

OSM
395 W. Lindsey St., Room 2545
Norman, OK 73019

Phone: 405.325.2453
Fax: 405.325.7384
osm-oipa@ou.edu
osm-oipa.org

2020

Yearbook Critical Service and Individual Category Contest Packet

Use forms A, B and C if you are entering critical service and individual category contests.
Use only form A if you are entering only critical service.



Yearbook Name: _____ School: _____

Theme: _____

Date of final deadline _____ Printer/yearbook company _____

School enrollment: _____

Adviser Name: _____ Adviser E-mail: _____

Adviser summer address: _____

Adviser summer phone: () _____

Please include a letter to the judges describing how you produced the book and any special circumstances that might have affected production.

FEES

Regular evaluation service (Includes scorebook and critique) Free with 2020-21 membership

<p>CRITICAL SERVICE DEADLINE Competition for All-Oklahoman and Sweepstakes Spring delivery: Postmarked no later than July 17, 2020 (we encourage you to send them earlier!) Summer/fall delivery: Postmarked no later than Sept. 11, 2020 (we encourage you to send them earlier!)</p>	
<p>MAILING INSTRUCTIONS For summer 2020 only, due to continued work from home orders related to COVID-19 at OU, if you are mailing yearbooks and entries before August 24, please mail directly to the director's home: Melanie Wilderman 522 Dee Ann Drive Norman, OK 73069 If mailing on or after August 24, mail to: Oklahoma Scholastic Media 395 W. Lindsey St., Room 2545 Norman, OK 73019</p>	<p>FORMS AND TWO COPIES OF BOOK DUE TO OSM NO LATER DATES OUTLINED ABOVE. We will return one book to you at Fall Media Monday 2020 at your request. If you are not entering the Individual Category Contests, please send only one book, which we would like to retain for our library. Please put this form, the Yearbook Individual Category Contest Cover Sheet and the Yearbook Individual Category Contest Entry Form inside one of the two copies of the yearbooks you are sending. Books postmarked after Sept. 11 will receive critical service, but perhaps not in time for All-Oklahoman and Sweepstakes competitions.</p>

ADVISER SIGNATURE: _____

**Oklahoma Scholastic Media
2020 Yearbook Individual Category Contests Cover Sheet**

OSM 395 W. Lindsey St., Room 2545 Norman, OK 73019	For more information 405.325.2453/Fax: 405.325.7384 osm-oipa.org * osm-oipa@ou.edu
--	--

Publication: _____ School: _____

Address: _____
Street
City
Zip

Enrollment: _____ From grade _____ to grade _____ Adviser: _____

E-mail: _____ Phone: () _____

INDIVIDUAL CONTEST DIRECTIONS

FORMS AND TWO COPIES OF BOOK POSTMARKED TO OSM OFFICE NO LATER THAN **SEPT. 11** (Spring-delivered books, please send earlier—see deadlines on Form A). We will return one book to you at Fall Media Monday 2020. Please put this form, the Yearbook Critical Service Entry Form and the Yearbook Individual Category Contests Entry Form inside one of the two copies of the yearbooks you are sending. **SEE HIGHLIGHTED SECTION OF FORM A for mailing instructions specific to 2020.**

FEES: If you entered all Individual Categories (includes 40 categories on Form C—does not require entering category #41), IF submitting only ONE ENTRY PER CATEGORY at \$4.50 each) that would = \$180. But we have some deals!

Spring Books/Individual Category Contests (if entering all categories, w/1 entry per category)

- Early Submission Special (By June 19, 2020) \$150 (\$25.50 savings)
- After June 19 \$160 (\$15.50 savings)

If entering categories of your choosing (not all categories)

- Individual Category (By June 19) \$4.5 per category for first entry
- Individual Category (After June 19) \$5.5 per category for first entry

***Additional Entries after first one in categories.... \$6 per entry (LIMIT OF 4 PER CATEGORY)**

Fall Books/Individual Category Contests (if entering all categories, w/1 entry per category)

- Early Submission Special (By Aug. 28) \$150 (\$25.50 savings)
- After Aug. 28 \$160 (\$15.50 savings)

If entering categories of your choosing (not all categories)

- Individual Category (By Aug. 28) \$4.5 per category
- Individual Category (After Aug. 28) \$5.5 per category

***Additional Entries after first one in Categories \$6 per entry (LIMIT OF 4 PER CATEGORY)**

**Started in fall 2017: you can now enter more than one entry per category for categories 1-34 (up to 4 additional entries in a category for a total of 5 entries per category). For these additional entries, the price is a flat rate of \$6 each.*

P.O. # _____

I am enclosing a check. Please invoice me.

