

Harvey Contest Category Descriptions

(Deadline: June 1)

TO: Publications Adviser
FR: Dennis Cripe, director
Indiana High School Press Association
DT: May 1, 2002
RE: Summer Harvey Category Descriptions

Adviser,

As you know, the IHSPA shifted its deadline for most Harvey categories to June 1, allowing out-of-state judges the summer months to complete their work.

The only category left for fall is yearbook. Yearbook entry information will be sent as part of the pre-convention packet in late August. We offer this review of each category to help you organize your Harvey entries.

Please note that entries for June 1 include: •Newspaper, •Photography, •Web-Based Publications, and •Broadcast.

Harvey Awards Category Descriptions

Deadline: June 1, 2002

■ Newspaper Category

*The "tearsheet" requirement refers to the single newspaper page on which each entry appears. In the categories of design, maestro and community leadership, spreads may be photocopied and reduced to 11 x 14 inch or 11 x 17 inch formats. Be aware of the need for clarity in any photocopied entry. Entries must be from Fall Semester, 2001 and Spring Semester, 2002.

News Writing

News coverage with an angle on current news. Entry will demonstrate solid reporting skills, objectivity, and appropriate writing style. Entry subject does not have to be school related. Submission requirement: Tearsheet

Editorial Writing

The entry reflects a statement or opinion by the staff. Typical entries will reflect specific observations and few generalizations. The editorial must be unsigned. Submission requirement: Tearsheet

Column Writing

Entry will be a signed opinion piece and may include reviews, sports topics, general observations, and writer's personal feelings. Strong entries will reflect thoughtful analysis, tangible evidence to support the position, appropriate need for commentary, and/or impact on the subject. Submission requirement: Tearsheet

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Sports Writing

Entry will consist of coverage or a feature related to individual/team sports or recreational sports. Submission requirement: Tearsheet

Feature Writing

Typically a center-spread, in-depth feature or personality profile. Entry is written using a descriptive lead, a clear human-interest angle, and an objective perspective. Submission requirement: Tearsheet

Advertising

Three advertisements designed and sold by students to sell an idea, product or service to a teen audience. Strong entries will reflect creative, eye-catching visuals and persuasive copy designed to appeal to a teen audience. Submission requires three (3) tearsheet examples.

Communications Graphics

Entries in this category may take either of two forms: (1) Information (color or B&W) or statistics presented with graphics to inform the reader. Graphics should include art and stats that are easily readable and understandable. (2) Student art, including editorial cartoons, computer generated or otherwise, which catches the reader's eye. It should look professional. Submission requirements: Three (3) tearsheet examples of the student's work. (Entry may include examples of one or both forms.)

Page Design – (Combines former front page and inside page design)

Entry will include tearsheet of one entire page or double-page spread showing articles, art, photos, graphics, and essential page elements appropriate for the page or section. Strong entries will reflect visual impact, good eye-flow, and a variety of reader entry points on the page/spread. In addition to coverage, essential elements for front page design include the masthead, date, issue, volume, and index/page references. Essential elements for inside pages include page number, section or topic, and date.

Maestro Package

Entry will include the complete coverage package of a story or issue that reflects a collaborative reporting effort among three or more staff members. Entry will reflect thoughtful attention to telling the story in the best way possible. Strong entries will include the primary story, relevant sidebar material, photo(s), illustrations, packaged using effective layout and design techniques. An obvious attempt has been made to serve the reader's needs. Submission requirement: Tearsheet that includes bylines and credits for all staff Maestro collaborators.

Civic Journalism

Entry demonstrates an attempt by the reporter or staff to actively engage in seeking a solution for a school or community problem or issue. The entry may range from a single story, ongoing series, or story package. Coverage will include an overview of the problem/issue, identify key participants, reflect all relevant viewpoints, offer potential solutions or reveal an actual outcome. Submission requirement: Tearsheet(s) of all relevant coverage and a cover letter documenting the reporter's or staff's experience and resolution, if any, of the problem.

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Community Leadership Award

The Community Leadership Award recognizes student media who, through specifically planned content and coverage, have helped make a positive difference in their school communities.

- Publications or other school media must submit any combination of news stories, editorials, cartoons, photos, features, surveys, special broadcasts, videos, or Internet web pages to document their leadership role.
- Entries must also include a 250-300 word statement explaining the editorial position taken by the school media in defining or aiding in the process of finding possible solutions or choices.
- Finally, all entries must include at least (but not limited to) one letter of recommendation from either a school official, community leader or faculty member (other than the adviser).

■ Photography Categories

Judges will consider composition, cropping and content over print quality when evaluating entries. However, reasonable effort should be made to submit entries with good reproduction quality. When original or paper prints are submitted, photos must be at least 3"x4" in size, but no more than 8"x10" in size.

