



2017

Individual Contest Report

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mipamsu.org

Total Entries

2017: 4,309

2016: 4,303

2015: 4,464

2014: 4,825

2013: 4,353

2017 MIPA Individual Contest Report

Categories	Division 1 Total
DIGITAL MEDIA & MULTIMEDIA	
DM-1: Social Media Coverage	14
DM-2: Podcast (Audio)	2
DM-3: Podcast (Video)	7
DM-4: Photo Slideshow	4
DM-5: Photo Slideshow w/ Audio	7
SPECIAL COVERAGE	
SC-01: Multiplatform News Coverage	7
Grand Total	41
2016	49
2015	79

Division Totals:

range of enrollment	# of schools	# of outlets	# of entries
Division 1: 457-2,800	22	23	41
2016	22	21	49

2017 Divisions: Digital Media

Division 1

School	Media Outlet	Enrollment	Media Type
Grand Blanc HS	Bobcat Banner	2800	NP
Grosse Pointe South HS	The Tower	1700	NP
West Bloomfield HS	Laker Update	1700	NP
Fraser HS	The Flash	1650	NP
Rochester HS	The Talon	1604	NP
Bloomfield Hills HS	The Bloomfield Hawkeye	1600	NP
Loy Norrix HS	Knight Life	1600	NP
Roosevelt HS	WTV	1480	VJ
Portage Northern HS	Portage Northern Light	1340	NP
H. H. Dow HS	Update	1254	NP
Utica HS	Arrow	1248	NP
Fenton HS	InPrint	1182	NP
Dexter HS	The Squall	1150	NP
Gull Lake HS	The Reflection	1000	NP
Hamtramck HS	Cosmos Times	960	NP
Traverse City East MS	Trojan TV	900	VJ
Traverse City East MS	The Link	900	WB
Northwest HS	Mountie Nation Station	885	VJ
Hamilton HS	Covering Hawkeye Sports	816	VJ
Brownell MS	The Bronco Press	684	NP
Ann Arbor Community HS	The Communicator Online	480	WB
Stockbridge HS	Uncaged	475	NP
Ovid-Elsie HS	OEOnline.org	457	WB

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

2017 MIPA Individual Contest Report

Categories	Division 1	Division 2	Division 3	Division 4	Division MS	Total
NEWS WRITING						
NW-01: Online Breaking News Coverage	11	7	8	5	0	31
NW-02: News Story	28	27	28	24	6	113
NW-03: Online Follow-up News Coverage	2	2	4	2	1	11
NW-04: Online News Brief	14	14	11	8	3	50
NW-05: News Analysis	18	23	19	14	5	79
NW-06: Editorial	24	21	24	11	2	82
NW-07: Bylined Opinion Article	31	28	29	20	8	116
NW-08: Review	21	30	20	14	7	92
NW-09: Feature Columnist	9	13	14	6	2	44
NW-10: Pro/Con Editorial Columns	15	16	15	8	5	59
NW-11: In-Depth Feature	16	21	17	13	3	70
NW-12: Informative Feature	19	29	29	18	11	106
NW-13: Human Interest Feature	21	27	22	14	8	92
NW-14: Personal Narrative	12	18	16	7	5	58
NW-15: Personality Profile	24	25	24	16	7	96
NW-16: Diversity Coverage	17	17	20	16	4	74
NW-17: Environmental, Health or Science	21	21	18	13	4	77
NW-18: Alternative Story Form	18	17	15	10	6	66
NW-19: Sports Feature Story	26	28	30	19	6	109
NW-20: Sports Columnist	4	7	9	3	1	24
NW-21: Sports News Story	15	26	23	17	6	87
NW-22: Special Topic	12	21	15	10	2	60
News Writing Total	378	438	410	268	102	1596
NEWS PHOTOGRAPHY						
PH-01: Sports Action Photo	16	18	16	12	3	65
PH-02: Sports Feature Photo	11	12	16	10	0	49
PH-03: News/Feature Photograph	14	15	18	11	2	60
PH-04: Environmental Portrait	10	13	14	9	1	47
PH-05: Photo Story	20	13	18	12	2	65
News Photography Total	71	71	82	54	8	286

