

WKU Chapter of the Society of Professional Journalists  
and the Kentucky High School Media Institute  
present the 2017 Fall High School Mark of Excellence

**Yearbook Competition**

**GENERAL RULES**

- **Only 2016-2017 yearbooks will be judged.**
- **DEADLINE:** All entries must be postmarked by **Tuesday, October 24, 2017.**
- **Send yearbooks to:** **Sam Oldenburg**  
**Yearbook Contest**  
**1906 College Heights Blvd. #11084**  
**Bowling Green, KY 42101-1084**
- Yearbooks may be picked up at the conclusion of the Journalism Scholars Day Program Friday, November 17. Books *will not* be mailed back.
- The WKU chapter of SPJ and the Kentucky High School Media Institute reserve the right to publish portions or any and all yearbooks for educational purposes.
- The enclosed application must be completed, signed by the adviser and returned with the yearbook.
- WKU journalism faculty, scholastic journalism professionals and journalism students using scoring guides will judge entries. Advisers will receive judging guides with comments after the awards ceremony or by mail. Certificates and comments not picked up at the awards ceremony will be mailed to the winning schools within two weeks after Journalism Scholars Day.
- At least three entries must be received in each category for judging to take place, so there is a possibility that some categories may not be judged. If there are too few entries, classes will be combined.
- All decisions are final and entries that do not meet the requirements will be disqualified.

**AWARDS**

- First, second and third places will be awarded in divisions A & AA based on school enrollment. Honorable mention will be given at judges' discretion.

## GENERAL APPLICATION – 2017 Mark of Excellence Yearbook Contest

Name of Yearbook \_\_\_\_\_

School \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

School Phone \_\_\_\_\_ Delivery: Spring Fall

### 2016-2017 School Classifications by enrollment:

\_\_\_\_\_ Class A (600 or fewer students) \_\_\_\_\_ Class AA (601 or more students)

2017 Adviser \_\_\_\_\_

Adviser E-Mail \_\_\_\_\_

2017 Yearbook Editor \_\_\_\_\_

### Please mark the categories entered:

#### Stories, design and photography entered must be primarily student work.

*Only one book needs to be sent, with entries for individual categories marked; it is not necessary to send a separate book for each entry. A spread will be judged on all elements: copy, artwork/graphics, photography and overall design. For additional questions please email [samual.oldenburg@wku.edu](mailto:samual.oldenburg@wku.edu).*

\_\_\_\_\_ Best Overall Yearbook \_\_\_\_\_ Best Overall Yearbook Layout/Design

\_\_\_\_\_ Best Overall Yearbook Advertising \_\_\_\_\_ Best Cover

\_\_\_\_\_ Best Overall Yearbook Theme Development

\_\_\_\_\_ Best Overall Sports Spread (please mark location in book) Page Number \_\_\_\_\_

\_\_\_\_\_ Best Overall Student Life Spread (please mark location in book) Page Number \_\_\_\_\_

\_\_\_\_\_ Best Overall Academic Spread (please mark location in book) Page Number \_\_\_\_\_

\_\_\_\_\_ Best Overall Organizations Spread (please mark location in book) Page Number \_\_\_\_\_

\_\_\_\_\_ Best Sports Action Photo (please mark location in book) Page Number \_\_\_\_\_

\_\_\_\_\_ Best Candid Feature Photo (please mark location in book) Page Number \_\_\_\_\_

\_\_\_\_\_ Best Feature Story (please mark location in book) Page Number \_\_\_\_\_

\_\_\_\_\_ Best Division Page Spread (please mark location in book) Page Number \_\_\_\_\_

Adviser Signature \_\_\_\_\_