



Southern Nevada
Society of Journalists

Southern Nevada Society of Journalists

Welcome to the Southern Nevada Society of Journalists! We're so excited for you and your students to get involved.

Learn more at our website: followsnsj.com

follow us on twitter: [@followsnsj](https://twitter.com/followsnsj)

Matthew LaPorte/ Casandra Workman
7050 W. Shelbourne Ave.
Las Vegas, NV 89113
followsnsj.com
[@FollowSNSJ](https://twitter.com/FollowSNSJ)

Monday, April 4, 2016

Dear Adviser,

My name is Matthew LaPorte, and I am the co-president for the Southern Nevada Society of Journalists (SNSJ). My co-president, Casandra Workman, helped me start this non-profit organization to fit a need we see in advisers across the valley, many of whom are assigned to the position with little or no experience. We also see a need for seasoned advisers and programs to learn and grow more within the district, to receive training on skills they wanted to strengthen, and/or to refresh skills they already have. Lastly, we felt our students were not being recognized for their hard work because of the lack of local contests and awards ceremonies.

We are currently in our third year as an organization, and we have held four yearbook contests, two newspaper contests, and two Journalism Days (J-Day). The contests continue to grow with not only more entries but also certificates awarded in three classes: superior, excellent and honorable mention. The contests are sent out to judges across the nation who judge for their state contests, as well as national contests. J-Day offers students and advisers both workshop sessions presented by veteran advisers and professional representatives on a variety of subjects: newspaper, yearbook, photography, marketing, business, writing, etc. We have had over 100 students and advisers attend our J-Day's, and look forward to more.

Aside from offering contests and workshop sessions, Casandra and I both give one-on-one help at schools based on their needs and proximity in town. We have worked with staffs after school and on weekends, and we have met with advisers to plan lessons, train them on software, help with lesson plans, and whatever else they need.

Our goal is to provide assistance to help make your job as an adviser easier. Our program started as a grass-roots effort to provide support, collaboration, and training to advisers within the district, as well as offering students the opportunity to enter local contests and receive feedback from industry professionals. SNSJ has many goals towards building a strong journalism base in Clark County and providing Southern Nevada the opportunity to be a strong competitor in national contests.

We sincerely hope you consider the benefits of membership, and join SNSJ today. If you are interested in joining or have any questions, please contact me at matthewlaportesnj or clworkman@interact.ccsd.net.

Thank you,

Matthew LaPorte
Casandra Workman
Co-Presidents
SNSJ



Southern Nevada
Society of Journalists

2016-2017 MEMBERSHIP FORM

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Learn more at our website: followsnsj.com

follow us on twitter: [@followsnsj](https://twitter.com/followsnsj)

TODAY'S DATE:

School _____

Address _____

City _____ State _____ ZIP _____ Phone () _____

Principal's Name _____ School Mascot _____

School Colors _____

DEADLINE: Schools must join SNSJ by June 3, 2016 to participate in contests for that calendar year.

Please check the student media outlets that are joining and include all information. (Write legibly please!)

Newspaper Name: _____ Name of Newspaper Adviser: _____
URL: _____ Adviser email: _____
Cell/Home Phone: _____

Yearbook Name: _____ Name of Yearbook Adviser: _____
URL: _____ Adviser email: _____
Cell/Home Phone: _____ Delivery (circle one): Spring Fall

Online News Site: _____ Name of Online News Adviser: _____
URL: _____ Adviser email: _____
Cell/Home Phone: _____

* ONLY if the website is a totally separate entity from other student media outlets. Websites of newspaper or yearbook listed above should NOT be listed here.

WHY DO WE ASK FOR A CELL OR HOME PHONE? Occasionally, we may need to reach an adviser during non-school hours — for instance, if there was a problem with a contest entry or event registration. We do not publish phone numbers or release that information.

PAYMENT

MEMBERSHIP FEE \$ _____
CONTEST FEES \$ _____
CRITIQUE FEE \$ _____
GRAND TOTAL \$ _____

DUAL MEMBERSHIP:
If you wish to have one membership, the cost is \$35, but for more than one membership at the same school, it's a \$50 membership.

