

Texas Association
of Journalism Educators
Convention
CONTESTS

Unless otherwise indicated,
all contests will be held
Saturday, Oct. 15

Writing (3-5 p.m.)

- News Writing
- Feature Writing
- Editorial Writing
- Yearbook Copy
- Sports Writing
- Review Writing
- Broadcast Writing
- Headline Writing

Design (3-5 p.m.)

- Yearbook Theme Package
- Editorial Illustration

The following design entries below must be uploaded before the convention. Student designers must attend the critique session from 3-5 p.m.

- Newspaper Front Page Design
- Basic Yearbook Design
- Advanced Yearbook Design
- Newspaper Feature Page Design
- Advertising

Uploaded

(Entry deadline Oct. 2)

- Newspaper Photography
- Yearbook Photography
- Video News Story
- Video Commercial/PSA
- Video Feature Story
- Video Sports Story
- Photography Portfolio
- Portrait
- 1st Year Photo

Photo

- Digital Photography (2:30-5:30 p.m.)
- Team Scavenger Hunt (2:15-5:15 p.m.)
- Cell Phone Photography (2:30-5:30 p.m.)

Broadcast

- Broadcast Package (2:30-7:30 p.m.)
- Videography (2:30-5:30 p.m.)

Online Package

(2:30-8:30 p.m.)

General GUIDELINES

Advisers of competitors must be members of the Texas Association of Journalism Educators at the time of pre-registration.

Only one entry per school per contest except for uploaded broadcast contests and Yearbook Theme Package contest.

Participants should arrive at their contest site 10 minutes prior to the start of the competition. Arrivals after the designated starting times will not be allowed to compete. Entries must be turned in within the time limit unless a waiver has been obtained from the contest director.

Substitutions may be allowed 30 minutes prior to the contest at the on-site registration desk.

A limited number of printers will be provided. Students may wish to bring a printer as a backup.

Students will need a laptop to email onsite photo entries.

BE SURE TO CHECK START TIMES OF EACH CONTEST.

Writing Contests

- Writers should bring pencils, pens, erasers, notebook paper, dictionary, thesaurus and stylebook. Students are allowed to bring computers. Some printers will be available, but students may wish to bring a printer. Stories must be saved as PDFs and completely printed by the end of the contest.
- Style should be consistent throughout writing.



News Writing (*Live Interview*)

Contest Overview

Contestants will write a news story based on a set of notes compiled from background information and a live interview. The contest will be two hours long. Students may use a dictionary and/or thesaurus. Students using computers must save their entries as PDFs and have them completely printed by the end of the contest.

Checklist

- Lead includes the most important aspects of the story idea and answers the basic news questions. News-feature leads may be used when appropriate.
- Content reveals the writer's ability to prioritize information.
- Story is void of editorializing.
- Appropriate direct and indirect quotes are used.

Feature Writing (*Live Interview*)

Contest Overview

Contestants may be given a fact sheet which includes background information. Participants will conduct a live interview. In the two-hour competition, writers must write a feature story. Contestants may use a dictionary and/or thesaurus. Students using computers must save their entries as PDFs and have them completely printed by the end of the contest.

Checklist

- Lead catches the reader's attention.
- Body of story uses short paragraphs. Summary statements are used as transitions. Conclusion ties back to lead.
- Quality quotes are used throughout the story. The quotes are appropriate to the tone and mood of the story.

Review Writing (*Live*)

Contest Overview

Students will write an entertainment review based on a performance. Each reviewer will form his or her opinion on the performance. Contestants may use a dictionary and/or thesaurus. Students using computers must save their entries as PDFs and have them completely printed by the end of the contest.

Checklist

- Includes background.
- Answers the appropriate question: “Is it worth what I’d have to pay to see/hear it?”
- Uses purposeful wording to persuade the reader.
- Includes the name/title in review.

Editorial Writing (*Live Interview*)

Contest Overview

Contestants may be given a fact sheet and will conduct a live interview. Students will determine which side of the issue to take and write an editorial. Students may use a dictionary and/or thesaurus. Students using computers must save their entries as PDFs and have them completely printed by the end of the contest.

