



# 2015

## Individual Contest Report

Jamie Flanagan, Digital Media Chair  
C.E. Sikkenga, Newspaper Chair  
Roger Smith, Video Chair  
Pam Bunka, Yearbook Chair  
Jeremy Steele, MIPA Executive Director

[mipa@msu.edu](mailto:mipa@msu.edu)

**Total Entries**  
**2015: 4,464**  
**2014: 4,825**  
**2013: 4,353**

# 2015 Divisions: News Writing, News Photography, Art & Illustration, News Design & Info Graphics

Schools by Division and Enrollment

Division 1	Media Outlet	Enrolled
Plymouth-Canton HS	The Perspective	6200
Grand Blanc HS	Bobcat Banner	2708
Howell HS	The Main Four	2615
Eisenhower HS	The Eagle's Eye	2048
Novi HS	The Wildcat Roar	2020
Henry Ford II HS	The Generator	2004
Stevenson HS	The Vanguard	2000
Troy HS	The Troy Independent	1990
Wayne Memorial HS	The Zebra Print	1900
Grand Haven HS	The Bucs' Blade	1838
Hartland HS	The Hartland Eagle	1800
L'Anse Creuse HS North	The North Star	1800
Stoney Creek HS	The Source	1800
Grand Ledge HS	The Comets' Tale	1700
Holt HS	Ramparts	1696
Traverse City West HS	The Occidental	1685
Grosse Pointe South HS	The Tower	1657
Grosse Pointe South HS	The Tower Pulse	1657
Fraser HS	The Flash	1650
Pioneer HS	The Pioneer Optimist	1649
Rochester Adams HS	The Adams Kilt	1614

schools/media outlets **20/21**

Division 2	Media Outlet	Enrolled
Rochester HS	The Talon	1555
Waterford Kettering HS	The Murmur	1552
Waterford Kettering HS	Waterford Drift	1552
Loy Norrix HS	Knight Life	1500
Loy Norrix HS	Knight Life News	1500
Roseville HS	The Panther Prowl	1500
Traverse City Central HS	The Black & Gold	1488
Roosevelt HS	WTV	1430
H.H. Dow HS	Update	1400
H.H. Dow HS	Update Online	1400
Jackson HS	The Reflector News	1400
Midland HS	Focus	1400
Romeo HS	R News	1400
Okemos HS	OHS Press	1392
Everett HS	The Voice	1389
Portage Central HS	Central Stampede	1362
Lakeview HS	The Crystal	1350
Grosse Pointe North HS	North Pointe	1310
Grosse Pointe North HS	North Pointe Now	1310
Bloomfield Hills HS	The Hawkeye	1300
Portage Northern HS	The Northern Light	1300

schools/media outlets **17/21**

Division 3	Media Outlet	Enrolled
Forest Hills Central HS	The Central Trend	1289
South Lyon HS	Lyonlife.net	1284
South Lyon HS	WSLH-TV	1284
Seaholm HS	Seaholm Highlander	1278
North Farmington HS	The Northern Star	1245
Utica HS	Arrow	1228
Wylie E. Groves	Scriptor	1223
Mona Shores HS	The Sailors' Log	1200
Fenton HS	Fentonian	1182
Fenton HS	InPrint	1182
Dexter HS	The Squall	1150
Mason HS	The Profile	1100
Southfield-Lanthrop HS	Charger Chronicle	1025
East Grand Rapids HS	The East Vision	1000
Gull Lake HS	The Reflection	1000
Southfield HS	The Southfield Jay	998
Hamtramck HS	Cosmos Times	957
Haslett HS	The Viking Longboat	904
Northwest HS	The Moxie Mountie	850
Forest Hills Eastern HS	The Hawk Herald	825
Plainwell HS	The Trojan Torch	820
Mercy HS	Newsprint	815