MEMBERSHIP FEES

\$35.00 for 1 student media outlet
\$50.00 total for 2 or more student media outlets

CONTEST FEES (optional)

\$2 per entry, unless otherwise noted (Contest instructions can be found at the following URL: <http://bit.ly/1RJ9Wq7>)

PUBLICATION CRITIQUE (optional)

\$60 per critique. This includes a written critique, completed by an out-of-state judge, and a plaque recognizing your publication's ranking.

Make checks payable to SNSJ.

Mail to Matthew LaPorte:
Southwest Career and Technical Academy
7050 West Shelbourne Ave.
Las Vegas, NV 89113
or via school mail:
ATTN: SWCTA 448- Matthew LaPorte



DEADLINE: JUNE 3, 2016 – NO LATE ENTRIES ACCEPTED!

Thank you for participating in the 2016 SNSJ Journalism contest! This is the FIFTH contest and we are so excited that you are participating this year.

Please review the following for submission.

Overall Instructions

1. The entry fee for each category is \$2 per entry, unless otherwise noted.
2. Each school is allowed a maximum of (2) entries per category, unless otherwise specified. It is up to each school to identify which categories they would like to enter; it is not mandatory to enter them all. For example, SWCTA may choose to enter every category for newspaper, except for the print design categories.
3. For each individual category, an “Honorable Mention,” “Excellent” and/or Superior may be awarded. The Best in Show categories will receive an Honorable Mention, 3rd, 2nd, and 1st place designation.
4. All entrants will receive written feedback for each entry at the conclusion of judging (typically in the middle of July). The ceremony will take place in September, where each categories winners will be announced.

Submission Guide

1. Yearbook, Newspaper
 - a. All submissions must be sent digitally. This can be a PDF generated version of an InDesign template for a newspaper, a PDF of a yearbook spread, or a scanned version of a hardcopy product.
 - b. All photographs must be sent digitally. Directions for photo submission can be found later in this guide.

2. Online Newspaper
 - a. All submissions must be made by submitting a digital URL, except for photography. Submissions will be logged in a spreadsheet and submitted. Directions for photo and URL submission can be found later in this guide.

3. All Best-in-Show entries require a physical copy of the product. For newspaper, you will be submitting (3) printed issues. For yearbook, this requires (1) copy of your printed book. For online newspaper, this will require the submission of your site's URL.
 - a. Entries can be sent via school mail or directly to SWCTA Attn: Matthew LaPorte, 7050 W. Shelbourne, Las Vegas, 89113.

4. Middle schools interested in entering submissions for the newspaper categories may do so, ONLY if the newspaper is printed as a separate entity from the school newsletter. If not enough entries are secured for a separate middle school category, then those entries will be judged against the high school entrants.

