

2017 Quill and Scroll

Writing, Photo and Multimedia Contest

Winners of the Quill and Scroll International Writing, Photo, and Multimedia Contest will receive a National Award Gold Key. Staffs will be eligible for the Blue and Gold Awards. A list of Sweepstakes and National winners will be published on the Quill and Scroll website quillandscroll.org.

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

Package 1

Multiple Platforms News Media Evaluation (Print News Media **and** Online News Media) + 2016 News Media CD

___ NME Package #1 (\$115)

Package 2

Ratings Only Multiple Platforms News Media Evaluation (Print News Media **and** Online News Media) + 2016 News Media CD

___ NME Package #2 (\$95)

Package 3

Print News Media Evaluation **or** Online News Media Evaluation + 2016 News Media CD

___ NME Package #3 (\$65)

Package 4

Rating Only Print News Media Evaluation **or** Rating Only Online News Media Evaluation + 2016 News Media CD

___ NME Package #4 (\$50)

Writing, Photo and Multimedia Winners CD

2016 contest winners, PowerPoint presentation CD's are available for \$15. Order with contest entry and receive free shipping. CD's featuring the images of 2016 winners will be available in September 2017.

Fill out this entry form, and indicate the number of entries for each division. There is no limit on entries entered per division. No student can enter one division, more than four times. There is a \$5 fee for each entry. A Student Entry Form (at the bottom of this page) should be attached to each entry.

- | | | |
|--|---|--|
| <input type="checkbox"/> Editorial Writing (Div. 1) | <input type="checkbox"/> In-Depth/Individual Reporting (Div. 9) | <input type="checkbox"/> Cover/Front Page Design (Div. 17)* |
| <input type="checkbox"/> Editorial Cartoon (Div. 2) | <input type="checkbox"/> In-Depth/Team Reporting (Div. 10) | <input type="checkbox"/> Profile (Div. 18)* |
| <input type="checkbox"/> News Writing (Div. 3) | <input type="checkbox"/> Advertisement (Div. 11) | <input type="checkbox"/> Political Writing (Div. 19)* |
| <input type="checkbox"/> Photography/News-Feature (Div. 4) | <input type="checkbox"/> Sports Writing (Div. 12) | <input type="checkbox"/> Health, Science, and Agriculture Writing (Div. 20)* |
| <input type="checkbox"/> Photography/Sports (Div. 5) | <input type="checkbox"/> Photo Illustration (Div. 13) | <input type="checkbox"/> Blogging Competition (\$10 per entry, includes a judge's evaluation.) |
| <input type="checkbox"/> Feature Writing (Div. 6) | <input type="checkbox"/> Infographics (Div. 14) | |
| <input type="checkbox"/> Opinion Columns (Div. 7) | <input type="checkbox"/> Multimedia Storytelling (Div. 15) | |
| <input type="checkbox"/> Review Columns (Div. 8) | <input type="checkbox"/> Photo Slideshow (Div. 16) | |

Number of entries _____ x \$5 = _____

Blogging entries _____ x \$10 = _____

2016 Winner CD _____ x \$15 = _____

NME Package (#1-4) _____ = \$ _____

TOTAL AMOUNT ENCLOSED = _____

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 _____ Adviser Email _____

School _____

City _____ State _____ ZIP Code _____

Email address _____

Local media email for winner's press release _____

2017 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 _____

Student's Name _____ Current Class Status: (circle) So Jr Sr Graduate

Adviser _____

High School _____

High School Address _____

City _____ State _____ ZIP Code _____

DEADLINE: Mailed First Class and postmarked no later than Feb. 6, 2017

CONTEST GUIDELINES

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.

1. Deadline - Entries must be mailed FIRST CLASS and postmarked no later than Feb. 6, 2017.
2. Entry fee - There is a \$5 fee per entry. Entries not accompanied by the school entry form and entry fee will be disqualified. The Blogging Competition fee is \$10 and includes a judge's evaluation.
3. Each entry must have been published in a high school or professional newspaper, news magazine or online between Feb. 1, 2016 and Feb. 1, 2017 and must be the work of a high school student enrolled at the time of publication. Each entry must be the work of one student only, except in the In-Depth Reporting/Team Division.

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, print 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. General 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. Entries should cover an area purposely explored to correct existing weaknesses and/or better inform the public.
2. Entries will be judged on quality of subject matter, use of sources, thoroughness of coverage and writing style.

Individual: Must be a single article.

Team: Entries may be a series of stories contained in a single publication issue or website post.

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, news magazines 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/news magazine 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)

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.

4. There is no limit on entries to a division per school. A single student can enter up to four entries into one division.
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 2017 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.

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

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.

Division 17- Cover/Front Page Design

1. An entry consists of a single cover/front page of a newspaper or news magazine. Submit printed original tear sheet or photocopy.
2. Judges will focus on design trends, effective layout, reader assistance, creativity, and interest.

Division 18- Profile

1. Profile topics include personality sketches of newsmakers, sports figures, students, faculty, school personnel, or community members.
2. Entries are judged on human interest, depth of reporting, organization, writing style and form.

Division 19- Political Writing

1. Coverage of school board elections and issues; school, local, state and national political campaigns and outcomes; and developments with political undertones are eligible for this division.
2. Judges will consider evidence of topic knowledge, impact, timeliness, storytelling, writing style and form.

Division 20- Health, Science, and Agriculture Writing

1. News and feature reports on health, science or agricultural topics may be entered.
2. Entries will be judged on evidence of topic knowledge, impact, storytelling, writing style and form.

Blogging Competition

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

1. An entry consists of three posts from a single individual. No more than five individuals can submit entries from a single blog. Only one entry may be submitted per individual from a single 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 focus 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.