NEW! WJEA 2024 Spring Write-off Team Competition

SUBMIT BY FEB. 22, 2024

Community & Service: Telling the stories of the students and community members that serve the places where we live

For this contest, your team will create a two-page spread or multimedia web story which answers the following question: **How do the people in your school and community serve the places where they live?** What are the problems, and what are the ways people in the community are identifying and working to find solutions? This is a chance to write stories that serve as strong local journalism that talks about the important or under-examined issues your communities face. Your story package will have the opportunity to be published on the WJEA blog and beyond.

Students will work as a team of up to four students. The team will create an online multimedia news package or two page spread and post it to their own school's news website or publish in their print publications. (Suggested Print team: Editor, Writer, Photographer, Designer; Broadcast team: Director, Reporter, Technician, Editor)

The comprehensive online news package/podcast/broadcast or spread should include a main story with photo(s) that are captioned and credited, and two or more of these or similar elements: audio, infographics, interactive reader feature, links to related information, pull quotes, sidebar, slideshow, social media coverage, video (b-roll/nat sound), video story package. If doing a spread this can include a QR code or interactive element that takes your reader beyond the page.

- Overall Content: Overall package provides comprehensive look at an issue that members of your community are tackling; It goes beyond the text to enhance reader's experience; video/audio is used for impact and enhances story content; each element is captioned and credited as needed; package includes multiple layers of coverage beyond just text and photos; use of elements beyond the main story (photos, videos, pull-quotes, polls, etc.) that promote/enhance story content and prevent long blocks of text.

- Broadcast Conventions: Steady camera work; editing free of glitches, jump cuts; interesting, focused and varied shots; sequencing is logical; video/audio is good quality following appropriate broadcast conventions (b-roll, interviews, sound quality, lighting, framing); general broadcast style evident (short sentences, present tense, conversational tone).

- General Conventions: Written material follows AP style; contains few convention errors (spelling/grammar); copy focuses on a clear, interesting, central, specific angle; copy illustrates overall mastery of journalistic writing (accuracy, balance, clarity/conciseness, objectivity and timeliness); copy effectively considers audience interest; answers all important five W's and H.

- Package Presentation: Content is accessible and easy to navigate; text formatted with no large blank spaces, missing paragraph breaks, strange fonts, odd symbols, etc.; photos display at a proper resolution & proportion are not oddly cropped and do not show up in the story more than once.

➔ **DIGITAL SUBMISSION DEADLINE: MIDNIGHT, FEB. 23, 2024**
➔ **SUBMISSIONS BY TEAMS FROM SCHOOLS UNABLE TO ATTEND THE EVENT IN PERSON ARE ALLOWED**
➔ **ALL TEAMS ARE ENCOURAGED TO ATTEND (IN PERSON OR VIA ZOOM) THE CRITIQUE SESSION WITH JUDGES ON MARCH 9 AT 10:15 A.M. AT ARLINGTON HIGH SCHOOL**
➔ **TOP ENTRIES WILL BE RECOGNIZED DURING THE WRITE-OFF AWARD CEREMONY ON MARCH 9. AWARD LEVELS ARE: SUPERIOR, EXCELLENT OR HONORABLE MENTION**