Please note: Winning entries are eligible to appear in the IHSPA Sampler, a collection of award-winning scholastic journalism from IHSPA contests. In order for a photo entry to be published, it is important for the school or entrant to supply an actual print of the image or a high quality scan (no larger than 5" x 7") or an actual print with your Harvey entry. Scanned images should be submitted on 3.5" Mac or PC formatted diskettes in JPEG format. Make sure your name, school, and city are on the back of the print or on the disk label. (This is a request from the IHSPA Sampler staff and not a contest submission requirement except as noted below.)

Each publication staff may submit *one entry* per category submission requirements:

- Tearsheet and circle in red the photo entry
- Photos may be either black & white or color.
- Instead of tearsheets, web-based publications may submit a printed copy of the image using the printer's best resolution on good quality paper. (i.e. 600+dpi for laser printers, 740 dpi for inkjet printers) Photo quality inkjet paper is preferred but not required for inkjet prints.
- Web-based entries must include the adviser's signature, affirming the date of publication and exact URL of the web page on which the image appeared.

Spot News Photo

These photos display strong newsworthy action and are not posed. Do not enter sports photos in this category.

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Feature Photo

These photos create a mood or relates exciting visual interest. Strong entries typically emphasize human interest elements.

Sports Photo

These photos portray dramatic action and/or emotion in athletics.

Best Photojournalism Portfolio

Entry must include three published prints by the same student. Include originals and tearsheets with captions that display a range of subject matter, each print telling a story. The photo must have appeared in the publication between Oct. 15, 2001 and the June entry deadline.

■ **Web-Based Categories**

With scholastic Internet publications on the rise, the IHSPA will recognize web-based news publication entries. Web-based entries must follow the same general entry rules as printed newspapers except as noted below. If material appeared in print and web-site versions, entries should follow the print version guidelines as noted in each category. Web-based entries will be accepted in all categories (except page design) and must include:

- a copy of the original article produced on a word processor in 12-point, double-spaced type using Times or Helvetica font. Entries that have been altered from the original in style, content, or spelling will be disqualified.
- a legible print-out (black & white or color) of the actual web page as displayed on either Internet Explorer or Netscape browsers (any version) and fit to the width of the paper. Non-essential backgrounds may be deleted.
- adviser's name and signature affirming the date of publication and exact URL of the web page on which the entry appeared.

Please note: animated graphics, video, audio, or other elements unique to web pages cannot be evaluated as part of the entry. The IHSPA plans to offer separate categories for such entries in the future. You may note the use of these elements on your entry, but judges can evaluate only static graphics.

■ **Broadcast Categories**

Judges will consider professionalism, production values, technique, directing, and editing for all entries. Strong entries will devote substantial time to news and news features. Segments may include news, weather, sports, and announcements.

General submission requirements:

- Entries must be submitted on standard 1/2" VHS videotape. (Entries submitted in other formats will not be considered.) Please package and label your entry carefully. It is a good idea to make a duplicate copy of your entry in case the original entry is damaged in transit.

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- Broadcasts must have aired during the 2001-2002 school year, and not entered in any previous IHSPA Harvey Award competition. Indicate date(s) of broadcast on your entry form.

Please note: Winning entries are eligible for inclusion in the IHSPA *Sampler*, a collection of award-winning examples of scholastic journalism from IHSPA contests. Although it is impossible to include actual video in this publication, feel free to submit a group photo of the production staff and/or on-camera talent on your set. Candid photos of students working during production are acceptable too; however, *The Sampler* reserves the right to limit the number of photos used. Please attach caption material and completely identify photo subjects along with their job titles. Be sure to include your school name and city. (This is a request from the IHSPA *Sampler* staff and not a contest submission requirement.)

Broadcast News Journalism

Judges will look for solid journalistic technique in reporting and story selections geared toward a student audience. Submission requirements: one 5-10 minute segment of a TV school news program produced for an in-house broadcast or for public access TV.

Broadcast Special Report

Entry will include a feature, spot news, or sports coverage of a particular event or issue. Strong entries will reflect obvious viewer appeal, human interest, or newsworthiness. Submission requirements: one 1-5 minute segment tape of a single story/report.

Broadcast Special Series

Entry will include a multiple-segment, in-depth look at a single topic or issue. Strong entries will reflect obvious viewer appeal, human interest, or newsworthiness. Segments which incorporate civic journalism techniques are encouraged, but not required. Note: Individual segments from this series are not eligible for entry in the Broadcast Special Report category. Submission requirements: Segments should be edited together in the proper sequence onto a single tape with brief logical breaks or transitions between segments. Total running time of all segments should be 5-10 minutes.