Checklist

- Lead states the writer’s viewpoint.
- Writer’s arguments are logically and convincingly presented.
- Opposing arguments are successfully refuted by the writer.
- Name-calling, insults and personal attacks are avoided.

Sports Feature Writing (*Live Interview*)

Contest Overview

Within the two-hour contest, writers will take a set of notes compiled from a live interview and will write a sports feature. Students may use a dictionary and/or thesaurus. Students using computers must save their entries as PDFs and have them completely printed by the end of the contest.

Checklist

- Lead showcases the most important aspect of the story idea.
- Content reveals the writer’s ability to prioritize information and develop the story in order of importance.
- Story is void of editorializing.

Yearbook Copy

Contest Overview

Given a fact sheet including background information, yearbook reporters will write a headline presentation, three captions and a story for one yearbook spread during the two-hour session. Photographs will be included for which basic identification/description material will be provided. Students may use a dictionary and/or thesaurus. Students using computers must save their entries as PDFs and have them completely printed by the end of the contest.

Checklist

- Headline catches the readers’ attention and captures the gist of story content.
- Body copy follows feature writing format.
- Captions begin with catchy lead-ins. First sentence tells the action in the photo. Second sentence goes beyond the obvious and tells the reader something he can’t see in the photo.
- Quotes are used effectively.

Broadcast Writing (*Live Interview*)

Contest overview

From a presentation, students will write a printed script in broadcast news style. Judges will evaluate by reading aloud. Total running time for the script is 90 seconds (5 second leeway given). Students using computers must save their entries as PDFs and have them completely printed by the end of the contest.

Checklist

- The story follows appropriate broadcast journalism style.
- Intros and closings provided.
- Appropriate broadcast news style used.
- Correct grammar used.
- Story will be 90 seconds when read aloud. (5 second leeway given).

Headline Writing

Contest Overview

Contestants will have an hour to write headlines to specified counts for six printed stories and record answers on provided answer sheets. (Contestants may use only blank or plain lined paper for scratch paper.) Headlines can be written upstyle, downstyle, or in block letters, but contestants should remain consistent in style. Headlines do not end with periods. Students may bring and use a thesaurus, a dictionary and an AP Stylebook, either bound or electronic. Students will need to bring pencils and erasers.

Checklist

- Headlines should fit the mood/content of the story and contain the most important, relevant information written to catch the reader’s attention.
- Headlines should utilize active verbs in the present or future tense. If a headline has both a main and secondary headline, at least one of the headlines must have a verb.
- Headlines should not include split prepositional or verb phrases
- While creativity is important, emphasis will be given to accuracy and correct form.
- Students should avoid using the same word twice, using unfamiliar abbreviations, and starting the headline with a verb.
- Students should use single quotation marks and omit articles (a, an, the). A comma may be used in most cases in place of “and.”
- Headlines over or under count will be disqualified.

Design Contests

- With the exception of Editorial Illustration and Yearbook Theme Package, design contest entries must be uploaded before the convention, and a hard copy must be carried in.

- A week before the convention, contest materials will be on the TAJE website, taje.org, for contestants to download. Designers will select as many photos as they wish, crop and place photos. Students must upload a completed PDF to writeoffs@taje.org before the convention. Students must also bring a printed copy of the design to the contest.
- Students must attend the two-hour critique session at the convention.



Newspaper Front Page Design

Contest Overview

Designers will plan a front page for a school newspaper. A week before the convention, contest materials will be on the TAJE website, taje.org, for contestants to download. Students will download a list of stories, art and photos of varying importance, sizes and lengths, and each designer will choose which to use. Students will build a nameplate from materials provided. Students must upload a completed PDF to writeoffs@taje.org before the convention and bring a printed copy of the design to the contest.

Checklist

- Grid is used in the design of the page.
- Nameplate is elegant and striking but not distracting or gaudy.
- Nameplate contains all vital information.
- Layout exhibits sound news judgment.
- Page contains a dominant element. Layout is modular.
- Headline bumps are avoided. Headlines exhibit variety.
- Typeface selections are legible and suggest harmony and continuity.
- White space is planned, not trapped.
- Graphics are used effectively.
- Teasers, index and other reader services provided.
- Visually balanced.

