What judges will be looking for in your OSMA entries

Although this is work published between Jan. 20, 2012 and Jan. 25, 2013, individual entries must be from current students because they will benefit most from feedback. (Graduates may be part of team entries.) All entries are the work of one student except categories marked ▲. Categories marked ● are rated primarily on visual content.

1. Newswriting: Article covers a timely topic with either a strong summary lead or an indirect lead followed by a clear nut graph. Story should use expert sources, avoid reporter opinion and leave no unanswered questions.

2. Newswriting (two reporters): Article covers a timely topic with either a strong summary lead or an indirect lead followed by a clear nut graph. Story uses expert sources, avoids reporter opinion and leaves no unanswered questions. ▲

3. In-Depth Reporting/Team: Investigative piece covers background of the news and emphasizes "why." By more than one reporter about a single issue, it stresses knowledgeable sources, both inside and outside the school. This can be a series (submit all articles), one large story or story with sidebars.▲

4. In-Depth Reporting/Individual: Investigative piece covers background of the news and emphasizes "why." By one reporter about a single issue, it stresses knowledgeable sources, both inside and outside school. This can be a series or one large story.

5. General Feature: Although it may have a news peg, timeliness is not its most important element; focus should be on the human side of the topic. Sources are important, too, as is an approach with no reporter opinion or unanswered questions.

6. Personality Profile: Without using author opinion, this feature captures the "feel" of a single individual with his or her own quotes and what others say about him or her. News pegs can make these stronger. Sports personalities can be entered here.

7. News Feature: This feature has a strong news peg, which makes it timely for the reader. It puts an entertaining spin on a topic, but it avoids reporter opinion.

8. First-person narrative: Though NOT considered a feature, this writing form can be used sparingly and effectively if the writer was part of the story. It relies on strong voice and theme and has characters, a story arc and careful use of imagery, symbolism and metaphor to relay its truth to its audience.

9. Editorial: A statement of staff or editorial board opinion, this does not have a byline and uses "we" if a pronoun is necessary. Persuasion is supported with facts and includes sufficient background. Often it offers readers a course of action. ▲

10. Commentary: One writer's bylined opinion piece, this clearly makes a point about an issue. Facts help support the stand, and a consistent tone unifies the piece.

11. Review: This can cover anything from a movie to a concert, CD, play or book. It gives readers the author's evaluation of the subject, citing specific examples; it doesn't merely retell the plot or list songs.

12. Sports Coverage/News: The reporter covers a RECENT sporting event or one that will occur soon. He or she does so without using reporter opinion; coach and player quotes add necessary insight.

13. Sports Feature: By going behind the scenes or otherwise finding out the "why," the reporter conveys the background or mood of a sport, either scholastic, intramural or life sport. Sources, not author opinion, are important.

14. Sports Opinion: Written either as a column or clearly labeled opinion, this sports piece is timely and makes concrete, unique points.

15. Column: Since one mark of a good column is consistent "voice," entries must include TWO COLUMNS by the same writer that appear regularly. Topics may vary but some unifying device is a plus (i.e. similar topic, tone).

16. Editorial Cartoon: Both artistic technique and message are important; an editorial cartoon should make a point about something in the school, community or world and be understandable to average readers. (Publications may attach explanation or accompanying editorial, if helpful.)●

17. Art/non-editorial, hand-drawn: Technique should add to the professional look, using such things as shading and variation of line. Illustration relates to the content of the article. ●

18. Art/ non-editorial, computer-assisted: As with hand-drawn, computer-assisted illustration looks professional and adds impact to the article it accompanies. It avoids clip art and relies on artist skills to support visual impact. ●

19. Ad Design: Uses appropriate, limited fonts, contains no spelling/grammar errors, and utilizes visuals and white space to advantage. Business cards don't work. The ad gets Attention, builds Interest, supports Desire, calls to Action (AIDA). MUST NOT RELY ON CAMERA-READY SUBMISSIONS FROM ADVERTISERS.Resizing and rearranging existing ads is not designing your own. ●

20. News Photo: The picture captures a person or event at a decisive moment, is dramatic and makes readers think; technical quality — contrast, focus, effective cropping — are important, too. ●