schools/media outlets **21/22**

Division 4	Media Outlet	Enrolled
South Lake HS	The Lancer	690
Lake Fenton HS	The Anchor's Chain	639
Clarenceville HS	Shades of Gray	600
Grand Rapids Catholic Central HS	The Blue & White	600
Ovid-Elsie HS	OEOnline.org	490
Ann Arbor Community HS	The Communicator O	472
Ann Arbor Community HS	The Communicator	472
Stockbridge HS	Uncaged Student Nev	450
Madison HS	Madison Aquilla	448
Royal Oak Shrine HS	Shrine Observer	412
Ithaca HS	The Growler	405
Laingsburg HS	The Informer	372
Quincy HS	The Oriole	350
Portage Community HS	Spitfire News Online	185
Portage Community HS	Spitfire	185

schools/media outlets **13/15**

Division MS	Media Outlet	Enrolled
Traverse City East MS	EMS Press	942
Brownell MS	The Bronco Press	693
West Hills MS	WHMSPRESS	602
East Hills MS	Cavalier Corner	518

schools/media outlets **4-Apr**

Enrollment is self-reported. In cases where enrollment is not provided by the adviser, data is obtained from the National Center for Education Statistics for the most recent year reported.

# 2015 MIPA Individual Contest Report

Categories	Division 1	Division 2	Division 3	Division 4	Division MS	Total
<b>NEWS WRITING</b>						
NW-01: Online Breaking News Coverage*	6	7	6	6	0	25
NW-02: News Story	32	32	33	24	6	127
NW-03: Online Follow-up News Coverage*	2	6	3	2	0	13
NW-04: Online News Brief*	8	12	11	6	2	39
NW-05: News Analysis	24	24	29	9	3	89
NW-06: Editorial	31	23	25	17	2	98
NW-07: Bylined Opinion Article	32	26	35	17	7	117
NW-08: Blog*	1	0	0	0	2	3
NW-09: Review	34	29	30	16	5	114
NW-10: Feature Columnist	16	14	17	7	4	58
NW-11: Pro/Con Editorial Columns	20	14	20	10	4	68
NW-12: In-Depth Feature	21	23	24	17	6	91
NW-13: Informative Feature	28	23	30	25	8	114
NW-14: Human Interest Feature	23	20	35	17	4	99
NW-15: Personal Narrative	13	14	14	9	4	54
NW-16: Personality Profile	29	22	28	18	6	103
NW-17: Diversity Coverage	18	21	19	13	4	75
NW-18: Environmental, Health or Science	16	22	23	15	8	84
NW-19: Alternative Story Form	16	25	22	8	5	76
NW-20: Sports Feature Story	36	28	31	18	7	120
NW-21: Sports Columnist	7	12	10	5	0	34
NW-22: Sports News Story	28	19	23	15	5	90
<b>News Writing Total</b>	<b>441</b>	<b>416</b>	<b>468</b>	<b>274</b>	<b>92</b>	<b>1691</b>
<b>NEWS PHOTOGRAPHY</b>						
NP-01: Sports Action Photo	21	20	25	7	0	73
NP-02: Sports Feature Photo	15	20	17	8	0	60
NP-03: News/Feature Photograph	17	21	24	16	2	80
NP-04: Environmental Portrait	11	20	25	8	0	64
<b>News Photography Total</b>	<b>64</b>	<b>81</b>	<b>91</b>	<b>39</b>	<b>2</b>	<b>277</b>