Categories	Division 1	Division 2	Division 3	Division 4	Division MS	Total
ART & ILLUSTRATION						
AI-01: Editorial Cartoon	17	15	14	4	0	50
AI-02: Comic Strip	3	7	6	1	2	19
AI-03: Illustration	10	13	14	11	5	53
Art & Illustration Total	30	35	34	16	7	122
NEWS DESIGN & INFO GRAPHICS						
ND-01: Information Graphic	16	18	16	9	2	61
ND-02: Interactive Graphic*	2	4	1	1	2	10
ND-03: Advertising Layout	6	11	9	5	0	31
ND-04: Front Page/Magazine Style	18	13	15	10	3	59
ND-05: Front Page/Newspaper Style	10	13	5	3	1	32
ND-06: Story Package	18	20	11	9	2	60
ND-07: Editorial Opinion Page/Spread	19	19	19	6	1	64
ND-08: Feature Page/Spread	20	26	22	14	4	86
ND-09: Sports Page/Spread	20	23	20	13	2	78
ND-10: News Page/Spread	15	24	18	10	1	68
ND-11: Entertainment Page/Spread	17	23	18	11	2	71
News Design Total	161	194	154	91	20	620
Grand Total	640	738	680	429	137	2624
					2016	2718
					2015	2918

Division Totals:

range of enrollment	#of schools	# of outlets	# of entries	
Division 1: 1,604-6,200	20	21	640	
Division 2: 1,316-1,600	19	20	738	
Division 3: 795-1,280	22	22	680	
Division 4: 280-730	15	16	429	
Middle School: 280-900	6	8	137	
Total	82	87	2624	
	2016	79	82	2718

2016 Divisions: News Writing, News Photography, Art & Illustration, News Design & Info Graphics

Schools by Division and Enrollment

Division 1	Media Outlet	Enrollment	Media Type
Plymouth Canton Educational Park	The Perspective	6200	NP
Grand Blanc HS	Bobcat Banner	2800	NP
Howell HS	The Main Four	2543	NP
West Ottawa HS	The West Ottawan	2400	NP
Cass Tech HS	CT Visionary	2320	NP
Novi HS	The Wildcat Roar	2200	NP
Eisenhower HS	The Eagle's Eye	2006	NP
Dearborn HS	The Pioneer Press	2000	NP
Henry Ford II HS	The Generator	2000	NP
Troy HS	The Chariot	1982	NP
Grand Haven HS	Bucs' Blade	1950	NP
Stevenson HS (Sterling Heights)	The Vanguard	1861	NP
Holt HS	Ramparts	1800	NP
L'Anse Creuse HS North	The North Star	1800	NP
Pioneer HS	Pioneer Optimist	1747	NP
Grand Ledge HS	The Comets' Tale	1729	NP
Grosse Pointe South HS	The Tower Pulse	1700	NP
Grosse Pointe South HS	The Tower	1700	NP
Wayne Memorial HS	The Zebra Print	1656	NP
Fraser HS	The Flash	1650	NP
Rochester HS	The Talon	1604	NP

schools/media outlets **20/21**

Division 2	Media Outlet	Enrolled	Media Type
Bloomfield Hills HS	The Bloomfield Hawkeye	1600	NP
Davison HS	DTV	1600	VJ
Loy Norrix HS	Knight Life	1600	NP
Rochester Adams HS	The Adams Kilt	1565	NP
Martin Luther King Jr. Senior HS	Crusaders' Chronicle	1556	NP
International Academy	The Overachiever	1547	WB
Ann Arbor Huron HS	The Emery	1500	NP
Roosevelt HS	Wy-News	1480	NP
Traverse City West Senior HS	Occidental	1450	NP
Lakeview HS	The Crystal	1400	NP
Portage Central HS	Central Stampede	1400	NP
Waterford Kettering HS	The Murmur	1400	NP
Waterford Kettering HS	Waterford Drift	1400	WB
Grosse Pointe North HS	North Pointe	1380	NP
Okemos HS	The OHS Press	1350	NP
Wylie E Groves HS	Scriptor	1350	NP
Traverse City Central HS	Black & Gold	1344	NP
Portage Northern HS	Portage Northern Light	1340	NP
Seaholm HS	The Seaholm Highlander	1337	NP
Midland HS	The Focus	1316	NP

schools/media outlets **19/20**

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.

