Michigan Interscholastic Press Association

Individual Contest
2024-2025 Categories & Rules

Updated 12/3/2024

Welcome

MIPA's Individual Contest recognizes students (and teams of students) for their outstanding work in a variety of categories. The contest is open to all types of student media programs: print, broadcast/video production and online. All entries must have been published or broadcast by a Michigan-based, MIPA-member student media program.

Review each category description for information on required publication types (print, online, video, etc.), acceptable file formats and other requirements to submit entries. Judging criteria is included for your reference.

No entry can be placed in more than one category, unless otherwise noted. Only two entries can be entered per category per MIPA member student media program, unless otherwise indicated. Additional limits may be in place for entries by students who do work for multiple, separate media programs at the same school. See contest rules for details.

New contest information is released annually ...

- **by July** for yearbook verbal, yearbook visual and yearbook verbal/visual categories.
- **by December** for categories in:
  - News Writing
  - News Photography
  - News Design, Info Graphics & Art
  - Digital Media & Multimedia
  - Special Coverage
  - Video Journalism
  - Video Production
  - Video Talent & Airchecks

Get worksheets here to help organize your entries

Contest entry reports, which show you how many entries were submitted in each category by division, are available at https://mipamsu.org/contests-awards/individual-contest/#entry-reports

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CONTEST OVERVIEW

DEADLINE
- Feb. 14, 2025
- **Early deadline for yearbook-only categories - Save 10% off entry fees:**
  - Nov. 15, 2024
- Judging Day: Saturday, March 1, 2025

ENTRY FEE
- $2 per entry
- *Member programs are limited to 2 entries in most categories.* See contest rules and category descriptions for limits.

WHERE TO SUBMIT
MIPA uses the Advanced Contest Entry System for submissions. You will need an Association Code (seccode) to create a user account in the contest system. Your MIPA membership must be current to get this code.

- **Get the access code here to register for an ACES user account** (You must register each year.) **Yearbooks:** You will need to submit the page count of your current edition to get the access code.

Access ACES to submit entries
https://newspapercontest.com/Contests/MichiganInterscholasticPressAssociation.aspx

WORKSHEETS
Get worksheets here to help organize your entries

PAY ENTRY FEES
There are several options to pay for contest entry fees. You may pay by check, purchase order or credit card.

You can pay with a credit card via PayPal within ACES, which calculates your entry fees, or use the contest entry fee payment system on MIPA's website to generate an invoice or pay your contest bill.

Payment by checks or purchase orders should be postmarked by the submission deadline. Credit card payments should be completed by the deadline. If your school is slow to process checks or purchase orders, plan ahead. You can always pay fees before you submit your entries.

Calculate Amount Due
As long as you have uploaded entries from a single user account, the contest system will calculate all of your entries fees for you.

- Log into ACES, click on Billing in the left menu.
- Your entries will be listed by student media program. An amount due will be shown in the bottom right corner of the page.

Payment Types
- **Check.** Please make checks payable to MIPA. If you need a more formal invoice to process your payment, see instructions below for making a payment on MIPA's website
- **Purchase Order.** You may submit an approved purchase order from your school. You may be able to print the details Billing page from ACES for documentation for your billing office. If you need a formal invoice to process your payment, see the instructions below for making a payment on MIPA's website.
- **Credit Card.** You may make a payment from within ACES using the Pay Now button on the Billing page. From within ACES, you can only pay for Individual Contest Categories. You may also make a payment from MIPA's website, where you can combine Individual Contest entry fees with critique fees or other bills.
- **Combining Payment with Critique Fees or Other MIPA Charges**. See directions below for making a payment on MIPA's website.

Making a Payment or Creating an Invoice on MIPA's Website
If you need a formal invoice for your contest entry fees, or if you wish to make a single payment for contest and critique fees (and any other charges), you may use MIPA's website storefront to pay for your order.

1. Visit the MIPA Contests Payment page
2. Add the appropriate contest or critique fees to your cart.
3. Check out.
4. On the Checkout/Billing Details page, if you choose "Check Payments" or "Request an Invoice/Pay via Purchase Order," the system will email an invoice to the email address you input on this page. If you do not receive this email, contact the MIPA office.

QUESTIONS?
Contact the MIPA office at 517-353-6761 ask@mipamsu.org.

You may also find answers to some of your questions in our online "how to" guide. Topics include:

- Acceptable file formats
- Paying entry fees

- [How to capture a true spread to best showcase design entries](#)
- [How to combine multiple PDF files into a single file](#)

GENERAL CONTEST RULES & INFORMATION

- **Entries that do not meet contest requirements will be disqualified**. *Carefully read all rules and instructions.*
- **Entries in the Yearbook Verbal, Yearbook Visual and Yearbook Verbal-Visual categories should have been published in the 2024 book. Entries in all other categories should have been published or broadcast by a MIPA member student media program** from **Feb. 23, 2024, to Feb. 14, 2025**.
- **Each Michigan-based MIPA member program may submit up to two (2) entries in each category**, *unless otherwise noted*. Each entry is to be submitted with its own, separate entry form.
- **The same student may not be listed as an author of more than two entries in any single category** (including shared bylines), even if that student works for multiple, separate student media programs at a school. (This rule only affects you if you have a student who works for multiple media programs at the school, such as newspaper and video production.)
- **No entry may be submitted into more than one category**, unless otherwise noted in the category description. A single entry in more than one category may be disqualified in all categories. If an entry was published via multiple platforms (ie, print, online and/or broadcast), it should be entered only once.
- **No more than four students may be individually named** on an entry. If an entry was created by more than four students, please enter it as by "Staff."
- **Entries must be submitted by the deadline**. *Late entries will not be accepted.* The contest system automatically shuts down after 11:59 p.m. on the deadline.
- **Entry materials must be submitted in a digital format** to our contest system. **Paper submissions will not be accepted for any reason.** If you no longer have access to your original digital files, you may scan pages to submit to the contest.
- **Entries should be submitted using the adviser's ACES account**. Individual students *should not* have their own ACES accounts.
- **Review each category description for information on required publication types** (print, online, video, etc), acceptable file formats and other requirements. Some

categories require you to upload files of a specific type (PDF, JPG, etc.), while others ask for a link to content hosted on the Web. **Video and audio entries** should be hosted on your own website or by a file sharing service such as YouTube, Vimeo, Soundcloud, etc. **Entries that are not publicly viewable on judging day may be disqualified.** Check to be sure your entry is not locked behind a password, set to private or posted in any other way that makes it inaccessible to a judge. Incomplete entries or entries submitted into the wrong category may be disqualified. The MIPA office is not able to decide into which category an entry should go.

- **Video and audio entries should be no longer than five minutes**, unless otherwise noted. Time requirements do not include name slates, countdowns, etc.
- **Payment should be made by the submission deadline.** Checks or purchase orders should be postmarked by this date. Credit card payments should be completed by this date. If your school is slow to process checks or purchase orders, plan ahead! **You can pay fees *before* you submit your entries.** Payment can be made via PayPal within ACES, or on MIPA's website.
- **Use of copyrighted music, artwork, videos or other materials without written permission of the copyright holder may violate U.S. law and MIPA's Copyright & Plagiarism Policy.** Entries that violate MIPA's Copyright & Plagiarism Policy will be disqualified. If you feel your entry may be questioned by a judge, please include a note in the "Non Student Work/Copyright" field confirming the source of the material, permission to use it and/or a reasoned "fair use" claim. If you are making a "fair use" claim on copyrighted materials, please cite your reasoning on the entry form. Guidelines for "fair use" are quite restrictive, and educational use generally is not an acceptable fair use argument for any work that is published/broadcast outside of the classroom.
- *MIPA does not have a policy directly addressing work created via generative AI. However, our existing rules have long required work be student-created and for work to comply with copyright law. These rules also apply to AI-generated work. If an entry includes AI-generated work, you should disclose that in the "Non Student Work/Copyright" field.*
- **Please note: If any music is included in an entry, the entrant must indicate the title(s) of the track(s) used and the source of the**

music. Provide this information either in a name-slate/title card in a video entry or in the "Non Student Work/Copyright" field on the entry form. This information should include the specific music service library, such as Audioblocks, Soundzabound, Digital Juice, etc., or another specific source (such as URL) that could be used to verify that you have appropriately used this work.

- **THIS CONTEST IS FOR WORK PRODUCED BY STUDENTS.** If any element of any entry was not produced by students (including images, templates, music, design, etc.) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. Entry materials may have been created by students on staff of the media program as well as those acting as contributors or freelancers to the program.
- **Please remember that this is strictly a contest and not a critique service**. MIPA annually receives thousands of contest entries. We are unable to provide comments from judges for every entry.
- **All contest entries may be published by MIPA** for non-commercial purposes and to promote MIPA educational activities.
- **Winners of this contest will be announced at the MIPA awards ceremony, which may be held online or in person in April**. Winning work may be showcased on MIPA's [A Cut Above website](#) and/or other MIPA platforms.
- **Student media programs entering this contest will compete in divisions**. For Yearbook categories, divisions are based on the page count of books, with middle schools competing in their own division whenever possible. (School enrollment may be considered as a secondary factor in determining yearbook divisions.) For other categories, divisions are based on school enrollment. Divisions are determined by MIPA's Yearbook, Newspaper, Video and Digital Media Chairs. Each division will have roughly the same number of schools. Divisions may be combined in any category based on the number of entries, at the discretion of the chairs.
    - Middle schools may be put into their own division. Advisers may elect for all of their middle school entries to compete up into the division of the smallest high schools.
    - **Please note:** Enrollments and page counts are pre-programmed into the ACES contest system to establish preliminary divisions. Divisions may be re-assigned before judging to balance each

division. MIPA uses the latest enrollment figures from the Michigan Department of Education. In cases where enrollment data is not available from MDE, figures may be obtained from the Michigan High School Athletic Association, from federal government registries or directly from schools.

WHAT'S NEW FOR THE 2024-2025 CONTEST?

Every year, we try to improve MIPA's contests to keep up with changing technologies and the world of media. We also are constantly working to make the contests easier to enter and manage. Here are some changes for this year's contest:

GENERAL RULES REVISIONS
- Rules are unchanged from last year.

NEW CATEGORIES
- **Newscast** has been replaced by two new categories:
    - **VJ-11 Post-Production Newscast,** for programs that use post-production techniques such as editing, color correction, sound design or visual effects *after* the initial program is recorded.
    - **VJ-12 Live Newscast,** for programs that are distributed live or recorded live for later distribution, without any post-editing or post-production.

CATEGORY REVISIONS
- **Y-14. Proud Parent Advertisements** was revised to allow judges to consider entries in which the entrant does not specify which 3 ads on spreads should be evaluated.
- **Y-23. Alternative Story Form** was revised to allow any ASF on a page (rather than only the dominant story) to be entered, as long as the story stands alone.
- **Y-24. Mod or Sidebar Coverage** was revised to clarify requirements.

OTHER IMPORTANT INFORMATION

SOLVE OUR MOST COMMON PROBLEMS BY CAREFULLY READING CATEGORY DESCRIPTIONS! Nearly all problems we ran across

in last year's contest were because entry instructions were not followed.

- Carefully check over any entries uploaded into the contest system by students. See the contest how-to guide for information on how to view all of your entries.
- While it's not required, we strongly recommend that you submit original photos AND the final designed pages for photography categories. It helps judges more accurately determine the quality of an image.
- **Give each entry a unique entry title. Do not use the category name for the entry title.** Instead use a headline or description of the actual entry. Example: "National Honor Society" instead of "Organizations Writing." *This will help you once awards are announced.*
- MIPA believes it is a best practice for all photos to have captions. If a photo does not have a caption, it should not be submitted into our contests.
- If an entry spans multiple pages, combine those pages into a single PDF file.
- Double-check to make sure entries are submitted into the correct category. Entries submitted into the wrong category will be disqualified.
- Please make sure contest entry fees are paid promptly. Unpaid fees can result in entries being disqualified.
- If an entry is one of several similar items on a spread, make sure it is very clear which item should be judged!
- **All files in a single entry must together total 100 MB or less.** If your files exceed this limit, you can submit them via URL to a website or a shared location on a file service such as Google Drive, Dropbox, OneDrive, etc. *(Be sure to set shared files for public view.)*

NEWS WRITING (NW)

Entries must have appeared in a newspaper, magazine or news website, unless otherwise noted.

NW-01. Breaking News Coverage
Coverage of an unplanned breaking or developing news event, published within 48 hours of the originating news event. Report should contain as much information as possible without editorializing or relying on assumptions. Online reports may reflect updates as the news event unfolds, but it should be noted in the story when this has occurred. Submit a PDF of the print page(s) on which the story was published or the URL to the story on an online news site.

JUDGING CRITERIA
- Reports as much of the who, what, where, when, why and how as possible
- Story is in the form of a short report to get out essential facts as soon as possible
- Does not sacrifice accuracy for the sake of timeliness
- Sharp, attention-getting lead that underscores news story importance
- The most important, relevant and timely information is near the beginning of the story
- Emphasizes news elements, i.e. timeliness, nearness, impact, and prominence
- Avoids opinion unless properly attributed
- Proper diction/grammar; use of third person

NW-02. News Story
News stories should report but not interpret events that have news value and timeliness to the publication's readers. Advance stories may be included in this category; follow-up stories should be submitted in NW-03. Submit a PDF of the print page(s) on which the story was published or the URL to the story on an online news site.

JUDGING CRITERIA
- Sharp, attention-getting lead that underscores news story importance
- The most important, relevant and timely information is near the beginning of the story
- Emphasizes news elements, i.e. timeliness, nearness, impact, and prominence
- Shows thorough reporting skills; develops an understanding of the issues/problems through interviews with varied and balanced sources
- Effective use of facts/quotes gathered predominantly from primary sources. Secondary sources, if used, are cited appropriately.
- Avoids opinion unless properly attributed
- Sentences, paragraphs of varied length; written clearly, concisely, and vividly
- Proper diction/grammar; use of third person

NW-03. News Coverage in a Series
Ongoing news coverage of a topic, issue or event across up to three stories published separately (i.e., across multiple print issues or multiple days online). May include follow-up coverage of a breaking news event or coverage of a newsworthy issue over a period of time. Stories should progressively provide more detail and explanation of what has been learned since the original story. Submit a PDF of the print pages on which the stories were published or URLs to the stories on an online news site. The URL to the first story published should be submitted into the

Entry URL field. URLs for up to two more stories should be submitted into the Additional Information field. Individual stories in the series may be submitted into other categories of this contest.

JUDGING CRITERIA
- Expands upon breaking news or previous news coverage when more facts are available or related news occurs
- Clarifies the news elements, i.e. timeliness, nearness, impact and prominence
- Clarifies through research the background necessary to understand current news
- Shows thorough reporting skills; develops an understanding of the issues/problems through interviews with varied and balanced sources
- Avoids personal opinion unless properly attributed
- Sentences, paragraphs of varied length, written clearly, concisely and vividly
- Effective use of facts/quotes gathered predominantly from primary sources. Secondary sources, if used, are cited appropriately.
- Proper diction/grammar; use of third person

NW-04. News Brief

News briefs should be **150-200 word stories** that report on events and issues that have news value and timeliness to the publication's readers. Coverage should include quotes or other attributed information from at least one human source. Submit a PDF of the print page(s) on which the news brief was published or the URL to the story on an online news site.

JUDGING CRITERIA
- Meets word count limit
- Does not sacrifice accuracy for the sake of timeliness
- Sharp, attention-getting lead that underscores news story importance
- Uses inverted pyramid
- Sentences are carefully constructed to be as concise as possible
- Emphasizes news elements, i.e. timeliness, nearness, impact, and prominence
- Uses direct quotes or attributed information from at least one source

NW-05. News Analysis

Stories should be interpretive in nature, not straight news stories. The elements "why" and "how" should be examined through research, but the writer's opinions should not be expressed. An analysis covers issues and problems that relate to specific events of a news nature. Submit a PDF of the print page(s) on which the story was published or the URL to the story on an online news site.

