



▶ scholastic ▶ collegiate ▶ professional

395 W. Lindsey St., Room 2545
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2024 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 1, 2024** (we encourage you to send them earlier!) Summer/

fall delivery: Postmarked no later than **Sept. 9, 2024** (we encourage you to send them earlier!)

MAILING INSTRUCTIONS

OSM
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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 Day 2024 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. 9 will receive critical service, but perhaps not in time for All-Oklahoman and Sweepstakes competitions.

ADVISER SIGNATURE: _____

**Oklahoma Scholastic Media
2024 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
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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 Numbers _____
<p>3 Single Ad quality of design and copy/photography/art/ correctness of copy/balance/symmetry</p>	Student _____ School _____ Publication _____ Page Numbers _____

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 Numbers _____
<p>5 Headline Writing correctness in style & grammar/effective in distilling essence of story/minimum of three examples</p>	Student _____ School _____ Publication _____ Page Numbers _____

<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 *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>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 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>41 The Liz Burdette Yearbook Adviser of the Year Award \$250 cash prize; application form and instructions at osm-oipa.org</p>	<p>Adviser _____ School _____ Publication _____</p>