

Oklahoma Collegiate Media Association

**Individual Excellence Competition  
Radio, Magazine, Newspaper & Yearbook  
2014**

**GENERAL CONTEST RULES**

(Failure to comply with contest rules could disqualify the entry.)

**DEADLINE:** Entries must be *received* by **5 p.m., Feb. 6, 2015**. No exceptions.

**ELIGIBILITY:** Competition is open to students from OCMA members in good standing. Annual membership dues must be paid. No entry fee required. Students who have had full-time professional journalism experience – outside of internships – are **not** eligible.

**CONTEST PERIOD:** Entries must have been published or aired in an OCMA-member outlet during the **2014** calendar year while the contestant was a student.

**ENTRY CONTENT:**

- With four exceptions, each Individual Competition category *entry* should consist of *ONE item* fitting the category description.
- Exceptions: *College Journalist of the Year, Reporting and Photography portfolios, Enterprise / Investigative Reporting*. These categories are explained in descriptions starting on Page 5.
- Multiple-byline entries are **not** allowed except for *Enterprise / Investigative Reporting (Team)*.

**NUMBER OF ENTRIES ALLOWED PER SCHOOL:**

- Each school may enter a maximum of **THREE** entries *per Individual Competition category*.
- Schools may enter more than one entry from the same student in each Competition category.

**NUMBER OF ENTRIES ALLOWED PER STUDENT:**

- No limit on the number of Individual Competition categories a student may enter.
- However, individual items such as a news article or a photograph may be entered in only one category with the exception of the *College Journalist of the Year*, and *Reporting and Photography Portfolio* categories, which may include items also entered in other categories.

**ENTRY SUBMISSION AND IDENTIFICATION:** Other than yearbook and magazine categories, entries are to be submitted via CD. Mail entries to:

Joey Senat  
School of Media & Strategic Communications  
206 Paul Miller Building  
Oklahoma State University  
Stillwater, OK 74078-4053

Use the enclosed entry forms. Failure to provide complete identification information can disqualify the entry. The entry form should be the first page of a multipage .pdf with the actual entry.

On the CD, please separate the entries by using folders titled for the relevant category. For example, folders titled ADV. DISPLAY, FEATURES, etc.

Each entry should use this slug template: Abbreviation of School Name-Student's Last Name and First Initial (Or name of publication for overall publication categories)-Category

Examples: OCCC- Smith.J-Feature.pdf / OCCC-Pioneer-FrontPage.pdf

If you have more than one entry from the same student in a category, add -1, -2, etc. to the end of the entry form slugs. For example, SEOSU-Smith.J-Feature-1.pdf

**AWARDS PRESENTATION:** Individuals placing first, second and third in two-year school, four-year school, magazine, radio and yearbook categories will be presented awards. Honorable mention awards may also be made.

Awards will be presented at the *OCMA Spring Conference, April 3, 2015*, at OSU in Stillwater. Judging forms will be available to faculty advisers at the close of the conference.

**QUESTIONS?** For clarification of rules, contact Joey Senat, [joey.senat@okstate.edu](mailto:joey.senat@okstate.edu) or 405-744-8277.

Oklahoma Collegiate Media Association

**Individual Excellence Competition**

**Categories**

**2014**

**4-YEAR SCHOOL NEWSPAPER \***

- Advertising (Display)
- Cartoon (Editorial)
- College Newspaper Journalist of the Year
- Columns (Personal)
- Editorial Writing
- Enterprise / Investigative Reporting (Individual)
- Enterprise / Investigative Reporting (Team)
- Feature Writing
- General News Writing
- Multimedia Storytelling
- Photography – Feature
- Photography – News
- Photography – Portfolio
- Photography – Sports
- Reporting Portfolio
- Reviews
- Sports Reporting

**2-YEAR SCHOOL NEWSPAPER**

- Advertising (Display)
- Cartoon (Editorial)
- College Newspaper Journalist of the Year
- Columns (Personal)
- Editorial Writing
- Enterprise / Investigative Reporting (Individual)
- Enterprise / Investigative Reporting (Team)
- Feature Writing
- General News Writing
- Multimedia Storytelling
- Photography – Feature
- Photography – News
- Photography – Portfolio
- Photography – Sports
- Reporting Portfolio
- Reviews
- Sports Reporting