Please bill at the address below:

School: _____

Address: _____
Street
City
Zip

Attention: _____

To the best of my knowledge, all work entered in the student individual category contest is the work of the named student.

ADVISER SIGNATURE: _____

**Oklahoma Scholastic Media
2020 Yearbook Individual Category Contests Entry Form**

OSM 395 W. Lindsey St., Room 2545 Norman, OK 73019	For more information 405.325.2453/Fax: 405.325.7384 osm-oipa.org osm-oipa@ou.edu
--	---

Advertising Group

<p>1 Overall Ad Section/Content quality of design and copy of all ads/diversity of design/copy correctness/originality/ punctuation correctness/impact of all ads</p>	Student _____ School _____ Publication _____ Page Number(s) _____
<p>2 Ad Page or Spread any one- or two-page unit/quality of design and copy/coherence/appeal/ function/creativity</p>	Student _____ School _____ Publication _____ Page Number(s) _____
<p>3 Single Ad quality of design and copy/photography/art/ correctness of copy/balance/symmetry</p>	Student _____ School _____ Publication _____ Page Number _____

Copy Group

<p>4 Caption Writing depth of information/more than one sentence/verb tense correct/minimum of three examples</p>	Student _____ School _____ Publication _____ Page Number(s) _____
<p>5 Headline Writing correctness in style & grammar/effective in distilling essence of story/minimum of three examples</p>	Student _____ School _____ Publication _____ Page Number(s) _____

<p>6 Student Life Story sound reporting/sources/quotations/ attribution/feature lead and conclusion/correct in style & grammar/paragraph logic/focus on student behavior, trends, activity or issue</p>	Student _____ School _____ Publication _____ Page Numbers _____
<p>7 Academic Story sound reporting/sources/quotations/ attribution/feature lead and conclusion/correct in style & grammar/paragraph logic/focus on some element of class-related or education-related topic</p>	Student _____ School _____ Publication _____ Page Numbers _____
<p>8 Organization Story sound reporting/sources/quotations/ attribution/feature lead and conclusion/correct in style & grammar/paragraph logic/focus on student group activity or issue</p>	Student _____ School _____ Publication _____ Page Numbers _____
<p>9 Sports Story sound reporting/sources/quotations/ attribution/feature lead and conclusion/correct in style & grammar/paragraph logic/feature story with a sports focus: player profile, sports issue, big game, season wrap-up, etc.</p>	Student _____ School _____ Publication _____ Page Numbers _____
<p>10 Personality Profile Story A story that features a student, faculty member or member of the school community. (May be from any section)</p>	Student _____ School _____ Publication _____ Page Numbers _____
<p>11 Theme Development/Copy opening, dividers, closing copy/ creativity of copy/correctness in style & grammar</p>	Student _____ School _____ Publication _____ Page Numbers _____
<p>12 Alternative Copy sidebars, infographics, Q&A, lists, etc./ creativity of copy/correctness in style & grammar/function and creativity of design</p>	Student _____ School _____ Publication _____ Page Numbers _____

Design Group

<p>13 Informational Graphic Charted information, lists, timelines, pull out boxes of information, graphs, diagrams, maps or factoids of information presented using illustration or photograph</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p>14 Endsheets creativity/function; includes front and back</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p>15 Portrait Page or Spread one- or two-page unit/beyond the grid/creativity/function</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p>16 Academic Spread two-page unit with one focus/focus on class or educational issue or activity/creativity/ function/white space/typography/graphics/ design principles/use of photography</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p>17 Student Life Spread two-page unit with one focus/focus on student issue or activity/creativity/function/white space/typography/graphics/ design principles/use of photography</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p>18 Organization Spread two-page unit with one focus on student group issue or activity/creativity/function/white space/typography/graphics/ design principles/use of photography</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p>19 Sports Spread two-page unit with one focus/focus on athlete/athletics issue or activity/ creativity/function/white space/ typography/graphics/design principles/ use of photography</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>