Newspaper Feature Page Design

Contest Overview

Designers will create one feature spread as either a broadsheet feature page or a tabloid double page spread for a specified topic. A week before the convention, contest materials will be on the TAJE website, taje.org, for contestants to download. Students must upload a completed PDF to writeoffs@taje.org before the convention and bring a printed copy of the design to the contest.

Checklist

- Feature a dominant visual entry point.
- Feature a dominant typographical entry point.
- Create clearly defined stories on different angles to the spread or page's topic.
- Devices such as text heads, drop caps or pull quotes facilitate reading and keep the reader interested.
- Visually balanced.
- Visuals add to the design flow of reader information.
- Illustrations add interest.
- Photographs are cropped effectively and caption placement is indicated.
- Color (if used) adds effectively to overall design.

Editorial Illustration (Live)

Contest Overview

Illustrators should bring pencils, pens and 8 1/2 X 11 illustration paper and/or board.

Based on a live interview, artists will prepare an editorial cartoon which captures visually the position or statement expressed. Illustrations must be in black & white. The contest will be two hours long.

Checklist

- Visual message is simple and clear.
- Artistic techniques are obvious, well-defined and developed.
- Unique approach taken to the content, avoiding the obvious.

Yearbook Theme Package

Contest Overview

Students are allowed to use computers. Printers will be provided, but students may wish to bring their own printers. Photos will be on flash drives for these students. Templates will be in InDesign, but no software will be provided. Entries must be saved as PDFs and completely printed by the end of the contest. A team of two contestants will be provided a fact sheet from which they will develop copy and designs for the opening theme spread and one division spread. The fact sheet will include a stated theme around which copy will be developed. Contestants not using a computer should bring a ruler, pencil, scissors, glue stick and dummy sheets. Contest is two hours.

Checklist

- Theme copy captures the tone or mood of the year.
- Theme copy needs to be featurized, conversational and stylized rather than formulaic.
- Theme concept should dictate design.

Basic Yearbook Design

Contest Overview

Beginning designers will create one double-page layout for a specified section of the yearbook (theme, student life, academics, etc.). A week before the convention, contest materials will be on the TAJE website, taje.org, for contestants to download. Designers will select as many photos as they wish, crop and place photos. Students must upload a completed PDF to writeoffs@taje.org before the convention. Students must bring a printed copy of their design to the contest.

Checklist

- Both exterior and interior margins are consistent. Column/grid structure is evident.
- Dominant photo is noticeably larger than other photos.
- Photos are various sizes and shapes.
- Photos are grouped in center of spread with copy to outside. No trapped copy or unplanned white space.
- Photos are action shots, cropped correctly.
- Graphics and screens are used effectively.

Advanced Yearbook Design

Contest Overview

Advanced designers will create one double-page layout for a specified section of the yearbook (organizations, sports, individuals, specialty section, etc.). A week before the convention, contest materials will be on the TAJE website, taje.org, for contestants to download. Designers will select as many photos as they wish, crop and place photos. Students must upload a completed PDF to writeoffs@taje.org before the convention. Students must bring a printed copy of their design to the contest.

Checklist

- Criteria for Basic Yearbook Design contest should be followed.
- Basic reading patterns have been acknowledged in the design.
- Spread uses all elements of content effectively to relate story.
- Spread achieves a planned, consistent presentation.
- Specialty content has been treated effectively.

Advertising

Contest Overview

Advertising designers will conceive, write and design an advertisement which includes the name of the business and essential information about it as well as its relationship to student readers. A week before the convention, contest materials will be on the TAJE website, taje.org, for contestants to download. Copy and headline size, placement of copy, headline(s) or catch phrases/slogans and illustrations will be required. Ads may be black & white or color. Students must upload a completed PDF to writeoffs@taje.org before the convention. Students must bring a printed copy of their design to the contest.

