



# 2018

## Individual Contest Report

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[mipamsu.org](http://mipamsu.org)

### **Total Entries**

**2018: 4,326**

**5-YEAR TREND**  
2017: 4,309  
2016: 4,303  
2015: 4,464  
2014: 4,825

# 2018 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 Cov.	9	14	4	9	0	36
NW-02: News Story	29	25	21	33	4	112
NW-03: Online Follow-up News Cov	3	4	4	11	0	22
NW-04: Online News Brief	15	19	9	11	0	54
NW-05: News Analysis	20	24	17	21	2	84
NW-06: Editorial	21	22	18	15	0	76
NW-07: Bylined Opinion Article	31	26	23	31	4	115
NW-08: Review	20	27	21	26	4	98
NW-09: Feature Columnist	12	12	13	9	2	48
NW-10: Pro/Con Editorial Columns	22	13	12	14	1	62
NW-11: In-Depth Feature	9	20	19	20	2	70
NW-12: Informative Feature	23	27	23	24	2	99
NW-13: Human Interest Feature	17	24	19	23	3	86
NW-14: Personal Narrative	16	16	13	10	4	59
NW-15: Personality Profile	25	20	20	23	4	92
NW-16: Diversity Coverage	23	25	16	20	1	85
NW-17: Env., Health or Science	19	24	19	19	4	85
NW-18: Alternative Story Form	18	17	15	15	2	67
NW-19: Sports Feature Story	28	23	20	27	4	102
NW-20: Sports Columnist	5	5	5	3	0	18
NW-21: Sports News Story	22	23	21	23	2	91
						0
<b>News Writing Total</b>	<b>387</b>	<b>410</b>	<b>332</b>	<b>387</b>	<b>45</b>	1561
<b>NEWS PHOTOGRAPHY</b>						
PH-01: Sports Action Photo	21	11	14	16	0	62
PH-02: Sports Feature Photo	12	9	12	14	0	47
PH-03: News/Feature Photograph	11	13	16	17	2	59
PH-04: Environmental Portrait	14	10	14	17	2	57
PH-05: Photo Story	14	14	14	17	1	60
<b>News Photography Total</b>	<b>72</b>	<b>57</b>	<b>70</b>	<b>81</b>	<b>5</b>	285

Categories	Division 1	Division 2	Division 3	Division 4	Division MS	Total
<b>ART &amp; ILLUSTRATION</b>						
AI-01: Editorial Cartoon	11	15	7	9	0	42
AI-02: Comic Strip	3	10	2	4	2	21
AI-03: Illustration	11	13	14	15	0	53
<b>Art &amp; Illustration Total</b>	<b>25</b>	<b>38</b>	<b>23</b>	<b>28</b>	<b>2</b>	<b>116</b>
<b>NEWS DESIGN &amp; INFO GRAPHICS</b>						
ND-01: Information Graphic	20	18	13	17	2	70
ND-02: Interactive Graphic*	0	5	0	2	0	7
ND-03: Advertising Layout	8	6	3	5	0	22
ND-04: Front Page/Magazine Style	18	10	14	13	2	57
ND-05: Front Page/Newspaper Style	12	16	3	8	0	39
ND-06: Story Package	11	23	12	11	4	61
ND-07: Editorial Opinion Pg/Spread	21	20	18	10	2	71
ND-08: Feature Page/Spread	22	27	14	17	2	82
ND-09: Sports Page/Spread	19	26	18	14	2	79
ND-10: News Page/Spread	18	24	15	16	2	75
ND-11: Entertainment Page/Spread	18	24	17	11	2	72
<b>News Design Total</b>	<b>167</b>	<b>199</b>	<b>127</b>	<b>124</b>	<b>18</b>	<b>635</b>
<b>Grand Total</b>	<b>651</b>	<b>704</b>	<b>552</b>	<b>620</b>	<b>70</b>	<b>2597</b>

2017 2624  
2016 2718  
2015 2918

**Division Totals:**

range of enrollment	#of schools	# of outlets	# of entries
Division 1: 1688-6155	17	18	651
Division 2: 1315-1665	16	16	704
Division 3: 804-1297	22	22	552
Division 4: 246-745	15	16	620
Middle School: 618-883	2	2	70
<b>Total</b>	<b>72</b>	<b>74</b>	<b>2597</b>
2017	82	87	2624
2016	79	82	2718