<p style="text-align: center;">YEARBOOK CONTENT</p> <p style="text-align: center;">Categories Y1-Y2 require the submission of a physical copy of the yearbook.</p> <p style="text-align: center;">Categories Y3 - Y16 require the electronic submission of the full spread.</p>	<p>Y4. Endsheets</p> <p>This category will be judged based on the visual/verbal representation of the theme and the construction of the table of contents.</p> <ul style="list-style-type: none"> ○ (1) entry may be submitted (front endsheets OR front & back endsheets) ○ \$2 for entry
<p>Y1. Best in Show – Overall</p> <p>Each entry will be reviewed by a judge and critiqued for areas of strengths and areas for improvement. Designations will be at the sole discretion of the judge.</p> <ul style="list-style-type: none"> ○ \$10 for entry 	<p>Y5. Title Page</p> <p>This category will be judged based on the reader’s service information, design, extension of theme elements and graphics.</p> <ul style="list-style-type: none"> ○ (1) entry may be submitted ○ \$2 for entry
<p>Y2. Best in Show – Cover</p> <p>Each entry will be reviewed by a judge and critiqued for areas of strengths and areas for improvement. Designations will be at the sole discretion of the judge.</p> <ul style="list-style-type: none"> ○ \$2 for entry 	<p>Y6. Opening Section</p> <p>This category will be judged based on the introduction of the theme with the quality of photos, headline, interesting copy, layout and design.</p> <ul style="list-style-type: none"> ○ (1) opening section may be submitted; this may contain multiple spreads, depending on the length of your opening. ○ \$2 for entry
<p>Y3. Theme Concept and Development</p> <p>This category will be judged based on the development and cohesiveness of the thematic continuity of the book.</p> <ul style="list-style-type: none"> ○ Cover, title page, endsheets, opening, dividers, and closing spreads can be included for this category. Please include what is present in your book. Depending on the size of your book, this may extend to 10-20 pages for this particular entry. ○ (1) total entry comprised of the following elements may be submitted (Cover, Endsheets, Title Page, Dividers, Opening/Closing) ○ \$5 for entry 	<p>Y7. Closing Section</p> <p>This category will be judged based on the conclusion of the chosen theme with the quality of photos, headline, interesting copy, layout and design.</p> <ul style="list-style-type: none"> ○ (1) closing section may be submitted; this may contain multiple spreads, depending on the length of your closing. ○ \$2 for entry <p>Y8. Section Divider</p> <p>This category will be judged based on the continuation of the theme with the quality of photos, headline, interesting copy, layout and design.</p> <ul style="list-style-type: none"> ○ (2) spreads may be submitted ○ \$2 per entry

<p>Y9. Chronological Spread</p> <p>This category will be judged based on the copy, quality of photos, headlines, captions, layout and design, in order to cover an event in its <u>chronological progression</u>.</p> <ul style="list-style-type: none"> ○ (2) spreads may be submitted ○ \$2 per entry 	<p>Y14. Portrait/Reference Spread</p> <p>This category will be judged based on a sample spread from the reference section demonstrating the continuation of the theme through pictures, color, fonts and layout design, as well as the organization and layout of the mugshots. Feature coverage should appear in this section.</p> <ul style="list-style-type: none"> ○ (1) spread may be submitted ○ \$2 for entry
<p>Y10. Specialty Spread</p> <p>This category will be judged based on the copy, quality of photos, headlines, captions, layout and design, that covers an event/topic/organization in a creative and/or in-depth manner.</p> <ul style="list-style-type: none"> ○ (2) spreads may be submitted ○ \$2 per entry 	<p>Y15. Advertisement Spread</p> <p>This category will be judged based primarily on the creation and design of either business, recognition, or combination, to create a spread.</p> <ul style="list-style-type: none"> ○ (1) spread may be submitted ○ \$2 per entry
<p>Y11. Student Life Spread</p> <p>This category will be judged based on the copy, quality of photos, headlines, captions, and layout and design that covers life outside of academia and provides further insight about the student body.</p> <ul style="list-style-type: none"> ○ (2) spreads may be submitted ○ \$2 per entry 	<p>Y16. Index</p> <p>This category will be judged based on a sample spread from the index demonstrating the theme through pictures, color, fonts and layout design.</p> <ul style="list-style-type: none"> ○ (1) spread may be submitted ○ \$2 for entry
<p>Y12. Sports Spread</p> <p>This category will be judged based on the copy, quality of photos, headlines, captions, layout and design, in bringing to life a sanctioned sports event, or an intramural/special event.</p> <ul style="list-style-type: none"> ○ (2) spreads may be submitted ○ \$2 per entry 	<p>YEARBOOK PHOTOGRAPHY</p> <p>Categories Y17 - Y25 require the electronic submission of individual image.</p>
<p>Y13. Club/Organization Spread</p> <p>This category will be judged based on the copy, quality of photos, headlines, captions, layout and design.</p> <ul style="list-style-type: none"> ○ (2) spreads may be submitted ○ \$2 per entry 	<p>Y17. Academic Photo</p> <p>This category will be judged based on images depicting an academic class, group of students and/or teacher in a creative or interactive situation.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry

