

2018 KCM Contest Rules & Category Descriptions

Overview

This document contains important updates, directions and good information to know. Advisers and students who plan to be involved in the 2018 contest submission should review carefully.

Here's a quick summary of the contents.

Part One: Submission Guidelines

Part Two: Required Paperwork

Part Three: Awards: We have a total of 5 divisions, and you will find the specific award categories and descriptions for each of the following:

- a. Overall Publication
- b. All-School Individual Categories
- c. Digital Journalism
- d. Magazine & Yearbook
- e. 2Y, 4Y-Public and 4Y-Private Newspaper

Part One: Submission Guidelines

We have moved the contest online. You will create your accounts and purchase entries [here](https://client.smarterentry.com/kcm):
(<https://client.smarterentry.com/kcm>)

Important: Schools need to submit entries online carefully. Names of students, schools and publications will appear on printed awards exactly as they are typed into SmarterEntry.

All work pertaining to a single entry must be submitted in a SINGLE pdf file. If you are sharing links, make sure you save it as an interactive PDF so that judges can quickly and easily access your content.

Presently, there is no way to limit the number of submissions a school makes in each category within the Smarter Entry system, but the contest rules clearly indicate how many entries are permitted in each category. Use the “2018_Entry_Audits” form to keep track of your entries as you submit them.

Part Two: Required Paperwork

1. Each school should fill out a 2018 Entry_Audits and email as an attachment to regina.cassell@washburn.edu with “KCM 2018” as the email subject.
2. Each overall entry should have a letter to the OVERALL judges giving some insight into the submitted publication or website.

3. The URLs and description for any technical innovation award submissions will also be emailed to regina.cassell@washburn.edu with “KCM 2018” as the email subject.

Part Three: Awards

Overall Division

(limit 1 entry per publication)

Cost: \$15 per publication

- Qualified Entrants: newspaper, yearbook, magazine, website
- Submission:
 - Newspapers and magazines will submit URLs to online PDFs. Physical copies of your 2017 yearbook should be mailed to: Corbin Crable, 12345 College Blvd., Box 7 Overland Park, KS 66210
- Specific Instructions:
 - Newspapers: Submit three consecutive issues between Feb. 8, 2017 through Feb. 9, 2018.
 - Magazines: Submit all issues from the last academic year.
Websites: Submit the URL of your site.
- ALL entrants will provide a 1-2 page, double spaced, write up about your publication for the judges. This will aid the judges in providing more meaningful feedback. Be as specific as possible. Some suggested information might include staff size, software used, production processes, challenges and successes. Submit this via email with your contest paperwork to regina.cassell@washburn.edu. Please put “KCM 2018” as the subject.
- Payment:
 - Each entry is paid for online via Smarter Entry.

All-School Individual Categories

Updates: Ad Design, Illustration & Infographics and Photo Essay in Printed Publications will be judged as one group, but the on-site copy editing contest will remain divided between 2-year and 4-year schools.

(limit 10 entries per school per category)

1. Ad Design —The ad is designed upon a concept, with an effective headline and typography, product identification and attention-getting appeal. It has an active sales message, promotes a school or community event, sells products/services, or promotes a

business image. The ad displays evidence of skill, creativity and originality in copywriting and design.

2. Illustration & Infographics (photo, freehand, computer-generated) —Illustration includes any special visuals or graphics used to enhance the text and overall page design. The illustration may show how something works or highlight relationships between concepts. It may offer a visual explanation of the story, or present the subject of the story in an idealized way. Photos may be used to clearly bring elements together in a way that would not occur naturally. However, readers should be aware of a photo illustration by the use of a photo illustration tag unless visual manipulation is unquestionably obvious.

Infographics include bar and pie charts, maps, diagrams and other such graphic elements used to add information. They may be hand-drawn or computer-generated, and may include photos, art or graphics. An infographic should be meaningful, accurate and understandable, adding to the page or story message.