JUDGING CRITERIA
- Sharp, attention-getting lead that underscore the why/how elements of the news
- Clarifies the news elements, i.e. timeliness, nearness, impact and prominence
- Clarifies through research the background necessary to understand current news
- Develops an understanding of the issues/problems through interviews with varied and balanced sources
- Avoids personal opinion unless properly attributed
- Sentences, paragraphs of varied length, written clearly, concisely and vividly
- Effective use of facts/quotes from both primary and secondary sources
- Proper diction/grammar; use of third person

NW-06. Staff Editorial

Staff editorials should represent the opinion of the staff, editors or editorial board on a timely news matter of concern to the school, community, state, nation or world. They may express appreciation, offer interpretation or attempt to deal with problems. **Editorials are not to be bylined, signed or initialed**, or in any way identified as being the opinion of the writer(s). Submit a PDF of the print page(s) on which the story was published or the URL to the story on an online news site.

JUDGING CRITERIA
- Represents the opinion of the staff or editorial board
- Topic relevant to interests and/or welfare of school or students
- Wins reader interest with a compelling lead
- Presents evidence/interpretation in logical sequence
- States issue; uses effective examples, facts, and comparisons to clarify
- Deals with specific issue: avoids preaching, rhetoric, and cliches
- Shows sufficient thought and research
- Sentences, paragraphs of varied length; written clearly, concisely and vividly
- Proper diction/grammar

NW-07. Bylined Opinion Article

Article of personal opinion carrying the byline of the writer(s) presented in a style consistent with modern opinion column standards. The article should comment on a news or feature subject of interest (including sports) and/or concern to the readers, or may express dissent from the majority opinion expressed in editorials. Submit a PDF of the print page(s) on which the story was published or the URL to the story on an online news site.

JUDGING CRITERIA

- Topic relevant to interests and/or welfare of school or students
- Wins reader interest with a compelling lead that urges action
- Presents evidence/interpretation in logical sequence
- States issue; uses effective examples, facts and comparisons to clarify
- Deals with specific issue; avoids preaching, rhetoric and cliches
- Shows sufficient thought and knowledge of subject, developed with personal style
- Proposes solution where appropriate
- Sentences, paragraphs of varied length; written clearly, concisely and vividly
- Proper diction/grammar

NW-08. Review

Review should present opinions, observations and evaluations of films, books, television, recordings, concerts, plays, restaurants and other things of interest to the publication's readers. Submit a PDF of the print page(s) on which the story was published or the URL to the story on an online news site.

JUDGING CRITERIA

- Sharp, attention-getting lead that clarifies subject
- Gives a short summary or adequate information about subject
- Discusses strengths and weaknesses of subject
- Uses specific examples to support opinion
- Displays knowledge of subject
- Shows thought and research
- Colorful, lively presentation; effective form/style
- Proper diction/grammar

NW-09. Feature Columnist

Each entry must:

- have two (2) columns (feature or opinion) from different publication dates
- have both columns submitted together in the same entry form
- have the same standing head
- be authored by the same writer(s) (both columns in the entry should have the same byline)
- carry bylines or other writer identification to indicate the personal nature of the content

FOR ONLINE ENTRIES, submit the URL to one column in the URL field and the other in the Additional Information field.

Judges want to see the writer's consistent quality in more than one column. **A student media outlet may submit a second entry in this category, but it may not be written by the same columnist.** Columns related to sports must be submitted under the Sports Columnist category. Submit a PDF of the print pages on which the columns were published or the URL to the columns on an online news site.

JUDGING CRITERIA

- Sharp attention-getting leads
- Expresses personal opinions; uses consistent style
- Reflects thought/research, freshness, individuality
- Effective use of facts/quotes or supporting material
- Informative, interesting, entertaining
- Upholds journalistic integrity
- Sentences, paragraphs of varied length; written clearly, concisely and vividly
- Proper diction/grammar

NW-10. Pro-Con Opinion Columns

Each entry must:

- have two (2) columns, each written by a different author, that express opposing viewpoints on one topic.
- show the two columns as a package, allowing readers to view both at the same time. Columns appearing in print should be published adjacent to each other on the same or opposing pages; columns appearing online should link prominently to each other or appear on the same webpage.
- have both columns submitted together in the same entry form
- have a standing head that indicates the pro/con nature of the package
- carry bylines or other writer identification to indicate the personal opinion nature of the content

FOR ONLINE ENTRIES, submit the URL to one column in the URL field and the other in the Additional Information field.

A school may submit a second entry in this category, and the pieces may be written by the same columnists or combination including one of the same columnists. Submit a PDF of the print page(s) on which the entry was published or the URL to the entry on an online news site.

JUDGING CRITERIA

- Topics relevant to interests and/or welfare of school or students
- Two pieces, while offering opposing views, are consistent in style and tone
- Both pieces win reader interest with compelling leads

- Present evidence/interpretation in logical sequence
- State issue; uses effective examples, facts and comparisons to clarify
- Deal with specific issue; avoids preaching, rhetoric and clichés
- Show sufficient thought and knowledge of subject, developed with personal style
- Sentences, paragraphs of varied length; written clearly, concisely and vividly
- Proper diction/grammar

NW-11. In-Depth Feature

The entry should be a single story. Judges will not consider sidebars, infographics or other elements packaged with the story. The story must stand on its own. Entries should concern subjects of a substantive and contemporary nature and go beyond the surface facts, give the reader detailed background information with interpretation based upon the facts and background information and often (but not necessarily) an analysis as to its meaning. It is an elaboration of the WHY. Multiple sources are necessary. Submit a PDF of the print page(s) on which the story was published or the URL to the story on an online news site.

JUDGING CRITERIA
- Lead captures attention, arouses curiosity
- Topic relevant to interests and/or welfare of school or students
- Extensive, intensive and thorough investigation
- Effectively combines basics of good news and feature writing
- Effectively organized with smooth transitions; carefully outlined
- Sentences, paragraphs of varied length; written clearly, concisely and vividly
- Proper diction/grammar
- Balanced and fair presentation
- Story relies on information from primary sources gathered/interviewed directly by the journalist(s); general Internet sources and secondary media reports are used sparingly

NW-12. Informative Feature

The entry should be a single story, which should inform or instruct. Judges will not consider sidebars, infographics or other elements packaged with the story. Facts are obtained from research, interviews and observations. Submit a PDF of the print page(s) on which the story was published or the URL to the story on an online news site.

JUDGING CRITERIA
- Leads capture attention, arouses curiosity
- Topic relevant to interests and/or welfare of school or students

- Thorough investigation through research and interviews
- Combines basics of good news and feature writing
- Organized with smooth transitions
- Sentences, paragraphs of varied length; written clearly, concisely and vividly
- Uses proper diction and grammar
- Balanced and fair presentation
- Story relies on information from primary sources gathered/interviewed directly by the journalist(s); general Internet sources and secondary media reports are used sparingly

NW-13. Human Interest Feature

Human interest features appeal to the emotions of the reader with inspiration, motivation, pathos or humor and often make effective use of quotes. Enter descriptive, personal experience or accomplishment, or humor in this category. These are generally shorter stories. Submit a PDF of the print page(s) on which the story was published or the URL to the story on an online news site.

JUDGING CRITERIA
- Lead captures attention, arouses curiosity
- Emphasizes new element, fresh angle
- Colorful, lively presentation; effective form/style
- Reflects adequate research, sound interviewing techniques
- Avoids summaries of published materials
- Effective use of facts/quotes
- Interesting; appeals to the emotions
- Proper diction/grammar

NW-14. Personal Narrative

This is not an opinion piece. It is a first-person account of an event or series of events that constitute a single, profound experience. The focus of the piece is on narrative — telling the story of the experience. It can be written in present or past tense. The author should take extra efforts to describe the journey and explain its importance. Dialogue and internal dialogue are essential. Submit a PDF of the print page(s) on which the story was published or the URL to the story on an online news site.

JUDGING CRITERIA
- A first-person account depicting a personal experience
- Lead captures attention, arouses curiosity
- Topic relevant to interests and/or welfare of school or students
- Effectively combines basics of good news and feature writing
- Effectively organized with smooth transitions; carefully outlined
- Sentences, paragraphs of varied length; written clearly, concisely and vividly

- Proper diction/grammar
- Should have byline, which could include mug shot of writer

NW-15. Personality Profile
The personality profile captures the life, interests, accomplishments of well-known or interesting people, based on interviews from multiple sources. The subject(s) should have experiences, thoughts and accomplishments worth reporting. Anecdotes add to the personality profile. Submit a PDF of the print page(s) on which the story was published or the URL to the story on an online news site.

JUDGING CRITERIA
- Lead captures attention, arouses curiosity; reason for sketch is made clear early in story
- Emphasizes fresh angle; individualizes person
- Colorful, lively presentation; effective form/style
- Descriptive writing demonstrates the concept of "show, don't tell"
- Reflects adequate research, sound interviewing techniques from a variety of sources
- Avoids encyclopedic listing of subject's accomplishments
- Effective use of quotes
- Interesting; appeals to the emotions
- Proper diction/grammar

NW-16. Diversity Coverage
This story tells about the lifestyles, challenges and potential of those from a diverse background. It will cover not just the plight of the subjects, but may also look at how subjects deal with their diverse backgrounds and how diverse backgrounds are dealt with by others. The term "diverse" is not limited to ethnicity and may focus on a wide range of subjects, depending on the author's story angle. Submit a PDF of the print page(s) on which the story was published or the URL to the story on an online news site.

JUDGING CRITERIA
- Topic relevant to the school or students and reflects lifestyles, challenges and potentials of those from a diverse background
- Sharp, attention-getting lead grabs reader and arouses curiosity
- Shows thorough reporting skills through research and interviewing
- Effective use of facts/quotes from both primary and secondary sources
- Balanced, fair and sensitive presentation
- Sentences, paragraphs of varied length; written clearly, concisely and vividly
- Proper diction/grammar; use of third person

NW-17. Environmental, Health or Science
This story will focus on an environmental, health or science topic. It can be a straight news story or an investigative piece. Submit a PDF of the print page(s) on which the story was published or the URL to the story on an online news site.

JUDGING CRITERIA
- Topic relevant to the school or students and covers health, science or environmental story that is informative
- Sharp, attention-getting lead grabs reader and arouses curiosity
- Shows thorough reporting skills through research and interviewing
- Effective use of facts/quotes from both primary and secondary sources
- Balanced, fair and sensitive presentation
- Sentences, paragraphs of varied length; written clearly, concisely and vividly
- Proper diction/grammar; use of third person

NW-18. Alternative Story Form
An ASF consists of a whole story told in an alternative way. It can consist of anything that is not a traditional story form. Key features include: visual destinations, strong use of typography, easy to scan, well organized, can provide quick facts and deep context. It should not include traditional narrative. Examples include (but are not limited to) fast-fact boxes, lists, glossaries, quizzes, polls, charts. An ASF submitted in this category should not be connected to a story or be part of a story package. It should stand alone. Note: A story submitted in this category may NOT also be submitted in ND-06: Story Package. Submit a PDF of the print page(s) on which the ASF was published or the URL to the ASF on an online news site.

JUDGING CRITERIA
- Should be a story told in a unique, alternative way
- This is not a traditional story as in inverted pyramid, news, anecdotal, analysis or feature narrative
- Story is told with quick facts—it's a quick read that provides readers with a unique approach to a story
- While the read is quick, ASF should provide the reader with complete information. Readers should not be left asking questions
- Organization is such that story is easy to follow and logical, even though it's in an alternative way
- ASF is visually engrossing, bringing readers in through strong use of typography and other types of visuals
- Should not be packaged with another story or part of another story.
- Stands totally alone as a storytelling device

- Submission only considered if submitted with entire page on which it was featured

NW-19. Sports Feature Story

Stories may include personality profile, informative, interpretive (why), and/or human interest features specifically related to sports. Submit a PDF of the print page(s) on which the story was published or the URL to the story on an online news site.

JUDGING CRITERIA
- Lead captures attention, arouses curiosity
- Emphasizes new element, fresh angle
- Colorful, lively presentation; effective form/style
- Descriptive writing demonstrates the concept of "show, don't tell"
- Reflects adequate research, sound interviewing techniques
- Avoids summaries of published materials
- Effective use of facts/quotes
- Interesting; appeals to the emotions
- Proper diction/grammar

NW-20. Sports Columnist

Each entry must :

- have two (2) columns (feature or opinion) from different publication dates on sports-related topics
- have both columns submitted together in the same entry form
- have the same standing head
- be authored by the same writer(s) (both columns in the entry should have the same byline)
- carry bylines or other writer identification to indicate the personal nature of the content

FOR ONLINE ENTRIES, submit the URL to one column in the URL field and the other in the Additional Information field.

A student media outlet may submit a second entry in this category, but it may not be written by the same columnist. Submit a PDF of the print page(s) on which the story was published or the URL to the story on an online news site.

JUDGING CRITERIA
- Sharp attention-getting lead
- Expresses personal opinion; uses consistent style; demonstrates knowledge of sports
- Reflects thought/research, freshness, individuality; avoids cliches
- Effective use of facts/quotes or supportive material
- Informative, interesting, entertaining
- Upholds journalistic integrity

- Sentences, paragraphs of varied length; written clearly, concisely and vividly
- Proper diction/grammar

NW-21. Sports News Story

Sports news stories may include general sports news or sports events and are constructed in news style. Submit a PDF of the print page(s) on which the story was published or the URL to the story on an online news site.

JUDGING CRITERIA
- Lead features interesting, important angle
- Uses colorful, lively style
- Avoids cliches, editorializing
- Displays knowledge of sports; uses understandable terms
- Shows research/interviewing skills; emphasizes how & why
- Effective use of facts/quotes
- Proper diction/grammar; use of the third person
- Unity/coherence

NEWS PHOTOGRAPHY (PH)

Review each category description in this section for information on required file formats. Entries must have been published via a newspaper, newsmagazine, news website or news program social media account, unless otherwise noted. (A broadcast program that operates a new website or news social media account may enter these categories for work published on those platforms, as long as that work meets category requirements.)

PH-01. Sports Action Photo

Any non-portrait, game photo directly related to sporting events should be entered in this category. Photo may be in color even if published image was in black and white. Photos will be judged on both the quality of the photo and how it was used in the publication. Entries must have been published via a newspaper, newsmagazine, news website or news program social media account. **Submit the photo as a JPG,** *plus* **include a PDF of the print page on which the photo was published or the URL to the photo as published online.** The published version of the photo should show the caption.

JUDGING CRITERIA
- Effective cropping to center of interest
- Clear, sharp details
- Good, sharp contrast with varied levels of grays, black, and white or colors
- Attracts, holds reader's attention
- Avoids distracting back/foreground
- All elements in photo combine with caption to tell story

- Action, rather than posed photo
- Captures dramatic moment

PH-02. Sports Feature Photo

Any non-game-action photo directly related to sporting events should be entered in this category. This would include reaction shots, crowd shots or other shots that capture the emotion and/or human interest angle associated with a sporting contest. (Portraits of sports-related subjects should be entered in the Environmental Portrait category.) Photo may be in color even if published image was in black and white. Photos will be judged on both the quality of the photo and how it was used in the publication. Entries must have been published via a newspaper, newsmagazine, news website or news program social media account. **Submit the photo as a JPG,** *plus* **include a PDF of the print page on which the photo was published or the URL to the photo as published online.** The published version of the photo should show the caption.