Checklist

- Advertisement clearly identifies the product or service.
- Ad has pizzazz; a center of visual impact captures and keeps readers.
- Ad shows good command of form (includes benefit headline and subhead, appeal to a need, call to action, etc.).
- Copy highlights key aspects; no errors in information.
- A unique approach gives advertisement a one-of-a-kind appeal in writing and design with an uncluttered design.
- Ad includes company stats.

Online Package

Contest Overview

Students will create an online package and post it to their own school's website. Students will receive a contest topic and instructions and will then have five hours to complete their package. Contestants should post all content themselves and should have all passwords necessary to post to their site. Assistance posting to the contestant's website will not be available. No other outside help is permissible. Students can work alone or in teams of no more than three, but only those students entered in the contest can create content for the competition. At the end of the allotted time, students will complete a form with their URL and a list of items they posted for the contest. Contest will begin at 2:30, and entries must be received by 8:30 p.m.

Checklist

- Includes a main story, photos, video and/or audio (no more than three minutes in length) and one additional coverage component (sidebar, links, infographic)
- Displays use of social media or other means of interactivity with the audience
- Presented for the contestants' school audience
- Visually appealing
- Readable and easy to navigate
- Follows journalistic ethical standards and style

Uploaded Photo Contests

- Students may submit one entry per contest. Schools may enter three students per contest.

Entries must be entered online at writeoffs.jea.org. Advisers must be members of JEA for students to enter this contest. Advisers should go to writeoffs.jea.org, log in and follow the directions for entering photos.

Photos must be no more than 2000 pixels in the long direction and no larger than 2MB saved as RGB (or grayscale), JPEG files. Images can be either color or black and white. Captions must be included in the Description field. For instructions on how to enter the caption information, go to <http://www.atpi.org/submission/>. Advisers may register contestants with student e-mail addresses so that students can log in and upload their own photos, or teachers may upload the photos for the students. **DO NOT** wait until the contest deadline to enter students.

DO NOT bring images to the convention. All critiques will be completed online. DO NOT mail the photographs. DO NOT submit images in which the content has been significantly digitally altered.

Entries must be entered online no later than midnight Oct. 2.



Photography Portfolio: Students should enter at least three but no more than five photos. Photographs must have been taken between Nov. 1, 2015 and Oct. 1, 2016. Indicate how many photos are in the portfolio, as in “#1 of 3 photos.”

Images can be either color or black and white. Pictures need not be cropped for competition in the same manner as they appeared in the publication. Entries must be entered online at www.jeawriteoffs.org. Advisers must be members of JEA for students to enter this contest. See general Photo Contests information above. Entries must be entered online no later than Oct. 2.

Checklist

- Deserving subject matter captures action and/or reaction.
- Imaginative, unique approach to traditional subjects.
- Lively, easy-to-consider composition with attention to artistic techniques.
- Above reproach technical quality including sharp focus, effective tonal quality and lack of flaws.
- Neatness in presentation.
- Captions must be included in Description field.

Portrait

Contest Overview

Students will submit ONE portrait photograph that has been published in their scholastic media within the last year or that will be published this year. It must not have been entered in a previous TAJE competition. The photograph should be a portrait, either a formal portrait or an environmental portrait, taken by the entrant.

Checklist

- Imaginative subject matter.
- Technical quality and excellence.
- Photo composition; visual impact; simplicity; cropping; lighting.
- Students should NOT enter mug shots, sometimes called head shots.

1st Year Photo

Contest Overview

Only students in their first year of any journalism, photojournalism or media class are eligible for this competition. Contestants will submit ONE photograph that has been published in their scholastic media within the last year, or that will be published this year. It must not have been entered in a previous TAJE competition. The photograph should be taken by the entrant and may be of any subject matter. A full caption should be included in the Description field. Photo may be color or black-and-white.

Checklist

- Imaginative subject matter.
- Excellent technical quality.
- Excellent photo composition.
- Visual impact; simplicity; cropping; lighting.
- Quality of the caption may also be considered.

