

2021 ENTRY CATEGORIES

Student Keystone Media Awards

1. **General News** – A single entry should include a newspaper's coverage of unplanned and unanticipated event, in print and/or online.

2. **Ongoing News Coverage** – A single entry should include all stories relating to the ongoing coverage of any news event or ongoing coverage of a developing story, in print and/or online. Multiple related elements, such as sidebars, social media, etc., may be included. Three to five examples are required.

3. **Public Service/Enterprise Package** – Any special project that exposed a problem or issue and thus, benefitted the public and/or the school, college or university. In print and/or online.

4. **Feature Story** – Any story on any single feature subject is eligible. A feature story must be published in one edition, in print and/or online. Multiple related elements, such as sidebars, social media, etc., may be included.

5. **Personality Profile** – Any story profiling a person or family published in one edition is eligible, in print and/or online. Multiple related elements, such as sidebars, social media, etc., may be included.

6. **Sports Story** – Any story on any single sports subject is eligible. A sports story must be published in one edition, in print and/or online. Multiple related elements, such as sidebars, social media, etc., may be included.

7. **Editorial** – A single entry should include three editorials by the same author, in print and/or online. Entry must be a regular editorial or special expression of opinion, signed or unsigned. Byline columns are not eligible. Three editorials by the same author count as one entry.

8. **Column** – A single entry should include three bylined columns by the same author on any subject, in print and/or online.

9. **Review** – A single entry of a book, play, concert, film, music, etc., is eligible, in print and/or online.

10. **Cartoon/Graphic Illustration** – A single entry should include up to three examples of editorial or social commentary cartoons, stand-alone graphics, graphics packages, illustrations or informational graphics using artwork and/or photos. Any combination of three items are acceptable, in print and/or online.

11. **Sports Photo** – One photograph of a single sports event as it occurs is eligible, in print and/or online. PDF/screen shot of page on which photo was published counts as entry and if possible, JPG of photo may accompany entry.

12. **Feature Photo** – One photograph where emphasis is placed on imagination, presentation and subject matter is eligible, in print and/or online. PDF/screen shot of photo as published counts as entry, and if possible, JPG of photo may accompany entry.

13. **News Photo** – One photograph of a single news event as it occurs is eligible, in print and/or online. PDF/screen shot of photo as published counts as entry, and if possible, JPG of photo may accompany entry.

14. **Photo Story** – A series of photos that reveal a story or an event is eligible, in print and/or online. PDFs of pages on which photos were published or screen shots count as entry and if possible, JPGs of photos may accompany entry. The entry is limited to photos published on one day.

15. **Layout and Design** – Any single page is eligible. All elements of design will be considered including type, photos, graphics and reader appeal. Section front and doubletrucks are eligible.

16. **Website** – Any website affiliated with the newspaper at an accredited high school, school district, college or university is eligible. Website will be judged on content, appearance, use of graphics, photos and color, as well as access, use of social media and audience engagement. Entry should include a one-page letter listing the website address, the site's connection with the newspaper and any other relevant background information. Individual and personal websites are not eligible.

17. **Video Story** - Videos can involve breaking and ongoing news, features and/or sports and can be supplements to print coverage and/or online only productions. Judges will look for innovative use of original content, storytelling, technical and journalistic quality, and value to the viewer.

18. ***NEW Podcast** - A single entry can include up to three episodes of a podcast series. Judges will look for innovative use of original content, storytelling, technical and journalistic quality, and value to the listener.

19. ***NEW Diversity** - A single entry should include up to four different stories, in any format, from news, features, sports, business, etc. that inform on diverse elements in the community, encourage diversity awareness and reflect an ongoing effort to cover inclusive integration of diverse populations. Diversity includes, but is not limited to, factors such as age, ancestry, color, disability or handicap, race, religious creed, sexual orientation, veteran status and economic status. Entry must include a cover letter explaining the diversity of the school.

NEW BROADCAST CATEGORIES:

20. ***NEW Best Newscast** - A locally originated, unedited, regularly scheduled newscast. Entry limited to 30 minutes of real time.

21. ***NEW Best Spot News Coverage** - Coverage of a breaking news event that is unplanned, unscheduled and requires immediate news department response. Entry limited to 15 minutes.

22. ***NEW Best Feature** - A story or series covering an event or topic that is not hard news. Report must have aired during a regularly scheduled news program. Entry is limited to 15 minutes.

23. ***NEW Best Public Service** - Comprehensive, informed and effective public service reporting. Entry is limited to 15 minutes.

24. ***NEW Best Sports Coverage** - To recognize outstanding reporting on a sports topic. Entry can be a story or a series of reports on a single subject. Entries are limited to 15 minutes.