

# 2025 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 up to 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. Up to three editorials by the same author count as one entry.

**8. Column** – A single entry should include up to 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. 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. Excellence in Reporting on Diversity, Equity and Inclusion** - 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 awareness and reflect an ongoing effort to cover inclusive integration of diverse populations. Diversity, equity and inclusion includes, but is not limited to, factors such as race, age, ancestry, color, disability or handicap, language, religious creed, sexual orientation, veteran status and economic status. Entry must include a cover letter explaining the diversity of the school.

### BROADCAST CATEGORIES:

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

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

**24. 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.



## THE LENFEST INSTITUTE COLLEGE DIVERSITY CHAMPION AWARD



This special award recognizes a talented **college** student journalist, of an underrepresented, marginalized, diverse group, for outstanding contributions to their newsroom. The underrepresented group may be based on, but is not limited to, factors such as: race, ancestry, color, disability or handicap, language, religious creed, sexual orientation and economic status. Entry should include three examples of work produced and published in 2024. Could include stories, photos, videos, special projects, use of various platforms and other examples of the person's impact on their newsroom and how they bring a unique voice and perspective from their diverse community. Entries also can be submitted in other contest categories. Entries will be judged together for overall excellence. Nominating letter (unlimited words) from school's faculty news adviser required. There is no limit on the number of entries from any news organization or journalist; however, no more than one award will be given each year. *Winner will receive a framed certificate and a \$500 cash award, sponsored by The Lenfest Institute.*

## HIGH SCHOOL DIVERSITY CHAMPION AWARD

This special award recognizes a talented **high school** student journalist, of an underrepresented, marginalized, diverse group, for outstanding contributions to their newsroom. The underrepresented group may be based on, but is not limited to, factors such as: race, ancestry, color, disability or handicap, language, religious creed, sexual orientation and economic status. Entry should include three examples of work produced and published in 2024. Could include stories, photos, videos, special projects, use of various platforms and other examples of the person's impact on their newsroom and how they bring a unique voice and perspective from their diverse community. Entries also can be submitted in other contest categories. Entries will be judged together for overall excellence. Nominating letter (unlimited words) from school's faculty news adviser required. There is no limit on the number of entries from any news organization or journalist; however, no more than one award will be given each year. *Winner will receive a framed certificate and a \$500 cash award.*

## RALPH FLAMMINIO MEMORIAL AWARD

*This award honors the former editor of The Morning Call, Allentown, and the Coatesville Record. It salutes an outstanding Pennsylvania college student who best displays the ideals of Flamminio - passionate about journalism and the First Amendment, and a champion for a better-informed citizenry.*

This special award recognizes a talented **college** student journalist for outstanding contributions to their newsroom. Entrant must be a PA resident, enrolled in an undergraduate or graduate program (journalism major not necessary), pursuing a career in media and active in journalism on campus (broadcast, print, multimedia or digital). Entry should include up to five examples of work produced and published in 2024. Could include stories, photos, videos, special projects, and use of various platforms. Entries can also be submitted in other contest categories. Entries will be judged together for overall excellence. A cover letter describing yourself, your interest or experience in journalism, and what you hope to contribute to the craft of journalism and career ambitions is required. Also, a letter of recommendation from your school's faculty news adviser or professor is required. There is no limit on the number of entries from any news organization or journalist; however, no more than two awards will be given each year, at the judges' discretion. *Winner(s) will receive a framed certificate and a cash award.*