Division 3

	Media Outlet	Enrolled	Media Type
Mona Shores HS	The Sailors' Log	1280	NP
Jackson HS	Reflector News	1279	NP
H. H. Dow HS	Update	1254	NP
Utica HS	Arrow	1248	NP
Fenton HS	InPrint	1182	NP
Dexter HS	The Squall	1150	NP
Renaissance HS	RHS Stentor	1148	NP
Detroit Cristo Rey HS	The Howler	1100	NP
Thurston HS	Thurston Magazine	1100	WB
Mason HS	The Mason Profile	1080	NP
St. Joseph HS	The Wind-Up	1044	NP
East Grand Rapids HS	The East Vision	1000	NP
Gull Lake HS	The Reflection	1000	NP
Hamtramck HS	Cosmos Times	960	NP
Haslett HS	Viking Longboat	895	NP
Plainwell HS	Trojan Torch	851	NP
Northwest HS	The Moxie Mountie	850	NP
Ionia HS	Bulldog Beat	831	NP
Forest Hills Central HS	Central Trend	825	NP
Forest Hills Eastern HS	The Hawk Herald	825	NP
Hamilton HS	Covering Hawkeye Sports	816	VJ
Annapolis HS	The Cougar Crier	795	NP

schools/media outlets **22/22****Division 4**

	Media Outlet	Enrolled	Media Type
Mercy HS	Newsprint	730	NP
Lake Fenton HS	The Anchor's Chain	675	NP
Grand Rapids Catholic Central HS	The Blue & White	650	NP
Clarenceville HS	Shades of Gray/Voice of th	600	NP
Ithaca HS	The Growler	600	NP
South Lake HS	The Lancer	600	NP
Ann Arbor Community HS	The Communicator	480	NP
Ann Arbor Community HS	The Communicator Online	480	WB
Stockbridge HS	Uncaged	475	NP
Benjamin Carson HS	The Diagnostic	457	NP
Ovid-Elsie HS	OEOOnline.org	457	WB
Detroit International Academy	Pink Lady Press	392	NP
Quincy HS	The Oriole	380	NP
Laingsburg HS	The Informer	371	NP
Shrine Catholic HS	The Shrine Observer	300	NP
Cody Detroit Institute of Technolog	Cody Connection	280	NP

schools/media outlets **15/16****Middle School Division**

	Media Outlet	Enrolled	Media Type
Traverse City East MS	EMS Press	900	NP
Traverse City East MS	Trojan TV	900	VJ
Brownell MS	The Brownell Beat	684	NP
Brownell MS	The Bronco Press	684	NP
West Hills MS	WHMS Press	664	NP
Muskegon MS	The Sand Dune	600	NP
East Hills MS	Cavalier Corner	500	NP
Laingsburg MS	Wolfpack 10-4	280	NP

schools/media outlets **6/8**

2017 MIPA Individual Contest Report

Categories	Division 1	Division 2	Division 3	Total
VIDEO JOURNALISM				
VJ-01: News Story/Package	9	11	10	30
VJ-02: Localized News Analysis	4	3	4	11
VJ-03: Informative Feature	11	14	12	37
VJ-04: Personality Profile Feature	10	9	12	31
VJ-05: Human Interest Feature	6	13	7	26
VJ-06: Sports News Story/Package	5	0	5	10
VJ-07: Sports Feature Story/Package	9	7	7	23
VJ-08: Environmental, Health or Science	4	0	6	10
VJ-09: Diversity Coverage	4	7	3	14
VIDEO TALENT/AIRCHECKS				
VT-01: Newscast Anchor	10	9	8	27
VT-02: Field Reporter	2	2	2	6
VT-03: Studio Talent	6	3	0	9
VT-04: Live Sports Announcer	3	1	3	7
VIDEO PRODUCTION				
VP-01: Commercial	7	9	5	21
VP-02: Public Service Announcement	13	10	7	30
VP-03: Health Public Service Announcemen	6	4	4	14
VP-04: Non-Animated Opener	5	7	6	18
VP-05: Animated Opener	7	4	5	16
VP-06: Live Sports or Event Coverage	4	3	2	9
VP-07: Short Film-Fiction	9	8	7	24
VP-08: Short Film-Documentary	8	1	5	14
VP-09: Music Video	5	2	3	10
VP-10: Humor	7	7	11	25
VP-11: School Promo	6	8	5	19