**\* Two divisions for 4-year School Newspapers:**

**Div. I**

- Cameron University
- Oklahoma City University
- Oklahoma State University
- Oral Roberts University
- University of Central Oklahoma
- University of Oklahoma

**Div. 1-A**

- Bacone College
- East Central University
- Northeastern Oklahoma State University
- Northwestern Oklahoma State University
- Oklahoma Baptist University
- Oklahoma Panhandle State University
- Southeastern Oklahoma State University
- Southern Nazarene University
- Southwestern Oklahoma State University
- University of Science & Arts of Oklahoma
- University of Tulsa

**MAGAZINE (STAND-ALONE PUBLICATIONS)**

- Feature Writing – Magazine
- General News Writing – Magazine
- Photography – Feature – Magazine
- Photography – News – Magazine
- Photography – Sports – Magazine
- Sports Writing – Magazine

**RADIO**

- Feature – Radio
- General News Reporting – Radio
- Sports Reporting (not play-by-play) – Radio

**YEARBOOKS: BOTH 2- & 4-YEAR SCHOOLS**

- Feature Writing – Yearbook
- Photography – Feature – Yearbook
- Photography – Sports – Yearbook
- Sports Writing – Yearbook

## Preparation of Individual Competition Entries for Submission

### ENTRY IDENTIFICATION:

- Please use the enclosed identification form.
- Failure to provide complete identification information can disqualify the entry.
- *There is a special entry form for "Multimedia Storytelling."*
- Each entry should use this slug template: Abbreviation of School Name-Student's Last Name and First Initial-Category. Example: OCCC-Smith.J-Feature.pdf
  - If you have more than one entry from the same student in a category, add -1, -2, etc. to the end of the entry form slugs. For example, SEOSU-Smith.J-Feature-1.pdf

### ENTRY FORMAT

- Submit entries in the following formats:
  - .pdf for Individual and Publication print categories.
  - Photographic entries should be a .pdf of the page on which the photo was published.
  - MP3 for radio entries.
  - A hard copy of magazine and yearbook entries.

Oklahoma Collegiate Media Association

**Individual Excellence Competition**  
***Category Descriptions & Judging Criteria***  
**2014**

**ADVERTISING (DISPLAY):** Advertising appeal, quality of headlines and copy, layout, graphics, photos and typography are important factors.

**CARTOON (EDITORIAL):** Purpose, message and skill in graphic execution are key elements.

**COLLEGE NEWSPAPER JOURNALIST OF THE YEAR:** All entries should include a resumé, a signed letter of recommendation by the student's newspaper adviser, three to five work samples, and a personal essay of 600 to 650 words addressing the mission of college newspapers and the student's contributions toward that end. The work samples may include articles written by the student or overseen by the student as an editor. Entries that do not include all required elements will be disqualified. Only one award will be presented for 2-year schools and each division of the 4-year schools.

**COLUMNS (PERSONAL):** Reader appeal, fresh ideas, readability, originality and writing skills are key factors.

**EDITORIAL WRITING:** Editorial writing is based on sound research and reporting. It is organized around one major point with a clear introduction, discussion and conclusion. The editorial deals with issues rather than personalities, is soundly reasoned and makes positive, practical, realistic suggestions for action or thought. It is related to news about school issues and/or issues outside the school that affect students. It is written in third person and is free of wordiness, preaching rhetoric and clichés. The editorial does not bring up problems without offering possible solutions or courses of action. **Note: An editorial is not a personal column.**

**ENTERPRISE / INVESTIGATIVE REPORTING (INDIVIDUAL AND TEAM):** A single story or series of stories that requires more in-depth reporting and content than general news reporting. The article is the product of original reporting by the student. The topic should be of public importance. The writing should be tight and lively. Completeness, accuracy, fairness, attribution, structure, mechanics and style are other key elements.

**FEATURE WRITING:** Originality of the feature idea will be among the factors considered. Feature stories with a strong local angle are preferred. Writing skills are important. Completeness, accuracy, fairness, attribution, structure, mechanics and style are other key elements.

