

BEST OF COLORADO 2010-11

CHSPA's Best of Colorado Awards are an opportunity for individual students to receive recognition for their work, in the school year that work was done.

This contest replaces the traditional Sweepstakes Award and results from these individual contests are not connected to the All-Colorado Awards, which will be judged over the summer, and which provide a more holistic critique of your newspaper, yearbook or video media program.

Best of Colorado entries will be electronic only, so please read all instructions carefully. Final technical instructions will be sent to you prior to March 1.

For newspapers or online media: Work must have been published during the 2010-11 school year prior to April 1, 2011.

For yearbooks: Work must be published either in spring, 2011 or fall, 2011. No work from prior years will be accepted. *In future contests, fall delivery books will have the option to enter work from the previous volume, as long as the students have not graduated.*

For video media: Work must be from broadcasts produced during the 2010-11 school year prior to April 1, 2011.

Step 1: Familiarize yourself with the various contest categories listed on the following pages. There are changes from past contests that we hope more accurately reflect the work that is actually being done by students in journalism programs across the state.

Step 2: Begin a file of the best work your students have done thus far in the 2010-11 school year in the form of PDFs of the pages the work appears on (for print publications or online-only publications), or as appropriate digital files for video media. We recommend pasting online entries into Word, and then converting to a PDF. We will not accept links as entries.

Step 3: If you do not normally export your print files to PDF, make sure you can convert InDesign or Word files to PDF form. If you have questions or run into problems, it will save you headaches to find out now, as opposed to the day entries are due.

Step 4: The deadline for uploading all entries is March 31, 2011, no matter the media you advise. Your membership dues cover the costs of this contest – there are no additional fees. Your students may enter as many of the categories as you wish, or as few. There are no Sweepstakes points to be added up. Judges will award first, second, third and honorable mention by enrollment categories for newspaper and yearbook. There are no enrollment categories for video media.

Step 5: You will be sent an electronic entry form

no later than March 1, on which you will enter your students' names, category information and school media information. That entry form will be uploaded along with your PDFs / video files. There is no mailing involved with the Best of Colorado entries.

Step 6: You will be sent a link to your folder within our contest site no later than March 1. Our site software will allow you to upload one or multiple files directly to the site. You may not send native InDesign files – PDFs gather fonts and links for you, and Adobe Acrobat is friendly with Macs and Windows machines.

Step 7: Judging will be done by professional journalists and outstanding scholastic journalism advisers from across the nation. They will simply award winners, with an overview paragraph of what the best entries in a category shared. This is not a critique! (The All-Colorado Awards will offer a holistic critique of your students' work.)

Step 8: Once your entries are uploaded (and the software will send you an e-mail when uploads are complete), you need do nothing but keep on helping your students produce great journalism.

Step 9: You will receive certificates for your winners by mail in early May, in time for you to celebrate those successes before school ends. Winning work will be available online by the end of the school year for you and your students to use as models for the 2011-12 school year.

2010-11 NEWSPAPER

25 categories available. Each newspaper/newsmagazine/online news medium may enter once per category. Enter as many or as few categories as you wish. The Best of Colorado competition is strictly an individual competition, judged within the three enrollment categories (3A, 4A and 5A). The All-Colorado Awards are judged holistically over the summer. The number of categories entered in the Best of Colorado competition has no bearing on the All-Colorado awards.

BEST OF COLORADO - INDIVIDUAL NEWSPAPER CATEGORIES

1. News-Feature (writing that explores the “why” and “how” of the news, on-campus or off)
2. In-Depth News Coverage (verbal plus visual – a package of news coverage)
3. Breaking news coverage (web-encouraged, but not limited to the web – writing under deadline pressure on a news event)
4. Sports-Feature (writing that explores the “why” and “how” of athletics, on-campus or off)
5. In-Depth Sports Coverage (verbal plus visual -- a package of sports coverage)
6. Breaking sports coverage (web-encouraged, but not limited to the web – writing under deadline pressure on a sports event)
7. Personality Profile (writing that focuses on a person involved in the school community)
8. Lifestyle news-feature (writing that explores the “why” and “how” of popular culture, trends, society, fashion, technology, or any other lifestyle topic)
9. Lifestyle coverage (verbal + visual – a package of lifestyle coverage)
10. Critical review (writing that attempts to help readers spend their money/ time wisely)
11. Staff Editorial (one unsigned persuasive article that represents the views of the publication)
12. Sports Column (3 samples from one author – informal commentaries on athletics)
13. General Column (3 samples from one author – informal commentaries on any topic other than athletics)
14. Commentary (an informal opinion article on any topic of concern to the community)
15. Alternative Coverage Treatment (verbal + visual – any alternative to traditional text that either complements other coverage or stands alone)
16. Single Page Design
17. Facing Pages Design (normally the center spread)
18. Photo/Graphic Illustration
19. News-feature photo and caption
20. Sports action photo and caption
21. Sports reaction photo and caption
22. Lifestyle photo and caption
23. Environmental portrait
24. Photo essay (verbal + visual – multiple photos on a related topic, with captions and possible text)
25. Editorial Cartoon (art that either accompanies opinion writing or stands alone)

