Contest Instructions:

- **DO NOT** include your name or your school name on your entry. If it is on the template you use, hide it with a black box!
- Use your available software and the template size your school uses for its yearbook and any grid/column structure you choose.
- Design one double-page spread for pages 92-93 in the SPORTS SECTION.
- You must have a minimum of one block of copy, but multiple copy units are acceptable.
- Do not write a story. Fill the copy block with placeholder text.
- For the layout, use any styles, fonts and sizes that you deem appropriate.
- Use ONLY photos provided for Contest 17. Use as many or as few as you choose.
- Crop, size and place photos as you wish. You may use Photoshop or a similar program to ethically alter photos. Be sure to label those items as photo illustrations. Do not flip photos.
- You may create original artwork by hand or with available computer programs.
- You may create your own pull quotes, illustrations and/or infographics.
- Write and place actual headlines directly into the layout.
- Use placeholder text for caption blocks, photo credits and bylines.
- For any additional elements like pull quotes, quote collections, etc., use details from the material provided rather than placeholder text when possible.
- The entry is being evaluated on its design. Writing will not be evaluated, but use correct spelling and AP style on any elements you do create.

School information:
Boston Latin School  
78 Avenue Louis Pasteur  
Boston, Massachusetts 02115  
Enrollment: 1,647 grades 7-12  
Colors: Black and White  
Mascot: Wolfpack  
2024 Yearbook: The Register, Volume 221  
Theme: We’re Different & Fine With That

Overall Assignment:

Carefully read all of the instructions on this prompt and for your contest at jea.org/contests. Check the section “What Judges Will Look For” under your contest. It is a reflection of the judging guidelines for this contest.

In black-and-white or color, design a double-page layout (one spread) for the SPORTS section using the material provided. You are designing Pages 92-93 which cover Breast Cancer Awareness Month Pink Games. Identify the layout with page folios.

Other than the material provided for Contest 17, do all your own work on every aspect of this layout. Entries that use images or material other than what JEA provides and/or original artwork (described in the rules at the left) will be disqualified.

The completed design must be saved as ONE two-page spread. Entries that are submitted in a format that is not a two-page view will be critiqued but will NOT be eligible for an award.

Submitting Entries:

- Entry must be submitted as a single PDF file.
- Instructions for creating a PDF of your entry and uploading it into the NSMC system can be found at jea.org/contests.
- Entry must be uploaded by 6 p.m. CDT Monday, Oct. 9, 2023.
- Do not wait until the last day. There are NO EXCEPTIONS for entries that do not meet this deadline.
- All contestants MUST attend the mandatory critique session at the convention or the entry will be disqualified.
Contest 17:
Yearbook Layout – Inside Pages

Information: Breast Cancer Awareness Month Pink Games

• During October, each varsity team held a special Pink Game for Breast Cancer Awareness Month.
• Six fall teams had special fundraisers beyond the regular Pink Games: football, field hockey, girls volleyball, boys and girls cross country and girls golf.
• The softball teams from Boston Latin and Fenway High School held their 17th Annual Pink Pitch-In Game Oct. 12.
• The off-season exhibition game is played by alumni and current players and is not a Massachusetts Interscholastic Activities Association sanctioned event.
• This year’s event raised a record $4,120 for the Massachusetts Breast Cancer Coalition. Funds were raised through donations at the gate as well as an online auction for various items. One item was the chance to throw out the first pitch at the game. The winner was assistant principal Arturo Mills who donated it to French teacher Geraldine Dupui who has been battling breast cancer for a year.
• The cheerleaders and pom pon squads used pink pom pons and wore pink hair ribbons at the games. They also donated free summer Kiddie Camp tuition to the children and grandchildren of area breast cancer patients.
• Boys and girls cross country team members wore pink socks at each race in October and collected pledges for each mile they ran in practice for the month. Those donations went to the Dana Farber Cancer Institute and totaled $3,450.
• The girls golf team held a Drive Away Cancer fundraiser Oct. 22 at Puttshack Miniature Golf.
• They sold tickets for 18 holes for $20 with $15 per ticket going to the Massachusetts Breast Cancer Coalition. They sold 104 tickets.
• Football had its Pink Out game Oct. 20 against Westford Academy. Instead of donating funds, for each touchdown scored in the game, each player donated one hour of volunteer service to the Ellie Fund which supports local breast cancer patients. The final score was Boston Latin 35, Westford 14, with seven touchdowns total. Between the 72 players on both squads, that totaled 504 hours of volunteer time.
• Volunteer work included completing grocery shopping, yard work, light housekeeping and errands for patients as well as working at the charity headquarters to assemble meal kits and assist with office tasks. Some team members also helped Ellie Fund leaders staff events such as the Real Golfers Wear Pink Golf Tournament and the Annual Pink Gala.
• Fans wore pink at games during Breast Cancer Awareness Month.
• Student Council sold pink ribbons for $1 and donated proceeds to the Massachusetts Breast Cancer Coalition. They sold 2,000 ribbons at school and at October home games.