Grand Total: 160 142 139 441

2016 322

Division Totals: 2015 318

range of enrollment	#of schools	# of outlets	# of entries
Division 1: 1,600-2,800	8	10	160
Division 2: 895-1,670	21	22	142
Division 3: 280-900	13	15	139
Total	42	47	441

2016 36 41 322

2017 Divisions: Video Journalism, Video Production, Video Talent

Division 1

	Media Outlet	Enrollment	Media Type
Grand Blanc HS	GBHTV	2800	VJ
Lake Orion HS	WDBC	2400	VJ
Eisenhower HS	Eisenhower Film Department	2006	VJ
Novi HS	Cat's Eye News	2000	VJ
Saline HS	SHS Today	1860	VJ
Saline HS	Hornet Nation	1860	VJ
West Bloomfield HS	Laker Update	1700	NP
Bloomfield Hills HS	The Bloomfield Hawkeye	1600	NP
Bloomfield Hills HS	BHS TV News	1600	VJ
Davison HS	DTV	1600	VJ

schools **8**

media outlets **10**

Division 2

Grosse Pointe South HS	Grosse Pointe South Television	1670	VJ
Fraser HS	The Flash	1650	NP
Rochester HS	The Talon	1604	NP
Loy Norrix HS	Knight Life	1600	NP
Troy Athens HS	Athens TV	1569	VJ
Roosevelt HS	WTV	1480	VJ
Lakeview HS	Channel 101 News	1400	VJ
Portage Central HS	Central Stampede	1400	NP
Waterford Kettering HS	WKHS-TV	1400	VJ
Grosse Pointe North HS	Norsemen News	1380	VJ
Traverse City Central HS	Front & Central	1344	VJ
Jackson HS	Reflector News	1279	NP
Royal Oak HS	WOAK	1278	VJ
Saline MS	Saline MS Morning Announcem	1256	VJ
H. H. Dow HS	Update	1254	NP
Fenton HS	InPrint	1182	NP
Carlson HS	Carlson Digital Media	1100	VJ
Thurston HS	THTV	1100	VJ
Mason HS	The Mason Profile	1080	NP
St. Joseph HS	The Wind-Up	1044	NP
Gull Lake HS	The Reflection	1000	NP
Haslett HS	Haslett Media Productions	895	VJ

schools **21**

media outlets **22**

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.

2017 Divisions: Video Journalism, Video Production, Video Talent

Division 3

Traverse City East MS	Trojan TV	900	VJ
Northwest HS	Mountie Nation Station	885	VJ
Northwest HS	The Moxie Mountie	850	NP
Hamilton HS	Covering Hawkeye Sports	816	VJ
Frederick V. Pankow Center	CreuseLine	800	VJ
Lapeer County Education & Tech	The Edge	750	VJ
Mercy HS	Newsprint	730	NP
Detroit Country Day School	Swarmcenter	692	VJ
Brownell MS	WBBC	684	VJ
Ann Arbor Community HS	The Communicator Online	480	WB
Ovid-Elsie HS	OETV	457	VJ
Ovid-Elsie HS	OEOOnline.org	457	WB
Hill-McCloy HS	MDM-TV	400	VJ
Laingsburg MS	Burg Broadcast	280	VJ
Genesee Career Institute	The Link		VJ

