South China Morning Post Learn

StoryJam By SCMP

Competition Details

Eligibility and Word Count

The Storytelling Contest and Writing Challenge are open to **all Secondary school students** in Hong Kong and Asia. Students should enter the appropriate category according to their **2026/27 academic year**.

- Junior Secondary (S1–3 / Year 7–9 / Grade 7–9): 600–800 words
- Senior Secondary (S4–6 / Year 10–13 / Grade 10–12): 800–1000 words.

Application and Submission Method

Track 1 - Storytelling Contest (Phase 1)

- Students must explore a self-selected topic inspired by one of the three master themes.
- The written submission and video pitch should demonstrate the student's understanding of the chosen topic and communicate their individual perspective in a **compelling, clear and engaging manner**.

Track 2 - Writing Challenge

- Students will respond to one of the three designated prompts. The submission should demonstrate original thinking, clear organisation and effective written storytelling, while responding thoughtfully to the selected prompt.

All submissions must be made via the **Young Post Club submission portal** at youngpostclub.com/storyjam on or before **23 October 2026 (Friday), 11:59 pm HKT.**

For detailed submission guidelines and requirements for both competition tracks, please visit **scmplearnevents.com/storyjam**.

Competition Theme

Track 1- Storytelling Contest: Students must explore a self-selected topic inspired by one of the following master themes.

Master Theme 1 Finding Meaning in Heritage and Culture – Who we are	**Master Theme 2** Choices, Expectations and Success – Who do we choose to become	**Master Theme 3** Society and Technology – The future we envision for ourselves
This theme invites students to examine whether heritage and culture are still important and relevant today, and if they still have the power to forge identity in our modern world.	*This theme explores the journey of growing up, unpacking the real-world pressures young people face and the pivotal decisions that define their path ahead.*	*This theme explores the friction between boundless opportunity and moral obligation in a changing world, and the role individuals can play in shaping the future.*

Track 2 - Writing Challenge: Students will respond to one of the following fixed essay prompts:

Master Theme 1	**Master Theme 2**	**Master Theme 3**
Fixed Essay Prompt: *How do we stay connected to our roots in a rapidly changing world?*	***Fixed Essay Prompt:*** *Standing at the threshold: who will you become tomorrow?*	***Fixed Essay Prompt:*** *What makes us human in the age of AI?*

Judging Criteria and Selection Procedure

The SCMP Editorial Team will conduct a preliminary screening of all entries to identify shortlisted submissions. A panel of judges comprising SCMP senior editors will then evaluate the shortlisted entries and select the winners based on the following criteria.

<table>
<tr><th colspan="2">Track 1 - Storytelling Contest</th></tr>
<tr><td>Written Submission (70%)
Content and Originality —25%
Analytical Depth and Argument —25%
Language, Clarity and Structure —10%
Research and Supporting Evidence —10%</td><td>Video Pitch (30%)
Delivery and Communication —15%
Clarity of Ideas —10%
Engagement & Expression —5%</td></tr>
<tr><th colspan="2">Track 2 - Writing Challenge</th></tr>
<tr><td colspan="2">Originality of Perspective & Insight — 30%
Analytical Thinking & Argument Development — 30%
Language, Structure & Clarity — 30%
Research and Supporting Evidence — 10%</td></tr>
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Prize and Awards (For each category)

- **Winner:** HKD 3,000 cash prize and trophy
- **1st Runner-Up:** HKD 2,000 cash prize and trophy
- **2nd Runner-Up:** HKD 1,000 cash prize and trophy
- **StoryJammer's Choice Award – selected by audience vote**

Special Award Across All Categories

The **We Value Storytelling – School Award** will be presented to the school demonstrating the highest student participation rate. For details of the School Award and individual student awards, please visit *scmplearnevents.com/storyjam* website.

Awards will be presented at the Grand Finale Showcase and Award Presentation Ceremony to be held on 30 January 2027 at The University of Hong Kong.

Shortlisted students will receive a **physical certificate** acknowledging their achievement, while **all participating students will receive an e-certificate** in recognition of their participation. The winners will also have the opportunity to be featured in Young Post.

Key Dates

StoryJam 2026 - Submission Deadline	23 October 2026, 11:59 pm (HKT)
Shortlist Announcement	December 2026
Phase 2 - Grand Finale Showcase and Award Presentation Ceremony	30 January 2027 at The University of Hong Kong

Important note

Late submissions or submissions sent by post, fax or other digital formats will not be accepted or processed. Only one submission is permitted for each competition track. Once a submission has been successfully submitted, it cannot be edited, replaced or resubmitted