**GENERAL NEWS WRITING / REPORTING:** Judges consider news value, accuracy, fairness, attribution, mechanics and style. The article should answer the pertinent questions. The lead should be clear, concise, interesting and emphasize the news. The body should be well organized and contains effective transitions, quotations, descriptions and anecdotes. The writing should be tight and lively. The article is the product of original reporting by the student.

**MULTIMEDIA STORYTELLING:** This category focuses on Web-based stories using Internet features (i.e., hyperlinks, sound, video, photos, motion graphics, slide shows and photo galleries) to tell the story beyond the capacity of print. These stories may also include elements that were not included in the print version: full-text or audio files of interviews that tell the story in the participant's own words; and links to related sites or anything that helps the reader understand the story better.

- Entries must include the URLs of the main site and the individual story. The judge must be able to access the site; otherwise, the individual entry will be disqualified.
- Submit only the "Entry Information Form" for Multimedia Storytelling.

**PHOTOGRAPHY – FEATURE:** (A cutline must accompany each photo.) These photos are not an integral part of a “hard news” event but are high in human-interest value. Both creative and technical qualities are important. Images of staged photo opportunities are not acceptable. The photo has NOT been altered.

**PHOTOGRAPHY – NEWS:** (A cutline must accompany each photo.) News photos reflect major “hard news” events. Both creative and technical qualities are important. Images of staged photo opportunities are not acceptable. The photo has NOT been altered.

**PHOTOGRAPHY – PORTFOLIO:** (A cutline must accompany each photo.) Submit five photographs that were published during the contest period. Winners will be determined based on photographic skills of composition, technical expertise and overall excellence. Photos should be accurate and comprehensive representations of subjects. Images of staged photo opportunities are not acceptable. The photos have NOT been altered.

**PHOTOGRAPHY – SPORTS:** (A cutline must accompany each photo.) All areas of sports photography are included. Action, human interest, creativity and technical qualities are important factors. Images of staged photo opportunities are not acceptable. The photo has NOT been altered.

**REPORTING PORTFOLIO:** Submit five stories that were published within the contest period. For articles that appear in a series, each individual article is considered one of the five allowed. Winners will be determined based on the student’s ability to gather important information and to write clearly and interestingly. Articles should be the product of original reporting by the student. Topics may include hard news, features and sports. See “General News Writing / Reporting.”

**REVIEWS:** This category includes reviews of art, stage drama, films, television programs, music and books. Judges will consider writing skills, knowledge of the medium being discussed, and familiarity with the particular piece being reviewed.

**SPORTS REPORTING:** News value, completeness, readability, accuracy and fairness are among the key factors. Writing skills are important. See “General News Writing / Reporting.”

**OCMA Individual Excellence Competition 2014**

**Entry Form**

**(Submit as the first page of a multipage .pdf including the entry. Use the slug template.)**

*Do NOT use this form for overall newspaper and yearbook entries.*

**PLEASE TYPE**

**Division:** \_\_\_ 2-YR / \_\_\_ 4-YR DIV. 1 / \_\_\_ 4-YR DIV. 1-A / \_\_\_ MAGAZINE / \_\_\_ RADIO / \_\_\_  
YEARBOOK

**Category Name:**

**Media Outlet Name:**

**School Name:**

**Headline, Caption or Other Specific Identifying Element of Entry:**

**Date of Entry Publication:**

**Student Name(s) To Appear on Award and Contact Information:**

Name

Phone Number

Email

**Faculty Adviser:**

**OCMA Individual Excellence Competition 2014**

**Multimedia Storytelling**

**Entry Form  
(Use the slug template.)**

*Do NOT use this form for other entries.*

**PLEASE TYPE**

**Division:** \_\_\_\_ 2-YR / \_\_\_\_ 4-YR DIV. 1 / \_\_\_\_ 4-YR DIV. 1-A

**Media Outlet Name:**

**School Name:**

**Headline, Caption or Other Specific Identifying Element of Entry:**

**Date of Entry Publication:**

**URL of the main website:**

**URL For The Multimedia Story:**

**Student Name To Appear on Award and Contact Information:**

Name

Phone Number

Email

**Faculty Adviser:**



Oklahoma Collegiate Media Association

**Overall Excellence Contest  
Newspaper, Magazine and Yearbook  
2014**

**GENERAL CONTEST RULES**

(Failure to comply with contest rules may disqualify the entry.)