<p>Y18. Feature Photo</p> <p>This category will be judged based on images depicting a person or persons in an interactive, emotional or unusual situation, excluding sports action.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	<p>YEARBOOK GRAPHICS</p> <p>Categories Y24 – Y25 require the electronic submission of the image.</p>
<p>Y19. Club/Organization Photo</p> <p>This category will be judged based on images depicting a club/organization during a club activity, fundraiser, ceremony, or meeting in a creative or interactive situation.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	<p>Y24. Photo Illustration</p> <p>This category will be judged based on images that have been manipulated to communicate a theme, idea, or abstract concept. Cut-out Background photos are acceptable for this category only.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry
<p>Y20. Sports Photo (Action)</p> <p>This category will be judged based on images depicting an interactive, emotional or active situation in sports.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	<p>Y25. Infographic</p> <p>This category will be judged based on the creator’s ability to design an effective graphic that provides relevant information.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry
<p>Y21. Sports Photo (Reaction/Sidelines)</p> <p>This category will be judged based on images depicting an interactive, emotional or active situation during a sporting event, off the field.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	<p>YEARBOOK WRITING</p> <p>Categories Y26 – Y30 require the electronic submission of the full spread.</p>
<p>Y22. Environmental Photo</p> <p>This category will be judged based on images taken of an individual in their natural environment. This photo may be posed, but should NOT be a mug shot.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	<p>Y26. Copy Writing</p> <p>This category will be judged based on the dominant copy element included on the spread, and includes a solid lead, interesting quotes, and adherence to AP Style.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry
<p>Y23. First-Year Photo</p> <p>This category is reserved for student’s that are experiencing their first year as part of a yearbook staff. This category will be judged based on basic photographic techniques.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	<p>Y27. Caption Writing</p> <p>This category will be judged based on lead-ins, identification of individuals in photo, correct use of active/passive voice, and information that adds to context of photo.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry

<p>Y28. Headline Writing</p> <p>This category will be judged based on creativity, visual/verbal connection, secondary headline, and adheres to journalistic/AP Style.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	<p>Y30. Colophon</p> <p>This category will be judged based on the staff's effort to document the process of creating their book, including choice of theme, font selection, production schedule, equipment used etc.</p> <ul style="list-style-type: none"> ○ (1) entry may be submitted ○ \$2 for entry
<p>Y29. Profile Writing</p> <p>This category will be judged based on the chosen angle, selection of quotes, photographs that enhance the written content, and adherence to AP Style.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	

<p style="text-align: center;">NEWSPAPER WRITING</p> <p>Category N1 require the submission of a physical copy of the newspaper</p> <p>Categories N2 requires the submission of the URL for the publication.</p> <p>Categories N3 - N14 require the electronic submission of the full spread.</p>	<p>N5. Sports Features Writing</p> <ul style="list-style-type: none"> - This category will be judged based on the overall quality of informative, interpretive (why), and/ or human-interest features specifically related to sports. <ul style="list-style-type: none"> o (2) entries may be submitted o \$2 per entry
<p>N1. Best in Show – Print</p> <p>Each entry will be reviewed by a judge and critiqued for areas of strengths and areas for improvement, based on the medium of publication. Designations will be at the sole discretion of the judge.</p> <ul style="list-style-type: none"> o \$10 for entry 	<p>N6. Profile Writing</p> <p>This category will be judged based on the reporter’s ability to capture the life, interests, accomplishments of well-known or interesting people, based on interviews.</p> <ul style="list-style-type: none"> o (2) entries may be submitted o \$2 per entry
<p>N2. Best in Show – Online</p> <p>Each entry will be reviewed by a judge and critiqued for areas of strengths and areas for improvement, based on the medium of publication. Designations will be at the sole discretion of the judge.</p> <ul style="list-style-type: none"> o \$10 for entry 	<p>N7. Review Writing</p> <p>This category will be judged based on the reporter’s ability to present opinions, observations and evaluations of films, books, television, recordings, concerts, plays, restaurants, games etc. of interest to the paper’s readers.</p> <ul style="list-style-type: none"> o (2) entries may be submitted o \$2 per entry
<p>N3. News Writing</p> <p>This category will be judged based on the journalists ability to interpret events that have news value and timeliness to the publication’s readers.</p> <ul style="list-style-type: none"> o (2) entries may be submitted o \$2 per entry 	<p>N8. Humorous Opinion Writing</p> <p>This category will be judged based on the writer’s ability to approach a current topic in a humorous manner. This piece should be bylined.</p> <ul style="list-style-type: none"> o (2) entries may be submitted o \$2 per entry
<p>N4. Features Writing</p> <p>This category will be judged based on the reporter’s coverage of subjects of a substantive and contemporary nature that go beyond the surface facts, give the reader detailed background information with interpretation based upon the facts and background information and often (but not necessarily) an analysis as to its meaning.</p> <ul style="list-style-type: none"> o (2) entries may be submitted o \$2 per entry 	<p>N9. Serious Opinion Writing</p> <p>This category will be judged based on the writer’s ability to approach a current topic in a serious manner. This piece should be bylined.</p> <ul style="list-style-type: none"> o (2) entries may be submitted o \$2 per entry

