Michigan Interscholastic Press Association

Individual Contest
2019-2020 categories

Updated 12/9/2019

==UPDATE==

MIPA's new contest system is now live. Members must receive a special code from the MIPA office to register to use the new system. Please contact the MIPA office if you have any issues. Thank you!

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 outlets: print, broadcast/video production and online. All entries must have been published or broadcast by a Michigan-based, MIPA-member student media outlet.

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 outlet.

New contest information is released annually ...

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

CONTENTS

CONTEST OVERVIEW

DEADLINE
- Feb. 14, 2020
- **Early deadline for yearbooks - Save 10 percent off entry fees:** extended to Jan. 10, 2020

ENTRY FEE
- $2 per entry
- See contest rules and category descriptions for limits on the number entries.

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

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

QUESTIONS?
Contact the MIPA office at 517-353-6761 or mipa@msu.edu.

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

- Acceptable file formats
- Paying entry fees
- Viewing your submissions
- 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 should have been published or broadcast by a MIPA member student media outlet** from **Feb. 19, 2019, to Feb. 14, 2020**.
- **Each Michigan-based MIPA member student media outlet 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.
- **A student may not be listed as the author of more than two entries per category** (including shared bylines), even if that student works for multiple student media outlets at a school.

- **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.
- **Entries must be submitted by the deadline**. For categories that allow entry by mail, entries must be postmarked by the deadline *and must arrive in the MIPA office by judging day, regardless of postmark. **Late entries will not be accepted.*** The contest system automatically shuts down after 11:59 p.m. on the deadline.
- **Entries in most categories are submitted in a digital format** to our web-based contest system. **Paper submissions in these categories 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. 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. Video and audio should be hosted on your own website or by a file sharing service such as YouTube, Vimeo, Soundcloud, etc. Check to be sure your entry is not locked behind a password or set to private. Entries that are not publicly viewable on judging day may be disqualified.
- **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.**

- **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.
- **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.
- **Please remember that this is strictly a contest and not a critique service**. MIPA annually receives more than 4,000 Individual Contest entries. We are unable to provide comments from judges for each of those entries.
- **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 in April**. Winning work may be showcased on MIPA's A Cut Above website and/or other MIPA platforms.
- **Student media outlets 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. 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.
  - Please note: Enrollments and page counts are pre-programmed into the ACES contest system using the latest enrollment figures from the Michigan Department of Education or last year's yearbook page count. This information is updated when available before entries are judged.

WHAT'S NEW FOR THE 2019-2020 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
- No major rules revisions.

CATEGORY REVISIONS
- For Y-28. Cover, entrants are asked to complete an online form. The Cover entry material should still be sent to MIPA via mail.
- Category descriptions, judging criteria and entry forms include minor changes.

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."

- MIPA believes it is a best practice for all photos to have captions. If a photo does not have a caption, it cannot 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!

SPECIAL NOTES FOR YEARBOOKS

Please help us update information about your yearbook to make division assignments in this contest. Complete this form: https://msu.co1.qualtrics.com/jfe/form/SV_dnTGjWIF3Hmk8gR

MIPA strongly encourages you to mail one copy of your book to us so that our judges can use it as a reference on Judging Day.

Sometimes a computer screen does not do justice to a product designed to be experienced on paper.

We will return your book at the awards ceremony, or you can pick it up from the MIPA office at a later date.

Please note that the book you send is for the exclusive use of the Individual Contest. **You must send a separate, second book if you also are submitting for a Spartan Critique.**

NEWS WRITING (NW)

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

NW-01. Online Breaking News Coverage

Reports should contain as much information as possible without editorializing or relying on assumptions. Content should be updated when possible, but it should be noted in the story when this has occurred. Submit a 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
- Uses inverted pyramid
- 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. Either advance or follow-up stories may be included in this category. 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
- Uses inverted pyramid
- Emphasizes news elements, i.e. timeliness, nearness, impact, and prominence
- Shows thorough reporting skills
- Effective use of facts/quotes from both primary and secondary sources
- Avoids opinion unless properly attributed
- Sentences, paragraphs of varied length; written clearly, concisely, and vividly
- Proper diction/grammar; use of third person

NW-03. Online Follow-up News Coverage

Reports should follow up on breaking news coverage that has already been reported. This should take the form of a traditional news story, but there should be more detail and explanation of what has been learned since the story broke. Submit a URL to the story on an online news site.