JUDGING CRITERIA
- Effective cropping to center of interest
- Clear, sharp details
- Good, sharp contrast with varied levels of grays, black and white or colors
- Attracts, holds reader's attention
- Avoids distracting back/foreground
- All elements in photo combine with caption to tell story
- Action, rather than posed photo
- Visually tells another side of a sports story, rather than game action
- Is not posed

PH-03. News/Feature Photograph

Photos in this category should be non-portrait, non-sports photos based either on on-the-spot coverage of an event that had news value and timeliness, or on the drama and emotion characteristic of features. Photo may be in color. Photos will be judged on both the quality of the photo and how it was used in the publication. Entries must have been published via a newspaper, newsmagazine, news website or news program social media account. **Submit the photo as a JPG,** *plus* **include a PDF of the print on which the photo was published or the URL to the photo as published online.** The published version of the photo should show the caption.

JUDGING CRITERIA
- Effective cropping to center of interest
- Clear, sharp details
- Good, sharp contrast with varied levels of grays, black, and white or colors
- Attracts, holds reader's attention
- Avoids distracting back/foreground

- All elements in photo combine with caption to tell story
- Action, rather than posed photo
- Underscores news/feature importance

PH-04. Environmental Portrait

Photos in this category must show the personality and/or character of the people photographed. The photo should be posed, but show the subject in an environment that illuminates the character of the subject and gives insight into the subject's personality. No more than two people should be featured in the picture. Sports portraits should be entered in this category. Photo may be in color even if published image was in black and white. Photos will be judged on both the quality of the photo and how it was used in the publication. Entries must have appeared in a newspaper, magazine or news website. **Submit the photo as a JPG,** *plus* **include a PDF of the print page on which the photo was published or the URL to the photo as published online.** The published version of the photo should show the caption.

JUDGING CRITERIA
- Effective cropping to center of interest
- Clear, sharp details
- Good, sharp contrast with varied levels of grays, black and white or colors
- Attracts, holds reader's attention
- Avoids distracting back/foreground
- Setting and props used for portrait gives insight into the subject(s)
- Emphasizes personality of subject(s) (no more than two in photo)
- While photo may be posed, subject(s) have a natural appearance

PH-05. Photo Story

A photo story is a coherent group of interrelated photographs that report on a person, place, event, issue, concept, etc. It requires thoughtful curation of images to tell a cohesive story, going beyond a simple album or gallery. Each entry should include at least five different shots. It must include a headline and captions and may include copy. Judging will be on the quality of the photography and overall impact of the storytelling. Individual photographs submitted as part of a photo story may be submitted into other photography categories. Entries must have been published via a newspaper, newsmagazine, news website or news program social media account. **Submit a PDF of the print newspaper or magazine page(s) on which the photo story was published or a URL as published online.**

JUDGING CRITERIA
- Story includes least five photos on related theme; pictures work together to tell the story

- Shots are varied and demonstrate appropriate use of wide, medium and closeup shots, portraits, action shots, detail shots, etc., to tell the story.
- Photos are arranged in a logical order, with attention given to a shot to set the scene and a closing shot to end the story.
- Effective cropping to center of interest
- Clear, sharp details
- Good, sharp contrast with varied levels of grays, black and white or colors
- Attracts, holds reader's attention
- Avoids distracting back/foreground
- Headline and captions are evident

NEWS DESIGN, INFORMATION GRAPHICS & ART (ND)

Review each category description in this section for information on required file formats. Entries must have appeared in a newspaper, magazine or news website, unless otherwise noted. Some categories may be limited to entries published only in print or only online. Read category description carefully.

MIPA generally recommends work designed in a print-style be experienced by the reader on paper. Work intended to be viewed on screens should be prepared using best practices for digital design, which differ from standards for print. However, we recognize a PDF or e-edition may be a useful tool to supplement print at school media programs.

Print-style PDF or e-edition pages may be submitted into News Design categories.

ND-01. Information Graphic

A static or interactive chart, graph or diagram used to supplement a news article or in place of written news content, but which gives the reader information in a visual form. Graphics may be created by hand, computer application, web-based platform or custom code. Content may cover any newsworthy topic, including sports, entertainment, public affairs, etc. Submit a PDF of the print newspaper or magazine page(s) on which the information graphic was published or the URL to the information graphic on a news website. **Provide information in the Additional Information field on the software or platform used to create the information graphic.**

JUDGING CRITERIA
- Clearly enhances the story
- Displays evidence of proper research
- Clearly indicates source of information; survey data includes sample size

- Visuals help clarify, simplify or visualize information
- Visually attractive
- Avoids excessive lines and/or illustrations that might confuse the reader but shows effective detail
- Entertaining and/or informative
- Clear lines and even strokes as opposed to retraced or broken lines
- Takes advantage of art or computer technology
- Uses color, screens, typography and placement effectively
- **Judges should consider overall content and reporting, but may give extra weight to graphics that were not made with a template**

ND-02. Advertising Layout

A single advertisement for which students have created the artwork or photography, written heads and copy, and done the layout. Professionally created logos may be used. Ads should be attractive, informative and give all essential information. This entry is a single advertisement, not a page of advertisements. Entries must have appeared in a newspaper, magazine or news website. Submit a PDF or JPG of the advertisement.

JUDGING CRITERIA
- Copy provides desired information
- Copy appropriate; concise, specific, and fast moving
- Copy attempts to motivate the reader
- Illustrations/photos clear
- Parts of the ad assembled to give interesting appearance (balance)
- Gaze motion or eye movement arranged properly
- Distinctive: simplicity, action, emphasis, color, photography
- Standing details attractively arranged (trademark, name, address)

ND-03. Front Page/Newsmagazine Style

What does "Newspaper Style" And "Newsmagazine Style" mean for front page design? Learn more and see examples. Any front page of a print periodical can be entered into this category — regardless of page size. The entry should share more visual similarities with a traditional magazine cover than a traditional newspaper front page.

Front page of a print periodical that contains the nameplate and a dominant visual that takes up most of the page. Page includes references to inside stories, but has little or no body text/story copy on the page. Page may be any size. Page generates reader interest and uses effective photos and/or artwork. Page will be evaluated for overall use of space. A print-style PDF or e-edition page may be submitted into this category. Submit a PDF of the page.

JUDGING CRITERIA
- Attractive nameplate, harmonizes with design, includes date, issue, volume, school, city, and state
- Cover should be considered work of art; dominant visual (photo, illustration, type or other graphic element) is compelling in size with a possible teaser headline depicting the mood of the story
- Demonstrates strong news judgement, showcasing content important to the publication audience
- Strongly relates to the inside contents
- Maintains visual interest
- Consistent use of typefaces, color and graphic elements
- Photos effectively cropped, of varied size, shape, emphasizing action
- Cover can refer readers to inside pages

ND-04. Front Page/Newspaper Style

What does "Newspaper Style" And "Newsmagazine Style" mean for front page design? Learn more and see examples. Any front page of a print periodical can be entered into this category — regardless of page size. It should share more visual similarities with a traditional newspaper front page than a traditional magazine cover.

Front page of a print periodical that contains the nameplate as well as body text/copy of stories appearing on the page. Page may be of any size. Page will be evaluated for content and design and for overall use of space. A print-style PDF or e-edition page may be submitted into this category. Submit a PDF of the page.

JUDGING CRITERIA
- Attractive nameplate, harmonizes with design, includes date, issue, volume, school, city, and state
- Page generates reader intereste
- Features a dominant visual element (photo, illustration, type or other graphic design) accompanying story text; page may include multiple stories and visuals.
- Demonstrates strong news judgement, showcasing content important to the publication audience
- Sound, journalistic style of writing
- Maintains visual interest in lower half of page
- Consistent use of typefaces, color and graphic elements
- Photos effectively cropped, of varied size, shape, emphasizing action
- Hierarchy of headlines and visuals leads the reader through the page
- Demonstrates effective graphic style, with graphic devices contributing to impact of page
- Clear relationships demonstrated between story and related pictures/art
- Cutlines stand out from body copy; effective lead-ins used for longer cutlines

ND-05. Story Package
Packages appearing in print will be evaluated for overall design and how well multiple content elements work together to tell a story. Content should be based on one significant topic built around a dominant story packaged with or without a secondary story; dominant art and possibly secondary art; and may include other quick reads. The package may start on the front page, jumping inside, or it may start/finish on inside pages. This does not need to be a true spread or full-page design. *Individual elements included as part of a story package can be entered in other categories.* Entries from print-style PDF or e-edition pages may be submitted into this category. Note: Story packages appearing on a news website may be submitted in DM-11. Multimedia Story Package. A story presented entirely as an alternative story form should be

submitted in NW-18: Alternative Story Form. Submit a PDF of the newspaper or magazine page(s).

JUDGING CRITERIA
- Package generates reader interest; showcases strongest content
- Story package elements — including stories, photos, supplementary copy, headlines, caption, graphics, etc. — work together to tell a single story
- Visual elements tie package together to create cohesiveness, even if package extends to another non-consecutive page or does not fill an entire page.
- Graphic devices, if used, contribute to overall impact of package
- Design reflects effective graphic style, personality of publication
- Consistent use of headline styles/typography
- Content covers appropriate, timely issues/topics
- Package elements display sound journalistic principles
- Headlines get smaller in relation to importance of elements in package

ND-06. Editorial Opinion Page or Spread

Pages appearing in print will be evaluated for content and design. At least one editorial must appear on the page(s) entered. Other items may include columns, bylined opinion, polls, surveys, reviews, letters and cartoons. The masthead is normally on an opinion page. No advertising would appear on the editorial page, but may be used on the ed-op page. **Entry may be a single page or a two-page spread, in which two adjacent pages have been designed as a single unit to showcase a single article or a package of related articles.** Print-style PDF or e-edition pages may be submitted into this category. Submit a PDF of the newspaper or magazine page(s).

JUDGING CRITERIA
- If editorial page, includes masthead with statement of responsibility for publication
- Graphic devices, if used, contribute to overall impact of page
- Cartoon, illustrations are attractive, understandable, using shadings/screenings
- Design reflects effective graphic style, personality of publication
- Ads not included on editorial page
- Strong visual center of interest
- Consistent use of headline styles/type faces
- Editorial should be unsigned but clearly identifiable through standing heads and page I.D., column width and/or type size
- Content covers appropriate, timely issues/topics
- Stories written in sound, journalistic style

- Opinions supported by facts, research and examples

ND-07. Feature Page or Spread

Pages appearing in print will be evaluated for content and design. Content may be based on one significant story, a package of related stories, or diverse feature stories. Advertising may or may not be incorporated into the page design. **Entry may be a single page or a two-page spread, in which two adjacent pages have been designed as a single unit to showcase a single article or a package of related articles.** Print-style PDF or e-edition pages may be submitted into this category. Submit a PDF of the newspaper or magazine page(s).

JUDGING CRITERIA
- Page generates reader interest; showcases strongest content
- Strong visual center of interest; page maintains visual interest throughout
- Consistent use of headline styles/typefaces; special types restricted to unique packaging of a single element
- Photos effectively cropped, of varied size, shape, emphasizing action
- Demonstrates effective graphic style with graphic devices contributing to impact of page
- Clear relationships demonstrated between story and related pictures, art
- Cutlines stand out from body copy; effective lead-ins used for longer cutlines
- Content reflects student interests
- Stories written according to sound journalistic style

ND-08. Sports Page or Spread

Pages appearing in print will be evaluated for content and design. Content is restricted to sports. Advertising may or may not be included on these pages. **Entry may be a single page or a two-page spread, in which two adjacent pages have been designed as a single unit to showcase a single article or a package of related articles.** Print-style PDF or e-edition pages may be submitted into this category. Submit a PDF of the newspaper or magazine page(s).

JUDGING CRITERIA
- Avoids sports jargon, cliches
- Strong visual center of interest; visually attractive top and bottom
- Demonstrates knowledge of subject
- Consistent use of headline styles/type faces; head sizes indicate importance of story
- Cutlines stand out from body copy; effective lead-ins used for longer cutlines

- Graphic devices and ads, if used, contribute to impact of page, are attractively packaged, and encourage readership
- Clear relationship between story and related pictures/art; potential for each story to draw readers
- Photos effectively cropped, of varied size, shape, and emphasizing action
- Page design reflects personality, contributes to attractiveness of page

ND-9. News Page or Spread

Pages appearing in print will be evaluated for content and design. Content is restricted to news. Advertising may or may not be included on these pages. **Entry may be a single page or a two-page spread, in which two adjacent pages have been designed as a single unit to showcase a single article or a package of related articles.** Print-style PDF or e-edition pages may be submitted into this category. Submit a PDF of the newspaper or magazine page(s).

JUDGING CRITERIA
- Most important story is in top half of page
- Graphic devices, if used, contribute to overall impact of page
- Design reflects effective graphic style, personality of publication
- Strong visual center of interest
- Consistent use of headline styles/typefaces
- Strong visual center of interest
- Content covers appropriate, timely issues/topics
- Stories written in sound, journalistic style
- Headlines get smaller as they go down the page

ND-10. Entertainment Page or Spread

Pages appearing in print will be evaluated for content and design. Content is restricted to features and news dealing with entertainment (music, plays, movies, reviews). Advertising may or may not be included on these pages. **Entry may be a single page or a two-page spread, in which two adjacent pages have been designed as a single unit to showcase a single article or a package of related articles.** Print-style PDF or e-edition pages may be submitted into this category. Submit a PDF of the newspaper or magazine page(s).

JUDGING CRITERIA
- Page generates reader interest; showcases strongest content
- Strong visual center of interest; page maintains visual interest throughout
- Includes logos/labels to separate types of entertainment (books, videos, music, etc)
- Consistent use of headline styles/typefaces; special types restricted to unique packaging of a single element

- Photos effectively cropped, of varied size, shape, emphasizing action
- Demonstrates effective graphic style with graphic devices contributing to impact of page
- Clear relationships demonstrated between story and related pictures, art
- Cutlines stand out from body copy; effective lead-ins used for longer cutlines
- Content reflects student interests
- Stories written according to sound journalistic style

ND-11. Editorial Cartoon

An editorial cartoon appears in the editorial/opinion section; it makes a point and **delivers commentary or opinion**. Unlike a comic strip, an editorial cartoon often employs a single panel format and typically does not feature continuing characters. It may include captions/writing. Submit a PDF of the print page on which the cartoon was published or the URL to the cartoon on an online news site. This category includes only editorial cartoons. Illustrations that visually enhance an accompanying article, but may not provide commentary or opinion, should be entered into ND-13.

JUDGING CRITERIA
- Appears on editorial page
- Demonstrates a clear understanding of a single current issue, political topic or historical event
- Offers insightful commentary or criticism
- Effectively uses illustration, with or without text, to make a point
- Simple in design
- Shows high technical quality
- Timely
- Subject familiar to reader in his everyday life
- Displays artistic talent
- Message succinctly stated

ND-12. Comic Strip

Each installment of a comic strip counts as a separate entry. The purpose of the comic is to entertain. Comic strips often include multiple panels and characters that continue from one strip to the next. Submit a PDF of the print page on which the cartoon was published or the URL to the comic on an online news site.

JUDGING CRITERIA
- Entertaining
- Simple in design
- Shows high technical quality
- Centered on one topic
- Timely
- Subject familiar to reader in his everyday life
- Displays artistic talent

- Message succinctly stated

ND-13. Illustration

This category includes photo illustration, original artwork or original computer artwork used to establish a theme or mood with the intent to enhance any article published in a newspaper, magazine or news website. This category does not include editorial cartoons, which should be entered into ND-10. **Submit the illustration as a JPG, *plus* include a PDF of the newspaper or magazine page on which the illustration was published or the URL to the illustration on an online news site.**

JUDGING CRITERIA

- Clearly develops a theme or mood to enhance story
- Displays artistic talent within potential for expression using art, photography or computer
- Photos offer good, sharp contrast with varied levels of grays, black and white. Art shows knowledge of composition, line and shading
- Attracts, holds reader's attention
- Uses color, screens, typography and detail effectively
- Sizes and placement draw reader's attention to story without overwhelming content
- Shows thought and creativity

DIGITAL MEDIA & MULTIMEDIA (DM)

- Entries in the following categories should be published on a media program website or via social media, as directed. **All student media programs (including newspapers, newsmagazines, broadcast productions, yearbooks and online programs) are eligible to enter these categories,** unless otherwise noted.
- Judges will watch no more than the first five minutes of any audio or video material more than five minutes in length., unless otherwise noted.
- Use of music or other content that is not created by student staff members:
  - If any music is included in an entry, indicate the title(s) of track(s) used and source of the music. Provide this information either in a name-slate/title card in a video entry or in the Additional Information field on the entry form.
  - If you are making a "fair use" claim on copyrighted materials, please

cite your reasoning in the entry form.