New: Entrants will list software used to create visual submissions.

3. Photo Essay in Printed Publications — A collection of photos that study, reflect, or analyze and are displayed in a well-designed page or spread. Photo essays are more interpretive than narrative. Photos may be unrelated in time, and each photo is selected to make a point. As in a photo story, photo essays have some thread running through the pictures that ties them together, but essays show less of a progression. Good photo essays may include a variety of the basic photo shots (long shot, medium, and close-up) and a strong page design component. Note: Cutlines must accompany photos.
4. Copy editing – This is an on-site contest at the spring KCM conference. Time and place will be listed on the conference agenda. Contestants will edit copy, provided by the judge, for punctuation, spelling, grammar, Associated Press style, clarity, logical coherence, and legal and ethical issues. Contestants may use the AP Stylebook and a dictionary (Webster’s New World Dictionary, College Edition is preferred). Contestants must use standard copy editing symbols, which are provided in the back of the AP Stylebook. Contestants will also be quizzed on general knowledge or current events. Awards are presented for both two-year and four-year divisions.

Digital Journalism Division

(limit 10 entries per school per category)

All entries must be associated with and published as part of a college’s student media. If an entry is from a professional web site (such as atavist, storify, etc.), a statement from the editor must accompany the entry to verify that the multimedia project was the work of the participant and part of the school’s student media. ALL entries should have the URL link submitted with the item.

Categories:

1. **Audio Feature**— Submit an audio feature about a newsworthy event, person or development. Individual entries should be limited to 10 minutes or less. Work must have been broadcast, streamed or posted as part of a student organizations’ news media presence. Entrants should submit the link to the online article or the URL of the presentation.
2. **Interactive Storytelling**— Package should contain an integration of online reporting elements to best tell a story (news, features, sports, etc.). The multimedia entry will include the interplay of at least three of these elements: text, graphics, animation, video, audio, photos or any other visual tools to relay the information to the audience. Entries must follow good journalism practices and not include dramatizations.
3. **Photo essay/gallery**—A collection of at least 5 online photos (with or without audio) that are packaged together to tell an engaging story effectively through the use of angles, lighting and composition. May include video/graphic as one or more of the “photos” in the essay.
4. **Video** — Submit a story or series about a newsworthy event, person or development. Individual entries should be limited to 10 minutes or less. Work must have been broadcast, streamed or posted as part of a student organizations’ news media presence. Entrants should submit a link to the online article or the URL of the presentation. Entries include, but are not limited to:
 - o Video-Breaking news reporting (Produced on deadline about a single breaking news event.)
 - o Video-General News Reporting (About a single news event or issue not produced on deadline.)
 - o Video-Feature
 - o Video-Sports reporting
 - o Video-In-depth reporting
5. **Social Media Single Post** — Quality use of social media to break and promote news. Can promote something from student media website or be a stand alone enterprise piece from student media social media account. The post must practice good journalism (i.e. tell a story, get the information out). Submit a screenshot and URL to the exact post for judging.
6. **Social Media Campaign/Series** — A series of social media posts or e-letter. Schools should create a one-page interactive PDF with a summary paragraph - 250 words maximum - explaining subject, process and result of how social media was used along with links to the posts that demonstrate how social media was effectively used. If you used email for a newsletter, you can include that as a second page of the pdf.
7. **Technical Innovation Award** — Since online media is expanding and changing at a rapid rate, some student journalists may be doing cutting edge multimedia work that does not fit into any of the above categories, such as coding animation or interactive graphics. The Technical Innovation Award category is intended to give a venue to recognize skill, innovation and quality digital journalism. Truly innovative work or packages that DO NOT fit above criteria for some reason is what the judges will be looking for in this category. Please explain your entry briefly in an email to the contest coordinator if you feel there will be any confusion as to how it meets the reporting/media component of this division. NOTE: This is a new category for 2018 and will be FREE to enter. Submit your entries with the required paperwork via email to regina.cassell@washburn.edu.