JUDGING CRITERIA
- Expands upon breaking news coverage when more facts are available or a whole proper story can be written
- 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-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
- 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. Editorial

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
- Topic relevant to interests and/or welfare of school or students
- Wins reader interest with impelling 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 aimpelling 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 paper'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 Editorial Columns

Each entry must:

- have two (2) columns that express opposing viewpoints on one topic
- the columns should be written by two people and should be packaged together on the same date in the opinion/editorial section
- 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 impelling 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

This is a single story. It may not contain a sidebar or infographic. The story must stand on its own. This is not a spread or a special section. 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

NW-12. Informative Feature

This is a single story, which should inform or instruct. 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

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. 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
- 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, good 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. 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 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
- 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 appeared in a newspaper, magazine or news website, unless otherwise noted.

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 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 on an online news site.** This page should have the caption of the photo.

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 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 on an online news site.** This page should have the caption of the photo.

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 appeared in a newspaper, magazine or news website. **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 on an online news site.** This page should have the caption of the photo.

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 on an online news site.** This page should have the caption of the photo.

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 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 should not be submitted into other photography categories. Submit a PDF of the print newspaper or magazine page(s) on which the photo story was published or a URL to the entry.

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 ART & ILLUSTRATIONS (AI)

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.

AI-01. Editorial Cartoon

An editorial cartoon appears on the editorial/opinion page; 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 AI-03.

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

AI-02. 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

AI-03. 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 AI-01. **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

NEWS DESIGN & INFORMATION GRAPHICS (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.

ND-01. Information Graphic

This category includes charts, graphs or diagrams created by hand or by computer and used to supplement or in place of written content, but which give the reader information in a visual form. 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. Interactive Graphic

Like good photos or regular graphics, interactive graphics should relate to another story or contain significant material to stand on its own. Readers should be able to enter pertinent data and/or modify content. Such graphics may be created using Google Maps, Adobe design software, Flourish or other applications and custom code. Submit a URL to the interactive 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
- Helps tell a traditional story using interactive graphics
- Displays evidence of proper research
- Clearly indicates source of information; survey data includes sample size
- Serves as a supplement to allow readers to explore data sets or other primary information in creative ways
- The enhanced graphic may or may not tell the whole story on its own, and readers can still understand it independently
- **Judges should consider overall content and reporting, but may give extra weight to graphics that were not made with a template**

ND-03. Advertising Layout

This category includes ads 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-04. Front Page/Newsmagazine Style

(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.)

Page contains nameplate and references to inside stories. Page generates reader interest and uses effective photos and/or artwork. Page will be evaluated for overall use of space. Entries must have appeared in a print newspaper or magazine. Submit a PDF of the print page.

JUDGING CRITERIA
- Attractive nameplate, harmonizes with design, includes date, issue, volume, school, city, and state
- Cover should be considered work of art
- Strongly relate to the inside contents
- Maintains visual interest
- Cover illustration (if used) may be compelling in size with a possible teaser headline depicting the mood of the story
- Photos effectively cropped, of varied size, shape, emphasizing action
- Cover can refer readers to inside pages

ND-05. Front Page/Newspaper Style
(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.)

Page contains nameplate. No advertising used on this page. Page will be evaluated for content and design and for overall use of space. Submit a PDF of the print page.