DM-01. Breaking News Social Media Coverage

Coverage of a single breaking or developing news event using social media by any MIPA member program. Entry may include a series of social media posts from multiple platforms and should include a mix of media (text, photos, video, graphics, etc.). All social media posts should be produced within 36 hours of the originating news event. While coverage may include a link to a more detailed news report on your website, key elements of the story should be told directly on social media platforms. Sports news and event coverage should be submitted in DM-04. Sports News Social Media Coverage. Gather social media posts to be considered as part of this entry so they are available at a single URL by using an online curation tool, by embedding the social media content into a web page, or by capturing screenshots of posts and including them in a presentation slide deck. Judges should be able to see all social media posts at once without clicking on any extra links. Submit a URL to the entry.

JUDGING CRITERIA
CONTENT:

- Reports as much of the who, what, where, when, why and how as possible; topic relevant to interests and/or welfare of school or students
- Mixes quality writing with the use of other media (photos, video, information graphics, etc.) to maximize use of social media platforms
- Content is original for social media; avoids summarizing website stories or republishing other materials
- Displays sound journalistic principles; shows thorough reporting skills with facts/quotes from primary and reliable secondary sources
- Does not sacrifice accuracy for the sake of timeliness
- Emphasizes news elements, i.e. timeliness, nearness, impact, and prominence
- Avoids opinion unless properly attributed
- Writing is clear, concise and vivid
- Proper diction/grammar; uses third person
- Social media platforms are used to reach, inform and engage with the audience

MULTIMEDIA PRODUCTION QUALITY:

- Audio is clear; volume is consistent
- Music (if used) is appropriate for the subject matter, is not distracting and does not violate copyright
- Video is steady/not shaky

- Video exhibits best practices for B-roll: wide, medium, tight shots; limited use of pans/zooms
- Video footage is framed well; follows composition standards; is in focus with good lighting
- Text in any graphic elements is a good size, color to read
- Photo is effectively cropped to emphasize center of interest and enhance content
- Photo is technically strong:
    - in focus
    - proper contrast
    - not too grainy or muddy
- Photographer paid attention to rules of composition; Avoids distracting back/foreground

DM-02. News or Feature Social Media Coverage

Coverage of a single news or feature story using social media, not created on a breaking news deadline, by any MIPA member program. Entry may include a series of social media posts from multiple platforms and should include a mix of media (text, photos, video, graphics, etc.). Story may cover a news event, trend, human interest topic or other news/feature issue. While coverage may include a link to a more detailed report on your website, key elements of the story should be told directly on social media platforms. Profiles should be entered in DM-03. Personality Profile Social Media Coverage. Sports news/feature coverage should be submitted in DM-04. Sports News Social Media Coverage. Gather social media posts to be considered as part of this entry so they are available at a single URL by using an online curation tool, by embedding the social media content into a web page, or by capturing screenshots of posts and including them in a presentation slide deck. Judges should be able to see all social media posts at once without clicking on any extra links. Submit a URL to the entry.

JUDGING CRITERIA
CONTENT:
- Topic relevant to interests and/or welfare of school or students
- Mixes quality writing with the use of other media (photos, video, information graphics, etc.) to maximize use of social media platforms
- Content is original for social media; avoids summarizing website stories or republishing other materials
- Displays sound journalistic principles; shows thorough reporting skills with facts/quotes from primary and reliable secondary sources
- Avoids opinion unless properly attributed
- Writing is clear, concise and vivid
- Proper diction/grammar; uses third person

- Social media platforms are used to reach, inform and engage with the audience

MULTIMEDIA PRODUCTION QUALITY:
- Audio is clear; volume is consistent
- Music (if used) is appropriate for the subject matter, is not distracting and does not violate copyright
- Video is steady/not shaky
- Video exhibits best practices for B-roll: wide, medium, tight shots; limited use of pans/zooms
- Video footage is framed well; follows composition standards; is in focus with good lighting
- Text in any graphic elements is a good size, color to read
- Photo is effectively cropped to emphasize center of interest and enhance content
- Photo is technically strong:
    - in focus
    - proper contrast
    - not too grainy or muddy
- Photographer paid attention to rules of composition; Avoids distracting back/foreground

DM-03. Personality Profile Social Media Coverage

Coverage by any MIPA member program via social media that captures the life, interests, and/or accomplishments of a well-known or interesting person, based on interviews. Entry may include a series of social media posts from multiple platforms and should include a mix of media (text, photos, video, graphics, etc.). While coverage may include a link to a detailed report on your website, key elements of the story should be told directly on social media platforms. Submit personality profiles related to sports in this category. Gather social media posts to be considered as part of this entry so they are available at a single URL by using an online curation tool, by embedding the social media content into a web page, or by capturing screenshots of posts and including them in a presentation slide deck. Judges should be able to see all social media posts at once without clicking on any extra links. Submit a URL to the entry.

JUDGING CRITERIA
CONTENT:
- Clear, relevant, engaging angle that makes story worthy of coverage
- Mixes quality writing with the use of other media (photos, video, information graphics, etc.) to maximize use of social media platforms
- Content is original for social media; avoids summarizing website stories or republishing other materials

- Displays sound journalistic principles; shows thorough reporting skills with facts/quotes that enrich story and reflect effective interviewing
- Coverage goes beyond the superficial to give a total perspective and feel for the subject
- Avoids opinion unless properly attributed
- Writing is clear, concise and vivid
- Proper diction/grammar; uses third person
- Social media platforms are used to reach, inform and engage with the audience

MULTIMEDIA PRODUCTION QUALITY:
- Audio is clear; volume is consistent
- Music (if used) is appropriate for the subject matter, is not distracting and does not violate copyright
- Video is steady/not shaky
- Video exhibits best practices for B-roll: wide, medium, tight shots; limited use of pans/zooms
- Video footage is framed well; follows composition standards; is in focus with good lighting
- Text in any graphic elements is a good size, color to read
- Photo is effectively cropped to emphasize center of interest and enhance content
- Photo is technically strong:
    - in focus
    - proper contrast
    - not too grainy or muddy
- Photographer paid attention to rules of composition; Avoids distracting back/foreground

DM-04. Sports News Social Media Coverage

Coverage of a single general sports news, sports event or sports feature story using social media by any MIPA member program. Entry may include a series of social media posts from multiple platforms and should include a mix of media (text, photos, video, graphics, etc.). While coverage may include a link to a more detailed report on your website, key elements of the story should be told directly on social media platforms. Sports profiles should be entered in DM-03. Personality Profile Social Media Coverage. Gather social media posts to be considered as part of this entry so they are available at a single URL by using an online curation tool, by embedding the social media content into a web page, or by capturing screenshots of posts and including them in a presentation slide deck. Judges should be able to see all social media posts at once without clicking on any extra links. Submit a URL to the entry.

JUDGING CRITERIA
CONTENT:
- Topic relevant to interests and/or welfare of school or students
- Mixes quality writing with the use of other media (photos, video, information graphics, etc.) to maximize use of social media platforms
- Content is original for social media; avoids summarizing website stories or republishing other materials
- Displays sound journalistic principles; shows thorough reporting skills with facts/quotes from primary and reliable secondary sources
- Avoids opinion unless properly attributed
- Writing is clear, concise and vivid
- Proper diction/grammar; uses third person
- Social media platforms are used to reach, inform and engage with the audience

MULTIMEDIA PRODUCTION QUALITY:
- Audio is clear; volume is consistent
- Music (if used) is appropriate for the subject matter, is not distracting and does not violate copyright
- Video is steady/not shaky
- Video exhibits best practices for B-roll: wide, medium, tight shots; limited use of pans/zooms
- Video footage is framed well; follows composition standards; is in focus with good lighting
- Text in any graphic elements is a good size, color to read
- Photo is effectively cropped to emphasize center of interest and enhance content
- Photo is technically strong:
    - in focus
    - proper contrast
    - not too grainy or muddy
- Photographer paid attention to rules of composition; Avoids distracting back/foreground

DM-05. Social Media Video

A video produced by any MIPA member program exclusively for social media to report about a single topic, issue or event. This video should NOT be included in any other social media coverage entry. Video need not follow a traditional news story format, but should be journalistic in nature. Judges will only watch the first five minutes of any entry more than five minutes in length. Submit a shareable URL to the social media post.

JUDGING CRITERIA
- Audio is clear; volume is consistent
- Music (if used) is appropriate for the subject matter, is not distracting and does not violate copyright
- Video is steady/not shaky

- Video exhibits best practices for B-roll: wide, medium, tight shots; limited use of pans/zooms
- Video footage is framed well; follows composition standards; is in focus with good lighting
- Text in any graphic elements is a good size, color to read
- **Use of music or other content that is not created by student staff members:**
    - If any music is included in an entry, indicate the title(s) of track(s) used and source of the music. Provide this information either in a name-slate/title card in a video entry or in the Additional Information field on the entry form.
    - If you are making a "fair use" claim on copyrighted materials, please cite your reasoning in the entry form.

DM-06. Social Media Promotion

Use of social media platforms to promote or generate traffic to a news website, broadcast news program or print news publication; to promote the sale of the yearbook; or to promote a project affiliated with the student media program. Entry may include a series of social media posts from multiple platforms and should include a mix of media (text, photos, video, graphics, etc.). Gather social media posts to be considered as part of this entry so they are available at a single URL by using an online curation tool, by embedding the social media content into a web page, or by capturing screenshots of posts and including them in a presentation slide deck. Judges should be able to see all social media posts at once without clicking on any extra links. Submit a URL to the entry.

JUDGING CRITERIA
CONTENT:
- Promotional posts contain a clear key message and call to action to promote an element of the student media program
- Mixes quality writing with the use of other media (photos, video, information graphics, etc.) to maximize use of social media platforms
- Writing is clear, concise and vivid
- Social media platforms are used to reach, inform and engage with the audience

MULTIMEDIA PRODUCTION QUALITY:
- Audio is clear; volume is consistent
- Music (if used) is appropriate for the subject matter, is not distracting and does not violate copyright
- Video is steady/not shaky

- Video exhibits best practices for B-roll: wide, medium, tight shots; limited use of pans/zooms
- Video footage is framed well; follows composition standards; is in focus with good lighting
- Text in any graphic elements is a good size, color to read
- Photo is effectively cropped to emphasize center of interest and enhance content
- Photo is technically strong:
    - in focus
    - proper contrast
    - not too grainy or muddy
- Photographer paid attention to rules of composition; Avoids distracting back/foreground

DM-07. Audio News Feature Story

A report about a news event or issue (including sports), editorial or review presented via audio by any MIPA member program. Audio story may be paired with photography or other graphic elements in a slideshow, may be part of a multimedia story package or may stand on its own (such as a radio news story). Judges will only listen to the first five minutes of any entry more than five minutes in length. Submit a URL to the entry.

JUDGING CRITERIA
CONTENT:
- Topic relevant to interests and/or welfare of school or students
- It's clear what this story is about, and the story is told in an interesting way.
- Displays sound journalistic principles; shows thorough reporting skills with facts/quotes from primary and reliable secondary sources
- Interview subjects are appropriate for the story being told.
- Delivery and presentation professional and appropriate for the context
- Sentences are short and clear, following broadcast style

MULTIMEDIA PRODUCTION QUALITY:
- Audio is clear; volume is consistent
- Voices can clearly be heard. Background noise is at a minimum.
- The story is put together well and editing cuts flow nicely without creating a distraction
- Music (if used) is appropriate for the subject matter, is not distracting and does not violate copyright

DM-08. Audio Interview

Audio clip from an interview or segment from a podcast or radio news program. Entry may be an element of a multimedia story package, but should

NOT be part of an entry in DM-07. Audio News Feature or DM-09. Podcast Series. Judges will only listen to the first five minutes of any entry more than five minutes in length. Submit a URL to the entry.

JUDGING CRITERIA
CONTENT:
- Interview focuses on an important aspect of the person or a topic relevant to interests and/or welfare of school or students
- The journalist engages the subject and demonstrates strong listening skills
- Reporter practices good interviewing skills by asking open-ended questions that result in detailed, thorough responses
- Reporter does not interrupt interview subject with verbal cues ("uh-huh," "OK," etc.)

MULTIMEDIA PRODUCTION QUALITY:
- Audio is clear; volume is consistent
- Voices can clearly be heard. Background noise is at a minimum.
- Music (if used) is appropriate for the subject matter, is not distracting and does not violate copyright

DM-09. Podcast
Submit one episode of a podcast series or a standalone podcast. Podcast should be journalistic in nature and may include interviews, commentary, roundtable discussions, non-fiction storytelling, etc. Judges will only listen to 10 minutes of any podcast. (If your entry is longer than 10 minutes, you may indicate in the Additional Information field which 10-minute segment should be judged. Otherwise, judges will listen from the beginning of the entry.) Submit a URL to the entry.

JUDGING CRITERIA
CONTENT:
- Topic relevant to interests and/or welfare of school or students
- There a clear message or purpose for the podcast/episode
- Delivery and presentation is professional and appropriate for the context
- Displays sound journalistic principles; shows thorough reporting skills with facts/quotes from primary and reliable secondary sources

MULTIMEDIA PRODUCTION QUALITY:
- Audio is clear; volume is consistent
- Voices can clearly be heard. Background noise is at a minimum.
- Music (if used) is appropriate for the subject matter, is not distracting and does not violate copyright
- Podcast is put together well and editing cuts flow nicely without creating a distraction

- Intro/outro identifies the podcast series, episode topic, etc.

DM-10. Video Interview
Video clip from an interview or segment from a video podcast or other online program. Entries must be published only online or via social media. Entries broadcast via a school newscast are ineligible unless also published independently of the full newscast via social media.. Entry may be an element of a multimedia story package. Judges will only watch the first five minutes of any entry. Submit a URL to the entry.

JUDGING CRITERIA
CONTENT:
- Interview focuses on an important aspect of the person or a topic relevant to interests and/or welfare of school or students
- The journalist engages the subject and demonstrates strong listening skills
- Reporter practices good interviewing skills by asking open-ended questions that result in detailed, thorough responses
- Reporter does not interrupt interview subject with verbal cues ("uh-huh," "OK," etc.)

MULTIMEDIA PRODUCTION QUALITY:
- Audio is clear; volume is consistent
- Voices can clearly be heard. Background noise is at a minimum.
- Music (if used) is appropriate for the subject matter, is not distracting and does not violate copyright
- Video is steady/not shaky
- Video footage is framed well; follows composition standards; is in focus with good lighting
- Editing cuts flow nicely without creating a distraction (including jump cuts)

DM-11. Multimedia Story Package
A single online story package about a shared topic told using text and at least two of the following categories of other elements: photos, audio, video, information graphics or animations. Packages will be evaluated for how well multiple content elements work together to tell the story. This story should appear on the submitting media program's website. *Individual elements included as part of a multimedia story package can be entered in other categories.* Submit a URL to the entry.