2010-11 VIDEO MEDIA

BEST OF COLORADO - INDIVIDUAL VIDEO MEDIA CATEGORIES

NEWS – general criteria

Segment tells a story, includes all news elements (who, what, when, where, why, how), is objective, localized and makes use of multiple sources

1. School News
2. Community News
3. State or National News
4. Series on Same News Topic
5. News Feature

FEATURES – general criteria

Story focus is on a person/people, the subject of story has news value, and sound bites or interviews help, and viewer gets to know subject(s)

6. Personality Feature (excluding sports)
7. Human Interest Feature
8. Two or Three Part Series
9. Community Feature

SPORTS – general criteria

Names of key people are included, segment tells a story and reflects variety of sources, and segment validates comprehension of game rules, sports jargon used when appropriate

10. Play-by-Play Sports Action
11. Post Game Highlights
12. Season Summary
13. Sports Profile

COMMENTARY – general criteria

Opinion is clearly identified, reflects critical thinking, – necessary facts and background are included

14. Commercial or PSA
15. Opinion Piece
16. Community Involvement
17. Documentary

MISCELLANEOUS – general criteria

Demonstrates creativity, and technique meets needs of story

18. Creative Use of Green Screen
19. Computer Effects
20. Credits, Titles or Interface

20 categories available. Each video medium/broadcast program may enter once per category. Enter as many or as few categories as you wish. The Best of Colorado competition is strictly an individual competition, and the video media entries are not judged by enrollment category. The All-Colorado Awards are judged holistically over the summer.

2010-11 YEARBOOK

24 categories available. Each yearbook may enter once per category. Enter as many or as few categories as you wish. The Best of Colorado competition is strictly an individual competition judged within the three enrollment categories (3A, 4A and 5A). The All-Colorado Awards are judged holistically over the summer. The number of categories entered in the Best of Colorado competition has no bearing on the All-Colorado awards.

BEST OF COLORADO - INDIVIDUAL YEARBOOK CATEGORIES

1. Student Life Spread (event or lifestyle – verbal and visual presentation)
2. Clubs/Organizations Spread (verbal and visual presentation)
3. Sports Spread (verbal and visual presentation)
4. Academics Spread (verbal and visual presentation)
5. People Spread (verbal and visual presentation – must include portraits somewhere on spread)
6. Chronological Spread (verbal + visual presentation that includes a chronological combination of coverage areas on one DPS)
7. Theme Package Presentation (design + photography + typography – includes cover, endsheets, opening, dividers and closing)
8. Theme Package Writing (writing throughout the theme package, including captions)
9. Personality Profile Writing (writing that covers personalities in the school community)
10. Student Life Writing (writing that emphasizes the “why” and “how” of popular culture, societal trends, student life, etc., on-campus or off)
11. Clubs / Organizations Writing (writing that emphasizes the “why” and “how” of clubs and/or organizations)
12. Sports Writing (writing that emphasizes the “why” and “how” of athletics)
13. Academics Writing (writing that emphasizes the “why” and “how” of academics)
14. Alternative Student Life presentation (any alternative to traditional Student Life text, possibly combining verbal and visual elements, either complementing other coverage or standing alone)
15. Alternative Sports presentation (any alternative to traditional sports text, possibly combining verbal and visual elements, either complementing other coverage or standing alone)
16. Alternative Academics presentation (any alternative to traditional academics text, possibly combining verbal and visual elements, either complementing other coverage or standing alone)
17. Alternative Clubs/Organizations presentation (any alternative to traditional Clubs/Organizations text, possibly combining verbal and visual elements, either complementing other coverage or standing alone)
18. Photo/Graphic Illustration (any computer-enhanced or hand-drawn art that either complements other coverage or stands alone)
19. Student Life individual photo and caption
20. Sports action individual photo and caption
21. Sports reaction individual photo and caption
22. Clubs / Organizations individual photo and caption
23. Academics individual photo and caption
24. Environmental portrait (must complement profile coverage, with captions and possible text)