Categories	Division 1	Division 2	Division 3	Division 4	Division MS	Total
<b>ART &amp; ILLUSTRATION</b>						
AI-01: Editorial Cartoon	16	17	19	12	0	64
AI-02: Comic Strip	6	10	10	1	1	28
AI-03: Illustration	16	19	20	13	2	70
<b>Art &amp; Illustration Total</b>	<b>38</b>	<b>46</b>	<b>49</b>	<b>26</b>	<b>3</b>	<b>162</b>
<b>NEWS DESIGN &amp; INFO GRAPHICS</b>						
ND-01: Information Graphic	17	23	21	12	4	77
ND-02: Interactive Graphic*	0	6	2	0	2	10
ND-03: Advertising Layout	9	15	9	7	0	40
ND-04: Front Page/Magazine Style	12	18	21	11	2	64
ND-05: Front Page/Newspaper Style	19	10	13	4	2	48
ND-06: Story Package	21	17	17	13	2	70
ND-07: Editorial Opinion Page/Spread	24	20	20	12	3	79
ND-08: Feature Page/Spread	26	26	30	12	2	96
ND-09: Sports Page/Spread	27	24	25	9	4	89
ND-10: News Page/Spread	23	21	20	11	4	79
ND-11: Entertainment Page/Spread	24	22	20	9	3	78
ND-12: Photo Story	20	10	17	9	0	56
ND-13: Professionally Published Page	0	0	1	1	0	2
<b>News Design Total</b>	<b>222</b>	<b>212</b>	<b>216</b>	<b>110</b>	<b>28</b>	<b>788</b>
<b>Grand Total</b>	<b>765</b>	<b>755</b>	<b>824</b>	<b>449</b>	<b>125</b>	<b>2918</b>

2014 3124  
2013 2903

**Division Totals:**

range of enrollment	#of schools	# of entries
Division 1: 6,200-1,614	20	765
Division 2: 1,555-1,300	17	755
Division 3: 1,289-815	21	824
Division 4: 690-185	13	449
Middle School: 942-518	4	125
<b>Total</b>	<b>75</b>	<b>2918</b>

2014 75 3124

# 2015 Divisions: Digital Media

Schools by Division and Enrollment

## Division 1

School	Media Outlet	Enrollment
Grand Blanc HS	Bobcat Banner	2708
Lake Orion HS	WDBC Dragon B'casting	2600
Grosse Pointe South HS	The Tower Pulse	1657
Fraser HS	The Flash	1650
Rochester HS	The Talon	1555
Loy Norrix HS	Knight Life News	1500
Roosevelt HS	The Wy-News	1430
H.H. Dow HS	Update Online	1400
H.H. Dow HS	Update	1400
Midland HS	Focus	1400
Grosse Pointe North HS	North Pointe Now	1310
Bloomfield Hills HS	The Hawkeye	1300
South Lyon HS	Lyonlife.net	1284
Utica HS	Arrow	1228
Fenton HS	Fentonian	1182
Gull Lake HS	The Reflection	1000
Southfield HS	The Southfield Jay	998
Traverse City East MS	EMS Press	942
Mercy HS	Newsprint	815
Brownell MS	The Bronco Press	693
South Lake HS	The Lancer	690
Ann Arbor Community HS	The Communicator Online	472
Portage Community HS	Spitfire News Online	185

schools       **22**  
media outlets   **23**

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# 2015 MIPA Individual Contest Report

Categories Division 1 Total

<b>DIGITAL MEDIA &amp; MULTIMEDIA</b>	
DM-1: Social Media Coverage	10
DM-2: Podcast (Audio)	18
DM-3: Podcast (Video)	14
DM-4: Photo Slideshow	25
DM-5: Photo Slideshow w/ Audio	5
<b>SPECIAL COVERAGE</b>	
SC-01: Multiplatform News Coverage	7

**Grand Total** 79

2014\* 121 \*included blog, news brief, online breaking news

2013\* 84

## Division Totals:

range of enrollment	# of schools	# of entries
Division 1: 2,676-150	22	79
	2014	16 121

