NDPC 2022 College Communications Contest Categories

Print Media

A PDF or tear sheet must be submitted for entries published in newspapers or other publications. Photocopies are permitted for irreplaceable items if they include the publication name and date of issue. Series, sections, special editions and publications must be submitted in their entirety. Clearly mark entry by underlining the headline or circling the item to be judged.

1. **News Reporting**
Judging will be on planning and general organization of story, initiative in obtaining story, news writing, readability and impact.

2. **Editorial**
Judging will consider local interest for readers of the publication, clearness of style, sound reasoning and effort to influence readers' opinions in what the writer believes to be the right direction.

3. **Feature Story**
Judging will be on interest and unusual aspects of material itself and/or the handling of it, on writing style, readability and thoroughness of coverage. Do not enter interviews or first-person stories as features.

4. **Special Articles**
Submit three articles on the same general topic. Judging criteria will be the same as for news or feature stories, but will include the author's ability to write knowledgeably on the subject of articles entered.

5. **Personality Profile**
A personality profile provides insight into a person (and generally employs numerous direct quotes which "explain" that person). Judges will consider writing style, readability, interest, thoroughness of the interview and employment of good interview techniques.

6. **Personal Column**
Specify frequency of column's appearance and submit three samples (two consecutive columns and one other of entrant's choice). Judges will consider purpose of the column — whether it interprets, advocates or entertains — and writing skill, interest for reader, choice of material and cleverness. If the purpose of the column appears to be other than to entertain, judges also may apply the criteria of editorial writing as to sound reasoning.

7. **Special Series**
Submit a minimum of three articles offering a comprehensive look at a subject through logically developed articles. Series should have been completed within three months.

8. **Sports Writing**
Judging will be on ability of the author to combine good writing skills with knowledge of sports. Readability, clearness of style and absence of vague sports clichés are important.

9. **Reviews**
Subjective articles, columns or reviews on drama, art, music, dance, etc. Entries judged on writer's ability to convincingly support opinions and effectively relate material to the audience.

10. **Personal Essay**
Submit one first-person article written for a newspaper or magazine. This category is only for first-person articles that do not fit as editorials — one-time stories written from the writer's point of

view. Judging will be on subject matter, writing style, readability and general interest.

11. **Section Regularly Edited by Entrant**

Specify frequency of section and submit three samples (two consecutive and one other of entrant's choice). Judges will consider planning and general organization of the section, power of original editorial matter, suitability and appeal of feature material, information value, editing and headline writing.

12. **Special Supplement**

Major editor or creator may submit a special supplement (special observances, progress, anniversaries, historical, etc.). Judges will use the same criteria as for editing single sections, with added emphasis on suitability of material to the edition theme and the style of handling material.

13. **Publication Regularly Edited by Entrant**

Submit three issues (two consecutive and one other). Submit publications in their entirety. Entrant must be regular editor and not an occasional replacement. Publication will be judged on writing, editing, makeup, typography and thoroughness of coverage.

Photography

Please submit a high-resolution jpeg or original photo no larger than 8 inches by 10 inches. PDF, tear sheet or photocopy of entire page must be attached to prove publication, but judging is on the original, not the reproduction.

14. **Single News Photo**

Entry should be of a news or spot news event. Judging will be based on the timeliness, news value, composition, camera technique, imagination and — in instances of spot photos — immediacy and conditions surrounding event.

15. **Single Feature Photo**

Entry includes any type of stand-alone feature photo or photo that accompanies a feature story. Judging will be based on human interest, reader appeal, creativity and quality of the photograph.

16. **Single Sports Photo**

Photos of all sports activities at all levels will be considered in this category. Action, newsworthiness, creativity and quality of the picture will be considered in judging.

17. **Photo Essay**

Entry should include several photos packaged together to tell a cohesive story in one issue. Essay can cover feature, news or sports. Judging will be based on the completeness of the presentation, variety of photos and overall quality of the pictures.

Broadcast

Please upload radio and television entries to a public video site, such as YouTube or Vimeo and include the link to the entry on your form. If student served as both reporter and photographer for a TV news, feature or sports story, the student can enter a single entry in a reporting category and a photography category. Please note this on both entry forms.

18. **General News Reporting**

Coverage of a scheduled event or researched topic. Judging will be on planning and general

organization of story, initiative in obtaining story, news writing and clarity.

19. **On-the-Scene News Reporting**

Coverage of an unplanned event with little or no preparation time. Judging will be on general organization of story, initiative in obtaining story, news writing, clarity and impact.

20. **Investigative/In-Depth Report**

Judging will be on the thoroughness and impact of the report, along with writing style and clarity. Stories may be longer than the typical news story.

21. **Feature Reporting**

Judging will be on interest and unusual aspects of feature material, general organization of story, initiative in obtaining story, writing style, clarity and impact. Do not enter interviews.