JUDGING CRITERIA
- Attractive nameplate, harmonizes with design, includes date, issue, volume, school, city, and state
- Page generates reader interest; showcases important content
- Sound, journalistic style of writing
- Maintains visual interest in lower half of page
- Consistent use of headline styles/type faces
- 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

ND-06. Story Package
Packages 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. Submit a PDF of the print 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-07. Editorial Opinion Page or Spread
Pages 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.** Submit a PDF of the print 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-08. Feature Page or Spread

Pages 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.** Submit a PDF of the print 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-09. Sports Page or Spread

Pages 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.** Submit a PDF of the print 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-10. News Page or Spread

Pages 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.** Submit a PDF of the print 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-11. Entertainment Page or Spread

Pages 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.** Submit a PDF of the print 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 seperate typse 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 contributiing 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

DIGITAL MEDIA & MULTIMEDIA (DM)

- Entries in the following categories should be published online. Video and audio entries should be no longer than five minutes, 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 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.

DM-01. Social Media Coverage

A topic or event is covered using a social media platform (or multiple platforms), such as Facebook, Twitter, Instagram, Pinterest, etc. Frequent updates, links, graphics, photos, polls, or other social elements are used to best tell the story. Collect all social media posts and items to be considered into one presentation (using an online curation tool or by embedding the social media content into a web page) so that the judges can view all of your content in one place. Please provide a summary of your coverage to help the judges understand the story. Include a description of social media platforms used and dates of coverage, etc. Submit a URL to the social media presentation.

JUDGING CRITERIA
- Update frequency is appropriate for story or event
- Provides opportunity for interaction with audience
- Uses best social media platform features available to tell the story
- May be used as a supplement to a traditional story or package on the publication's website

DM-02. Audio News Feature

This audio file should be an independent feature about a news event or issue, editorial or review. The intent of the audio should be clearly labeled for the listener. Entries should be five minutes or less. You may enter a five-minute segment of a longer production. Submit a URL to the entry.

JUDGING CRITERIA
CONTENT:
- Is there original content?
- Is there a clear message or purpose?
- Are there common production elements used for continuity?
- Is the delivery and presentation professional and appropriate for the context?
- Is there evidence of creativity in the script or production design?

PRODUCTION / AUDIO QUALITY:

- Is audio clear?
- Does the voiceover compete with ambient sound or music?
- Is music (if used) appropriate for the subject matter?
- Is the volume consistent?

DM-03. Audio Presentation

This audio file can be an independent feature, talk show, commentary or podcast. The entry should be no more than five minutes in length. You may enter a five-minute segment of a longer production. Submit a URL to the entry.

JUDGING CRITERIA
CONTENT:
- Is there original content?
- Is there a clear message or purpose?
- Is there a strong relationship between the slides and audio?
- Does the package stand on its own or add something relevant to a related story?
- Is the delivery and presentation professional and appropriate for the context?
- Are the slides presented in a creative way?

PRODUCTION / AUDIO QUALITY:
- Is audio clear?
- Does the voiceover compete with natural sound or music?
- Is music (if used) appropriate for the subject matter?
- Is the volume consistent?

DM-04. Video Podcast

This video file can be an independent feature, contain additional material for a story, provide background information or editorialize about specific events. The intent of the podcast should be clearly labeled for the

2019-2020 MIPA INDIVIDUAL CONTEST CATEGORIES

viewer. It should not be a tradition broadcast-style story package (which should be entered in a Video Journalism category such as News, Feature or Sports Story/Package). Entries must be have published only via the Web. Entries broadcast via a school TV production are ineligible and should instead be entered in a Video Journalism category. The entry should be no more than five minutes in length. You may enter a five-minute segment of a longer production. Submit a URL to the entry

JUDGING CRITERIA
CONTENT:
- Is there original content?
- Is there a clear message or purpose?
- Is there a strong relationship between the slides and audio?
- Does the package stand on its own or add something relevant to a related story?
- Is the delivery and presentation professional and appropriate for the context?
- Are the slides presented in a creative way?

PRODUCTION / AUDIO QUALITY:
- Is audio clear?
- Does the voiceover compete with natural sound or music?
- Is music (if used) appropriate for the subject matter?
- Is the volume consistent?