# 2015 Divisions: Yearbook

<b>Division 1</b>	<b>Media Outlet</b>	<b>Enrollment</b>	<b>Page Count</b>
Plymouth Canton Ed. Park	PCEP Yearbook	6200	464
Grand Blanc HS	The Echo	2708	390
Lake Orion HS	Dragon Yearbook	2600	340
Novi HS	Reflections	2020	312
H.H. Dow HS	The Charger	1400	312
Troy Athens	The Odyssey	1553	308
Northville HS	Palladium	2355	304
Pioneer HS	Omega	1649	302
Waterford Kettering HS	Kismet	1552	300

schools/yearbooks **9**

## Division 2

Troy HS	Gladiator	1990	288
Holly HS	The Tell Tale	1155	284
Fenton HS	Fenton InPrint	1182	268
Eisenhower HS	Esprit de Corps	2048	264
Henry Ford II	The Executive	2004	256
Lakeview HS	Log	1250	252
Stevenson HS	Long Story Short	2000	250
Mercy HS	Lore	815	248
Traverse City Central HS	The Pines	1488	248

schools/yearbooks **9**

## Division 3

Waterford Mott HS	Polaris	1600	244
Grosse Pointe North	Valhalla	1310	243
Utica HS	Warrior	1289	224
Grand Ledge HS	The Ledge	1700	220
Holt HS	Rampages	1696	216
Mona Shores HS	Compass Points	1300	200
Northwest HS	Retrospective	850	198
North Farmington HS	Aurora	1245	192
Haslett HS	Dixit	904	192

schools/yearbooks **9**

## Division 4

Gull Lake HS	The Gull	1000	190
Laingsburg HS	The Looking Glass	372	180
Ovid-Elsie HS	The Legend	490	176
Stockbridge HS	The Panther	450	152
Traverse City East MS	Flashback	942	116
Rochester HS	Soar	1555	100
Berrien Springs HS	The Rock	472	100

schools/yearbooks **7**

## Division Totals:

<b>range of page count</b>	<b># of schools</b>	<b># of entries</b>
1: 464-300	9	341
2: 288-248	9	315
3: 244-192	9	315
4: 190-100	7	178
<b>Total</b>	<b>34</b>	

Yearbooks divisions are based on the page count of the book being judged.

# 2015 MIPA Individual Contest Report

Categories	Division 1	Division 2	Division 3	Division 4	Total
<b>YEARBOOK VERBAL</b>					
Y-1: Feature Writing: Student Life	14	15	10	4	43
Y-2: Sports Reporting	13	10	7	4	34
Y-3: Sports Feature Writing	12	13	7	4	36
Y-4: Academic Writing	13	14	7	4	38
Y-5: Organizations Writing	14	13	3	4	34
Y-6: Personality Profile	12	10	13	6	41
Y-7: Sidebar Writing/Alt. Coverage	14	11	11	6	42
Y-8: Headline Writing	10	6	7	5	28
Y-9: Caption Writing	10	6	11	5	32
<b>YEARBOOK VISUAL</b>					
Y-10: Student Life Spread	13	17	16	10	56
Y-11: Sports Spread	13	15	15	12	55
Y-12: Academic Spread	13	14	14	9	50
Y-13: Organization Spread	14	14	13	6	47
Y-14: People Spread	13	15	14	8	50
Y-15: Advertising Spread	8	7	10	5	30
Y-16: Individual Advertisement: Business	7	6	7	4	24
Y-17: Individual Advertisement: Parent	8	8	10	4	30
Y-18: Graphics	12	5	7	8	32
Y-19: Sports Action Photo	12	11	15	11	49
Y-20: Sports Feature Photo	12	8	10	7	37
Y-21: Portrait/Personality Photo	11	7	12	9	39
Y-22: Photo Illustration	7	4	9	3	23
Y-23: Academic Photo	13	10	10	8	41
Y-24: Club/Performance Photo	11	9	13	7	40
Y-25: School Spirit Photo	12	11	13	7	43
<b>YEARBOOK VISUAL/VERBAL</b>					
Y-26: Feature Presentation	13	10	8	6	37
Y-27: Theme Development	7	8	7	2	24
Y-28: Cover	7	8	8	2	25
Y-29: Endsheets	7	7	7	2	23
Y-30: Opening and Closing	7	8	8	2	25
Y-31: Division Page	6	8	8	2	24
Y-32: Index	3	7	5	2	17
<b>Grand Total</b>	341	315	315	178	<b>1149</b>
				2014	1302
				2013	1088