22. **Interview**

Judging will include whether the questions were appropriate and thorough. It also will take into account the interviewer's skills in asking the questions, the interview's ability to draw responses from the subject and the overall effectiveness of the segment.

23. **General Sports Reporting**

Coverage of a sporting event, athlete profile or other hard news sports topic. Judging will be on the ability of the reporter to combine storytelling skills with knowledge of sports. Writing style, clarity and absence of vague sports clichés are important.

24. **Feature Sports Reporting**

Feature segments on unusual aspect of sports and are lighter in tone than a general sports report. Judging will be on the ability of the reporter to combine storytelling skills with knowledge of sports. Writing style, clarity and overall impact of report are important.

25. **Special Programming (documentary, talk show, interview, public affairs, critic's review or other)** Judging will consider subject matter, creativity, clarity of writing or presentation and technical excellence.

26. **Regularly Scheduled News/Information Program**

Daily or weekly television news and/or information program. **Entrants must submit three programs (two consecutive and one of entrant's choice) that were broadcast during the contest year.** Entries will be judged on writing style, clarity, visuals and overall effectiveness of the program.

27. **TV Weather Broadcast**

Weather segment detailing local and/or national weather conditions and forecast. Judging will be on ability of person to effectively relay weather information to viewers. This includes presentation, clarity and use of graphics.

28. **TV News Photography**

Judges will consider composition, sequencing, variety of shots and use of natural sound while assessing photographer's ability to present video in a way that's pleasing to viewers.

29. **TV Feature Photography**

Judges will consider composition, sequencing, variety of shots and use of natural sound while

assessing photographer's ability to present video in a way that's pleasing to viewers.

30. **TV Sports Photography**
Judges will consider composition, sequencing, variety of shots, use of natural sound and the photographer's understanding of shooting sports while assessing his/her ability to present video in a way that's pleasing to viewers.

31. **Television Electronic Graphics**
Enter an electronic graphic accenting any TV programming (news, sports, weather, in-studio, etc.). Criteria for judging: visually appealing text, colors and content, easily understandable graphics and effectiveness.

Web Design (Note: see categories #33 and #34 for web writing and editing)

Please provide accurate URL addresses for every entry. The entry should reflect the material as it appeared during the contest period.

32. **Web page design**
Criteria for judging: visually appealing text, colors and content, easily understandable graphics and effectiveness.

33. **Writing for the Web**
On entry form, please define the site's purpose and target audience. Material written for print publication and reused on the web is NOT eligible. Judges will consider clarity of message, appropriateness to audience and adherence to principles of web-based communication.

34. **Website edited by entrant**
Judges will consider clarity of site, interaction options, design, relevance to audience and adherence to principles of web-based communication.

Advertising - Print

Submit newspaper and/or magazine tear sheets of ads or campaign/series. Each entry must be accompanied by a brief statement, including reasons for the ad or campaign, results and the role of the entrant in carrying out the project. Judges will consider the originality of the selling idea or promotion, adaptability and suitability of the idea to the advertiser, makeup and appearance, style and content of the copy, and results.

35. **Single Display Ad** (See note above.)

36. **Campaign or Series Built Around One Subject**
Multiple ads for same event or series of events. (See note above.)

Advertising – Electronic

Please upload radio and television entries to a public video site, such as YouTube or Vimeo and include the link to the entry on your form. Each entry must be accompanied by a brief statement, including reasons for the ad or campaign, results and the role of the entrant in carrying out the project. Judges will consider the originality of the selling idea or promotion, adaptability and suitability of the idea to the advertiser, style and content of the copy, and results.

37. **Single commercial** (See note above.)

38. **Radio or TV campaign** (Submit parts as desired. See note above.)

Other Communications Materials

All entries in categories 37-42 must include a brief summary stating for whom the material was intended (general public, specialized group, etc.), how it was circulated (by mail, through print and other media, at meetings, etc.), how it was evaluated and the role of the entrant in carrying out the project. Judging will be based on appropriateness and appeal to the audience for whom the material was intended, effective use of the medium and technical quality.

39. **News Releases**
Submit a maximum of three. Entry must include original releases as well as published articles or reports of electronic media placement based on the releases, which may have been rewritten by the media. (See note above.)

40. **Brochures** (See note above.)

41. **Newsletters** (See note above.)

42. **Yearbook/Annual Literary Magazine** (See note above.)

43. **Combination Promotion Campaign Using Media and Other Material**
Submit one example from each medium. Period covered must be no more than three months. Entry items may not be submitted in other categories of the contest. (See note above.)

44. **Poster/Flier**
Submit single-sheet poster or flier, any size, black and white or color. (See note above.)

Fiction

45. **Short Fiction and Poetry**
Entries must have been published in a literary magazine or other publication. Eligible entries should be 3,000 words or less.