DM-05. Photo Slideshow with Audio
This is an online presentation of a story told or issue covered with quality journalistic photos and an audio track. The piece should relate to another story or contain significant material to stand on its own. Audio track must include voiceover, interviews and/or natural sound. Submit a URL to the entry.

JUDGING CRITERIA
CONTENT:
- Is there original content?
- Is there a clear message or purpose?
- Is there a strong relationship between the slides and audio?
- Does the package stand on its own or add something relevant to a related story?
- Entry 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
- Attracts, holds reader's attention

PRODUCTION / AUDIO QUALITY:
- Is audio clear?
- Does the voiceover compete with natural sound or music?
- Is music (if used) appropriate for the subject matter?
  - Is the volume consistent?

SPECIAL COVERAGE (SC)

SC-01. Multiplatform News Coverage
A single topic, issue or event of significance is covered in a coordinated fashion on AT LEAST three different media platforms (including print newspaper, yearbook, video/broadcast program, social media and website). This category may be entered by a single staff equipped to publish on various platforms or by the staffs of different student media outlets at the same school, who partner to cover this story in depth across their platforms. Entrants should include a cover letter describing the story and how it was told across platforms. Submit a PDF of the print page(s) and/or URLs to pages on online news site(s) showing parts of the entry.

If submitting multiple URLs as part of the same entry, submit the first URL into the Entry URL field and others into the Additional Information field.

VIDEO JOURNALISM (VJ)

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:

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. News Story/Package
News stories should report on a single event/occurrence. 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 stories must be submitted in Sports News Story. Submit a URL to the entry.

VJ-02. Localized News Analysis
Stories should localize state or national topics and explore how they impact people in their community. Entries should concern subjects of a sustantive 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-03. 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-04. 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.

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-05. 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 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-06. Sports News Story/Package

Similar to the "News Story/Package" category, 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-07. Sports Feature Story/Package

This is a single story that should inform or instruct about 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. Good interviews and sound bites are a must-have. Lower thirds are important for identification. Submit a URL to the entry.

VJ-08. 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-09. 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.

VIDEO PRODUCTION (VP)

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:

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 Heath-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 five continuous 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 five-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 five-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 five 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. 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. Newscast 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 newscasts. The compilation should focus on the traditional news anchor, not examples from a sports or feature segment within a newscast – those would go in the Studio Talent category instead. 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 traditional news anchor at a news station. ***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. Studio Talent

This category is for compiled airchecks of the work of a single studio talent. Entries should include at least two examples of the entrant's best work, but can include several selections from different programs. Attire and professionalism are factors in this category. The entry should show the talent in several different programs and different types of roles (news programs, feature, announcements, sports, personality profiles, talk show host/panelist, etc.). The aircheck should include ONLY studio segments, such as special reporter, weather, sports segment or in-studio interviews. Traditional newscast anchor examples do not belong in this compilation! 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 an in-studio segment host/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-04. 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

Y-01. Feature Writing: Student Life

Feature writing and reporting on school and community from the student life section of the book. **An individual story may not be submitted in more than one writing category.** Submit a PDF 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 angle
- Solid lead that draws reader into story
- 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. Sports Reporting

Sports reporting for season that makes reader feel the she/he is reliving the season. **An individual story may not be submitted in more than one writing category.** Submit a PDF 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
- Solid lead that draws reader into story
- Meaningful student quotes that enrich story and reflect effective interviewing
- Evidence of adequate research
- Story gives reader a clear picture of season highlights and outcome with relevant player comments
- 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. Sports Feature Writing

Any topic that spotlights an unusual aspect of any event, a coach, a player or any controversy. **An individual story may not be submitted in more than one writing category.** Submit a PDF 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 feature angle
- Solid lead that draws reader into story
- Meaningful student quotes that enrich story and reflect effective interviewing
- Evidence of adequate research
- Story meaningfully adds to sports 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-04. Academic Writing