Magazine & Yearbook Division

(limit 5 entries per school per category, unless otherwise noted)

Writing Categories:

1. Feature Writing (news, arts & entertainment, sports) — Feature employs a lead that is colorful and interesting. Features that focus on individuals should contain anecdotes and quotes that reveal the subject's personality along with relevant background information. Features relating to topical issues (campus, community, state, nation or world) must be relevant and of interest to the target audience. Transitions are employed where necessary. The story concludes with a satisfactory ending, a memorable statement or quote, or a reference back to the lead. Direct quotes, indirect quotes and narration are effectively interplayed. Style is lively and employs strong, colorful nouns that reflect reporter style and imaginative reporting. Sports features should consider insight into the team's season.
2. News/Event Writing — Includes stories about collegiate events involving student activities and/or topics of current interest and relevance to students. Event coverage might include a campus activity, a club activity off campus, a campus speaker, special events, national or community events involving students, or similar stories. The lead sets the tone, and relevant sources and background material are included to give readers information essential to understanding the remainder of the story. Direct and indirect quotes plus narration are effectively interplayed.
3. Headline/art headline design —Headlines should entice readers into the text. Headlines are judged based on word usage and relationship of the font/typography and design to the content of the story. The complete layout/story must be submitted with the headline. Indicate clearly which headline you want judged.

Design Categories:

1. Cover Design (MAGAZINE or YEARBOOK) — A cover should include pertinent information with some leeway for design. Suggested cover information includes the name of the magazine or yearbook, the publication date (month or year), and the name of the college or university. The cover should employ effective design techniques and may include photography, artwork, graphics, typography and highlights of inside offerings. Both front and back covers will be considered in the design. Enter either Magazine Cover Design or Yearbook Cover Design; categories will be judged separately.
2. Page Design (Each publication is allowed 12 entries in this category.) All elements are well integrated into one overall display. Layout reflects imaginative and original planning. Variations on design are effectively employed, and it is apparent that any facing page layouts were designed as a double-page spread. Internal/external margins are consistent. White space may be used as a design element. Rules of design, while not squelching creativity or variation, may be considered, such as limiting photos to five to

seven per spread, incorporating a variety of photo sizes and using a dominant element. Photos, captions, headlines, artwork and copy are presented in a logical, well-planned manner. Graphics and typography are used effectively.

3. Table of Contents Page Design (MAGAZINE) — Includes the name of the magazine, the publication date, volume number and the name of the school. The page should employ effective magazine design and may include photography, artwork and highlights of inside offerings.
4. Theme Development (YEARBOOK) — The theme development includes the cover, end sheet, title page, table of contents, division page, opening and closing pages. It reflects originality and imaginative planning. The theme is depicted on the cover, and is unique to the school for the specific year. All thematic spreads utilize copy, headlines, photos and captions to help develop the unified idea.

Photography Categories: (see photography guidelines at the end of this document)

1. Feature Photography* — The photo will be judged on composition, cropping and impact. A feature photo may capture a personality, place, or thing in a moment of life and helps visualize the story. Photos may show the center of peak action or quiet, mood-setting scenes. Photo gives viewers an understanding of the moment and may set the stage, lend insight, accent, mood or weight. The caption (cutline) must accompany the photo.
2. News/Event Photography* — Focuses on a center of interest that is dominant and pulls the reader's eye to a specific location of action in the photo, creating a frame and drawing attention. The photo captures how people are involved or affected at an event on campus or in the community. Photos may present emotion or show people in active situations. A photo should illustrate what is taking place or who is involved. Good photos present the subject from a different perspective, and relate something beyond the obvious. The caption (cutline) must accompany each photo.
3. Sports/Action Photography* — Shows peak action or a telling reaction in a sporting event. Successful sports photos have a strong center of interest. Composition techniques such as leading lines or implied movement, and effective cropping may be utilized to dramatize the subject in sports photos. The photo may capture a different view or perspective of the sport. The caption (cutline) must accompany each photo.