**DEADLINE:** Entries must be *received* by **5 p.m., Feb. 6, 2015**. No exceptions.

**ELIGIBILITY:** Competition is open to OCMA members in good standing. Annual membership dues must be paid. No entry fee required.

**CONTEST PERIOD:** Entries must have been published during **2014**.

**ENTRY SUBMISSION AND IDENTIFICATION:** Other than yearbook and magazine categories, entries are to be submitted via CD. Mail entries to:

Joey Senat  
School of Media & Strategic Communications  
206 Paul Miller Building  
Oklahoma State University  
Stillwater, OK 74078-4053

Use the enclosed entry forms. *There is a Special entry form for Online Newspaper.* Failure to provide complete identification information can disqualify the entry. The entry form should be the first page of a multipage .pdf with the actual entry.

Each entry should use this slug template: Abbreviation of School Name-Publication Name-Category Example: OCCC-Pioneer-FrontPage.pdf

**AWARDS PRESENTATION:** Publications placing first, second and third in 2-year school, 4-year school, magazine and yearbook categories will be presented awards. Honorable mention awards may also be made.

Awards will be presented at the *OCMA Spring Conference, April 3, 2015*, at OSU in Stillwater. Judging forms will be available to faculty advisers at the close of the conference.

**QUESTIONS?** For clarification of rules, contact Joey Senat, [joey.senat@okstate.edu](mailto:joey.senat@okstate.edu) or 405-744-8277.

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**OVERALL YEARBOOK CONTEST RULES**

**DIVISION:** 2- and 4-year schools are combined.

**ENTRY CONTENT:**

- Submit an entry form and hard copy of your yearbook produced during the contest period.

**YEARBOOK AWARD CATEGORIES:**

- Awards will be made separately for:
    - Theme
    - Content and Coverage
    - Photography
    - Layout and Design
    - Overall Yearbook
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Oklahoma Collegiate Media Association

**OVERALL MAGAZINE CONTEST RULES**

**DIVISION:** 2- and 4-year schools are combined. The magazine must be a stand-alone publication.

**ENTRY CONTENT:**

- Submit an entry form and hard copy of your magazine produced during the contest period.

**MAGAZINE AWARD CATEGORIES:**

- Awards will be made separately for:
  - Content and Coverage
  - Photography
  - Layout and Design
  - Overall Magazine

Oklahoma Collegiate Media Association

**OVERALL NEWSPAPER CONTEST RULES**

**DIVISIONS:**

- 2-year Schools – Print
- 4-year Schools – Print\*
- Online (Use special entry form enclosed.)
  - *Student Produced Sites* — Sites are produced entirely by students. The students have all editorial control. Students complete all website maintenance, including content preparation, site design, production and update.
  - *Commercially Produced Sites* — Someone other than students produces a portion of the site. Students must have editorial control. However, a commercial company, the school's computer staff or similar group maintains the site.

<b>* Two Divisions for 4-year School Newspapers</b>	
<p><b><u>Div. I</u></b></p> <ul style="list-style-type: none"> <li>▪ Cameron University</li> <li>▪ Oklahoma City University</li> <li>▪ Oklahoma State University</li> <li>▪ Oral Roberts University</li> <li>▪ University of Central Oklahoma</li> <li>▪ University of Oklahoma</li> </ul>	<p><b><u>Div. 1-A</u></b></p> <ul style="list-style-type: none"> <li>▪ Bacone College</li> <li>▪ East Central University</li> <li>▪ Northeastern Oklahoma State University</li> <li>▪ Northwestern Oklahoma State University</li> <li>▪ Oklahoma Baptist University</li> <li>▪ Oklahoma Panhandle State University</li> <li>▪ Southeastern Oklahoma State University</li> <li>▪ Southern Nazarene University</li> <li>▪ Southwestern Oklahoma State University</li> <li>▪ University of Science &amp; Arts of Oklahoma</li> <li>▪ University of Tulsa</li> </ul>

## NEWSPAPER AWARD CATEGORIES:

- OVERALL ONLINE
  
- Awards will be made separately in each *print* division for:
  - OVERALL NEWSPAPER
    - Judged on completeness and newsworthiness of coverage, initiative, design, writing, editing and photography.
    - Submit **two different** publication issues from the contest period.
  