Any copy which features a department, a subject or unusual academic direction but not a personality profile of a teacher. **An individual story may not be submitted in more than one writing category.** Submit a PDF 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
- Solid lead that draws reader into story
- 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-05. Organizations Writing

A story that gives the reader a fresh view of the organization. **An individual story may not be submitted in more than one writing category.** Submit a PDF 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
- Solid lead that draws reader into story
- 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-06. Personality Profile

Writing focusing on one teacher, staff member or student that makes the character three dimensional. **An individual story may not be submitted in more than one writing category.** Submit a PDF 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
- 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-07. Sidebar Coverage

Any coverage on a topic that adds to spread contents. **Submit entire spread and note the coverage you wish judged by including the sidebar's headline on the entry form.** 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
- Coverage adds to spread contents
- Sidebar should have its own mini-headline
- 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
- 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-08. Headline Writing
Note: 1 entry = a set of 3 headlines

Include three secondary and primary headlines in this entry. Submit entire spreads. CLEARLY INDICATE ON THE ENTRY FORM WHICH HEADLINES YOU WISH JUDGED. 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, engaging the reader
- Draws reader into copy
- Contents of headline establishes visual/verbal connection between photos and copy
- Headline/secondary makes spread content clear
- 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

Y-09. Caption Writing
Note: 1 entry = a set of 3 captions

Captions that have been written for three photographs, one of which 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. Submit PDF or image files of the page(s) **showing both caption and accompanying photo.**

JUDGING CRITERIA
- Begin with strong leads, not name or title
- Contain at least two sentences that answer all reader's questions without stating the obvious
- Evidence of adequate research which provides information that adds to reader's understanding of event or situation
- Clearly identifies all people in photo with both first and last names (sports captions should also identify names of players on opposing team)
- Adhere to rules of good journalism including: active voice, typically the first sentence in present tense and remaining sentences are in past tense, freedom from editorial

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

YEARBOOK VISUAL CATEGORIES

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

A SPECIAL NOTE FOR YEARBOOKS

MIPA strongly encourages you to mail one copy of your book to us so that our judges can use it as a reference on Judging Day. Sometimes a computer screen does not do justice to a product designed to be experienced on paper.

We will return your book at the awards ceremony, or you can pick it up from the MIPA office at a later date.

Please note that the book you send is for the exclusive use of the Individual Contest. ***You must send a separate, second book if you also are submitting for a Spartan Critique.***

Y-10. Student Life Spread

One spread predominantly featuring student life 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 action photos
- 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
- Headline has contemporary design and establishes visual/verbal connection between photos and copy
- 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

Y-11. Sports Spread

One spread predominantly featuring sports coverage. Submit a PDF or image file of the page(s). (Middle schools may enter a single page.) **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 action photos
- 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
- Headline has contemporary design and establishes visual/verbal connection between photos and copy
- 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

Y-12. Academic Spread
One spread predominantly featuring academic 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 action photos of students engaged in learning, not on teachers
● 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
● Headline has contemporary design and establishes visual/verbal connection between photos and copy
● 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

Y-13. Organization Spread
One spread predominantly featuring 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 action photos
● 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
● Headline has contemporary design and establishes visual/verbal connection between photos and copy
● 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

Y-14. People Spread
One spread from either student or faculty/administration coverage. **Spread must include mug shots.** (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
- 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
- Headline has contemporary design and establishes visual/verbal connection between photos and copy
- 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 are arranged in panels with names to the outside
- While designs may be innovative, they adhere to journalistic guidelines

Y-15 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. 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 relate to the theme
- Copy and captions are readable size and use readable font

Y-16. Business Advertisements
Note: 1 entry = a portfolio of 3 student-created advertisements

A portfolio of three advertisements for a business, organization, product or service, completely designed by a student. **(Ad may use a professionally designed company logo. In 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 advertisement.