Newspaper Photography Yearbook Photography Photography Portfolio

Overview of contests

Newspaper: Photographs must have appeared or will appear in the newspaper from Nov. 1, 2015 to Oct. 1, 2016.

Yearbook: Photographs must have appeared in the most recent volume or will appear in the next volume of the yearbook.

Pre-convention Video/Broadcast

All video contest entries must be submitted via email in the following manner:

Upload videos to YouTube or Vimeo.

Video titles should use the following format:

School – category - name

Example: Washington HS – TAJE Sports
2016 – J. Doe

Send one email with all your links to contests@taje.org in the following format:

Name of School

Category (News, Feature, Sports or Commercial/PSA)

Link

By John Doe

DO NOT bring videos to the convention.

DO NOT mail in videos.

Deadline for uploading video entries is Oct. 2.



Contest Overview

Limit of 2 video entries per category per school. Videos must have been produced after Nov. 1, 2015.

Categories and Criteria

COMMERCIAL/PSA - 15, 30 and 60 second spots - to be judged all together. These should advertise a real product or service, promote a real or nonprofit organization or educate the public on an important cause.

NEWS STORY - single story

FEATURE STORY - single story

SPORTS STORY - single sports story

Checklist

Videos will be ranked on the following criteria:

- Appropriate topic
- Evidence of journalistic storytelling
- Follows AP Broadcast Style
- Video Quality, Framing, Editing Technique

If applicable: • Camera Presence

On-Site Photo/Broadcast Contests

- Photographers should bring their cameras. • Advisers may not help students select photos.
- Broadcast students should bring all equipment needed.

Digital Photography

Contest Overview

Photographers will have three hours to shoot specific assignments around the hotel in five categories. Schools are limited to six photographers total. Contest entries should clearly fit category. Images will be uploaded to contests@taje.org. Students need access to a laptop to turn in entries. **Students MAY NOT enter both Cell Phone Photography and On-Site Photography.**

Checklist

- Make sure picture is in focus and has appropriate lighting.
- Fill the frame; move in close.
- Take both horizontal and vertical pictures.
- Use rule of thirds, patterns, leading lines and framing.
- Look for fresh, creative, innovative approaches to pictures.

Cell Phone Photography

Contest Overview

Schools may enter three students. Students will be given four categories and will enter two photographs from any of the four categories. They can only enter two photos total. They will have two and a half hours to shoot and upload photos. Contestants will email their chosen photos to contests@taje.org. Students will be allowed to edit their photos but only inside their cell phones. Contest will begin at 2:30 p.m., and entries must be received by 5:30 p.m. **Students MAY NOT enter both Cell Phone Photography and On-Site Photography.**

Broadcast Package

Contest Overview

Students will edit on their own equipment in teams of two. Each team will shoot and edit a complete broadcast feature story. All editing must be done with no outside help from the adviser or other students. The contest topic will be given at a brief meeting at the start of the contest. Entries will be submitted on a SD card or flash drive in an MPEG4 or MOV file. Any rendering or exporting should be included in the contest time. Please plan accordingly. Extra time will not be given as a result of technical difficulties. The total running time should be between 1:30 and 2:00. Contest will begin at 2:30 p.m., and entries must be received by 7:30 p.m.

Videography

Contest overview

Entries will be submitted on a SD card or flash drive in an MPEG4 or MOV file. Videographers will be given a topic by the contest moderator in which to tell a video essay. No interviews are allowed. All work is done in-camera. Video essay should address the topic and pay attention to sequencing. Story should be told only through video and sound. Contests are done by a single student; each school may enter one student. Total running time for entry is 1:30-3 minutes. Contest will begin at 2:30 p.m., and entries must be received by 5:30 p.m.

Checklist

- Use of creative angles.
- Overall videography skills are displayed.
- Use of natural sound when available.
- Development of a storyline.
- Sequencing.

Team Photo Scavenger Hunt

Contest overview

Teams of 3-5 students using a single digital camera will go in search of photographs near the convention hotel. Teams will be given a list of items to photograph worth different point values. A maximum of 20 images will be submitted by each team, and the team with the highest point total will be named the winner. All photos must be taken with one camera.