<p>N10. Staff Editorial</p> <p>This category will be judged based on the opinion of the staff, editors or editorial board responding on a timely news matter of concern to the school, community, state, nation or world. They may express appreciation, offer interpretation or attempt to deal with problems. Editorials are NOT to be bylined, signed or initialed, or in any way identified as being the opinion of the writer(s).</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	<p>N14. Caption Writing</p> <ul style="list-style-type: none"> - This category will be judged based on identification of individuals in photo, correct use of active/passive voice, and information that adds to context of photo. <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry
<p>NEWSPAPER PHOTOGRAPHY Categories N15 - N23 require the electronic submission of the image.</p>	
<p>N11. Op-Ed Writing</p> <p>This category will represent articles of personal opinion that carry the byline of the writer(s) presented in a style consistent with modern column design. The article should comment on a news or feature subject of interest (including sports) and/or concern to the readers, or may express dissent from the majority opinion expressed in editorials.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	<p>N15. News Photo</p> <p>This category will be judged based on on-the-spot coverage of an event that had news value and timeliness and is a non-portrait, non-sports related subject.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry
<p>N12. Column Writing</p> <p>This category will be judged based on the writer's consistent quality in more than one column and overall ability to convey their personal opinion in a journalistic manner. (3) columns, by the same writer, must be submitted for this entry.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	<p>N16. Feature Photo</p> <p>This category will be judged based on the drama and emotional characteristic of features and is a non-portrait, non-sports related subject.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry
<p>N13. Headline Writing</p> <ul style="list-style-type: none"> - This category will be judged based on the application of proper headline construction, in regards to scholastic journalism standards. <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	<p>N17. Sports Photo (Action)</p> <p>This category will be judged based on a <u>non-portrait</u>, game photo directly related to sporting events.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry
<p>N13. Headline Writing</p> <ul style="list-style-type: none"> - This category will be judged based on the application of proper headline construction, in regards to scholastic journalism standards. <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	<p>N18. Sports Photo (Reaction/Sideline)</p> <p>This category will be judged based on any <u>non-game</u> action photo directly related to sporting events. This would include reaction shots, crowd shots or other shots that capture the emotion and/or human-interest angle associated with a sporting event.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry

<p>N19. First-Year Photo</p> <p>This category is reserved for students that are experiencing their first year as part of a newspaper staff. This category will be judged based on basic photographic techniques.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	<p>N23. Infographic</p> <p>This category includes charts, graphs or diagrams created by hand or by computer and will be judged based on designer's ability to supplement or put in place of written content, but which give the reader information in a visual form.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry
<p>N20. Photo Essay</p> <p>This category will be judged based on a submission that includes the use of at least three or four photos on a related theme to tell a story. It must include headlines and captions and may include copy.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	<p>NEWSPAPER DESIGN</p> <p>Categories N24 – N30 require the electronic submission of the full spread.</p>
<p>NEWSPAPER GRAPHICS</p> <p>Categories N21 – N23 require the electronic submission of the image.</p>	<p>N24. Advertising Design</p> <p>This category will be judged based on the designer's ability to create ads that are attractive, informative and give all essential information.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry
<p>N21. Photo Illustration</p> <p>This category will be judged based on the photographer's ability to establish a theme or mood with the intent to enhance any news/feature/sports article published in a print newspaper, magazine or news website.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	<p>N25. Front Page Design</p> <p>This category will be judged based on if the design contains nameplate. No advertising used on this page. Page generates reader interest and uses effective photos and/or artwork. Page will be evaluated for content and design and for overall use of space.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry
<p>N21. Editorial Cartoon</p> <p>This category will be judged based on the cartoonist's ability to make a point and deliver commentary or opinion. Computer or hand-drawn cartoons are acceptable.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	<p>N26. News Page Design</p> <ul style="list-style-type: none"> - This category will be will be evaluated for content and design. Content is restricted to news. Advertising may or may not be included on these pages. ○ (2) entries may be submitted ○ \$2 per entry
<p>N22. Illustration</p> <p>This category will be judged based on the photographer's ability to establish a theme or mood with the intent to enhance any news/feature/sports article published in a print newspaper, magazine or news website.</p>	<p>N27. Features Spread Design</p> <p>This category will be judged based on content and design. Content may be based on one significant story, a package of related stories, or diverse feature stories. Advertising may or may not be incorporated into the page design.</p>

<ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	<ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry
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<p>N28. Editorial Spread Design</p> <ul style="list-style-type: none"> - This category will be judged based on content and design. At least one editorial must appear on the page(s) entered. Other items may include columns, bylined opinion, polls, surveys, reviews, letters and cartoons. The masthead is normally on an opinion page. No advertising would appear on the editorial page, but may be used on the op-ed page. <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	<p>N30. Website Design</p> <ul style="list-style-type: none"> - This category will be judged based on the overall function and personalization of the publication’s website. Templates are permissible, but should be modified for that particular school’s publication. <ul style="list-style-type: none"> ○ (1) entry may be submitted ○ \$2 for entry
<p>N29. Sports Spread Design</p> <p>This category will be judged based on content and design. Content is restricted to sports. Advertising may or may not be included on these pages.</p> <ul style="list-style-type: none"> ○ (2) entries may be submitted ○ \$2 per entry 	

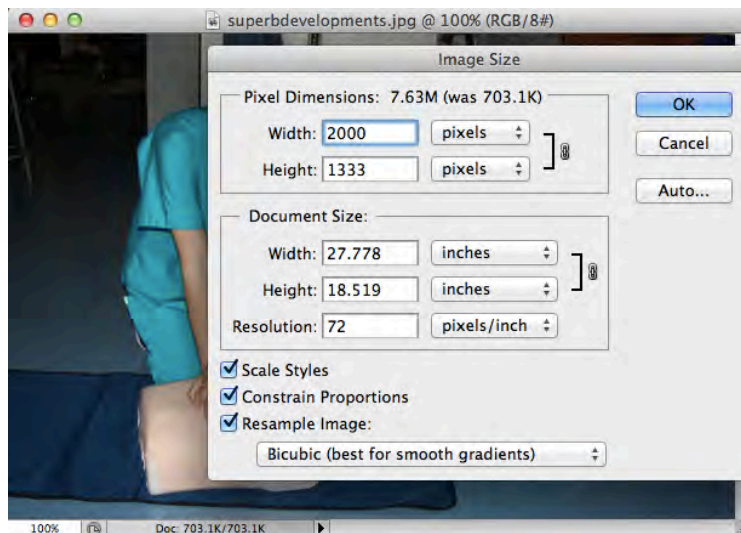
Instructions for online submission of photos

Please make sure you follow this guide to complete your submissions. Most of the tasks required here require Adobe Photoshop. If you are unable to complete the following, please contact Matthew LaPorte, who will be more than happy to assist you.