# 2018 Divisions: News Writing, News Photography, Art & Illustration, News Design & Info Graphics

School | Media Outlet | Enrolled | Media Type

Schools by Enrollment

## Division 1

Plymouth-Canton Ed. Park	The Perspective	6155	NH
Grand Blanc HS	Bobcat Banner	2694	NP
Cass Technical HS	CT Visionary	2458	NH
West Ottawa HS	The West Ottawan	2232	DM
Dearborn HS	The Pioneer Press	2080	NP
Troy HS	The Chariot	2052	NH
Novi HS	The Wildcat Roar	2049	NP
Eisenhower HS	The Eagle's Eye	2011	NH
Henry Ford II HS	The Generator	1970	NH
Adlai E. Stevenson HS	The Vanguard	1929	NP
Grand Haven HS	The Bucs' Blade	1929	NH
Pioneer HS	Pioneer Optimist	1820	NP
Bloomfield Hills HS	BHHS Today	1755	DM
Bloomfield Hills HS	The Hawkeye	1755	NP
Wayne Memorial HS	The Zebra Print	1707	NP
Holt HS	Ramparts	1706	NP
Grand Ledge HS	The Comets' Tale	1699	NH
Rochester HS	The Talon	1688	NH

NH = print+online

NP = print

DM = digital only

schools **17**  
media outlets **18**

## Division 2

Traverse City West Sr. HS	Occidental	1665	NP
Huron HS	The Emery	1626	NP
Grosse Pointe South HS	The Tower	1624	NH
Loy Norrix HS	Knight Life	1615	NH
International Academy	The Overachiever	1554	DM
Fraser HS	The Flash	1543	DM
Roosevelt HS	Wy-News	1397	NH
Utica HS	Arrow	1394	NH
Lakeview HS	The Crystal	1383	NP
Traverse City Central HS	Black & Gold Qtly.	1378	NP
Waterford Kettering HS	The Murmur	1376	NH
Grosse Pointe North HS	Northpointe	1369	NH
Okemos HS	The OHS Press	1360	NP
Portage Central HS	Central Stampede	1356	NH
Seaholm HS	Seaholm Highlander	1347	NH
Portage Northern HS	Portage N'thern Light	1315	NH

schools **16**  
media outlets **16**

Enrollment figures for public schools were obtained from the Michigan Department of Education for the most recent year available. In cases where enrollment was not available from MDE, data was obtained from the Michigan High School Athletic Association or directly from advisers.

School	Media Outlet	Enrolled	Media Type
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### Division 3

Midland HS	Focus	1297	NH
H. H. Dow HS	Update	1266	NH
Mona Shores HS	The Sailor's Log	1247	NH
Wylie E Groves HS	Scriptor	1229	NH
Forest Hills Central HS	Central Trend	1225	NH
Jackson HS	The Reflector News	1210	NH
MLK Jr. Senior HS	Crusaders' Chronicle	1189	NH
Renaissance HS	RHS Stentor	1178	NH
Fenton HS	Fenton InPrint	1173	NH
Dexter HS	The Squall	1137	NH
St. Joseph HS	Wind-Up	1019	NH
East Grand Rapids HS	The East Vision	1010	NH
Hamtramck HS	Cosmos Times	988	NP
Thurston HS	Thurston HS Onln. NP	975	DM
Mason HS	The Profile	969	NH
Mumford HS	Mustang Voice	944	NH
Gull Lake HS	The Reflection	925	DM
Northwest HS	Moxie Mountie	906	NH
Haslett HS	Viking Longboat	885	NH
Plainwell HS	Trojan Torch	845	NH
Hamilton HS	Covering Hawkeye Sp.	815	DM
Forest Hills Eastern HS	Hawk Herald	804	NP

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

### Division 4

Annapolis HS	The Cougar Crier	745	NP
Mercy HS	Newsprint	727	NH
Lake Fenton HS	The Chain	663	NP
GR Catholic Central HS	The Blue & White	646	NP
Comm & Media Arts HS	The Communicator	581	NH
Ithaca HS	The Growler	566	NP
South Lake HS	The Lancer	546	NH
Community HS	The Communicator Mag.	531	NP
Community HS	Communicator Online	531	DM
West Side Academy	West Side Times	486	NH
Stockbridge HS	Uncaged	408	NH
Benjamin Carson HS	The Diagnostic	385	NH
Quincy HS	The Oriole	381	NP
Laingsburg HS	The Informer	363	NP
Detroit Cristo Rey HS	The Howler	305	NH
Shrine Catholic HS	The Shrine Observer	246	NP

schools **15**  
media outlets **16**

### Middle School Division

School	Media Outlet	Enrolled	Media Type
Traverse City East MS	EMS Press	883	NH
West Hills MS	West Hills Press	618	NP

schools **2**  
media outlets **2**

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# 2018 MIPA Individual Contest Report

