Newspaper/magazine

News article
Summary (succinct) lead; inverted pyramid structure; direct quotes.

Sports article
Summary or feature lead; factual; no editorial statements; direct quotes.

Feature article
Creative yet factual lead; engaging details throughout; direct quotes.

News photography
Storytelling photograph; strong subject matter; imaginative composition; not posed.

Sports photography
Storytelling photograph; may, but need not, capture action; strong subject matter; imaginative composition; not posed.

Feature photography
Storytelling photograph; uses creative composition techniques; may, but need not, be posed.

Editorial
Staff (usually unsigned) editorial; focus on a single issue; discussion of opposing arguments; use of strong supporting arguments; accurate throughout.

Cartoons
Clear message; precise focus; usually (but not necessarily) hand-drawn.

Graphics
Infographic, logo, or illustration; usually (but not necessarily) designed on computer.

Sports column
Signed opinion column focused on any area of athletics; accurate throughout.

General column
Signed opinion column printed in any section of the newspaper; accurate throughout.

Editorial column
Signed opinion column printed in the editorial section of the newspaper; accurate throughout.

Reviews
Opinion piece usually concerning (but not limited to) music, film, video game, restaurant, or a television show; include headline with submission.

Literary magazine
Poetry
One piece of original poetry.

Fiction
One piece of original fiction writing.

Feature
Nonfiction story told in a creative manner; includes engaging details throughout.

Drama
One piece of a play narrative.

Photography
A collection of artistic photography designed as a unit; engaging subject matter; creative composition techniques.

Graphics
One piece of original illustration; may be hand-drawn or designed on computer.

Poetry Layout
Design of a spread that contains poetry; submit entire spread (at least two facing pages).

Fiction Layout
Design of a spread that contains fiction writing; submit entire spread (at least two facing pages).

Nonfiction Layout
Design of a spread that contains nonfiction writing; submit entire spread (least two facing pages).

Individual Art
One piece of original art, any medium, in the format it appeared in the magazine; attributed to one artist.

Individual Photography
Artistic photograph; engaging subject matter; creative composition techniques; attributed to one photographer.

Yearbook

Theme Copy
Copy that introduces, advances and concludes the theme or concept of the book; usually found in the opening, divider and closing pages; include headline with submission.

Feature copy
Any article published in the book (except for sports); should consist of a creative yet factual lead, engaging details, and direct quotes; should not include editorial statements; include headline with submission.
Sports copy
An article pertaining to sports; should consist of a creative yet factual lead, engaging details, and direct quotes; should not include editorial statements; include headline with submission.

Captions
A set of captions from one spread; submit entire spread (two facing pages).

Theme Spread Design
Design of an opening, a divider, or a closing spread; submit one entire spread (two facing pages).

Sports Spread Design
Design of a sports spread; submit one entire spread (two facing pages).

Feature Spread Design
Design of a spread focusing on any topic (excludes theme, sports, and advertising spreads); submit one entire spread (two facing pages).

Feature Photography
Storytelling photograph; uses creative composition techniques.

Sports Photography
Storytelling photograph; may, but need not, capture action; strong subject matter; imaginative composition.

Television

Spot News
Coverage of a single, unplanned news event; submit a single segment.

Hard News
Coverage of a single planned news event or an investigative report; submit a single segment.

Feature News
Human interest story or profile that is not investigative; submit a single segment.

Sports
Sports report (could be spot, hard, or feature); submit a single segment.