Newspaper Division

(limit 5 entries per publication)

Note: Newspapers compete in either the 2-year, 4-year private or 4-year public subdivisions

Writing Categories:

1. Column Writing (Personal, news, feature, or sports columns) — Column writing is based on sound research, personal observation/experience (or a combination thereof) and incorporates solid writing and reporting technique. It is organized around one major point, thought or issue and written conversationally in first person. The text is free of wordiness, preaching rhetoric, clichés and reflects logical argumentation. The key is to communicate clearly, openly and compassionately on the topic of choice. Subject matter, whether serious or humorous, should relate to issues affecting students. The column should make a point, but does not necessarily offer a solution or ask for action from readers.
2. Editorial Writing — An editorial should be based on sound research and reporting and organized around one major point with a clear introduction, discussion and conclusion. The editorial deals with issues rather than personalities, is soundly reasoned and makes practical, realistic suggestions for action or thought. The editorial does not bring up problems without offering possible solutions or courses of action. It is related to school issues or issues outside the school that affect or interest students. It is written in third person and is free of wordiness, preaching rhetoric and clichés.
3. Feature Writing (News and A&E) — Feature engages readers with a well-written lead. Direct quotes, indirect quotes and narration are effectively interplayed. Transitions are employed effectively. The feature does not over-rely on quotes or background material, but background paragraphs give readers information necessary to understand the story. The feature concludes with a satisfactory ending, a memorable statement or quote, or a reference back to the lead. Copy is free of editorializing. Style is lively and employs strong, colorful nouns that reflect writing and reporting skills. In-depth stories are appropriate in this category. In-depth reporting explores a significant topic with multiple sources (real people facing problems, experts, documented sources).
4. Headline writing — Headlines entice readers into the text. Headlines are judged based on word usage and the relationship of the font/typography and design to the content of the story. Headlines may also help prioritize stories (the bigger the story, the larger the head), anchor story designs and organize the page. Headlines should be accurate and understandable. The complete layout/story must be submitted with the headline. Indicate clearly which headline you want judged.
5. News Writing/Investigative Reporting — can be a story on a single news event or a series of developing news stories around a related topic. The news story should use a lead that offers the latest or most important facts or summarizes the news. Background paragraphs tell readers what the story is about and indicates its newsworthiness. With follow-up stories, the background information should help the reader understand the key elements of the continuing story. The remainder of the story unravels the facts logically and in a balanced fashion. The most important facts are brought to the top of the story rather than presented in chronological order. Copy is free of editorializing, clichés, generalities and

wordiness. Short paragraphs, short sentences and plain English make copy inviting and understandable. Investigative reporting uncovers facts that someone or some agency may have tried to keep from public scrutiny, and it concerns issues of public importance.

6. Review Writing — is based on knowledgeable reporting. The subject should be relevant to student readership. The opinion is supported by examples, avoids being overly biased and uses good taste.

7. Sports News Writing — Sports news writing is based upon reporting rather than reporter opinion. Leads and body copy reflect analysis and colorful angles. The name of the sport is stated. When applicable, the final score is given within the first or second paragraph and pivotal plays are recounted. Information is logically ordered throughout the story. Direct quotes and narration are effectively interplayed. Reporting develops the “whys” of subjects, information on the people involved, reactions and opinions, rather than what readers are likely to already know.

8. Sports Features — The sports feature engages readers with a well-written lead. Direct quotes, indirect quotes and narration are effectively interplayed. Transitions are employed effectively. The feature does not over-rely on quotes or background material, but background paragraphs give readers information necessary to understand the story. While the sports feature may focus on an individual, background information regarding the subject’s sport statistics or achievements may enhance the text. The feature concludes with a satisfactory ending, a memorable statement or quote, or a reference back to the lead. Copy is free of editorializing. Style is lively and employs strong, colorful nouns that reflect writing and reporting skills.