JUDGING CRITERIA
CONTENT:
- Package captures the audience's attention
- Package elements work together to tell a single story

- Content covers appropriate, timely issues/topics; topic is relevant to interests and/or welfare of school or students
- Elements do not unnecessary repeat information; each adds important details and strong storytelling content
- Package elements display sound journalistic principles
- Writing is clear, concise and free of errors
- Avoids opinion unless properly attributed
- Effective use of facts/quotes from primary and secondary sources

MULTIMEDIA PRODUCTION QUALITY:
- Audio is clear; volume is consistent
- Music (if used) is appropriate for the subject matter
- Video is steady/not shaky
- Video exhibits best practices for B-roll: wide, medium, tight shots; limited use of pans/zooms
- Video footage is framed well; follows composition standards; is in focus with good lighting
- Text in any graphic elements is a good size, color to read
- Photo is effectively cropped to emphasize center of interest and enhance content
- Photo is technically strong:
  - in focus
  - proper contrast
  - not too grainy or muddy
- Photographer paid attention to rules of composition; Avoids distracting back/foreground

VIDEO JOURNALISM (VJ)

Broadcast programs also are invited to submit entries to Digital Media categories, which include social media content.

Entries in video journalism categories may have been broadcast via TV or the Web. Entries should be hosted on your student media website or a video hosting service such as YouTube, Vimeo, etc. Maximum entry length is five minutes, unless otherwise noted. Time requirements do not include name slates, countdowns, etc.

JUDGING CRITERIA FOR VIDEO JOURNALISM
Please use [MIPA's Video Best Practices Guidelines](#), in addition to the following, to help judge contest entries in this section:

JOURNALISTIC CONTENT
- Does the content match the requirements of the category? Is the topic relevant for the target audience, including students and the school community? Is it clear what this story is about? Is the story told in an interesting way?
- Does the story display sound journalistic principles? Does it showcase thorough reporting skills with facts/quotes from multiple primary and reliable secondary sources? Are interview subjects appropriate for the story being told?
- Is the reporter's delivery and presentation professional and appropriate for the context?

WRITING
- Is the writing clear, concise and conversational? Does the reporter use active voice and present tense? Does the script complement the visuals?

AUDIO
- Is it clear? Is there any audio distortion? Was the appropriate mic used? Is the mic properly placed? Is there a "popping" sound from the reporter? Does the audio fit the action/pace of the video? Is the volume consistent?

VIDEO
- Is there obvious use of a tripod or is the video shaky? If no tripod was used, was it appropriate to shoot handheld? Is the color consistent? Have the shots been white-balanced? Are there different angles for a variety of shots? Are the shots framed well without cutting out important information? Do the shots have good lighting? Do shots "cross the line/axis"?

EDITING
- Is there an overuse of transitions? Does the piece have a good pace & flow? Are there any errors in continuity and/or screen direction? Are there any lagging lulls and/or jump cuts? Are any of your shots/scenes unnecessary?

GRAPHICS/CG (if any)
- Is the text a good size, good color, and within the safe title area? Does the text appear long enough for the audience to read? Does the graphic(s) have any spelling/grammar errors? Are graphics/chromakeys clean?

AUTOMATIC DISQUALIFICATIONS:
- If the video does not meet the specific time requirement (such as the 30/60s rule for PSAs & Commercials) (not including any black/slates before or after the video itself).
- If the video does not meet the category description.

- If the video includes copyrighted music or graphics.

Use of music or other content that is not created by student staff members:
- If any music is included in an entry, indicate the title(s) of track(s) used and source of the music. Provide this information either in a name-slate/title card in a video entry or in the space provided on the entry form.
- If you are making a "fair use" claim on copyrighted materials, please cite your reasoning in the entry form.

VJ-01. School-Related News Story/Package

News stories reporting on a single school event, occurrence or issue (not related to sports) that have news value and timeliness to the program's audience. They focus on the 5 Ws and factual information and give a balanced, unbiased overview. These stories may include interviews, voice-overs, dramatizations, graphics, b-roll and stand-ups. Lower thirds are important for identification.School-related sports news must be submitted in Sports News Story. Submit a URL to the entry.

VJ-02. Community News Story/Package

News stories reporting on a single local event, occurrence or issue, outside the scope of the school, that have news value and timeliness to the program's audience. They focus on the 5 Ws and factual information and give a balanced, unbiased overview. These stories may include interviews, voice-overs, dramatizations, graphics, b-roll and stand-ups. Lower thirds are important for identification. Sports-related news must be submitted in Sports News Story. Submit a URL to the entry.

VJ-03. Localized News Story/Package

News stories that localize state, national or world/international topics and explore how they impact people in the local community or school. Entries should concern subjects of a substantive and contemporary nature and go beyond the surface facts. The elements of "why" and "how" should be examined through research, but the reporter's opinions should not be expressed. May include interviews, sound bites, voice-overs, dramatizations, graphics, b-roll and stand-ups. Lower thirds are important for identification. Submit a URL to the entry.

VJ-04. Informative Feature

This is a single story that informs or instructs. It should go beyond surface-level facts; information should be obtained from research and interviews. It should capture the audience's attention and arouse curiosity. The topic should be relevant to interests and/or welfare of school or students. These stories may include interviews, sound bites, voice-overs, dramatizations, graphics, b-roll and stand-ups. Lower thirds are important for identification. Sports-related feature stories must be submitted into the Sports Feature Story category. Submit a URL to the entry.

VJ-05. Personality Profile Feature

These stories should capture the life, interests, experiences or accomplishments of a specific person. They should not be simply a biography, but have a focus on an important aspect of the person. Profiles of a single student-athlete may be submitted in this category. These stories may include interviews, sound bites, voice-overs, dramatizations, graphics, b-roll and stand-ups. Lower thirds are important for identification. Submit a URL to the entry.

VJ-06. Human Interest Feature

These stories are similar to a personality profile, but they're focused on groups, issues, events or experiences rather than an individual person. They may appeal to the emotions of the viewer with inspiration, motivation, pathos or humor. They may emphasize a new element or fresh angle. The stories should capture the viewer's attention and arouse curiosity. These stories may include interviews, sound bites, voice-overs, dramatizations, graphics, b-roll and stand-ups. Lower thirds are important for identification. Sports-related feature stories must be submitted into the Sports Feature Story category. Submit a URL to the entry.

VJ-07. Sports News Story/Package

Similar to the News Story/Package categories, but with a strong athletics component. For example, coverage of game(s) or a season summary, or coverage of important news in sports. Good interviews and sound bites are encouraged. The reporter should give the who, what, when, where, why and how. Lower thirds are important for identification. Submit a URL to the entry.

VJ-08. Sports Feature Story/Package

This is a single story that should inform or instruct about an athletics-related topic. For example, showing what it's like to be a swimmer. Entries should go beyond the surface facts. They might include detailed background information. They may appeal to the emotions of the viewer with inspiration, motivation, pathos or humor. The angle is less immediate than hard news. Stories may be longer-form, and they may be less formally structured than a sports news package. Note: A story focusing on a single student-athlete should be submitted into VJ-04. Personality Profile Feature. Good interviews and sound bites are a must-have. Lower thirds are important for identification. Submit a URL to the entry.

VJ-09. Environmental, Health or Science

This story will focus on an environmental, health or science topic. It can be a straight news story or an investigative piece. Stories should report and not interpret. They focus on the 5 Ws and factual information. Give a balanced overview if the topic is controversial. These stories may include interviews, sound bites, voiceovers, dramatizations, graphics, b-roll and stand-ups. Lower thirds are important for identification. Submit a URL to the entry.

VJ-10. Diversity Coverage

This story tells about the lifestyles, challenges and potential of those from a diverse background. It will cover not just the plight of the subjects, but may also look at how subjects deal with their diverse backgrounds and how diverse backgrounds are dealt with by others. The term "diverse" is not limited to ethnicity and may focus on a wide range of subjects, depending on the reporter's story angle. The topic should be relevant to the school/students. These stories may include interviews, sound bites, voiceovers, dramatizations, graphics, b-roll and stand-ups. Lower thirds are important for identification. Submit a URL to the entry.

VJ-11. Post-Production Newscast

Limit 1 entry. Submit one broadcast typical of your newscast, which is enhanced through post-production techniques such as editing, color correction, sound design or visual effects after the initial recording of the newscast. Newscast should be entered "as aired," except for the removal of breaks to create this entry submission. Program may include traditional news, sports and/or features content. Program may be produced and filmed from the school studio, via a remote production or in the field (or any combination thereof). Judges may only view 10 minutes of any broadcast. (If your entry is longer than 10 minutes, you may indicate in the Additional Information field which 10-minute segment should be judged. Otherwise, judges will view from the beginning of the entry.) Students will be judged on the technical standards detailed in MIPA's Video Best Practices and overall news content. **LIMIT ONE ENTRY PER MEMBER PROGRAM.** Submit a URL to the entry.

VJ-12. Live Newscast

Limit 1 entry. Submit one broadcast typical of your newscast, produced and distributed live or recorded live for later distribution. Post-production work and post edits of the newscast are not permitted except for the removal of breaks to create this entry submission. Newscast may include pre-recorded story packages, but anchors and production team should be operating live. Program may include traditional news, sports and/or features content. Program may be produced from the school studio, via a remote production or in the field (or any

combination thereof). Judges may only view 10 minutes of any broadcast. (If your entry is longer than 10 minutes, you may indicate in the Additional Information field which 10-minute segment should be judged. Otherwise, judges will view from the beginning of the entry.) Students will be judged on the technical standards detailed in MIPA's Video Best Practices and overall news content. **LIMIT ONE ENTRY PER MEMBER PROGRAM.** Submit a URL to the entry.

VIDEO PRODUCTION (VP)

Broadcast programs also are invited to submit entries to Digital Media categories, which include social media content.

Entries in video production categories may have been broadcast via TV or the Web. Entries should be hosted on your student media website or a video hosting service such as YouTube, Vimeo, etc. Maximum entry length is five minutes, unless otherwise noted. Time requirements do not include name slates, countdowns, etc.

JUDGING CRITERIA FOR VIDEO PRODUCTION

Please use [MIPA's Video Best Practices Guidelines](), in addition to the following, to help judge contest entries in this section:

CONTENT
- Does the content match the requirements of the category?

AUDIO
- Is it clear? Is there any audio distortion? Was the appropriate mic used? Is the mic properly placed? Is there a "popping" sound from the reporter? Does the audio fit the action/pace of the video? Is the volume consistent?

VIDEO
- Is there obvious use of a tripod or is the video shaky? If no tripod was used, was it appropriate to shoot handheld? Is the color consistent? Have the shots been white-balanced? Are there different angles for a variety of shots? Are the shots framed well without cutting out important information? Do the shots have good lighting? Do shots "cross the line/axis"?

EDITING
- Is there an overuse of transitions? Does the piece have a good pace & flow? Are there any errors in continuity and/or screen direction? Are there any lagging lulls and/or

jump cuts? Are any of your shots/scenes unnecessary?

GRAPHICS/CG (if any)
- Is the text a good size, good color, and within the safe title area? Does the text appear long enough for the audience to read? Does the graphic(s) have any spelling/grammar errors? Are graphics/chromakeys clean?

AUTOMATIC DISQUALIFICATIONS:
- If the video does not meet the specific time requirement (such as the 30/60s rule for PSAs & Commercials) (not including any black/slates before or after the video itself).
- If the video does not meet the category description.
- If the video includes copyrighted music or graphics

Use of music or other content that is not created by student staff members:
- If any music is included in an entry, indicate the title(s) of track(s) used and source of the music. Provide this information either in a name-slate/title card in a video entry or in the space provided on the entry form.
- If you are making a "fair use" claim on copyrighted materials, please cite your reasoning in the entry form.

VP-01. Commercial
Commercials should be exactly 30 seconds or 60 seconds, as required by television. Commercials should advertise products, businesses or events that are appropriate to students or their community. Commercials may also promote school clubs, events and money-making projects. (Don't forget MIPA's copyright policy applies to graphics in this category!)

VP-02. Public Service Announcement
Should be exactly 30 seconds or 60 seconds, as required by television. PSAs should give information about an upcoming event or shed light on an issue or situation which affects teens, the school or the community. It may not sell a product or service. It may not promote a fundraiser unless it is truly to promote a charity. The treatment of the topic must be appropriate for a school or community audience. **Health-related messages must be entered in the Health-Related Public Service Announcement category.** Submit a URL to the entry.

VP-03. Health-Related Public Service Announcement
Should be exactly 30 seconds or 60 seconds, as would be required by television. Entries in this specific category should focus on messages about health. Anti-drinking messages are included in this

category. Do not show brand labels/names, and don't actually show anything being ingested. Scenes involving drinking games (e.g. beer pong) are not permitted. The treatment of the topic must be appropriate for a school or community audience. Submit a URL to the entry.

VP-04. Non-Animated Opener
A video sequence that is used to introduce a program or program segment. It should not include animations or motion graphics. **Time limit: 60-second maximum.** Submit a URL to the entry.

VP-05. Animated Opener
A video sequence that is used to introduce a program or program segment. It should primarily consist of **student-created** animation and/or original motion graphics. Do not submit entries that use an existing template within your software. **Time limit: 60-second maximum.** Submit a URL to the entry.

VP-06. Live Sports or Event Coverage
This category evaluates a production of a live event, which includes live sports play-by-play. It focuses on the overall production quality and techniques. The coverage must be live or live-to-tape. The segment you choose should be the best continuous 5 minutes from a broadcast. It does NOT have to begin with the start of the game/event. Submit a URL to the entry.

VP-07. Short Film—Fiction
This should be a creative project that tells a narrative or story. The film may be from an original script or treatment, or may be an adaptation from another literary genre, such as a poem or short story. If the film is adapted or derived from a copyrighted work, then a written release or permission to use is required. The entry should be no more than five minutes in length. You may enter a 5-minute segment of a longer production. Submit a URL to the entry.

VP-08. Short Film—Documentary
This should be a non-fiction production, such as a travelogue, a factual historical project, or a non-fiction production on a community or social issue. The entry should be no more than five minutes in length. You may enter a 5-minute segment of a longer production. Submit a URL to the entry.

VP-09. Music Video
Music videos must use original music or licensed music. You must submit a copy of the music release or a copy of the license with the entry. Music and visual content must be appropriate for a school or general community audience. Submit a URL to the entry.

VP-10. Humor

Entries in this category may be no longer than 5 minutes. Content must be appropriate for school or community audiences. Humor may be directed at human nature, political or entertainment figures, or situations. Satire is acceptable. The entry may not contain ridicule directed at an individual, private citizen or a particular group or segment of society. Entries in this category may be submitted in one other video production category. Submit a URL to the entry.

VP-11. School Promo

This is a promotional video highlighting a school. Think of it as a commercial (rather than a news/feature story) for a school, although the commercial time restraints do not apply. Promos of your school's video news program must be submitted in the Commercial category. Sports-related promotional videos should be submitted in Sports Promo or Hype Video. Submit a URL to the entry.

VP-12. Sports Promo or Hype Video

This is a promotional video highlighting a school sports program, event, team, coach or student-athlete. Think of this as a commercial, although the commercial time restraints do not apply. The entry should NOT be sports news/feature coverage or game highlights coverage consistent with what would appear on a newscast. Submit a URL to the entry.

VIDEO TALENT/AIRCHECKS (VT)

Entries in video talent/airchecks categories may have been broadcast via TV or the Web. Entries should be hosted on your student media website or a video hosting service such as YouTube, Vimeo, etc. Maximum entry length is five minutes, unless otherwise noted. Time requirements do not include name slates, countdowns, etc.

JUDGING CRITERIA FOR VIDEO TALENT/AIRCHECKS

Please use MIPA's Video Best Practices Guidelines, in addition to the following, to help judge contest entries in this section:

Judges should assume the clips you include are student's BEST.

- **WRITING:** Is the writing clear, concise and conversational? Does the reporter use active voice and present tense? Does the script complement the visuals?

