

## Harvey Contest Category Descriptions

(Deadline: June 1)

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**TO: Publications Adviser**  
**FR: Diana Hadley, director**  
**Indiana High School Press Association**  
**DT: May 6, 2009**  
**RE: Summer Harvey Category Descriptions**

Adviser,

As you know, the IHSPA shifted its deadline for most Harvey categories to June 1, allowing out-of-state judges the summer months to complete their work.

The only category left for fall is yearbook and yearbook photography. Yearbook entry information will be sent as part of the pre-convention packet in late August and will carry a Sept. 15 deadline. We offer this review of each category to help you organize your Harvey entries.

Schools are encouraged to submit electronic files when possible. By including your entry on a CD, the Sampler staff will have a head start in organizing the 2008 "best of" entries. Please mark your entry form if you've submitted a CD.

Please note that entries for June 1 include **newspaper** and **news photography** categories only. Submit only ONE entry per category.

Harvey Awards Category Descriptions

Deadline: June 1, 2009

### ■ Newspaper Category

\*The "tearsheet" requirement refers to the single newspaper page on which each entry appears. In the categories of design, maestro and community leadership, spreads may be photocopied and reduced to 11 x 14 inch or 11 x 17 inch formats. Be aware of the need for clarity in any photocopied entry. Entries must be from Fall Semester, 2008 and Spring Semester, 2009.

### ■ News Writing

News coverage with an angle on current news. Entry will demonstrate solid reporting skills, objectivity, and appropriate writing style. Entry subject does not have to be school related. Submission requirement: Tearsheet

### ■ Editorial Writing

The entry reflects a statement or opinion by the staff. Typical entries will reflect specific observations and few generalizations. The editorial must be unsigned. Submission requirement: Tearsheet

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## ■ Column Writing

Entry will be a signed opinion piece and may include reviews, sports topics, general observations, and writer's personal feelings. Strong entries will reflect thoughtful analysis, tangible evidence to support the position, appropriate need for commentary, and/or impact on the subject. Submission requirement: Tearsheet

## ■ Sports Writing

Entry will consist of coverage or a feature related to individual/team sports or recreational sports. Submission requirement: Tearsheet

## ■ Feature Writing

Typically a center-spread, in-depth feature or personality profile. Entry is written using a descriptive lead, a clear human-interest angle, and an objective perspective. Submission requirement: Tearsheet

## ■ Advertising

Three advertisements designed and sold by students to sell an idea, product or service to a teen audience. Strong entries will reflect creative, eye-catching visuals and persuasive copy designed to appeal to a teen audience. Submission requires three (3) tearsheet examples.

## ■ Communications Graphics

Entries in this category may take either of two forms: (1) Information (color or B&W) or statistics presented with graphics to inform the reader. Graphics should include art and stats that are easily readable and understandable. (2) Student art, including editorial cartoons, computer generated or otherwise, which catches the reader's eye. It should look professional. Submission requirements: Three (3) tearsheet examples of the student's work. (Entry may include examples of one or both forms.)

## ■ Page Design – (Combines former front page and inside page design)

Entry will include tearsheet of one entire page or double-page spread showing articles, art, photos, graphics, and essential page elements appropriate for the page or section. Strong entries will reflect visual impact, good eye-flow, and a variety of reader entry points on the page/spread. In addition to coverage, essential elements for front page design include the masthead, date, issue, volume, and index/page references. Essential elements for inside pages include page number, section or topic, and date.

## ■ Maestro Package

Entry will include the complete coverage package of a story or issue that reflects a collaborative reporting effort among three or more staff members. Entry will reflect thoughtful attention to telling the story in the best way possible. Strong entries will include the primary story, relevant sidebar material, photo(s), illustrations, packaged using effective layout and design techniques. An obvious attempt has been made to serve the reader's needs. Submission requirement: Tearsheet that includes bylines and credits for all staff Maestro collaborators.

## ■ Civic Journalism

Entry demonstrates an attempt by the reporter or staff to actively engage in seeking a solution for a school or community problem or issue. The entry may range from

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a single story, ongoing series, or story package. Coverage will include an overview of the problem/issue, identify key participants, reflect all relevant viewpoints, offer potential solutions or reveal an actual outcome. Submission requirement: Tearsheet(s) of all relevant coverage and a cover letter documenting the reporter's or staff's experience and resolution, if any, of the problem.

### ■ Community Leadership Award

The Community Leadership Award recognizes student media who, through specifically planned content and coverage, have helped make a positive difference in their school communities.

- Publications or other school media must submit any combination of news stories, editorials, cartoons, photos, features, surveys, special broadcasts, videos, or Internet web pages to document their leadership role.
- Entries must also include a 250-300 word statement explaining the editorial position taken by the school media in defining or aiding in the process of finding possible solutions or choices.
- Finally, all entries must include at least (but not limited to) one letter of recommendation from either a school official, community leader or faculty member (other than the adviser).

### ■ Photography Categories

Judges will consider composition, cropping and content over print quality when evaluating entries. However, reasonable effort should be made to submit entries with good reproduction quality. When original or paper prints are submitted, photos must be at least 3"x4" in size, but no more than 8"x10" in size.

PLEASE NOTE: Winning entries are eligible to appear in the IHSPA Sampler, a collection of award-winning scholastic journalism from IHSPA contests. In order for a photo entry to be published, it is important for the school or entrant to supply an actual print of the image or a high quality scan (no larger than 5" x 7") or an actual print with your Harvey entry. Scanned images should be submitted on 3.5" Mac or PC formatted diskettes in JPEG format. Make sure your name, school, and city are on the back of the print or on the disk label. (This is a request from the IHSPA Sampler staff and not a contest submission requirement except as noted below.)

Each publication staff may submit one entry per category. Submission requirements:

- Tearsheet and circle in red the photo entry
- Photos may be either black & white or color.

### ■ Spot News Photo

These photos display strong newsworthy action and are not posed. Do not enter sports photos in this category.

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## ■ Feature Photo

These photos create a mood or relates exciting visual interest. Strong entries typically emphasize human interest elements.

## ■ Sports Photo

These photos portray dramatic action and/or emotion in athletics.

## ■ Best Photojournalism Portfolio

Entry must include three published prints by the same student. Include originals and tearsheets with captions that display a range of subject matter, each print telling a story. The photo must have appeared in the publication between Oct. 15, 2008 and the June 1, 2009 entry deadline.