



Nouk Keovyphone, Cal Poly Pomona-The Post
1st Place, Sports Action Photo, 4-Year Universities, 2020 California Journalism Awards—Campus Contest

2021 California Journalism Awards

Campus Contest



Presented by the California News Publishers Association



Rules & Information

About the California Journalism Awards

The California Journalism Awards provide the opportunity for high schools, 2-year colleges and 4-year universities to promote excellence in journalism and recognize their students' outstanding work to inform and enlighten their readers through reporting, design and photojournalism in print and digital media.

Contest Period

Entry publication dates must be between January 1 and December 31, 2021. A series published between those dates that starts before or ends after the contest period is eligible.

Entry Deadline & Fees

Monday, February 21, 2022, at 9 p.m. Entry fee: \$10 per entry. Late entry: Monday, February 28, 2022 at 9 p.m. (Fees are doubled) Entrants are urged to meet the February 21 deadline but any entries made after that date will cost double the regular entry deadline fee. All entries will be treated equally in judging.

Divisions

The contest is divided into three divisions: High schools, 2-year colleges and 4-year universities. Categories are open to all divisions.

Eligibility

The competition is open to all CNPA campus members in good standing. **Membership dues must be current and contest entry fees paid before entries are accepted for judging. Campus Division entrants must also provide judges for the contest as follows:**

4-year and 2-year colleges – 2 judges

High schools – 1 judge

Judges do not have to be employees of your school as long as they are experienced journalists. Sign-up form for judges: <https://cnpa.formstack.com/forms/judges>

Judging

Judging will take place in late March and early April 2022. Judges will choose five finalists in each category. Awards will be distributed as follows:



1st Place and 2nd Place: Award plaque(s) with the publication name, category and placing.

1st through 5th Place: Personalized certificates with the names of the entrants, the publication, the category and the placing. For winning entries with multiple credits, each person will receive an individual certificate.

We will offer 1st Place and 2nd Place winners the option of ordering personalized plaques at a reasonable cost directly from the awards company.

Divisions with five or fewer entries in a category will be declared not competitive and entry fees refunded.

Announcements

Finalists will be announced in late April.

Entry Rules

Entries must be produced by student journalists at the school's publication. The same story, series or photograph may be entered in multiple categories. Unless otherwise specified, entries may have been published in print or online.

How to Enter

Go to: <https://betternewspapercontest.com> (See "Entry Instructions" in this document for details.)

Questions?

Contact contest administrator Jason Schaff (contests@cnpa.com, 916-288-6023).

Categories

1. General Excellence (Allows a single entry)

Submit two complete, consecutive print issues that were published in 2021.

Judging considerations: General news coverage, local news coverage; opinion pages; quality of writing; headlines; use of photography, graphics and other artwork; advertising design and layout, and copywriting; graphic design and typography.

2. Writing (Allows up to 3 entries)

Submit a single story, column or editorial that is notable for the quality of writing.

Judging considerations: Effective use of language, clarity and organization of writing; impact of lead.



3. Enterprise News Story or Series (Allows up to 3 entries)

Submit a proactive story or series that is not directly based on a news event and that covers a topic or issue in a new and creative way. Series are not required to appear in consecutive issues.

Judging considerations: Coverage should be comprehensive and enlightening, while demonstrating an undertaking of risk, effort and difficulty; quality of writing; selection of material, balanced reporting; local appeal; photography, graphics and headlines.

4. Coverage of the COVID-19 Pandemic (Allows up to 3 entries)

Submit a story about the virus that has affected your campus and community. It can be from a wide range of angles such as explaining the pandemic and health issues relating to it, fallout of the effects of the virus or profiles of people impacted by it.

Judging considerations: Quality of writing, relevance, effective discussion of impact on the community.

5. Profile Story (Allows up to 3 entries)

Submit a human interest profile of an individual or group. May include a sports profile feature.

Judging considerations: Quality of writing, clarity, organization, effective use of language; originality, relevance, news value; graphic presentation, headlines, photos.

6. Columns (Allows up to 3 entries)

A single entry consists of TWO opinion columns, other than editorials, written by a single author or writing team. May include humor and sports columns.

Judging considerations: Originality and quality of writing; creativity; reader appeal.

7. News Photo (Allows up to 5 entries)

Submit a single general or breaking news photo.

