

# 2014 Quill and Scroll Writing and Photo Contest

Winners of the Quill and Scroll International Writing and Photo Contest will receive a National Award Gold Key. A list of Sweepstakes and National winners will be published on the Quill and Scroll website [quillandscroll.org](http://quillandscroll.org). Please refer to the entry form and the instructions. Contest co-sponsors are American Society of News Editors and Viacom.

## Money-saving packages!

Save your school money by entering the News Media and Writing and Photo contests together!

**Package 1:** News Media Evaluation Registration + 2013 News Media CD = \$65 (save \$25!)

**Package 2:** News Media Evaluation Registration Rating Only + 2013 News Media CD = \$50 (save \$20!)

\_\_\_\_\_ NME Package #1 (\$65)

\_\_\_\_\_ NME Package #2 (\$50) \*Offer expires Feb. 5, 2014

Fill out this entry form, and indicate the number of entries for each division. *Maximum of 4 entries per division.* There is a \$2 fee for each entry; maximum total \$128. A Student Entry Form (at the bottom of this page) should be attached to each entry.

\_\_\_\_\_ Editorial Writing (Div. 1)

\_\_\_\_\_ Opinion Columns (Div. 7)

\_\_\_\_\_ Photo Illustration (Div. 13)

\_\_\_\_\_ Editorial Cartoon (Div. 2)

\_\_\_\_\_ Review Columns (Div. 8)

\_\_\_\_\_ Infographics (Div. 14)

\_\_\_\_\_ News Writing (Div. 3)

\_\_\_\_\_ In-Depth/Individual Reporting (Div. 9)

\_\_\_\_\_ Multimedia - Features (Div. 15)

\_\_\_\_\_ Photography/News-Feature (Div. 4)

\_\_\_\_\_ In-Depth/Team Reporting (Div. 10)

\_\_\_\_\_ Photo Slideshow (Div. 16)

\_\_\_\_\_ Photography/Sports (Div. 5)

\_\_\_\_\_ Advertisement (Div. 11)

\_\_\_\_\_ Blogging Competition (\$5 per entry; includes a judge's evaluation)

\_\_\_\_\_ Feature Writing (Div. 6)

\_\_\_\_\_ Sports Writing (Div. 12)

## WRITING, PHOTO WINNERS CD

2013 contest winners, PowerPoint presentation CD's are available for \$15. Order with contest entry and receive free shipping. CD's featuring the images of 2014 winners will be available in September 2014.

Please send \_\_\_\_\_ copies of 2013 Writing and Photo Contest PowerPoint presentation CD x \$15 = \$ \_\_\_\_\_

NME package = \_\_\_\_\_ Writing, Photo CD = \_\_\_\_\_

Number of entries x \$2 = \$ \_\_\_\_\_ TOTAL AMOUNT ENCLOSED \$ \_\_\_\_\_  
(Blog entries \$5)

**Mail to:**  
Quill and Scroll Society  
School of Journalism and Mass Communication  
The University of Iowa  
100 Adler Journalism Bldg., Room E 346  
Iowa City, IA 52242-2004

Adviser (print) \_\_\_\_\_ School \_\_\_\_\_

Adviser E-mail \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Email of local news source for winner's press release \_\_\_\_\_

## 2014 STUDENT ENTRY FORM

(Use a computer or print legibly. Cut and attach to student's entry. Duplicate as needed.)

Division No. and Name \_\_\_\_\_ Entry Description/Title \_\_\_\_\_

Multimedia, Slideshow, and Blog Entries URL \_\_\_\_\_

Student's Name \_\_\_\_\_ Current Class Status: (circle) So Jr Sr

Quill and Scroll Member: (circle) Yes No

Adviser \_\_\_\_\_

High School \_\_\_\_\_

High School Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

**DEADLINE: Mailed First Class and postmarked no later than Feb. 5, 2014**

**C**urrently enrolled high school students are invited to enter the International Writing and Photo Contest. Awards are presented in each division and the Blogging competition. Winners will receive Quill and Scroll's National Award Gold Key and are eligible to apply, as seniors, for one of the scholarships awarded by Quill and Scroll. Participation is also open to non-members.

## TWO NEW DIVISIONS! READ NEW INSTRUCTIONS CAREFULLY!

1. **Deadline** - Entries must be mailed **FIRST CLASS** and postmarked no later than **Feb. 5, 2014**.
2. **Entry fee** - There is a **\$2 fee per entry** - maximum \$128 fee. Entries not accompanied by the school entry form and entry fee will be disqualified. Blogging Competition fee is \$5 per entry, and includes a judge's evaluation.
3. Each entry must have been published in a high school or professional newspaper, newsmagazine or online between Feb. 1, 2013 and Feb. 1, 2014, and must be the work of a currently enrolled high school student. Each entry must be the work of one student only, except in the In-Depth Reporting/Team Division.
4. Each school is limited to four entries per division. One student may submit any or all of the school's allotted entries. Except in the Blogging Competition. See the guidelines below.