21. Feature Photo: This is a human interest or humorous photo with emotional impact. It uses elements of good composition, is artistic, and has high technical quality. ●

22. Sports Photo: Like a news photo, this should capture a decisive moment, show action, tension or emotion; technical quality is important, too. ●

23. Photo Story: Multiple photos by one or more photographers that capture an event or give a complete, coherent narrative. Technical quality of the photos is important, as is the copy in cutlines and headline(s). ● ▲

24. Photo Illustration: A set-up shot where the photographer is in charge of all elements; photo can also include computer manipulation. This is more than just a digital photo. The result should give a specific message that ties in with the written information it accompanies. ● ▲

25. Front Page Newspaper Layout: The newspaper uses clean design to grab readers' attention and guide them from story to story. It conveys the publication mood through nameplate and graphic devices; editors emphasize stories important to readers. ● ▲

26. Front Page/Cover Newsmagazine Layout: Newsmagazine cover highlights a key story using a creative approach. The look is clean and conveys the publication's mood through its nameplate and graphic devices. News judgment counts. ● ▲

27. Feature Page Layout: For either newspaper or newsmagazine, single feature page layout that has a strong center of visual interest, attractive graphics that help tell the story and a layout that helps readers understand the content. ● ▲

28. Editorial Page Layout: For either newspaper or newsmagazine, single editorial page layout. Design clearly indicates this is an ed/op page and generally includes such elements as editorial(s), editorial cartoons, columns, letters to the editor and a masthead. The layout helps readers understand the content. ● ▲

29. Opinion Page Layout: For either newspaper or newsmagazine, this page is NOT the one with a staff editorial but simply another page with opinion pieces, for instance, reviews and commentaries. Design clearly indicates this is opinion, and layout helps readers understand the content. ● ▲

30. Sports Page Layout: For either newspaper or newsmagazine, single sports page layout that captures the mood of athletics. Layout has a dominant visual and helps readers understand the content. ● ▲

31. Facing Pages: For either newspaper or newsmagazine, entry displays multiple elements, not necessarily related, on two facing pages and presents them with strong visual impact. Headlines do not bump, and layout helps readers' eyes move around the page. Ads may be necessary for financial reasons but are avoided if possible. ● ▲

32. Newspaper/Newsmag Package: For either newspaper or newsmagazine, entry displays multiple elements about same topic on two or more, consecutive pages and presents them with strong visual impact. Graphics help explain the message. Ads may be necessary for financial reasons but avoided if possible. News judgment matters. ● ▲

33. Infographic: Generally this accompanies a story and combines copy and illustrations to make information visual. The result is an attractive combination that enlivens the page but, even more important, makes often confusing information easily understandable. Parts are labeled clearly and source of data included. ● ▲

BROADCAST CATEGORIES:
Entries must have been broadcast at school or in the community or on the Web. Must be sumbitted on a Mac-formatted data CD as an mov. file. If this is an issue, please contact Candace <cbowen@kent.edu> for alternatives.

34. On-air Talent: Student shows poise and effective use of voice plus strong writing, including leads and transitions; appropriate language and strong overall delivery; profes- sional manner and appearance. News judgment of selection counts as well.

35. Broadcast News: Students enter in pairs (reporter and camera operator). Total Running Time no more than 1:30. Pre-recorded news story contains reporter's voice-over, videotaped shots and sound bites. Must adhere to broadcast style (short sentences, present tense, conversationa) and contain all necessary info. Sound bites are well-shot, varied and relevant. Editing is free of glitches and jump cuts, and natural sound is used effectively. Overall, script and video complement each other. ▲

36. Broadcast Sports: Students enter in pairs (reporter and camera operator). Total Running Time no more than 1:30. Pre-recorded news story contains reporter's voice-over, videotaped shots and sound bites. Must adhere to broadcast style (short sentences, present tense, conversationa) and contain all necessary info. Sound bites are well-shot, varied and relevant. Editing is free of glitches and jump cuts, and natural sound is used effectively. Overall, script and video complement each other. ▲

37. Broadcast Feature: Students enter in pairs (reporter and camera operator). Total Running Time no more than 1:30. Pre-recorded news story contains reporter's voice-over, videotaped

shots and sound bites. Must adhere to broadcast style (short sentences, present tense, conversationa) and contain all necessary info. Sound bites are well-shot, varied and relevant. Editing is free of glitches and jump cuts, and natural sound works effectively. Script and video complement each other. ▲

38. Short Documentary: Students enter as individuals or in pairs. Total Running Time is at least 4 minutes but does not exceed 8 minutes. The short documentary may create argument, enhance understanding of the breadth of a topic or develop a desire to explore a topic more.