schools **13**

media outlets **15**

2017 MIPA Individual Contest Report

Categories	Division 1	Division 2	Division 3	Division 4	Division MS	Total
YEARBOOK VERBAL						
Y-1: Feature Writing: Student Life	12	11	8	8	5	44
Y-2: Sports Reporting	9	12	5	7	3	36
Y-3: Sports Feature Writing	12	11	9	11	2	45
Y-4: Academic Writing	12	12	7	10	4	45
Y-5: Organizations Writing	8	12	6	6	2	34
Y-6: Personality Profile	13	13	11	9	0	46
Y-7: Sidebar Writing/Alt. Coverage	12	12	10	8	5	47
Y-8: Headline Writing	9	7	5	3	2	26
Y-9: Caption Writing	7	6	2	5	3	23
YEARBOOK VISUAL						
Y-10: Student Life Spread	14	14	11	14	9	62
Y-11: Sports Spread	12	13	11	11	10	57
Y-12: Academic Spread	10	11	7	10	9	47
Y-13: Organization Spread	12	8	8	10	5	43
Y-14: People Spread	12	12	8	11	8	51
Y-15: Colophon	5	7	5	5	2	24
Y-16: Advertising Spread	4	7	5	2	1	19
Y-17: Individual Advertisement: Business	7	7	5	2	1	22
Y-18: Individual Advertisement: Parent	7	9	8	5	2	31
Y-19: Graphics	8	5	8	4	1	26
Y-20: Sports Action Photo	10	13	9	12	8	52
Y-21: Sports Feature Photo	13	8	12	9	4	46
Y-22: Portrait/Personality Photo	11	9	6	9	4	39
Y-23: Photo Illustration	7	1	3	4	4	19
Y-24: Academic Photo	13	8	6	9	8	44
Y-25: Club/Performance Photo	11	8	6	10	9	44
Y-26: School Spirit Photo	13	12	8	12	7	52
YEARBOOK VISUAL/VERBAL						
Y-27: Feature Presentation	9	5	4	7	0	25
Y-28: Theme Development	5	7	6	5	4	27
Y-29: Cover	7	6	6	5	4	28
Y-30: Endsheets	5	4	5	3	2	19
Y-31: Opening and Closing	5	7	6	4	4	26
Y-32: Division Page	7	7	6	4	5	29
Y-33: Index	5	7	5	4	4	25
Grand Total	306	291	227	238	141	1203
					2016	1214
					2015	1149

Division Totals:

range of page count	range of enrollment	# of schools	# of entries
Division 1: 284-370	1,300-2,700	8	306
Division 2: 208-284	600-2,006	11	294
Division 3: 184-220	850-2,000	7	226
Division 4: 100-178	260-1,262	9	227
Middle School: 24-152	280-1,314	7	131
Total		42	1184
2016		33	1214

2017 Divisions: Yearbook

Yearbook divisions are based on a combination of page count and enrollment. 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.

Division 1

	Media Outlet	Enrollment	Page Count
Grand Blanc HS	Echo	2700	370
Northville HS	Palladium	2346	344
Pioneer HS	Omega	1747	311
Troy Athens HS	The Odyssey	1569	309
H. H. Dow HS	The Charger	1300	307
Troy HS	Gladiator	1980	288
Lake Orion HS	Dragon	2357	288
Novi HS	Reflections	2200	284

schools/yearbooks **8**

Division 2

Mercy HS	Lore	749	284
Holly HS	The Tell Tale	1166	272
Waterford Kettering HS	Kismet	1400	270
Lakeview HS	The Log	1358	256
Grand Ledge HS	The Ledge	1729	240
Grosse Ile HS	Islander Yearbook	600	232
Eisenhower HS	Espirit de Corps	2006	232
Holt HS	Rampages	1800	231
Grosse Pointe North HS	Valhalla	1380	228
Stevenson HS (Sterling Height)	Ambassador	1861	228
Fenton HS	Fentonian	1149	208

schools/yearbooks **11**

Division 3

Utica HS	Warrior	1237	220
Henry Ford II HS	Executive	2000	216
Traverse City Central HS	Pines	1500	208
Haslett HS	Dixit	900	196
Northwest HS	Retrospective	850	194
Gull Lake HS	The Gull	1000	192
Roosevelt HS	Wy-Hi	1480	184

schools/yearbooks **7**

Division 4

Laingsburg HS	The Looking Glass	371	178
Linden HS	Linden Legend	965	176
Mona Shores HS	Compass Points	1262	176
Stockbridge HS	The Panther	475	160
Sandusky HS	Echo	300	128
Grand Traverse Academy	Recuerdos	510	112
Inland Lakes HS	Nexus	260	100
Madison HS	The Madisonian	394	100
Berrien Springs HS	The Rock	540	100

schools/yearbooks **9**

Middle School Division

Oxford MS	The Wildcat	1100	152
Saline MS	The Hornet	1256	124
Traverse City West MS	Summit	1182	116
Traverse City East MS	Flashback	900	116
Shelby Junior HS	Pawprint	1314	107
Malow Junior HS	Malow Yearbook	1248	104
Laingsburg MS	Reflections	280	24

schools/yearbooks **7**