- **RATE OF SPEECH:** Do you talk too fast/slow?
- **COMMUNICATION OF IDEAS:** Do we understand what you're talking about?
- **COMMUNICATION OF EMOTION**: Do you use voice fluctuation? Do you have emotion in your voice? Are you monotone?
- **MIC WEAKNESS:** Is your microphone too close or too far? Do we hear the sound of your paper script?
- **SINCERITY:** Do you come across as being genuine?
- **NATURALNESS:** Do we enjoy listening to you? Does it sound like you know what you're doing?
- **CREDIBILITY:** Does it sound like YOU know what you're talking about? Do you give credit to any sources that might be applicable?
- **PROFESSIONAL ATTIRE:** Are you dressed appropriately? Tuxedos and prom dresses aren't necessary, but t-shirts and jeans aren't appropriate either.
- **OVERALL IMPRESSION**

AUTOMATIC DISQUALIFICATIONS:
- If the video does not meet the specific time requirement (such as the 30/60s rule for PSAs & Commercials) (not including any black/slates before or after the video itself).
- If the video does not meet the category description.
- If the video includes copyrighted music or graphics.

USE OF MUSIC OR OTHER CONTENT THAT IS NOT CREATED BY STUDENT STAFF MEMBERS:
- If any music is included in an entry, indicate the title(s) of track(s) used and source of the music. Provide this information either in a name-slate/title card in a video entry or in the space provided on the entry form.
- If you are making a "fair use" claim on copyrighted materials, please cite your reasoning in the entry form.

VT-01. Anchor

This category is for compiled airchecks of the work of an individual person. Entries should include at least two examples of the anchor's best work, but can include several selections from different journalistic broadcast productions. The compilation may include general news, sports or features topics appropriate for a traditional newscast-style program. Materials from a talk show style program are not appropriate for this category. Attire and professionalism are factors in this category. Judges will assume that the airchecks included in the submission reflect the entrant's BEST work; think of this as a demo reel to become a lead anchor of a news program. ***Materials***

included as part of this entry can be entered in other categories. Submit a URL to the entry.

VT-02. Field Reporter
This category is for compiled airchecks of the work of a single field reporter. Entries should include at least two examples of the reporter's best work, but can include several selections from different newscasts and different stories. No studio work should be included; this is a compilation of "field" work only. The entry can include stand-ups, look-lives, field interviews and live spot reports, as well as other field reports. This category does not include live sports announcers, but it can include reporter work from sports news (e.g. game highlights and interviews). Attire and professionalism are factors in this category. Judges will assume that the airchecks included in the submission reflect the entrant's BEST work; think of this as a demo reel to become a field reporter at a news station. ***Materials included as part of this entry can be entered in other categories.*** Submit a URL to the entry.

VT-03. Live Sports Announcer
A compilation of a talent's best on-air work as play-by-play, color commentator or sideline reporter. The airchecks should be recorded at a live sports event in real time. The announcer does not have to always appear on-camera, and the entry may be limited to announcer speaking over video of game action. Attire is a factor in the judging. Judges will assume the airchecks represent only your best work; think of this as a demo reel to become a sports play-by-play or color commentator. ***Materials included as part of this entry can be entered in other categories.*** Submit a URL to the entry.

YEARBOOK VERBAL CATEGORIES

DO NOT ENTER NON-STAFF WRITING IN ANY VERBAL CATEGORY

Yearbooks also are invited to submit entries to Digital Media categories, which include social media content. Information on those categories is released in the fall.

Y-01. Feature Writing - Student Life
A single story about issues and activities representative of or affecting student life in the school or community. Feature coverage emphasizes human-interest angles (who, why and how) over traditional hard news elements (what, when). Student life topics might include homecoming, prom, current events, trends, work and other issues affecting the daily student experience. Coverage emphasizing sports, academics or organizations should be entered

into the respective category. Entry should not be a personality profile, which has its own category. **An individual story may not be submitted in more than one writing category.** Submit a PDF or image file of the page(s) showing the entry. **CLEARLY INDICATE WHICH STORY YOU WISH JUDGED in the Additional Information field if there are multiple stories on the page.**

JUDGING CRITERIA
- Clear, relevant, engaging human-interest angle
- Solid lead that draws reader into story
- The conclusion ties back to the central point of the story and leaves an impression on the reader by using a powerful quote, vivid anecdote or important point that acts as a "kicker."
- Meaningful student quotes that enrich story and reflect effective interviewing
- Evidence of adequate research
- Adheres to rules of good journalism including: short paragraphs, effective transitions and use of active voice, freedom from editorial comment, careful editing and proofreading to eliminate mechanical errors, correct use of grammar

Y-02. Feature Writing - Academics
A single story about an academic department, a subject, a class or an issue that emphasizes academics. Academics coverage commonly depicts students in a learning situation either in or out of class. Feature coverage emphasizes human-interest angles (who, why and how) over traditional hard news elements (what, when). Entry should not be a personality profile, which has its own category. **An individual story may not be submitted in more than one writing category.** Submit a PDF or image file of the page(s) showing the entry. **CLEARLY INDICATE WHICH STORY YOU WISH JUDGED in Additional Information field if there are multiple stories on the page.**

JUDGING CRITERIA
- Clear, relevant, engaging human-interest angle
- Solid lead that draws reader into story
- The conclusion ties back to the central point of the story and leaves an impression on the reader by using a powerful quote, vivid anecdote or important point that acts as a "kicker."
- Meaningful student quotes that enrich story and reflect effective interviewing
- Evidence of adequate research
- Story goes beyond simply reviewing what happens in classroom
- Adheres to rules of good journalism including: short paragraphs, effective transitions and use of active voice, freedom

from editorial comment, careful editing and proofreading to eliminate mechanical errors, correct use of grammar

Y-03. Feature Writing - Organizations

A single story that gives the reader a fresh view of the organization. This may include school clubs, performance-related school groups (band, drama and choir) and community, church and philanthropic groups relevant to students in the school. Feature coverage emphasizes human-interest angles (who, why and how) over traditional hard news elements (what, when). Entry should not be a personality profile, which has its own category. **An individual story may not be submitted in more than one writing category.** Submit a PDF or image file of the page(s) showing the entry. **CLEARLY INDICATE WHICH STORY YOU WISH JUDGED in Additional Information field if there are multiple stories on the page.**

JUDGING CRITERIA
- Clear, relevant, engaging human-interest angle
- Solid lead that draws reader into story
- The conclusion ties back to the central point of the story and leaves an impression on the reader by using a powerful quote, vivid anecdote or important point that acts as a "kicker."
- Meaningful student quotes that enrich story and reflect effective interviewing
- Evidence of adequate research
- Story does not center on purpose of group or simply review their activities
- Adheres to rules of good journalism including: short paragraphs, effective transitions and use of active voice, freedom from editorial comment, careful editing and proofreading to eliminate mechanical errors, correct use of grammar

Y-04. Feature Writing - Sports

A single story that goes beyond traditional news coverage of a game or season to spotlight an unusual aspect, a controversy, team life, a key athletic competition or any other human-interest angle (who, why and how) relevant to student athletics. Entry should not be a personality profile; a story focusing on a single student-athlete or coach should be submitted into Y-05. Personality Profile. **An individual story may not be submitted in more than one writing category.** Submit a PDF or image file of the page(s) showing the entry. **CLEARLY INDICATE WHICH STORY YOU WISH JUDGED in Additional Information field if there are multiple stories on the page.**

JUDGING CRITERIA
- Clear, relevant, engaging human-interest angle
- Solid lead that draws reader into story
- The conclusion ties back to the central point of the story and leaves an impression on the reader by using a powerful quote, vivid anecdote or important point that acts as a "kicker."
- Meaningful student quotes that enrich story and reflect effective interviewing
- Evidence of adequate research
- Story meaningfully adds to sports coverage; may include personality profile, informative, interpretive (why), and/or human-interest feature specifically related to sports.
- Adheres to rules of good journalism including: short paragraphs, effective transitions and use of active voice, freedom from editorial comment, careful editing and proofreading to eliminate mechanical errors, correct use of grammar

Y-05. Personality Profile

A single story that focuses on one teacher, coach, staff member, student or student-athlete that makes the character three dimensional. **An individual story may not be submitted in more than one writing category.** Submit a PDF or image file of the page(s) showing the entry. **CLEARLY INDICATE WHICH STORY YOU WISH JUDGED in Additional Information field if there are multiple stories on the page.**

JUDGING CRITERIA
- Clear, relevant, engaging angle that makes story worthy of inclusion
- Solid lead that draws reader into story
- The conclusion ties back to the central point of the story and leaves an impression on the reader by using a powerful quote, vivid anecdote or important point that acts as a "kicker."
- Meaningful student quotes that enrich story and reflect effective interviewing
- Evidence of adequate research
- Story goes beyond superficial coverage to give a total perspective and feel for the subject
- Adheres to rules of good journalism including: short paragraphs, effective transitions and use of active voice, freedom from editorial comment, careful editing and proofreading to eliminate mechanical errors, correct use of grammar

Y-06. Headline Writing

Note: 1 entry = a set of 3 headlines. Submit all three headlines in the set in the same entry form. If you submit more than 1 entry in this category, please be

sure to give each entry a unique Entry Title (i.e. Your Theme_Headline Collection 1).

For each entry, submit a set of three primary/secondary headline combinations. Submit entire spreads. CLEARLY INDICATE ON THE ENTRY FORM WHICH HEADLINES YOU WISH JUDGED in the Additional Information field. Do not submit label headlines or one-word headlines with no secondary headline. Submit PDF or image files of the page(s). **FOR SPREADS (a spread is two facing pages), if possible** save your entry as a spread, creating a single horizontal page out of two vertical pages. **Otherwise, the judges may not see both pages of your spread together and will not get the full impact of your design**.

JUDGING CRITERIA
- Clever/imaginative, engages the reader
- Draws reader into copy
- Contents of headline establishes visual/verbal connection between photos and copy
- The primary and secondary headlines work together to clarify the content of the spread
- Primary headline is short and grabs the reader's attention
- Secondary headline is sentence-like and summarizes the story
- Adheres to rules of good journalism including: avoiding label headlines, freedom from editorial comment, careful editing and proofreading to eliminate mechanical errors, correct use of grammar
- Design reinforces the visual aspects of the book and reflects modern type treatment
- Do not submit single deck (one line) headlines

Y-07. Caption Writing

Note: 1 entry = a set of 3 captions. Submit all three captions in the set in the same entry form. If you submit more than 1 entry in this category, please be sure to give each entry a unique Entry Title (i.e. Your Theme_Caption Collection 1).

For one entry, submit a set of three captions along with their photographs; one of the three captions must be for a sport. All three captions do not have to be from the same writer or spread. **CLEARLY INDICATE ON THE ENTRY FORM WHICH CAPTIONS YOU WISH JUDGED** in the Additional Information field. Submit PDF or image files of the page(s) **showing both caption and accompanying photo.**

JUDGING CRITERIA
- Each caption begins with a strong lead, not name or title
- Each caption contains at least two sentences that answer all reader's questions

without stating the obvious. Typically the first sentence is in present tense and remaining sentences are in past tense.
- Evidence of adequate research, providing information that adds to reader's understanding of event or situation
- Clearly identifies all people who are the focus of the photo with both first and last names (typically no more than eight identified in photos showing multiple people). Sports captions should also identify names of players on the opposing team as well as provide jersey numbers for all players named in the caption.
- Adhere to rules of good journalism including: active voice, freedom from editorial comment, careful editing and proofreading to eliminate mechanical errors, correct use of grammar
- At least one sports caption is included in the set of three

YEARBOOK VISUAL CATEGORIES

Yearbooks also are invited to submit entries to Digital Media categories, which include social media content. Information on those categories is released in the fall.

Please note: MIPA welcomes individual page OR spread entries from our middle school and junior high members in all visual yearbook categories.

Y-08. Student Life Spread

One spread predominantly featuring coverage of issues and activities representative of or affecting student life in the school or community. Student life topics might include homecoming, prom, current events, trends, work and other issues affecting the daily student experience. Coverage emphasizing sports, academics or organizations should be entered into the respective category. Chronological books should select a spread whose dominant story contains student life coverage. (Middle schools may enter a single page.) Submit a PDF or image file of the page(s). If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. **FOR SPREADS (a spread is two facing pages), if possible** save your entry as a spread, creating a single horizontal page out of two vertical pages. **Otherwise, the judges may not see both pages of your spread together and will not get the full impact of your design**.

JUDGING CRITERIA

- Designed as two-page visual unit, arrangement of photos, headline, copy, captions and white space invite reader onto spread and show careful planning
- Dominance is established and other elements are arranged in such a way as to lead reader's eye around spread
- Adequate external margins provide frame for spread contents and are defined by at least one element on each side
- Photos effectively cropped, of varied size, shape and content
- Content concentrates on a variety of action photos that help tell the entire story; posed photos are avoided
- Center of interest in photo(s) is not trapped in gutter; action and faces in photos do not face off spread
- Non-rectangular photos, tilted photos and other special treatments are used sparingly and effectively to enhance overall design
- Graphics and typography enhance readability and attractiveness of design
- Primary/secondary headline combinations have a contemporary design and establish a visual/verbal connection between photos and copy
- Type sizes for primary/secondary headline combinations are appropriate for the design; the primary headline should appear in largest type on the spread
- Copy and captions are a readable size and use a readable font
- Captions should touch photos to which they refer. Group or clustered captions are permitted, but attention has been paid to making them easily accessible to reader
- While designs may be innovative, they adhere to journalistic guidelines
- On spreads that include multiple sidebars/mods, a clear hierarchy has been established
- A horizontal eyeline has been established

Y-09. Sports Spread

One spread predominantly featuring sports coverage. Chronological books that incorporate sports coverage throughout the book should select a spread in which the dominant story contains sports coverage. Submit a PDF or image file of the page(s). (Middle schools may enter a single page.) If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. **FOR SPREADS (a spread is two facing pages), if possible** save your entry as a spread, creating a single horizontal page out of two vertical pages. **Otherwise, the judges may not see both pages of your spread**

together and will not get the full impact of your design.

JUDGING CRITERIA

- Designed as two-page visual unit, arrangement of photos, headline, copy, captions and white space invite reader onto spread and show careful planning
- Dominance is established and other elements are arranged in such a way as to lead reader's eye around spread
- Adequate external margins provide frame for spread contents and are defined by at least one element on each side
- Photos effectively cropped, of varied size, shape and content
- Content concentrates on a variety of action photos that help tell the entire story; posed photos are avoided
- Center of interest in photo(s) is not trapped in gutter; action and faces in photos do not face off spread
- Non-rectangular photos, tilted photos and other special treatments are used sparingly and effectively to enhance overall design
- Graphics and typography enhance readability and attractiveness of design
- Primary/secondary headline combinations have contemporary design and establish a visual/verbal connection between photos and copy
- Type sizes for primary/secondary headline combinations are appropriate for the design; the primary headline should appear in the largest type size on the spread.
- Copy and captions are readable size and use readable font
- Captions should touch photos to which they refer. Group or clustered captions are permitted, but attention has been paid to making them easily accessible to reader
- If team pictures are included on spread, they are not used as dominant element and are arranged to blend with overall design
- If scoreboards are included on spread, they are attractively designed to blend with the overall look of the spread and set in a readable font and size
- While designs may be innovative, they adhere to journalistic guidelines
- On spreads that include multiple sidebars/mods, a clear hierarchy has been established
- A horizontal eyeline has been established

Y-10. Academics Spread

One spread predominantly featuring coverage of academics. Academics coverage commonly depicts students in a learning situation either in or out of class. Chronological books should select a spread whose dominant story contains coverage of

academics. (Middle schools may enter a single page.) Submit a PDF or image file of the page(s). If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. **FOR SPREADS (a spread is two facing pages), if possible** save your entry as a spread, creating a single horizontal page out of two vertical pages. **Otherwise, the judges may not see both pages of your spread together and will not get the full impact of your design**.