From the American Cancer Society

• Breast cancer is the most common cancer in women in the United States, except for skin cancers. It represents about 30% of all new cancers in females each year.
• Breast cancer death rates have been decreasing steadily since 1989, for an overall decline of 43% through 2020. The decrease in death rates is believed to be the result of finding breast cancer earlier through screening and increased awareness, as well as better treatments. However, the decline has slowed slightly in recent years.
• Breast Cancer Awareness Month is an annual international health campaign that takes every October.
• It was established by the American Cancer Society in 1985 to increase awareness of the disease and raise funds for research into its cause, prevention, diagnosis, treatment and cure.
• BCAM also aims to educate people on the importance of early screening and to help those affected by breast cancer.
• In 1993, senior corporate vice president of Estée Lauder, Evelyn Lauder, started The Breast Cancer Research Foundation and represented it with the pink ribbon, which was the first time that symbol was used.
Quotes:

“It makes me very proud the way our teams and fans represent our school by wearing pink and participating in fundraising events. Their efforts go a long way to help members of our community.” — Ashton Brighton, activities director

“Pink Games expose an entirely new group of people to the importance of finding treatments and a cure for breast cancer. More important than the games themselves, I love that the football team actually goes and does real hands-on work with a local charity so they can see the vital need for resources for those battling breast cancer.” — Paul Jamison, head football coach

“Obviously the events this year had even more meaning because of my personal battle with breast cancer. I was honored to throw out the first pitch, but I was more touched by the general outpouring of support by the school community since my diagnosis.” — Geraldine Dupui, French teacher

“You’d think with everything going on in my life, the thing I would be least stressed about would be throwing a softball, but I was worried about looking like an idiot in front of everyone. Fortunately, my pitch was more or less across the plate.” — Geraldine Dupui, French teacher

“Cancer awareness leads to cancer prevention. It is never too early for our students, especially our young women, to learn about the importance of early detection and some of the risk factors.” — Louisa Austin, health teacher

“The Breast Cancer Research Foundation’s most recent report said that in 2023, an estimated 297,790 women will be diagnosed with breast cancer in the U.S., making it the most common cancer in American women. When we started planning our events for this October, I was amazed at the number of runners we have with a family member who is either a survivor or currently being treated for breast cancer or who have lost someone close to them as a result of breast cancer.” — Jillian Brim, head cross country coach

“My mother was diagnosed with breast cancer almost 10 years ago, and that was a driving force behind my commitment to getting fans to show up at games in pink and for selling as many pink ribbons as we could to raise money. Because of the research into treatment, my mom has been cancer-free for seven years, so I want to do everything I can to fund more research so other people do not have to go through what my family had to face.” — Juli Glenn, Student Council president

“My volunteer assignment for football was cutting grass for a single mom with two kids. She is going through chemo and doesn’t really have anyone else to help. Even though I was only assigned two hours of service, she lives close to me, so I’m going to keep doing it for her. I feel like it is a way I can make a difference for someone else.” — D’Shawn Evans, senior running back