JUDGING CRITERIA
- Each ad contains a clear key message responding to a student or community need and promotes a specific product or service offered by a business.
- Each ad has a strong center of visual interest/a clear dominant element that supports the key message. (Unless designing a business card 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
- Each 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-17. Proud Parent Advertisements
Note: 1 entry = a portfolio of 3 student-created advertisements

A proud parent ad completely designed by a student. (In 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 advertisement.

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
- 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-18. Graphics

One spread illustrating contemporary use of graphics. Most often this includes elements created using Photoshop, Illustrator or similar programs. 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 on the entry form 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-19. Sports Action Photo

Any non-portrait action photo directly related to sporting events should be entered 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
- 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

Y-20. Sports Feature Photo

Photos in this category should be non-portrait, non-sports-action photos based on the drama and emotion characteristic of the athletic contest. 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

Y-21. Portrait/Personality Photo

Photos in this category must show the personality and/or character of the people photographed. No more than two subjects should be featured in the picture. Sports portraits SHOULD be entered 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
- 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

Y-22. 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. Do not submit posed portraits, which should be

submitted in Y-21 Portrait/Personality Photo. 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
- Photo is technically strong:
    - in focus
    - proper contrast
    - not too grainy or muddy
- Photographer paid attention to rules of composition

Y-23. Academic Photo
Photos that depict students in a learning situation either in or out of class should be entered 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 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

Y-24. Club/Performance Photo
Photos that depict students engaged in a 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

Y-25. School Spirit Photo
Photos in this category should convey the spirit and emotion evident at school-related functions. Photographs depicting team spirit should **NOT** be entered in this category; they should be entered in the **SPORTS FEATURE 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 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

YEARBOOK VISUAL/VERBAL CATEGORIES

A SPECIAL NOTE FOR YEARBOOKS

MIPA strongly encourages you to mail one copy of your book to us so that our judges can use it as a reference on Judging Day.

While submissions for nearly all categories are via digital files, **sometimes a computer screen does not do justice to a product designed to be experienced on paper.**

We will return your book at the awards ceremony, or you can pick it up from the MIPA office at a later date.

Please note that the book you send is for the exclusive use of the Individual Contest. ***This book can be used to enter the Cover category, but you must send a separate, second book if you also are submitting for a Spartan Critique.***

Y-26. Feature Presentation

An unusual feature spread from any section or 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). Mini-mags, special sections and special supplements may be entered in this category. Subject selection, writing, photography and design will be considered. Submit up to 5 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**. Contiguous pages should be submitted in a single PDF file.

JUDGING CRITERIA
Writing
- Copy 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 headline that 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 detail, see complete criteria for categories 1, 8, 9 and 10

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
- Headline has contemporary design and establishes visual/verbal connection between photos and copy
- 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

Y-27. Theme Development

Theme selection and development through design, photos and writing. 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, 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. **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 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

Entry should include cover design and must include actual cover. Do not submit stock covers. **LIMIT ONE ENTRY PER SCHOOL. Submit an entry in this category by completing the online entry form and by sending one copy of your book via mail to the MIPA office.**

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

Y-29. Endsheet

Entry should include both front and back endsheets (if back endsheet is blank, submit only front endsheet). Do not submit stock endsheets. **FOR THE ENTRY TITLE**, use your theme. You may include a brief description of your theme in the Additional Information field. **LIMIT ONE ENTRY PER SCHOOL.** 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. **LIMIT ONE ENTRY PER SCHOOL.** Submit up to 2 PDF or image files of opening and closing. **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 but are similar to each other
- 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

Y-31. Division Page

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. **LIMIT ONE ENTRY PER SCHOOL.** Submit up to 10 PDF or image files of division 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**. Contiguous pages should be submitted in a single PDF file.

JUDGING CRITERIA
- Designs are fresh and contemporary, setting them
- apart from standard designs but are similar to each other
- 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

Y-32. 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. **SUBMIT ENTIRE INDEX AS A SINGLE PDF FILE. LIMIT ONE ENTRY PER SCHOOL.**

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