



▶ scholastic ▶ collegiate ▶ professional

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

Fax: 405.325.7384  
osm-oipa@ou.edu  
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## 2023 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: \_\_\_\_\_ 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 membership

**CRITICAL SERVICE DEADLINE**

Competition for All-Oklahoman and Sweepstakes

Spring delivery: Postmarked no later than **July 3, 2023** (we encourage you to send them earlier!)

Summer/fall delivery: Postmarked no later than **Sept. 8, 2023** (we encourage you to send them earlier!)

**MAILING INSTRUCTIONS**

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

FORMS AND TWO COPIES OF BOOK DUE IN OSM OFFICE NO LATER DATES OUTLINED ABOVE. We will return one book to you at Fall Media Monday 2023 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. 8 will receive critical service, but perhaps not in time for All-Oklahoman and Sweepstakes competitions.

**ADVISER SIGNATURE:** \_\_\_\_\_

**Oklahoma Scholastic Media  
2023 Yearbook Individual Category Contests Cover Sheet**

**Form B**

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
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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. 8** (Spring-delivered books, please send earlier—see deadlines on Form A). We will return one book to you at Fall Media Monday 2023. 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. **SEND BOOKS TO THE ADDRESS:** Oklahoma Scholastic Media  
 395 W. Lindsey St., Room 2545  
 Norman, OK 73019

**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 July 3, 2023)..... \$150 (\$25.50 savings)  
 After July 3..... \$160 (\$15.50 savings)

**If entering categories of your choosing (not all categories)**

Individual Category (By July 3)..... \$4.5 per category for first entry  
 Individual Category (After July 3) ..... \$5.5 per category for first entry

**\*\*NEW! Additional Entries 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 Sept. 8)..... \$150 (\$25.50 savings)  
 After Sept. 8..... \$160 (\$15.50 savings)

**If entering categories of your choosing (not all categories)**

Individual Category (By Sept. 8)..... \$4.5 per category  
 Individual Category (After Sept. 8) ..... \$5.5 per category

**\*\*NEW! Additional Entries 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). For these additional entries, the price is \$6 each for all deadlines and if entering all categories or your choice of categories.**

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  
2023 Yearbook Individual Category Contests Entry Form**

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**Advertising Group**

<p><b>1</b> 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><b>2</b> Ad Page or Spread          any one- or two-page unit/quality of design and copy/coherence/appeal/ function/creativity</p>	Student _____ School _____ Publication _____ Page Numbers _____
<p><b>3</b> Single Ad          quality of design and copy/photography/art/          correctness of copy/balance/symmetry</p>	Student _____ School _____ Publication _____ Page Numbers _____

**Copy Group**

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

<p><b>6</b> Student Life Story  sound reporting/sources/quotations/  attribution/feature lead and conclusion/correct in style &amp;  grammar/paragraph logic/focus on student behavior,  trends, activity or issue</p>	Student _____ School _____ Publication _____ Page Numbers _____
<p><b>7</b> Academic Story  sound reporting/sources/quotations/  attribution/feature lead and conclusion/correct in style &amp;  grammar/paragraph logic/focus on some element of  class-related or education-related topic</p>	Student _____ School _____ Publication _____ Page Numbers _____
<p><b>8</b> Organization Story  sound reporting/sources/quotations/  attribution/feature lead and conclusion/correct in style &amp;  grammar/paragraph logic/focus on student group  activity or issue</p>	Student _____ School _____ Publication _____ Page Numbers _____
<p><b>9</b> Sports Story  sound reporting/sources/quotations/  attribution/feature lead and conclusion/correct in style &amp;  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><b>10</b> 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><b>11</b> Theme Development/Copy  opening, dividers, closing copy/  creativity of copy/correctness in style &amp; grammar</p>	Student _____ School _____ Publication _____ Page Numbers _____
<p><b>12</b> Alternative Copy  sidebars, infographics, Q&amp;A, lists, etc./  creativity of copy/correctness in style &amp;  grammar/function and creativity of design</p>	Student _____ School _____ Publication _____ Page Numbers _____

**Design Group**

<p><b>13</b> 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><b>14</b> Endsheets          creativity/function; includes front and back</p>	<p>Student _____          School _____          Publication _____          Page Numbers _____</p>
<p><b>15</b> Portrait Page or Spread          one- or two-page unit/beyond the grid/creativity/function</p>	<p>Student _____          School _____          Publication _____          Page Numbers _____</p>
<p><b>16</b> 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><b>17</b> 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><b>18</b> 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><b>19</b> 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><b>20</b> 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><b>21</b> 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><b>22</b> Folios creativity/function; consistency throughout book; page numbers clear; design supports theme</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p><b>23</b> Headline Design typography/design principles; minimum of three required</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p><b>24</b> 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><b>25</b> Index beyond the list/typography/creativity/function</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>
<p><b>26</b> 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><b>27</b> Cover/First Impression power of cover art/typography/color</p>	<p>Student _____ School _____ Publication _____ Page Numbers _____</p>

**Photography Group**

<p><b>28</b> 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><b>29</b> 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><b>30</b> 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><b>31</b> 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><b>32</b> 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><b>33</b> 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><b>34</b> 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><b>35</b> 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><b>36</b> *New Category in 2018</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.

<p><b>37</b> The Laura Schaub Yearbook Designer of the Year design principles/creativity/function/substance/style/cutting edge</p>	<p>Student _____ School _____ Publication _____</p>
<p><b>38</b> Yearbook Photographer of the Year quality of photography/stories told/creative eye/documentary value</p>	<p>Student _____ School _____ Publication _____</p>
<p><b>39</b> Yearbook Writer of the Year creativity/correctness in style &amp; grammar/reporting/sourcing/attribution/feature leads &amp; conclusions</p>	<p>Student _____ School _____ Publication _____</p>
<p><b>40</b> The Karen Beavers Memorial Yearbook Editor of the Year Student staff members 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.</p>	<p>Student _____ School _____ Publication _____</p>
<p><b>41</b> The Liz Burdette Yearbook Adviser of the Year Award  \$250 cash prize; application form and instructions at <a href="http://osm-oipa.org">osm-oipa.org</a></p>	<p>Adviser _____ School _____ Publication _____</p>