, clarity, organization and fairness. Writers will have used primary sources: interviews with people or news from previously unreleased documents.

Feature Must include original reporting. Entries might be profiles about interesting, news-making personalities, trends or issues. Stories will be judged on tone, structure, scenes, telling detail, use of multiple sources.

Opinion Includes editorials or columns. Entries will be judged on writing quality, timeliness, significance, relevance and persuasiveness. May be explanatory or argumentative, using logic, analogies or appeals to fairness or justice.

Sports Event Best coverage of a single game or competition. Stories will be judged on writing (accuracy, clarity, organization and fairness) and reporting that uses multiple sources.

Sports Feature Season previews, profiles of coaches and athletes or features

about sports trends or issues. Articles will be judged on newsworthiness, effective storytelling and reporting that uses multiple sources.

Comic or Editorial Cartoon Judges will look for a simple and clear editorial statement, evidence of artistic ability, a novel approach, absence of trite and melodramatic imagery, wit, effective conveyance of a message, quality of drawing, simplicity of line.

DESIGN

Advertising Design Best original student-designed display ad. Judges will consider the blending of text and graphics to create memorable, credible ads that effectively promote a product, service or behavior. Send tear sheets.

Photo Illustration Judges will look for an illustration that follows current design trends, visually communicates an idea, shows originality and innovation, shows creativity and artistic details, clean and well-executed work, sophisticated use of software.

Infographic Judges will look for proper attribution for information. The infographic makes a point visually using an appropriate format. Typography and artistic details fit topic or content. The graphic follows current design trends

BROADCASTING

NEW Audio Award Submissions may include any audio work primarily produced by students. This can include a radio show, an audio feature or a podcast. Time Limit: 30 minutes.

Video News: General Assignment For outstanding reporting achievement in a regularly scheduled presentation of timely news, information and current events. Entries may contain spot news coverage, investigations and feature stories on any newsworthy subject. Coverage of controversial issues is welcome. Entries will be judged on editorial content and awareness of journalistic broadcast journalistic standards. Time Limit: 10 minutes.

Video Arts & Entertainment For outstanding reporting achievement in a presentation of content devoted to cultural or artistic significance, or a compilation of up to three unedited pieces. Time Limit: 10 minutes.

Video Public Affairs/Community Service (PSA) For outstanding achievement in a presentation or compilation consisting of up to three unedited pieces of content with current social, civic or other issue-oriented subject matter. Advocacy of a point of view is encouraged. Time Limit: 10 minutes

Video Sports For outstanding achievement in a presentation or compilation of

up to three unedited pieces of sports news and information. Time Limit: 10 minutes.

PHOTOGRAPHY

News Photography Judges will look for entries that exhibit impact and carefully considered composition, imaginative subject matter, technical quality and excellence, storytelling, simplicity, cropping and lighting. Quality of caption may also be considered.

Feature Photography Entries will be judged on originality, creativity and professional photojournalism standards. Quality of caption may also be considered.

Sports Photography Imaginative subject matter, technical quality and excellence, photo composition, visual impact, story told in each photograph, simplicity, cropping, lighting, quality of caption

GENERAL CONTEST ENTRY FORM

Instructions: Fill in the identification information below and check categories you are entering.

School Class (circle one): AA A B C

School Name: _____

Adviser's Name: _____

School Address: _____

City: _____ **Zip:** _____

Phone: _____

Newspaper/Website Name: _____

Website URL: _____

Frequency of Publication: _____

Broadcast Name: _____

Reminder:

- Shared bylines in individual categories are acceptable.
- Place a checkmark beside the categories.

Note: Advisers may attach a statement explaining any special situations, problems or considerations this year that affected publication.

GENERAL ACHIEVEMENT

_____ Newspaper Pacesetter

_____ Website Pacesetter

_____ Broadcast Pacesetter

_____ Student Free Press Award

_____ Newspaper Design

INDIVIDUAL AWARDS

_____ News Writing

_____ Feature Writing

_____ Opinion Writing

_____ Sports Event Writing

_____ Sports Feature Writing

_____ Comic/Editorial Cartoon

_____ News Photography

_____ Feature Photography

_____ Sports Photography

_____ Photo Illustration

_____ Infographic

_____ Advertising Design

_____ Audio

_____ Video News: General Assignment

_____ Video Arts & Entertainment

_____ Video Sports

_____ Video PSA

Individual Entry and Award Forms

INSTRUCTIONS: If mailing submissions, duplicate the form below as needed and attach to each individual entry. Please be certain the information is correct and legible. Attach the form to each entry in the upper left-hand corner. If the newspaper entry is a tear sheet, outline the entry story, photo or advertisement with a bright marker to distinguish it from other items on the page.

Circle Class: AA A B C

Category Title: _____

(also include Newspaper, Website, Broadcast when applicable.)

Student(s) Name:

School Name: _____

Name of Publication: _____

Date of Publication: _____

Title of Entry: _____

Link to Entry: _____

(Can include URL instead of tear sheet. Please write web address clearly and correctly.)