5. Submit the complete page or print of the Web page on which the entry appears. **Clearly identify the entry to be judged on the Student Entry Form. DO NOT mark on the publication page.** If two entries are on the same page, submit a complete tear sheet for each entry. **WE ENCOURAGE PHOTOGRAPHY ENTRANTS TO ALSO SUBMIT ORIGINAL PHOTOGRAPHIC PRINTS.**
6. Staple the official student entry form (or copy) to each entry. Entries improperly identified will be disqualified without notification.
7. All winning entries are automatically eligible for the 2014 Quill and Scroll Journalism Sweepstakes awards. All entries become the property of Quill and Scroll Society and will not be returned. We reserve the right to use entries in *QUILL & SCROLL* magazine and in other media. Only winners will be notified.

## GUIDELINES

### Division 1 - Editorial Writing

1. Must be a single editorial, not a series, expressing the opinion of the editorial board. Editorials may be written by one person, with no byline (unsigned). However, if a byline is used, it must be clear the opinion is that of the staff or editorial board.
2. Entries will be judged on reader interest, appropriateness, clarity of purpose, structure and effectiveness.

### Division 2 - Editorial Cartoon

1. May be a single cartoon or cartoon strip.
2. Entries will be judged on originality, reader interest, appropriateness, clarity of purpose and effectiveness.

### Division 3 - News Writing

1. May be advance or coverage story. Subject matter need not relate to school activity. (Enter sports news in the Sports Writing division.)
2. Entries will be judged by news writing standards. Focus will be given to strong leads, concise writing, strong paragraph beginnings, use of sources and absence of opinion.

### Division 4 - Photography/News Feature

#### Division 5 - Photography/Sports

1. If possible, submit printed originals (maximum size 8 1/2" by 11") with publication tear sheet or website print.
2. Entries judged on appropriateness, composition, quality and interest.

### Division 6 - Feature Writing

1. All types of features are eligible. (Enter sports features in the Sports Writing division.)
2. Entries will be judged on timeliness, human interest, organization, writing style and form appropriate to the story.

### Division 7 - Opinion Columns

1. Opinion, personal and humor columns are eligible. (Enter sports columns in Sports Writing division, and review columns in Review Columns division.)
2. Entries will be judged on timeliness, significance of material, suitable handling of topic, style of writing, and originality.

### Division 8 - Review Columns

1. Reviews of books, movies, computer games, restaurants, plays, TV shows, music, concerts and other topics are eligible.
2. Entries will be judged on timeliness, evidence of topic knowledge, style of writing, originality and reader interest.

### Division 9 - In-Depth Reporting/Individual

#### Division 10 - In-Depth Reporting/Team

1. Must be a single article and should cover an area purposely explored to correct existing weaknesses and/or better inform the public (Individual).
2. Entries may be a series of stories contained in a single publication issue or website post (Team).
3. Entries will be judged on quality of subject matter, use of sources, thoroughness of coverage and writing style.

### Division 11 - Advertisement

1. An entry consists of a single advertisement. Student must have designed and written copy.

2. Entries will be judged on enterprise, copy quality, reader appeal, display and design, and printed reproduction.

### Division 12 - Sports Writing

1. An article on sports topics written in any format - news, features, columns, etc. published in newspapers, newsmagazines or online - may be entered in this division.
2. Entries are not limited to high school sports coverage. Judges will consider style and quality of writing, accuracy, interest and topics.

### Division 13 - Photo Illustration

1. An entry consists of a single photo and/or image staged, altered or manipulated for storytelling of general topics or sports. If possible, submit printed originals (maximum size 8 1/2" by 11") with newspaper/newsmagazine tear sheet or website print.
2. Judges will focus on design trends, effective visual communication, creativity, appropriateness, composition, print quality and interest.

### Division 14 - Infographics

1. Entries visually communicate data or information. An entry consists of a single infographic.
2. Judges will focus on creativity, accuracy, interest and effectiveness of communication.

### Division 15 - Multimedia Storytelling - Features NEW

1. Entries are a single feature story reported on a scholastic or professional website using multimedia formats, such as audio, video, slideshows, photography, animation or interactive elements.
2. All types of features, including sports, are eligible. Entries will be judged on originality, journalistic quality, audience interest, and creative use of formats. Provide URL with entry title. If URLs are handwritten, they should be legible and accurate.

### Division 16 - Photo Slideshow NEW

1. Each entry is a single slideshow posted on a scholastic or professional website to tell news or feature stories, including sports, photographically.
2. Entries will be judged on presentation, tempo, use of storytelling techniques (including use of titles, captions, credits, and/or audio), creativity, audience interest, and photo quality, framing, and composition. Provide URL with entry title. If URLs are handwritten, they should be legible and accurate.

### Blogging Competition

Blogs should address a theme or niche adeptly and persistently. They should have been in existence and regularly maintained, with at least nine posts.

1. An entry consists of three posts from the same blog. Only one entry may be submitted per person from a single blog. Up to four entries per school or blog. Print a copy of each blog post with the URL on it. If URLs are handwritten, they should be legible and accurate.
2. Blog posts must reflect journalistic standards in topics, coverage and writing. Blogs may be affiliated with a scholastic or professional media organization, or independently produced.
3. Judges will provide evaluations focusing on writing, voice, topics, and reader interest as well as presentation, format and functionality - the latter includes use of links, search engine optimization, and posting routine.