



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

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

2026 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 **June 12, 2026** (we encourage you to send them earlier!)

Summer/fall delivery: Postmarked no later than **August, 28, 2026** (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 2026 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 August 28th will receive critical service, but perhaps not in time for All-Oklahoman and Sweepstakes competitions.

ADVISER SIGNATURE: _____

Form B

ADVISER SIGNATURE: _____

Oklahoma Scholastic Media
2026 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

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	Student _____ School _____ Publication _____ Page Number(s) _____
2 Ad Page or Spread any one- or two-page unit/quality of design and copy/coherence/appeal/ function/creativity	Student _____ School _____ Publication _____ Page Numbers _____
3 Single Ad quality of design and copy/photography/art/ correctness of copy/balance/symmetry	Student _____ School _____ Publication _____ Page Numbers _____

Copy Group

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

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	Student _____ School _____ Publication _____ Page Numbers _____
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	Student _____ School _____ Publication _____ Page Numbers _____
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	Student _____ School _____ Publication _____ Page Numbers _____
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.	Student _____ School _____ Publication _____ Page Numbers _____
10 Personality Profile Story A story that features a student, faculty member or member of the school community. (May be from any section)	Student _____ School _____ Publication _____ Page Numbers _____
11 Theme Development/Copy opening, dividers, closing copy/ creativity of copy/correctness in style & grammar	Student _____ School _____ Publication _____ Page Numbers _____
12 Alternative Copy sidebars, infographics, Q&A, lists, etc./ creativity of copy/correctness in style & grammar/function and creativity of design	Student _____ School _____ Publication _____ Page Numbers _____

Design Group

13 Informational Graphic Charted information, lists, timelines, pull out boxes of information, graphs, diagrams, maps or factoids of information presented using illustration or photograph	Student _____ School _____ Publication _____ Page Numbers _____
14 Endsheets creativity/function; includes front and back	Student _____ School _____ Publication _____ Page Numbers _____
15 Portrait Page or Spread one- or two-page unit/beyond the grid/creativity/function	Student _____ School _____ Publication _____ Page Numbers _____
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	Student _____ School _____ Publication _____ Page Numbers _____
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	Student _____ School _____ Publication _____ Page Numbers _____
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	Student _____ School _____ Publication _____ Page Numbers _____
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	Student _____ School _____ Publication _____ Page Numbers _____

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	Student _____ School _____ Publication _____ Page Numbers _____
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.	Student _____ School _____ Publication _____ Page Numbers _____
22 Folios creativity/function; consistency throughout book; page numbers clear; design supports theme	Student _____ School _____ Publication _____ Page Numbers _____
23 Headline Design typography/design principles; minimum of three required	Student _____ School _____ Publication _____ Page Numbers _____
24 Theme Development/Design cover, endsheets, title page, table of contents, folios, opening, dividers, closing design/creativity/coherence/function	Student _____ School _____ Publication _____ Page Numbers _____
25 Index beyond the list/typography/creativity/function	Student _____ School _____ Publication _____ Page Numbers _____
26 Packaging/Structure organization/sequence of sections/logic of overall presentation. This includes creative section names/divisions of book, organization of topics, etc.	Student _____ School _____ Publication _____ Page Numbers _____
27 Cover/First Impression power of cover art/typography/color	Student _____ School _____ Publication _____ Page Numbers _____

Photography Group

28 Sports Action Photo Action dominated photo of a sport/not a posed picture/focus/cropping/ framing/all elements of good photography/ story told	Student _____ School _____ Publication _____ Page Numbers _____
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	Student _____ School _____ Publication _____ Page Numbers _____
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	Student _____ School _____ Publication _____ Page Numbers _____
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	Student _____ School _____ Publication _____ Page Numbers _____
32 Organization Photo focus on student group issue or event/not a posed picture/focus/cropping/ framing/all elements of good photography/ story told	Student _____ School _____ Publication _____ Page Numbers _____
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	Student _____ School _____ Publication _____ Page Numbers _____
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.	Student _____ School _____ Publication _____ Page Numbers _____

Additional Categories

35 Diversity Award

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.

Student _____

School _____

Publication _____

Page Numbers _____

36 Social Media Strategy

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.

Student _____

School _____

Publication _____

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. Due to OSM office Sept. 14, 2026.

37 The Laura Schaub Yearbook Designer of the Year design principles/creativity/function/ substance/style/cutting edge	Student _____ School _____ Publication _____
38 Yearbook Photographer of the Year quality of photography/stories told/creative eye/documentary value	Student _____ School _____ Publication _____
39 Yearbook Writer of the Year creativity/correctness in style & grammar/ reporting/sourcing/attribution/ feature leads & conclusions	Student _____ School _____ Publication _____
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.	Student _____ School _____ Publication _____
41 The Liz Burdette Yearbook Adviser of the Year Award \$250 cash prize; application form and instructions at osm-oipa.org in a separate form*	Adviser _____ School _____ Publication _____