JUDGING CRITERIA

- Designed as two-page visual unit, arrangement of photos, headline, copy, captions and white space invite reader onto spread and show careful planning
- Dominance is established and other elements are arranged in such a way as to lead reader's eye around spread
- Adequate external margins provide frame for spread contents and are defined by at least one element on each side
- Photos effectively cropped, of varied size, shape and content
- Content concentrates on a variety of action photos of students engaged in learning, not on teachers. Posed photos and photos of students seated at desks are avoided
- Center of interest in photo(s) is not trapped in gutter; action and faces in photos do not face off spread
- Non-rectangular photos, tilted photos and other special treatments are used sparingly and effectively to enhance overall design
- Graphics and typography enhance readability and attractiveness of design
- Primary/secondary headline combinations have contemporary design and establishes a visual/verbal connection between photos and copy
- Type sizes for primary/secondary headline combinations are appropriate for the design; the primary headline should appear in the largest type size on the spread
- Copy and captions are readable size and use readable font
- Captions should touch photos to which they refer. Group or clustered captions are permitted, but attention has been paid to making them easily accessible to reader
- While designs may be innovative, they adhere to journalistic guidelines
- On spreads that include multiple sidebars/mods, a clear hierarchy has been established
- A horizontal eyeline has been established

Y-11. Organization Spread

One spread predominantly featuring organization, club or performance coverage. This includes school clubs, performance-related school groups (band, drama and choir) and community, church and philanthropic groups relevant to students in the school. Chronological books should select a spread whose dominant story contains organization coverage. (Middle schools may enter a single page.) Submit a PDF or image file of the page(s). **FOR SPREADS (a spread is two facing pages), if possible** save your entry as a spread, creating a single horizontal page out of two vertical pages. **Otherwise, the judges may not see both pages of your spread together and will not get the full impact of your design**.

JUDGING CRITERIA

- Designed as two-page visual unit, arrangement of photos, headline, copy, captions and white space invite reader onto spread and show careful planning
- Dominance is established and other elements are arranged in such a way as to lead reader's eye around spread
- Adequate external margins provide frame for spread contents and are defined by at least one element on each side
- Photos effectively cropped, of varied size, shape and content
- Content concentrates on a variety of action photos that help tell the entire story; posed photos are avoided
- Center of interest in photo(s) is not trapped in gutter; action and faces in photos do not face off spread
- Non-rectangular photos, tilted photos and other special treatments are used sparingly and effectively to enhance overall design
- Graphics and typography enhance readability and attractiveness of design
- Primary/secondary headline combinations have contemporary design and establishes a visual/verbal connection between photos and copy
- Type sizes for primary/secondary headline combinations are appropriate for the design; the primary headline should appear in the largest type on the spread.
- Copy and captions are readable size and use readable font
- Captions should touch photos to which they refer. Group or clustered captions are permitted, but attention has been paid to making them easily accessible to reader
- If group pictures are included on spread, they are not the dominant element and are arranged to blend with the overall design of the spread
- While designs may be innovative, they adhere to journalistic guidelines

- On spreads that include multiple sidebars/mods, a clear hierarchy has been established
- A horizontal eyeline has been established

Y-12. People Spread

One spread that predominantly features student or faculty/administration portraits along with other coverage. (Middle schools may enter a single page.) Submit a PDF or image file of the page(s). If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. **FOR SPREADS (a spread is two facing pages), if possible** save your entry as a spread, creating a single horizontal page out of two vertical pages. **Otherwise, the judges may not see both pages of your spread together and will not get the full impact of your design**.

JUDGING CRITERIA

- Designed as two-page visual unit, arrangement of photos, headline, copy, captions and white space invite reader onto spread and show careful planning
- Dominance is established and other elements are arranged in such a way as to lead reader's eye around spread
- Adequate external margins provide frame for spread contents and are defined by at least one element on each side
- Photos effectively cropped, of varied size, shape and content
- Content concentrates on a variety of action photos that help tell the entire story; posed photos are avoided
- Center of interest in photo(s) is not trapped in gutter; action and faces in photos do not face off spread
- Non-rectangular photos, tilted photos and other special treatments are used sparingly and effectively to enhance overall design
- Graphics and typography enhance readability and attractiveness of design
- Primary/secondary headline combinations have contemporary design and establishes a visual/verbal connection between photos and copy
- Type sizes for primary/secondary combinations are appropriate for the design; the primary headline should appear in the largest type on the spread
- Copy and captions are readable size and use readable font
- Captions should touch photos to which they refer. Group or clustered captions are permitted, but attention has been paid to making them easily accessible to reader

- Mug shots have consistent face sizes and background and are arranged in panels with names to the outside
- Faculty section lists specific courses taught and extracurricular positions with portraits.
- While designs may be innovative, they adhere to journalistic guidelines
- On spreads that include multiple sidebars/mods, a clear hierarchy has been established
- A horizontal eyeline has been established

Y-13. Business Advertisement

One advertisement for a business, organization, product or service. Ad may use a professionally designed company logo. In the "Non Student Work Copyright" field on the entry form, please describe any elements in the ad that are not created by the student entrant. Submit a PDF or image file of the spreads including the advertisements. If the ad appears on a page with multiple other ads, please **CLEARLY INDICATE ON THE ENTRY FORM WHICH ADS YOU WISH JUDGED in the Additional Information field.**

JUDGING CRITERIA

- Ad contains a clear key message responding to a student or community need and promotes a specific product or service offered by a business.
- Ad has a strong center of visual interest/a clear dominant element that supports the key message. (Unless designing a business card size ad, this typically is not the logo of the business.)
- Includes a well-written headline to attract interest and promote the ad's key message; the headline is not the name of the business
- Copy follows up on the headline and further explains the ad's key message
- Ad includes the name and contact information of the business and may include its logo; other information that might encourage readers to take action may be included
- The elements in the design encourage the reader's eye to view all parts of the ad
- Typography enhances readability and attractiveness of design. Typically limited to one or two typefaces.

Y-14. Proud Parent Advertisements

LIMIT 1 ENTRY. *Note: 1 entry = a portfolio of 3 student-created advertisements*

For one portfolio entry, submit three individual proud parent ads completely designed by student staff members. **LIMIT ONE ENTRY PER SCHOOL.** The ads may be on the same page/spread or may appear across multiple pages/spreads. **If more than 3 ads**

appear on submitted pages, in the Additional Information field ON THE ENTRY FORM, INDICATE THE 3 ADS ON WHICH THE JUDGES SHOULD FOCUS. If you do not indicate specific ads, the judges will focus on the first three ads, starting at the upper left of the first page submitted and moving counter-clockwise through the pages. (In the "Non Student Work Copyright" field on the entry form, please describe any elements in the ads that are not created by the student entrant.) Submit a PDF or image file of the spreads including the advertisements.

JUDGING CRITERIA

- Each ad contains a clear key message congratulating a student (or students)
- Each ad has a strong center of visual interest/a clear dominant element
- Each ad includes the name(s) of student(s) being congratulated; names appear in consistent/complementary font and type size in all ads.
- The elements in the design encourage the reader's eye to view all parts of the ad.
- Typography enhances readability and attractiveness of design. Typically limited to one or two typefaces.
- Design elements reinforce the visual statement of the theme.

Y-15. Graphics

One spread illustrating contemporary use of graphics. Most often this includes elements created using Photoshop, Illustrator or similar programs. Do not submit photo illustrations in this category. Submit a single PDF or image file of the page(s). **FOR SPREADS (a spread is two facing pages), if possible** save your entry as a spread, creating a single horizontal page out of two vertical pages. **Otherwise, the judges may not see both pages of your spread together and will not get the full impact of your design**. If there are multiple graphics on the page, clearly indicate in the Additional Information field which graphic you wish judged.

JUDGING CRITERIA

- Graphics add to spread content and design
- Use of graphics shows evidence of careful planning and clear purpose: to unify, separate, emphasize or direct
- While graphic use may be innovative, the staff adheres to journalistic guidelines
- Graphics are not used simply to decorate or fill space

Y-16. Sports Action Photo

A photo that captures a peak moment of action in a sports competition (or practice), typically on the field of play. For example, this might include a photo of a volleyball player on the court preparing to return the ball. Entries in this category should not be portraits. **You must include the caption**, or the entry will be disqualified. Photos should not be cut-outs/cobbed. Photos will be judged on the quality of the photo as printed and how it was used in the publication. Submit a PDF or image file of the page on which the photo was published, showing how the photo was displayed with story and caption. (Recommended: You may *also* submit the photo as a JPG.) Photos may NOT be submitted for more than one photo category. If there are multiple photos on the page, **clearly indicate in the Additional Information field on the entry form which photo you wish judged.**

JUDGING CRITERIA

- Photo has strong storytelling content
- Photo has been effectively cropped to emphasize center of interest and enhance content
- Photo is technically strong
  - in focus
  - proper contrast
  - not too grainy or muddy
- Photographer paid attention to rules of composition
- Attracts, holds reader's attention
- Avoids distracting back/foreground
- Candid, rather than posed photo
- Captures a moment showing action during competition or practice

Y-17. Sports Feature Photo

A sports-related photo separate from the game action that captures the drama and emotion characteristic of the competition. Photos from outside the field of play that feature competition participants (players, coaches, officials, etc.) as well as non-action player reaction shots from the field of play may be submitted in this category. Photos of the crowd that do not predominantly feature athletes should be submitted in School Spirit Photo. Entries in this category should not be portraits. **You must include the caption**, or the entry will be disqualified. Photos should not be cut-outs/cobbed. Photos will be judged on the quality of the photo as printed and how it was used in the publication. Submit a PDF or image file of the page on which the photo was published, showing how the photo was displayed with story and caption. (Recommended: You may also submit the photo as a JPG.) Photos may NOT be submitted for more than one photo category. If there are multiple photos on the page, **clearly indicate in the Additional Information field on the entry form which photo you wish judged.**

JUDGING CRITERIA

- Photo has strong storytelling content
- Photo has been effectively cropped to emphasize center of interest and enhance content
- Photo is technically strong

- ○ in focus
- ○ proper contrast
- ○ not too grainy or muddy
- Photographer paid attention to rules of composition
- Attracts, holds reader's attention
- Avoids distracting back/foreground
- Candid, rather than posed photo
- Captures a moment showing interaction or emotion of athletic participants (players, coaches, officials, etc.)

Y-18. Portrait or Personality Photo

A photo that shows the personality and/or character of the people photographed. It may be posed or candid. No more than two subjects should be featured in the picture. Sports portraits are welcomed in this category. **You must include the caption**, or the entry will be disqualified. Photos should not be cut-outs/cobbed. Photos will be judged on the quality of the photo as printed and how it was used in the publication. Submit a PDF or image file of the page on which the photo was published, showing how the photo was displayed with story and caption. (Recommended: You may *also* submit the photo as a JPG.) Photos may NOT be submitted for more than one photo category. If there are multiple photos on the page, **clearly indicate in the Additional Information field on the entry form which photo you wish judged.**

JUDGING CRITERIA

- No more than two people should be key subjects in the portrait
- Photo has strong storytelling content
- Photo has been effectively cropped to emphasize center of interest and enhance content
- Photo is technically strong
    - ○ in focus
    - ○ proper contrast
    - ○ not too grainy or muddy
- Photographer paid attention to rules of composition
- Attracts, holds reader's attention
- Avoids distracting background/foreground

Y-19. Photo Illustration

A photograph that has been manipulated using digital technologies or other tools in post-production to illustrate a concept or idea. Manipulation should go beyond minor adjustments (such as toning) to apply effects to the image in a way that distorts reality. It should be clear the image is a created situation.Graphic illustrations should be submitted in Y-18 Graphics. **You must include the caption or other supporting text**, or the entry will be disqualified. Photo illustrations may be in color and will be judged on the quality of the photo as printed and how it was used in the publication. Submit a PDF

or image file of the page on which the photo was published, showing how the photo was displayed with story and caption. (Recommended: You may *also* submit the photo as a JPG.) Photos may NOT be submitted for more than one photo category. If there are multiple photos on the page, **clearly indicate in the Additional Information field on the entry form which photo you wish judged.**

JUDGING CRITERIA

- Image displays creativity and artistic license to illustrate a point and tell a story
- Manipulation of the photograph is obvious; illustration is not designed to deceive a reasonable viewer
- Image has been effectively cropped to emphasize center of interest and enhance content
- Photography is technically strong:
    - ○ in focus
    - ○ proper contrast
    - ○ not too grainy or muddy
- Photographer paid attention to rules of composition

Y-20. Academics Photo

A photo that depicts students in a learning situation either in or out of class. **You must include the caption**, or the entry will be disqualified. Photos should not be cut-outs/cobbed. Photos will be judged on the quality of the photo as printed and how it was used in the publication. Submit a PDF or image file of the print page on which the photo was published, showing how the photo was displayed with story and caption. (Recommended: You may *also* submit the photo as a JPG.) Photos may NOT be submitted for more than one photo category. If there are multiple photos on the page, **clearly indicate in the Additional Information field on the entry form which photo you wish judged.**

JUDGING CRITERIA

- Photo has strong storytelling content
- Photo has been effectively cropped to emphasize center of interest and enhance content
- Photo is technically strong
    - ○ in focus
    - ○ proper contrast
    - ○ not too grainy or muddy
- Photographer paid attention to rules of composition
- Attracts, holds reader's attention
- Avoids distracting back/foreground
- Candid, rather than posed photo
- Captures a moment showing action, interaction or emotion

Y-21. Organization, Club or Performance Photo

A photo that depicts students engaged in an organization, club or club/performance-related activity either in or out of school. **You must include the caption**, or the entry will be disqualified. Photos should not be cut-outs/cobbed. Photos will be judged on the quality of the photo as printed and how it was used in the publication. Submit a PDF or image file of the print page on which the photo was published, showing how the photo was displayed with story and caption. (Recommended: You may *also* submit the photo as a JPG.) Photos may NOT be submitted for more than one photo category. If there are multiple photos on the page, **clearly indicate in the Additional Information field on the entry form which photo you wish judged.**

JUDGING CRITERIA
- Photo has strong storytelling content
- Photo has been effectively cropped to emphasize center of interest and enhance content
- Photo is technically strong
  - in focus
  - proper contrast
  - not too grainy or muddy
- Photographer paid attention to rules of composition
- Attracts, holds reader's attention
- Avoids distracting background/foreground
- Candid, rather than posed photo
- Captures a moment showing action, interaction or emotion

Y-22. School Spirit Photo

A photo that conveys the spirit and emotion evident at school-related functions. Photographs predominantly featuring athletes during competition or practice should be submitted into the sports photo categories. **You must include the caption**, or the entry will be disqualified. Photos should not be cut-outs/cobbed. Photos will be judged on the quality of the photo as printed and how it was used in the publication. Submit a PDF or image file of the print page on which the photo was published, showing how the photo was displayed with story and caption. (Recommended: You may *also* submit the photo as a JPG.) Photos may NOT be submitted for more than one photo category. If there are multiple photos on the page, **clearly indicate in the Additional Information field on the entry form which photo you wish judged.**

JUDGING CRITERIA
- Photo has strong storytelling content
- Photo has been effectively cropped to emphasize center of interest and enhance content
- Photo is technically strong
  - in focus
  - proper contrast
  - not too grainy or muddy
- Photographer paid attention to rules of composition
- Attracts, holds reader's attention
- Avoids distracting back/foreground
- Candid, rather than posed photo
- Captures a moment showing action, interaction or emotion

YEARBOOK VISUAL AND VERBAL CATEGORIES

Yearbooks also are invited to submit entries to Digital Media categories, which include social media content. Information on those categories is released in the fall.