Categories	Division 1	Division 2	Division 3	Division 4	Division MS	Total
<b>YEARBOOK VERBAL</b>						
Y-1: Feature Writing: Student Life	11	11	11	6	6	45
Y-2: Sports Reporting	9	8	11	9	6	43
Y-3: Sports Feature Writing	9	13	11	9	0	42
Y-4: Academic Writing	10	12	11	7	6	46
Y-5: Organizations Writing	10	14	9	7	6	46
Y-6: Personality Profile	12	12	12	6	0	42
Y-7: Sidebar Writing/Alt. Coverage	9	11	13	10	6	49
Y-8: Headline Writing	11	10	7	4	4	36
Y-9: Caption Writing	11	5	11	5	3	35
<b>YEARBOOK VISUAL</b>						
Y-10: Student Life Spread	15	14	16	15	8	68
Y-11: Sports Spread	15	15	14	14	6	64
Y-12: Academic Spread	13	17	13	9	6	58
Y-13: Organization Spread	11	13	11	6	6	47
Y-14: People Spread	12	13	11	7	7	50
Y-15: Colophon	7	6	5	4	2	24
Y-16: Business Advertisements	4	4	6	2	1	17
Y-17: Proud Parent Advertisements	7	6	9	1	1	24
Y-18: Graphics	9	7	7	2	3	28
Y-19: Sports Action Photo	13	17	14	11	7	62
Y-20: Sports Feature Photo	10	12	12	10	7	51
Y-21: Portrait/Personality Photo	14	14	9	7	5	49
Y-22: Photo Illustration	6	0	7	3	3	19
Y-23: Academic Photo	12	15	12	10	7	56
Y-24: Club/Performance Photo	11	13	12	8	6	50
Y-25: School Spirit Photo	14	11	10	8	6	49
<b>YEARBOOK VISUAL/VERBAL</b>						
Y-26: Feature Presentation	9	6	12	7	1	35
Y-27: Theme Development	8	8	9	5	4	34
Y-28: Cover	6	8	9	5	3	31
Y-29: Endsheets	7	3	8	4	2	24
Y-30: Opening and Closing	8	8	8	5	3	32
Y-31: Division Page	8	7	9	5	4	33
Y-32: Index	6	8	8	3	2	27
<b>Grand Total</b>	317	321	327	214	137	<b>1316</b>

2017 1203  
 2016 1214  
 2015 1149

# YEARBOOK

## Division Totals:

	range of page count	# of schools	# of entries
<b>Division 1:</b>	288-378	8	317
<b>Division 2:</b>	240-276	9	321
<b>Division 3:</b>	196-235	9	327
<b>Division 4:</b>	100-192	9	214
<b>Middle School:</b>	108-140	4	137
<b>Total</b>		39	1316
2017		42	1203
2016		33	1214

# 2018 Divisions: Yearbook

Schools by Page Count

School	Media Outlet	Enrolled	Pages
<b>Division 1</b>			
Grand Blanc HS	Echo	2694	378
Lake Orion HS	Dragon	2291	342
Novi HS	Reflections	2049	329
H. H. Dow HS	The Charger	1266	324
Pioneer HS	Pioneer Omega	1820	307
Northville HS	Palladium	2435	303
Walled Lake Central HS	The Viking	1670	296
Troy HS	Gladiator	2052	288

yearbooks **8**

<b>Division 2</b>			
Waterford Kettering HS	Kismet	1376	276
Mercy HS	Lore	727	272
Eisenhower HS	Esprit de Corps	2011	268
Holly HS	Tell Tale	1170	260
Lakeview HS	The Log	1383	256
Adlai E. Stevenson HS	Stevenson Ambassador	1929	252
Loy Norrix HS	Accolade	1615	244
Huron HS	The Enthymion	1626	240
Henry Ford II HS	The Executive	1970	240