<p>20 Multi-topic Spread two-page unit containing multiple (at least two) separate topics of coverage/from any section/creativity/function/white space/typography/graphics/design principles/use of photography</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p>21 Feature presentation Submit a feature from any section. This will be judged on the totality of the spread – subject selection, writing, design, photography, headlines, captions, graphic elements. Entry must include headlines, captions and a story.</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p>22 Folios creativity/function; consistency throughout book; page numbers clear; design supports theme</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p>23 Headline Design typography/design principles; minimum of three required</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p>24 Theme Development/Design cover, endsheets, title page, table of contents, folios, opening, dividers, closing design/creativity/coherence/function</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p>25 Index beyond the list/typography/creativity/function</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p>26 Packaging/Structure organization/sequence of sections/logic of overall presentation. This includes creative section names/divisions of book, organization of topics, etc.</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p>27 Cover/First Impression power of cover art/typography/color</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>

Photography Group

<p>28 Sports Action Photo Action dominated photo of a sport/not a posed picture/focus/cropping/ framing/all elements of good photography/ story told</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p>29 Sports Feature Photo The unusual or interesting photo of a sport. May be a reaction photo/not a posed picture/focus/cropping/ framing/all elements of good photography/ story told</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p>30 Academic Photo focus on class or educational issue or event/not a posed picture/focus/cropping/ framing/all elements of good photography/ story told</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p>31 Student Life Photo focus on student issue or event; trend; activity/not a posed picture/focus/cropping/ framing/ all elements of good photography/ story told</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p>32 Organization Photo focus on student group issue or event/not a posed picture/focus/cropping/ framing/all elements of good photography/ story told</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p>33 Environmental Portrait A posed photograph of one or more people, either in a studio setting or in an environment that explains something about the person. The entry should capture a sense of who the people are in the photograph. Include caption information</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p>34 Photo Illustration A quality Photo Illustration should include all of the basic elements of photo composition but is significantly manipulated or "Photoshopped." Judges will consider creativity, originality, and photo editing skill.</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>

Additional Categories

<p>35 Diversity Award</p> <p>Write a minimum two-page essay on the importance of covering all students within the school, especially those traditionally underrepresented. For guidance, students may look to The Maynard Institute Web site or do a Google search on the issue in scholastic journalism. The essay should explain what the staff has done to ensure diversity of coverage in its yearbook and refer to specific pages supporting all assertions. Attach photocopies or printouts of those pages.</p>	<p>Student _____</p> <p>School _____</p> <p>Publication _____</p> <p>Page Numbers _____</p>
<p>36 <i>New Category starting in 2018:</i></p> <p>Social Media Strategy</p> <p>Write a letter of several paragraphs (but no more than one page) explaining your social media strategy to promote your yearbook during the past academic year. Attach photocopies or printouts of examples of this strategy (tweets, Facebook, Instagram posts, etc.) and/or direct the judges to URLs in your letter where they can see this strategy in action.</p>	<p>Student _____</p> <p>School _____</p> <p>Publication _____</p>

Individual Achievement Group

In addition to judging and rating the specific content of judged yearbooks as listed above, OSM will offer the following awards for individual achievement. Each school may nominate only one student per category. Each nominee must submit a portfolio of his or her five best in the category: designed pages or spreads, photos or stories. These may be printouts, tear sheets or photocopies. These can be mailed in with the yearbooks, or sent separately. Email submissions to the OSM email address for this group are also accepted if all work examples can be sent digitally. **See highlighted section of Form A for mailing specifics for summer 2020. Individual achievement group submissions have the same due dates a yearbooks—see Form B.**

<p>37 The Laura Schaub Yearbook Designer of the Year design principles/creativity/function/substance/style/cutting edge</p>	<p>Student _____ School _____ Publication _____</p>
<p>38 Yearbook Photographer of the Year quality of photography/stories told/creative eye/documentary value</p>	<p>Student _____ School _____ Publication _____</p>
<p>39 Yearbook Writer of the Year creativity/correctness in style & grammar/reporting/sourcing/attribution/feature leads & conclusions</p>	<p>Student _____ School _____ Publication _____</p>
<p>40 The Karen Beavers Memorial Yearbook Editor of the Year Student staff members and/or the adviser must write an Editor-nomination letter focusing on the editor's specific accomplishments, innovations, successes, in meeting deadlines, obstacles overcome, work above and beyond that expected, etc. The Editor may include a letter explaining their work, challenges, and/or accomplishments, but this is not required.</p>	<p>Student _____ School _____ Publication _____</p>
<p>41 The Liz Burdette Yearbook Adviser of the Year Award \$250 cash prize; application form and instructions available in separate form at osm-oipa.org</p>	<p>Adviser _____ School _____ Publication _____</p>