# 2015 Divisions: Video Journalism, Video Production, Video Talent

Schools by Division and Enrollment

<b>Division 1</b>	<b>Media Outlet</b>	<b>Enrollment</b>
Lake Orion HS	WDBC Dragon Broadcasting	2600
West Ottawa HS	WOBN	2325
Novi HS	Cat's Eye News	2020
Rockford HS	Beyond the Rock	1900
West Bloomfield HS	Laker Update	1900
Saline HS	Hornet Nation	1840
Saline HS	SHS Today	1840
Grosse Pointe South HS	GPTV	1657
Fraser HS	The Flash Broadcast	1650
Davison HS	DTV	1600

schools      **9**  
media outlets      **10**

## Division 2

Waterford Kettering HS	WKHS-TV	1552
Roosevelt HS	The Wy-News	1430
Frederick V. Pankow Center	Pankow Broadcast Journalism	1400
Royal Oak HS	WOAK	1400
Lakeview HS	CHANNEL 101 NEWS	1350
Grosse Pointe North HS	North Pointe Now	1310
Grosse Pointe North HS	Norsemen News	1310
Bloomfield Hills HS	The Hawkeye	1300
South Lyon HS	WSLH-TV	1284
South Lyon HS	Lyonlife.net	1284
Seaholm HS	Seaholm Highlander	1278
Carlson HS	Carlson Digital Media	1200
Gull Lake HS	The Reflection	1000
Southfield HS	The Southfield Jay	998
Hamtramck HS	Cosmos Times	957
Traverse City East MS	Trojan TV	942
Divine Child HS	DC Faith in Action	843
Hamilton HS	HTownStrong.com	821
Mercy HS	Newsprint	815
Brownell MS	WBBC	693
Ovid-Elsie HS	OEOOnline.org	490
Ann Arbor Community HS	The Communicator Online	472
Ithaca HS	The Growler	405
Ithaca HS	The Buzz	405
Laingsburg HS	Wolf News	372

schools      **22**  
media outlets      **25**

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# 2015 MIPA Individual Contest Report

Categories	Division 1	Division 2	Total
<b>VIDEO JOURNALISM</b>			
VJ-01: News Story/Package	11	18	29
VJ-02: Feature Story/Package	10	18	28
VJ-03: Personality Profile	10	10	20
VJ-04: Sports News Story/Package	12	5	17
VJ-05: Sports Feature Story/Package	6	2	8
VJ-06: Editorial	4	1	5
VJ-07: Environmental, Health or Science	7	3	10
<b>VIDEO TALENT/AIRCHECKS</b>			
VT-01: Anchor	10	8	18
VT-02: Field Reporter	5	1	6
VT-03: Studio Talent	6	0	6
VT-04: Live Announcer (sports or event)	4	2	6
<b>VIDEO PRODUCTION</b>			
VP-01: Commercial	8	10	18
VP-02: Public Service Announcement	10	17	27
VP-03: Health Public Service Announcemen	5	5	10
VP-04: Opener	13	8	21
VP-05: Graphics	4	4	8
VP-06: Animation	3	4	7
VP-07: Live Sports or Event Coverage	5	2	7
VP-08: Short Film-Fiction	7	8	15
VP-09: Short Film-Documentary	8	4	12
VP-10: Music Video	3	1	4
VP-11: Humor	9	15	24
VP-12: School Promo	6	6	12

**Grand Total:** 166 152 **318**

2014 278

**Division Totals:** 2013 278

range of enrollment	#of schools	# of entries
Division 1: 2,600-1,600	9	166
Division 2: 1,552-372	22	152
<b>Total</b>	31	318

2014 23 278