

**KEMPA**

Kettle Moraine Press Association

Individual Entry Competition – NEWSPAPER/MAGAZINE

GENERAL INFORMATION AND GUIDELINES

- * Entries must be student work completed from August 2019 through June 2020. Stories published via online newspapers are eligible.
- * Each individual entry costs \$3. There is no limit to the number of entries by school or per category.
- * Each individual entry must be listed on the appropriate Individual Competition registration form. Use the digital form available on our website at www.kempajournalism.org/.
- * All submissions must be received by June 30, 2020.
- * Winners will be announced at KEMPA's annual Fall Scholastic Journalism Conference in October and winning work will be posted on www.kempajournalism.org/

INDIVIDUAL NEWSPAPER ENTRY INSTRUCTIONS

- * **FILE NAMING:** entries **must be named** as SchoolName_EntryCategory_StudentFirstLastName(s)_Headline (or partial headline using key words) and saved as PDFs. For example, if John Smith is entering a sports story, his entry would be named: GenericHighSchool_SportsNewsCoverage_JohnSmith_GeneralsCrushTigers
- * **SUBMITTING PDFs:** email or share properly named PDFs of each page or spread you are entering for competition; newspaper entries **must be submitted as PDFs** to show the work as it was published in the newspaper. No paper tear sheets will be accepted or judged.
- * **REGISTRATION FORM:** each entry **must be listed** on the registration form. Separate multiple entries in a category with a semi-colon (;) and space. Make additional copies of the registration form if you require more space to list entries on the paper copy; for those using the digital form, the entry boxes will expand as needed.
- * **WARNING:** All content must be free from plagiarism and follow copyright and fair use guidelines.
- * See the registration form for further information.

INDIVIDUAL NEWSPAPER/MAGAZINE CATEGORY DESCRIPTIONS

- * **News Story:** should cover a timely event and be based on the five Ws and H.
- * **Feature Story:** may be news-features (timely nature, but reveal the human side of the news) or be more of a traditional human interest or personality profile.
- * **Sports News Coverage Story:** may be any type of sports news, including advance, game, or season updates.
- * **Sports Feature Story:** may be any type of sports feature showing the more timeless aspects of sports.
- * **Staff Editorial:** should reflect the conscience of the publication. As such, it should NOT have a byline, but may use the pronoun "we." Facts must be carefully verified by reliable research. Argumentation is important.
- * **Review:** presents an evaluation of a CD (album), book, movie, concert, play, restaurant, or television program.
- * **Opinion Column:** bylined opinion piece that reveals one writer's views. Entries may be by a regular columnist or a one-time opinion piece, including sports columns.
- * **Cartoon:** may be hand drawn or computer generated. All cartoon submissions must be PDFed with the story/page on which the image appeared to show context; cartoon cannot be an isolated JPEG.
- * **Investigative/ Team Reporting:** includes investigative reporting on a wide range of topics of current interest to students. Entries should show evidence of thorough and objective research and present a clarifying view, exploring the why's of a problem. Entries can be a single article, a series of articles or a collection of articles on a given topic and may appear in more than one issue.
- * **Double Truck Design:** tells a story on two pages; this entry should reflect good use of dominance as well as packaging related items in an attractive manner.
- * **Page One Design (newspaper):** should reflect personality of the publication. Readability of the nameplate, use of headline type, and packaging of content will be considered.
- * **Cover Design (magazine):** should reflect personality and content of the publication; readability of the fonts and use of color (if applicable) will be considered.