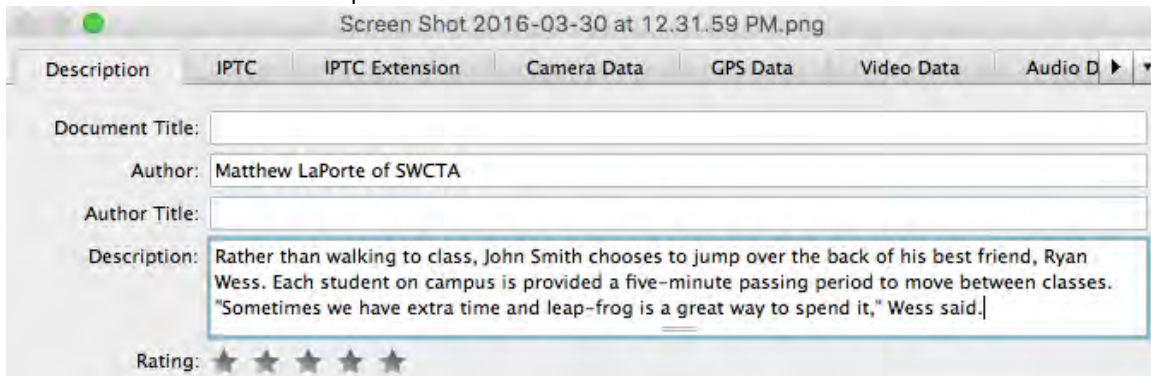
Step-by-step guide

Preparing the Photos:

1. Please make sure that each photo is sized to be less than 2000 pixels. Either the height or the width should not exceed 2000 pixels. In Adobe Photoshop, this can be done by clicking on Image → Image size.



2. The name of the student, school, and the caption should be embedded within the photo. In Adobe Photoshop, select File → File Info and complete the required information in the Author, Author Title and Description fields.



3. All entries should be labeled using the following format: CategoryNumber_SchoolName_Entry#. For example, if you are trying to enter a photo for the Yearbook Academic Photo category, it would be labeled as Y17_SWCTA_1 or Y17_Legacy_2.
4. Advisers or students upload images (complete with captions) by the posted deadline to <https://dropitto.me/snsjcontests>. The password to upload is snsj.

Instructions for Spread Submissions (Writing, Graphics, Design, Spreads)

Please make sure you follow this guide to complete your submission. Most of the tasks required here require the use of your publisher's software, or Adobe InDesign. If you are unable to complete the following, please contact Matthew LaPorte, who will be more than happy to assist you.

1. Create a PDF of each of your spreads. Some programs have an option to generate this PDF through an actual PDF function, while others will require you to move to the PRINT screen and then save it. If you are unsure, please contact your Publisher's Technical Support for additional information. Here are a few.
 - a. Jostens - (800) 328-2435
 - b. Herff-Jones – (877) 362-7750
 - c. Picaboo – (855) 537-0050
 - d. Walsworth – (800) 369-1530
 - e. Balfour – (800) 944-5930

2. Once you have the spread saved, please ensure that you label the filename appropriately. CategoryNumber_SchoolName_Entry#. For example, if you are trying to enter the Chronological Spread category, it would be labeled as 12_SWCTA_1 or 12_Legacy_2.

3. Advisers or students upload materials by the posted deadline to <https://dropitto.me/snsjcontests>. The password to upload is snsj.

Please note: For Y8. Theme & Concept Development category, you will be uploading multiple spreads (Cover scan, endsheets (if applicable), title page, opening, dividers, closing). Please label each spread separately i.e. 8.1_SWCTA_1, 8.2_SWCTA_1, 8.3_SWCTA_1 etc.