Judging considerations: Visual impact and technical quality.

8. Feature Photo (Allows up to 5 entries)

A feature photo differs from a news photo in that the photographer may have had some control of the setting and/or circumstances under which the photo was taken; may either illustrate a story or be used as a stand-alone. The photo may not be set up, unless it's a portrait. The photo should be timeless in nature, have universal appeal and human interest, and capture the moment.

Judging considerations: Visual impact; storytelling; technical quality.



9. Sports Action Photo (Allows up to 5 entries)

Submit photo taken of activity on the field of play. The photo should have good technical quality and compelling content. Creative technique may also be considered. The entries may not include photos of post-game or sideline action. Set-up photos may not be entered.

Judging considerations: Visual impact; storytelling; technical quality.

10. Illustration (Allows up to 5 entries)

Submit a single illustration. Artwork used in lieu of photographs, with intent to enhance any news, feature, sports or opinion article. May not include an informational graphic, photo illustration or editorial cartoon.

Judging considerations: Quality of artwork; effectiveness in informing the reader; organization and clarity of message; effective use of color.

11. Online General Excellence (Allows a single entry)

The Online General Excellence category is designed to reward outstanding efforts in creating and maintaining a school publication's website. A digital or "e-edition" alone cannot be entered as this award is for the publication's total digital presence.

Judging considerations: Visual appeal and ease of navigation, user interface, site organization, depth and breadth of coverage; editorial excellence, quality of writing, news judgment; overall website design and ease of use; loading speed; integration of advertising.

Entry Instructions

All entries to the California Journalism Awards are submitted online using the BetterBNC Media Awards Platform.

BetterBNC recommends using the Chrome or Firefox browser for Windows and MacOS to upload your entries. Please have a recent version installed for the best contest experience.

The deadline for all entries is Monday, February 21, 2022, at 9 p.m. Late entry: Monday, February 28, 2022 at 9 p.m. (Fees are doubled) Entrants are urged to meet the February 21 deadline but any entries made after that date will cost double the regular entry deadline fee. All entries will be treated equally in judging.

Here are the steps to follow:

1. Login.

- Go to: <https://betternewspapercontest.com>



- Click “Contestant Login” in the menu at the top of the page.
- Make sure the “Contestant Manager” tab is selected (it should be selected by default).
- Select “**2021 California Journalism Awards - Campus Contest**” from the list of contests.

2. Select your Media Organization.

Contest Managers

1. You can log in with the same email and password you used for last year’s contest. If you forgot your password **and are using the same email address as last year**, please click the “Forgot Password?” link on the login page or contact the contest administrator.
2. If your publication participated in last year’s contest **but you are replacing the previous contest manager**, contact the contest administrator for access to your account.
3. If your publication is new to the contest, please continue to follow the instructions below for creating and accessing your account for the first time.

3. Enter your password.

Temporary Password

If it is your first time logging into your account, use this temporary password:

bnc

After you log in using that temporary password, the system will require you to update your password. Going forward (including future years) you will log in with the password you set.

4. Click “Login.”

5. Submit entries:

- Click “Submit Entry” from the Manage Entries page
- Choose “General” as the Division (it’s the only option)
- Select a category
- Enter the entry headline or title
- Add entry content (may vary by category)
- Add comments (optional)



- Enter credits

6. To upload digital file attachments (other than audio/video), click “Browse,” navigate to the desired file, and then click “Open.” Allowed file types are PDF, DOC/DOCX, TXT, JPG, GIF, and PNG. To upload additional attachments to a single entry, click the “Browse and Attach More Files” button. BetterBNC will allow up to about a 20MB file. However, we suggest keeping your files around 5MB in case the judges have a slow connection. For files larger than 20MB, you can use the links to Scribd, Issuu or Yudu on the entry page to create a free account, upload your files, and then copy and paste the URL into the URL field on the Submit Entry page. If you prefer not to use one of those services, please contact contest administrator Jason Schaff (contests@cnpa.com) to arrange uploads to CNPA’s Dropbox account.

7. To add web/audio/video content, copy and paste the content’s URL into the provided website URL field. To host your content online, either upload it to a free streaming content website (for example, [YouTube](#) or [Vimeo](#)) or talk to your IT person about adding it to your publication’s website. Make sure the content will be accessible online throughout the duration of the contest and awards process.

8. Click “Submit Entry”