The topic merits the attention given to this longer piece. The completed short documentary provides an understanding, perspective or insight into the chosen topic. A national or international subject has been given a local angle; a local story has been placed in perspective with attention to historic, political and social perspectives.

The television short documentary includes a variety of shots (long, medium close and close-up). Natural sound is utilized to establish setting, to convey popular culture, to portray societal conditions or to set tone. Audio levels are acceptable and even throughout. Lighting is effective. ▲

WEB CATEGORIES
These should be printouts from a student-run news site. Include URL. DO NOT ENTER THE SAME STORY IN PRINT AND IN WEB CATEGORIES.

39. Online News Story: Article takes advantage of the immediacy of the Web, covering a timely topic with strong summary lead. Story uses sources, avoids reporter opinion and leaves no unanswered questions. Links allow readers to access related info for more depth.

40. Online Sports Story: Article takes advantage of the immediacy of the Web, covering a timely sporting event with a strong, colorful summary lead that puts the news in context. Story uses sources, avoids reporter opinion and leaves no unanswered questions. Links allow readers to access related info for more depth.

41. Online Opinion Story: Article is either a traditional unsigned editorial of staff opinion or one writer's bylined opinion piece. It clearly makes a point about an issue with facts to help support the stand, and a consistent tone unifies the piece.

42. Overall Online News Site: The student-run site is functional, providing readers with current information they can use in their lives. Content is presented journalistically, using credible sources. Navigation is simple and understandable. Layout and overall look are attractive. (If site uses a template, indicate its source and what your staff has done to go beyond the basics.) Judges will view sites during FEBRUARY. ▲

43. Online Interactivity or Graphic Elements: This category includes any interactive element or graphic used to help the audience understand a con- cept. This is more than a photo or a piece of art and could be a survey, flash element, interactive map, etc. ▲

44. Online Package: News or feature that tells the story in more than just words. It could include photos, maps, graphics, audio and/or video to convey information in compelling ways. ▲

45. Soundslides: Using Soundslides or comparable software, this combination of photos and audio tells a story in a compelling way. It has a beginning, middle and end, and it is more than simply a compilation of photos. ▲

YEARBOOK CATEGORIES
Printouts of pages for the 2011 book.

46. Yearbook Student Life Copy: Copy is specific and uses quotes that add depth and interest. Copy uses AP or comparable style and correct grammar and punctuation.

47. Yearbook Student Life Spread: Spread has a dominant image and photos that show action. Includes headline, text and cutlines that add balance to the overall look. ● ▲

48. Yearbook Sports Copy: Copy is more than a summary of the season, and omits editorial comments, alibis or congratulations.

49. Yearbook Sports Spread: Spread has a dominant image and photos that show action, not just team group shots. Includes headline, text and cutlines that add balance to the overall look. ● ▲

50. Yearbook News Photo: The picture captures a person or event at a decisive moment, is dramatic and makes readers think now and remember later; technical quality — contrast, focus, cropping — are important, too. ●

51. Yearbook Feature Photo: This is a human interest or humorous photo with emotional impact. It uses elements of good composition, is artistic, and has high technical quality. ●

52. Yearbook Sports Photo: Like a news photo, this should capture a decisive moment, show action, tension or emotion; technical quality is important, too. ●

53. Yearbook Photo Illustration: A set-up shot where the photographer is in charge of all elements; photo can also include computer manipulation. This is more than just a digital photo. The result should give a specific message that ties in with the written information it accompanies. ● ▲

54. Best Overall Coverage in a Single Yearbook Spread: Writing explores new angles and is not a carbon copy of the previous year. Includes all necessary facts, told with headline, body copy and cutlines. ● ▲