  - FRONT PAGE DESIGN
    - Encompasses material deserving Page One placement in terms of newsworthiness, timeliness, interest, value and quality. The front-page package can contain several stories; one in-depth piece; or a package of related stories, photos or art. Front-page space is not given to routine coverage. A focal point is evident on the front page, dominating display, characterizing subject matter and lending order to content.
    - Submit **two different** publication issues that ***are different from*** Overall Newspaper entry.
  
  - INTERIOR PAGE DESIGN
    - Includes all pages other than Front Page. Opinion page format should include editorials, columns, letters and related features in an inviting, meaningful and understandable manner. The names of key editors, the newspaper's mailing address, phone number, and letters policy should be placed for easy accessibility by readers. Feature pages should consider the overall design of the page in producing an effective layout. If a feature package is only a portion of the page, other elements should not distract from the package.
    - Submit **two different** publication issues that ***are different from*** Overall Newspaper entry.

### ***FRONT AND INTERIOR PAGE DESIGN: ELEMENTS FOR CONSIDERATION***

- ✓ Effective display above and below the fold.
- ✓ Adequate photography and/or art are employed to relieve type-heaviness and provide interest value.
- ✓ Story layout is simple and recognizes that readers read from left to right.
- ✓ Headline sizes graduate effectively. Head faces are used effectively. Heads do not bump or compete.
- ✓ Front page flag/nameplate is easily read, distinctive enough to provide personality, is neither too large nor too small, is placed above the fold, includes the volume and issue numbers, date of issue, school, city, and state.
- ✓ Body (copy) type is readable, not too large or too small (8-10 points) with adequate leading between the lines (1-2 points) and set in a reasonable width (11-22 picas). Small type (6 point) is used for lists and tabular material.
- ✓ Long vertical stretches are relieved by contrast devices such as boldfaced lead-ins or pull quotes.
- ✓ Bylines, photo credits, jump lines and other special material are set off with boldface, italic, or other devices in regular style.
- ✓ Captions/cutlines are easily identified as separate from story copy.
- ✓ Graphic statements are made using special typefaces, special headline arrangements, illustrations, reverses, rules, screen boxes or other devices.
- ✓ Graphics are used effectively with restraint to enhance the publication's appeal and personality without impairing its readability. Graphics are not overused to the point where the publication appears inconsistent, sloppy or jumbled.

**OCMA Overall Excellence Contest  
Newspaper, Magazine and Yearbook  
2014**

**Entry Form**

**(Submit as the first page of a multipage .pdf including the entry. Use the slug template.)**

*Do NOT use this form for individual student entries.*

**PLEASE TYPE.**

**Division: \_\_\_\_\_ 2-YR / \_\_\_\_\_ 4-YR DIV. 1 / \_\_\_\_\_ 4-YR DIV. 1-A / \_\_\_\_\_ MAGAZINE / \_\_\_\_\_ YEARBOOK**

**Category Name:**

**Publication Name:**

**School Name:**

**Date(s) of Entry Publication:**

**Editor-in-Chief's Name, Phone and Email:**

**Adviser's Name, Phone and Email:**

**OCMA Overall Excellence Contest  
Online Newspaper  
2014**

**Entry Form  
(Use the slug template.)**

*Do NOT use this form for individual student entries.*

**PLEASE TYPE.**

**Our Online site is? \_\_\_\_\_ Student Generated \_\_\_\_\_ Commercially Produced**

**Publication Name:**

**School Name:**

**2-year school: \_\_\_\_\_ 4-year school-public: \_\_\_\_\_ 4-year school-private: \_\_\_\_\_**

**Student Online Editor's Name, Phone and Email:**

**Website URL:**

**List the Web authoring software used to create the site:**

**Who is the intended viewing audience?**

**Date the site was first brought online:**

**Internet provider, company or school hosting the server on which the site is located:**

**Adviser's Name, Phone and Email:**