

What judges will be looking for in your OSMA entries

For the second year, you may submit up to two entries from newspaper, newsmagazine or news website work in all categories -- we have no separate categories for web entries. The Columns category (#11) requires two columns in each entry. Website entries should be hyperlinking to outside sources, and news articles published on the web should pay close attention to timeliness.

Although this is work published/posted between Jan. 29, 2021, and Jan. 28, 2022, **consider individual entries from current students because they will benefit most from feedback.** (Multi-student entries can include graduates.) All entries are the work of one student except categories marked ▲. **If an entry represents the work of more than four students, please indicate “Staff” instead of listing all names.** OSMA will give you as many certificates as you would like, but long lists of names don’t work well on certificates. 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. Being timely is especially important if this article ran on the news website.

2. 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 and contextual information to make the story complete. This can be a series (submit all articles), one large story or story with sidebars. ▲ If more

than 4 names are submitted, an award certificate will say “Staff” instead of individual names due to space limitations.

*** Timeliness is even more important in news articles from the web.**

3. In-Depth Reporting/Individual 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. General Feature: This type of feature is less time sensitive than a news feature. 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.

5. 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.

6. News Feature: This feature has a strong news element, which makes it timely for the reader. It adds a human interest/connection, but it avoids reporter opinion. Being timely is especially important if this article ran on the news website.

7. Alternative Copy: An article that conveys the news without using standard inverted pyramid or feature forms, but is still visually appealing (for instance, Q&A or short bio collections). ALTS pull the reader into

the publication as “quick read” information and standalone in the coverage of the news. If the piece is based primarily on design elements or visuals, then enter it in the infographics category. ▲

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 by-lined opinion piece, this clearly makes a point about an issue. Facts help support the stand, and a consistent tone unifies the piece

11. Column: Because 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 (e.g., similar topic, tone, etc.)

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

13. Sports Coverage/News: The

reporter covers a RECENT sporting event or one that will occur soon. This is especially important for articles from the web. No reporter opinion, coach and player quotes add necessary insight and stats. Being timely is especially important if this article ran on the news website.

14. 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. Like other features, avoid author viewpoint, stress sources for views information.

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

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 include an explanation or accompanying editorial, if helpful.) ●

17. Art/non-editorial: Technique whether hand-drawn or computer assisted, should add to the professional look, using such things as shading and variation of line. Illustration relates to the content of the article but is neutral in message. Relies on the artist’s skills and technique rather than using photography or clip art. ●

18. 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 should get Attention, build Interest, support Desire, call to Action (AIDA). MUST NOT RELY ON CAMERA-READY SUBMISSIONS FROM ADVERTISERS. Resizing and rearranging existing ads is not designing your own. ●

19. 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. ●

20. 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. ●

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

22. 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). ● ▲

23. Photo Illustration: A set-up shot where the photographer is in charge of all elements. Image should be enhanced beyond what the camera captured, rather than representing something in the real world. The result should give a specific message that ties in with the written information it accompanies. Should be clearly labeled as photo illustration. ● ▲

24. 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. News judgment counts. ▲

25. Front Page/Cover Newsmagazine Layout: Cover highlights a key story using a creative approach. Look is clean and conveys the publication’s mood using its nameplate and graphic devices. News judgment counts. ▲

26. Newspaper Feature Page Layout: For newspaper format, this is a single feature page or double truck

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. ▲

27. Newsmagazine Feature Page Layout: Single or double truck feature layout that has a strong center of visual interest, attractive graphics that help tell the story and a layout that supports reader understanding of content. ▲

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

29. Newspaper Sports Page Layout: A single sports page layout that captures the mood of athletics. Layout has a dominant visual and helps readers understand the content. It must be as timely as possible. ▲

30. Newsmagazine Sports Page Layout: A single or two-page sports layout that captures the mood of athletics. Layout has a dominant visual and helps readers understand the content. ▲

31. Newspaper Package: 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. News judgment matters. ▲ NOTE: Web entries have no page design categories, but their visuals are included in the overall website critique.

32. Newsmagazine Package: 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. News judgment matters. ▲ NOTE: Web entries have no page

design categories, but their visuals are included in the overall website critique.

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33. Infographic: This generally (but not always) accompanies a story and combines copy and illustrations to make information visual. Unlike Alternative Copy, infographics are less focused on text and more focused on visuals & design. The result is an attractive combination that makes often confusing information easily understandable. Parts are labeled clearly, and source of data included.

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BROADCAST CATEGORIES:

Entries must have been broadcast at school or in the community or on the web.

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; professional manner and appearance. News judgment of selection counts as well.

35. Broadcast News: Students may enter in pairs (reporter and camera operator). Total Running Time no more than 1:30. Pre-recorded news story contains reporter's voice-over/on-camera narration, B-roll shots and sound bites. Must adhere to broadcast style (short sentences, present tense, conversational) 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/on-camera narration shots and sound bites. Adheres to broadcast style (short sentences, present tense,

conversational) 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/on-camera narration shots and sound bites. Must adhere to broadcast style (short sentences, present tense, conversational) 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. The short documentary may create an 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 context.

The television short documentary includes a variety of shots (long, medium 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. ▲

39. Web Interactivity or Graphic

Elements: This category includes any interactive element or graphic used to help the audience understand a concept. This is more than a photo or a piece of art and could be a survey,

flash element, interactive map, etc.

▲

40. Multimedia Package: News or feature from a news website 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. ▲

YEARBOOK CATEGORIES

Pages from the 2021-22 book-in progress to get early feedback and suggestions you may still be able to incorporate.

41. 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.

42. 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.

▲

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

44. Yearbook Sports Spread:

Spread has a dominant image and photos that show action, not just team group shots. Includes headline, text and cutlines. ▲

45. 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. ●

46. 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. ●

47. Yearbook Sports Photo: Like a news photo, this should capture a decisive moment, show action, ten-

sion or emotion; technical quality is important, too. ●

48. Yearbook Photo Illustration: A set-up shot where the photographer is in charge of all elements. Image should be enhanced beyond what the camera captured, rather than representing something in the real world. The result should give a specific message that ties in with the written information it accompanies. Should be clearly labeled as photo illustration. ● ▲

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

50. Yearbook Theme: A theme effectively ties events together and unifies the book. Include cover, end sheets, division pages and photos and copy throughout the book that supports the theme. ● ▲