Y-23. Alternative Story Form

A single story presented in an alternative way. It can consist of anything that is not a traditional, narrative story form. Key features include: visual destinations, strong use of typography, easy to scan, well organized, thorough reporting that provides quick facts and deep context. It should not include traditional narrative text, but may consist of a story format such as a fast-fact box, list, glossary, quiz, poll, chart, Q and A, Pro/Con, timeline, bio box, quote collection or any other alternative form. An ASF submitted in this category should NOT be connected to another story or be part of a larger story package; it must stand alone. Submit the entire spread and **CLEARLY INDICATE WHICH STORY YOU WISH JUDGED in the Additional Information field if there are multiple stories on the page**. Submit a PDF or image file of the page(s). **FOR SPREADS (a spread is two facing pages), if possible** save your entry as a spread, creating a single horizontal page out of two vertical pages. **Otherwise, the judges may not see both pages of your spread together and will not get the full impact of your design**.

JUDGING CRITERIA
- Introduction draws reader into the story and provides context and background necessary to understand the story
- Meaningful student quotes tell the story of the event/activity and reflect effective interviewing
- Evidence of adequate research
- Adheres to rules of good journalism including: short paragraphs, effective transitions and use of active voice, freedom from editorial comment, careful editing and proofreading to eliminate mechanical errors, correct use of grammar

- Effectively uses design, color and typography to enhance the story

Y-24. Mod or Sidebar Coverage

A single coverage element that supplements or adds related content to another story on a page or spread, or to the topic of the page or spread, or, in a chronologically organized book, to the time period covered on the page or spread. Mod or sidebar may appear in a traditional, narrative copy block form or as an alternative format. Submit the entire spread and **CLEARLY INDICATE WHICH ITEM YOU WISH JUDGED in the Additional Information field**. Submit a PDF or image file of the page(s).

If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. **FOR SPREADS (a spread is two facing pages), if possible** save your entry as a spread, creating a single horizontal page out of two vertical pages. **Otherwise, the judges may not see both pages of your spread together and will not get the full impact of your design**.

JUDGING CRITERIA
- The mod/sidebar should have its own mini-headline, which often verbally supports the theme statement and/or explains the content of the mod
- Type sizes for the mod's primary/secondary headline combination is appropriate for the design and reflects knowledge of design hierarchy.
- Content is in a form that makes it appealing as well as easily accessible to the reader
- Evidence of adequate research
- Contents enhance spread coverage by adding meaningful information and/or insights either to the topic of the spread or additional chronological coverage.
- Adheres to rules of good journalism including: short paragraphs, effective transitions and use of active voice, freedom from editorial comment, careful editing and proofreading to eliminate mechanical errors, correct use of grammar

Y-25. Feature Presentation - Mini-Mag, Special Section or Supplement

Mini-mags, special sections and special supplements should be entered in this category. Entries must include multiple spreads designed as a unit to explore a topic; typically non-traditional coverage (i.e., ***NOT*** homecoming, a sport or other annual activity typically covered every year in the book). Subject selection, writing, photography and design will be considered. Submit at least 2 and no more than 5 PDF or image files of the page(s) for each

entry. *Please note: Files uploaded to an entry in the contest system together cannot exceed 100 MB. If your files exceed this limit, you can submit them via URL to a shared location on a file service such as Google Drive, Dropbox, OneDrive, etc. (Be sure to set shared files for public view.)*

If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. **FOR SPREADS (a spread is two facing pages), if possible** save your entry as a spread, creating a single horizontal page out of two vertical pages. **Otherwise, the judges may not see both pages of your spread together and will not get the full impact of your design**. Contiguous pages should be submitted in a single PDF file.

JUDGING CRITERIA
Writing
- Copy (if traditional copy is used) has engaging angle, solid lead and meaningful student quotes that enrich story and reflect effective interviewing
- Captions begin with strong lead and contain at least two sentences that answer all reader's questions and clearly identifies all people
- Copy and captions show evidence of adequate research
- Clever, engaging primary/secondary headline combination draws reader into the story and establishes visual/verbal connection between photos and copy
- The primary/secondary headline combination clarifies the content of the spread
- Primary headline is short and grabs the reader's attention
- Secondary headline is sentence-like and summarizes the story

Adheres to rules of good journalism including:
- Use of active voice
- Freedom from editorial comment
- Careful editing and proofreading
- Correct use of grammar
- *For more details, see complete criteria for these categories: Feature Writing - Student Life, Headline Writing, Caption Writing and Student Life Spread.

Design
- Spreads appear sequentially
- Designed as a visual unit; arrangement of photos, headline, copy, captions and white space invite reader onto pages and show careful planning
- Special treatments are used sparingly and effectively

- Graphics and typography enhance readability and attractiveness of design
- Primary/secondary headline combination has contemporary design
- While designs may be innovative, they adhere to journalistic standards

Photography
- Photos have strong storytelling content and are effectively cropped
- Photos are technically strong and show evidence of composition rules
- Attracts, holds reader's attention; posed photos are avoided
- Avoids distracting back/foreground

Y-26. Feature Presentation - Individual Spread

Entries may include unusual feature spreads from any section and Wow/Show Stopper/Interrupter spreads that explore a topic; typically non-traditional coverage (i.e., ***NOT*** homecoming, a sport or other annual activity typically covered every year in the book). Subject selection, writing, photography and design will be considered. Submit 1 PDF or image file of the spread for each entry. If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. **FOR SPREADS (a spread is two facing pages), if possible** save your entry as a spread, creating a single horizontal page out of two vertical pages. **Otherwise, the judges may not see both pages of your spread together and will not get the full impact of your design**.

JUDGING CRITERIA
Writing
- Copy (if traditional copy is used) has engaging angle, solid lead and meaningful student quotes that enrich story and reflect effective interviewing
- Captions begin with strong lead and contain at least two sentences that answer all reader's questions and clearly identifies all people
- Copy and captions show evidence of adequate research
- Clever, engaging primary/secondary headline combination draws reader into the story and establishes visual/verbal connection between photos and copy
- The primary/secondary headline combination clarifies the content of the spread
- Primary headline is short and grabs the reader's attention
- Secondary headline is sentence-like and summarizes the story

Adheres to rules of good journalism including:
- Use of active voice
- Freedom from editorial comment
- Careful editing and proofreading
- Correct use of grammar
- *For more details, see complete criteria for these categories: Feature Writing - Student Life, Headline Writing, Caption Writing and Student Life Spread.

Design
- Designed as a visual unit; arrangement of photos, headline, copy, captions and white space invite reader onto pages and show careful planning
- Special treatments are used sparingly and effectively
- Graphics and typography enhance readability and attractiveness of design
- Primary/secondary headline combination has contemporary design
- While designs may be innovative, they adhere to journalistic standards

Photography
- Photos have strong storytelling content and are effectively cropped
- Photos are technically strong and show evidence of composition rules
- Attracts, holds reader's attention; posed photos are avoided
- Avoids distracting back/foreground

Y-27. Theme Development

Theme selection and development through design, photos and writing. **FOR THE ENTRY TITLE,** use your theme. Entry should include cover, endsheets, title page, opening/closing and dividers, as well as supporting evidence that showcases the theme's use throughout the book (section pages, sidebars/mods, folios, special pages, etc.). Include a brief written description of the theme in the Additional Information field, including why/how the staff selected the theme. ==LIMIT ONE ENTRY PER SCHOOL.== Submit PDFs or image files of designated page(s) showcasing theme development. *Please note: Files uploaded to an entry in the contest system together cannot exceed 100 MB. If your files exceed this limit, you can submit them via URL to a shared location on a file service such as Google Drive, Dropbox, OneDrive, etc. (Be sure to set shared files for public view.)*

FOR SPREADS (a spread is two facing pages), if possible save your entry as a spread, creating a single horizontal page out of two vertical pages. **Otherwise, the judges may not see both pages of your spread together and will not get the full impact of your design**. Contiguous pages should be submitted in a single PDF file.

JUDGING CRITERIA

- Theme/concept is fresh and contemporary as well as appropriate to the individual school
- Theme/concept is introduced visually and/or verbally on cover
- Theme/concept carries through visually/verbally on endsheet, opening, dividers and closing showing careful development and a unified presentation
- Photos on theme/concept spreads relate to concept as part of total theme/concept package
- Copy on theme/concept spreads develops concept through inclusion of specific information that individualizes and is specific to both school and year
- Captions on theme/concept spreads relate photos to concept in addition to providing complete information
- Overall design of theme/concept spreads is fresh and contemporary, setting them apart from other sections of the book
- While designs may be innovative, they adhere to journalistic guidelines and show evidence of careful planning

Y-28. Cover

Submit a PDF or image file of the cover design as it was printed, including the front cover, spine and back cover. Do not submit a pre-designed company cover. **FOR THE ENTRY TITLE,** use your theme. You may include a brief description of your theme in the Additional Information field. Extensive work by a professional graphic artist should be described in the "Non Student Work Copyright" field. <mark>**LIMIT ONE ENTRY PER SCHOOL.**</mark> Submit cover as one file, if possible creating a single horizontal page out of the cover, spine and back cover. Otherwise the judges may not see all of your cover together and will not get the full impact of your design.

JUDGING CRITERIA

- Cover introduces unifying concept visually/verbally
- Design is fresh and contemporary
- Cover creates favorable impression through use of type/color/materials
- Name of theme appears in the largest type size
- Book name and year also appear on cover and spine
- Spine also includes school name, city, state and yearbook volume number

Y-29. Endsheet

Limit 1 entry. Entry should include both front and back endsheets (if the back endsheet is blank, submit only the front endsheet). Do not submit pre-designed company endsheets. **FOR THE ENTRY**

TITLE, use your theme. You may include a brief description of your theme in the Additional Information field. <mark>**LIMIT ONE ENTRY PER SCHOOL.**</mark> Submit up to 2 PDF or image files of endsheets. **FOR SPREADS (a spread is two facing pages), if possible** save your entry as a spread, creating a single horizontal page out of two vertical pages. **Otherwise, the judges may not see both pages of your spread together and will not get the full impact of your design**. Contiguous pages should be submitted in a single PDF file.

JUDGING CRITERIA

- Endsheet introduces unifying concept visually/verbally
- Design is fresh and contemporary
- Endsheets are attractive and either plain or contain illustrative/informative content with solid design

Y-30. Opening and Closing

The introductory and closing spreads. **FOR THE ENTRY TITLE**, use your theme. You may include a brief description of your theme in the Additional Information field. <mark>**LIMIT ONE ENTRY PER SCHOOL.**</mark> Submit up to 10 PDF or image files of opening and closing. *Please note: Files uploaded to an entry in the contest system together cannot exceed 100 MB. If your files exceed this limit, you can submit them via URL to a shared location on a file service such as Google Drive, Dropbox, OneDrive, etc. (Be sure to set shared files for public view.)*

If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. **FOR SPREADS (a spread is two facing pages), if possible** save your entry as a spread, creating a single horizontal page out of two vertical pages. **Otherwise, the judges may not see both pages of your spread together and will not get the full impact of your design**. Contiguous pages should be submitted in a single PDF file.

JUDGING CRITERIA

- Designs are fresh and contemporary, setting them apart from standard designs of the interior pages, but are similar to each other and continue the verbal/visual theme statement introduced on the cover.
- Photos, copy, captions, headlines and white space are arranged to help reader begin and end story of year
- Designs carry elements of theme concept
- While designs may be innovative, they adhere to journalistic guidelines and show evidence of careful planning
- Copy has engaging angle, solid lead and, if included, meaningful student quotes that enrich story and reflect effective interviewing

- Copy should provide examples of events, circumstances specific to this school, this school year
- Captions begin with strong lead and contain at least two sentences that answer all reader's questions and clearly identifies all people
- Copy and captions show evidence of adequate research
- A clever, engaging headline draws reader into story and establishes visual/verbal connection between photos and copy

Adheres to rules of good journalism including:
- Use of active voice
- Freedom from editorial comment
- Careful editing and proofreading
- Correct use of grammar
- *For more details, see complete criteria for these categories: Feature Writing - Student Life, Headline Writing, Caption Writing and Student Life Spread.

Y-31. Division Pages
One set of **ALL** division pages. **FOR THE ENTRY TITLE**, use your theme. You may include a brief description of your theme in the Additional Information field. <mark>**LIMIT ONE ENTRY PER SCHOOL**</mark>. Submit up to 10 PDF or image files of division page(s). *Please note: Files uploaded to an entry in the contest system together cannot exceed 100 MB. If your files exceed this limit, you can submit them via URL to a shared location on a file service such as Google Drive, Dropbox, OneDrive, etc. (Be sure to set shared files for public view.)*

If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. **FOR SPREADS (a spread is two facing pages), if possible** save your entry as a spread, creating a single horizontal page out of two vertical pages. **Otherwise, the judges may not see both pages of your spread together and will not get the full impact of your design**. Contiguous pages should be submitted in a single PDF file.

JUDGING CRITERIA
- Designs are fresh and contemporary, setting them apart from standard designs of the interior pages, but are similar to each other and continue the visual theme design statement used on the cover and opening and closing pages.
- Photos, copy, captions, headlines and white space are arranged to introduce reader to contents of section
- Designs carry elements of theme concept

- While designs may be innovative, they adhere to journalistic guidelines and show evidence of careful planning
- Copy has engaging angle, solid lead and, if used, meaningful student quotes that enrich story and reflect effective interviewing; it continues the tone established in opening copy
- Copy should provide examples of events, circumstances specific to this school, this school year
- Captions begin with strong lead and contain at least two sentences that answer all reader's questions and clearly identifies all people
- Copy and captions show evidence of adequate research
- Clever, engaging headline that draws reader into story and establishes visual/verbal connection between photos and copy (avoid the use of label headlines like student life, sports, etc…)

Adheres to rules of good journalism including:
- Use of active voice
- Freedom from editorial comment
- Careful editing and proofreading
- Correct use of grammar
- *For more details, see complete criteria for these categories: Feature Writing - Student Life, Headline Writing, Caption Writing and Student Life Spread.

Y-32. Colophon
A colophon includes technical aspects of the book and printing as well as a listing of the yearbook staff and adviser. It may include press association memberships, previous awards and other information. It is not simply a letter from the editor, although this may be included. **FOR THE ENTRY TITLE**, use your theme name. <mark>**LIMIT ONE ENTRY PER SCHOOL**</mark>. If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. Submit a PDF or image file of the page or spread(s). **FOR SPREADS (a spread is two facing pages), if possible** save your entry as a spread, creating a single horizontal page out of two vertical pages. **Otherwise, the judges may not see both pages of your spread together and will not get the full impact of your design**.

JUDGING CRITERIA
- Designed as a visual unit; arrangement of photos, headline, copy, captions and white space invite reader into the design and show careful planning
- Acknowledgments are tastefully presented.

- Center of interest in photo(s) is not trapped in gutter; action and faces in photos do not face off spread
- Non-rectangular photos, tilted photos and other special treatments are used sparingly and effectively to enhance overall design
- Graphics and typography enhance readability and attractiveness of design and reinforce the visual/verbal statement of the theme
- Copy and captions are readable size and use readable font

Y-33. Index

Creative use of graphics, typography, photos and/or short features to enhance the presentation of the index. **FOR THE ENTRY TITLE**, use your theme. You may include a brief description of your theme in the Additional Information field. <mark>**LIMIT ONE ENTRY PER SCHOOL**</mark>. **SUBMIT ENTIRE INDEX AS A SINGLE PDF FILE.** If any element of the entry was not produced by students (including images and/or page design templates) please indicate that clearly on the entry form in the "Non Student Work/Copyright" field. *Please note: Files uploaded to an entry in the contest system together cannot exceed 100 MB. If your files exceed this limit, you can submit them via URL to a shared location on a file service such as Google Drive, Dropbox, OneDrive, etc. (Be sure to set shared files for public view.)*

JUDGING CRITERIA
- Complete listing of all persons, events, clubs, activities, sports and advertisements
- Set in readable font and size
- Attractive design that adds to overall impression
- Spreads continue the verbal/visual statement from all other theme pages