Design Categories:

1. Front Page Design — Newsworthiness, timeliness, interest, value and quality have clearly been considered in placement of material on a newspaper front page. The front-page package can contain multiple stories, photos or art; one in-depth piece; or a package of related stories, photos or art. Though subject matter may vary from issue to issue, enough consistency of design is maintained to give the publication an identifiable personality. A dominant focal point is evident on the front page, lending order to content. (See next page for additional elements for front page design consideration.)

Elements for Front Page Design Consideration:

- Effective display is maintained above and below the fold.

- Adequate photography/art is employed to relieve type-heaviness and provide interest value.

- Story layout is simple and recognizes that readers read from left to right.

- Headline sizes graduate effectively. Fonts are used effectively. Heads do not bump or compete.
 - Nameplate (Flag) is easily read, is distinctive enough to provide personality, is neither too large nor too small, and is placed above the fold. It includes the volume and issue numbers, date of issue, school, city and state.
 - Body (copy) type is readable with adequate leading between the lines and is set in a reasonable width (11-22 picas).
 - Long vertical stretches are relieved by contrast devices such as boldfaced lead-ins, infographics or pull quotes.
 - Special material, such as bylines, photo credits or jump lines, is distinctive and not confused with regular body type.
 - Cutlines are easily identified as separate from body type/story copy.
 - Graphic statements are made using typography, headlines, illustrations, infographics, reverses, rules, screen boxes or other design elements.
 - Graphics are not overused. They are used effectively with restraint to enhance the publication's appeal and personality without impairing its readability.
2. Page design (News, feature, opinion, sports, etc.) — This page design category includes any pages other than front page. Designers should consider the overall design of the page in producing an effective layout. If a feature package is only a portion of the page, other elements should not distract from the package. Opinion page formats may include editorial, columns, letters or related features in an inviting, meaningful and understandable manner.
 3. Special Sections, Publications or Innovations (entries will be judged for overall writing and design) — This category is reserved for the printed content that goes above and beyond the expectation of the normal newspaper. It could be a special section that is published once per year or regularly throughout the year. Or perhaps your staff is exploring storytelling through alternative formats. Judges will be looking for creativity, strong writing and design components along with a clear connection to the campus community.

Photography Categories: (see photography guidelines at the end of this document)

1. Feature Photography — The photo will be judged on composition, cropping and impact. A feature photo may capture a personality, place, or thing in a moment of life and helps visualize the story. Photos may show the center of peak action or quiet, mood-setting scenes. Photo gives viewers an understanding of the moment and may set the stage, lend insight, accent, mood or weight. The caption (cutline) must accompany the photo.
2. News/Event Photography — A news photo captures how people are involved or affected at an event on campus or in the community and is judged on composition, cropping and impact. Newsworthiness is considered. A news photo may capture campus or off-campus activities, club activities, campus speakers, special events, national or community events involving students, or similar situations. Good photos present the subject from a different

perspective, and relate something beyond the obvious. The photo should illustrate what is happening or who is involved. A cutline must accompany each photo.

3. Sports/Action Photography — Shows peak action or a telling reaction in a sporting event. Successful sports photos have a strong center of interest. Composition techniques such as leading lines or implied movement, and effective cropping may be utilized to dramatize the subject in sports photos. The photo may capture a different view or perspective of the sport. The caption (cutline) must accompany each photo.

Photography Rules & Guidelines:

- The PDF for photo entries in all categories must contain the entire story and cutline for the photo.
- Yearbook and magazine entries not yet published should submit a PDF of the photo as laid out on page.
- Technical quality including sharpness and proper point of focus, along with good contrast and attractive use of lighting, are considered.
- Faces in photos should be large enough to be recognizable.
- Entries must include the caption (cutline) as published or submitted. Captions should address the applicable questions such as who, what, when, where, why or how. Quality captions are succinct, lively and tightly focused.
- An individual photograph can be entered in only one photo category.