yearbooks **9**

<b>Division 3</b>			
Holt HS	Rampages	1706	235
East Lansing HS	Ceniad	1098	232
Grosse Pointe North HS	Valhalla	1369	224
Utica HS	Warrior	1394	224
Forest Hills Eastern HS	Talon	804	216
Traverse City Central HS	Pines	1378	208
Fenton HS	Fentonian	1173	204
Gull Lake HS	The Gull	925	196
Northwest HS	Retrospective	906	196

yearbooks **9**

<b>Division 4</b>			
Haslett HS	Dixit	885	192
Mona Shores HS	Compass Points	1247	184
Sandusky HS	Echo	455	180
Laingsburg HS	The Looking Glass	363	176
Beaverton Jr./Sr. HS	Kaleidoscope	507	168
Stockbridge HS	The Panther	408	160
Big Rapids HS	Rapidonian	618	140
Grand Traverse Academy	Reguerdos	494	124
Berrien Springs HS	The Rock	517	100

yearbooks **9**

<b>Middle School Division</b>			
Traverse City West MS	Summit	1223	140
Saline MS	The Hornet	1218	124
Malow Jr. HS	Equidae	1232	112
Shelby Jr. HS	The Pawprint	1256	108

yearbooks **4**

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# 2018 MIPA Individual Contest Report

Categories	Division 1	Division 2	Total
<b>VIDEO JOURNALISM</b>			
VJ-01: News Story/Package	18	12	30
VJ-02: Localized News Analysis	7	4	11
VJ-03: Informative Feature	11	14	25
VJ-04: Personality Profile Feature	11	11	22
VJ-05: Human Interest Feature	12	19	31
VJ-06: Sports News Story/Package	8	9	17
VJ-07: Sports Feature Story/Package	9	7	16
VJ-08: Environmental, Health or Science	7	3	10
VJ-09: Diversity Coverage	4	6	10
<b>VIDEO TALENT/AIRCHECKS</b>			
VT-01: Newscast Anchor	8	7	15
VT-02: Field Reporter	5	4	9
VT-03: Studio Talent	5	1	6
VT-04: Live Sports Announcer	6	3	9
<b>VIDEO PRODUCTION</b>			
VP-01: Commercial	12	7	19
VP-02: Public Service Announcement	12	11	23
VP-03: Health Public Service Announcement	11	4	15
VP-04: Non-Animated Opener	14	4	18
VP-05: Animated Opener	7	7	14
VP-06: Live Sports or Event Coverage	4	6	10
VP-07: Short Film-Fiction	8	9	17
VP-08: Short Film-Documentary	11	6	17
VP-09: Music Video	6	5	11
VP-10: Humor	12	6	18
VP-11: School Promo	6	5	11

**Grand Total:** **214** **170** **384**

2017 441

2016 322

**Division Totals:** 2015 318

range of enrollment	#of schools	# of outlets	# of entries
Division 1: 1543-2291	12	15	214
Division 2: 64-1397	23	23	170
<b>Total</b>	<b>35</b>	<b>38</b>	<b>384</b>
2017	42	47	441
2016	36	41	322

# 2018 Divisions: Video Journalism, Video Production, Video Talent

School

Media Outlet

Enrolled

Media Type

Schools by Enrollment

## Division 1

Lake Orion HS	WDBC Dragon B'casting	2291	VJ
West Ottawa HS	West Ottawa B'cast Ntwk	2232	VJ
Novi HS	Cat's Eye News	2049	VJ
Eisenhower HS	Eisenhower Video	2011	VJ
Bloomfield Hills HS	BHHS Today	1755	DM
Bloomfield Hills HS	BHS-TV	1755	VJ
West Bloomfield HS	Laker Update	1746	VJ
Saline HS	SHS Today	1728	VJ
Saline HS	Hornet Nation	1728	VJ
Rochester HS	Good Morning Rochester	1688	VJ
Grosse Pointe South HS	The Tower	1624	NH
Grosse Pointe South HS	GPTV	1624	VJ
Troy Athens HS	Athens TV	1560	VJ
Davison HS	DTV	1547	VJ
Fraser HS	The Flash	1543	DM

NH = print+online

NP = print

DM = digital only

VJ = video production

schools **12**

media outlets **15**

## Division 2

Roosevelt HS	Daily Dose	1397	VJ
Lakeview HS	Channel 101 News	1383	VJ
Traverse City Central HS	Front & Central	1378	VJ
Waterford Kettering HS	WKHS-TV	1376	VJ
Portage Central HS	Central Stampede	1356	NH
Frederick V. Pankow Center	LCPS-TV	1268	VJ
H. H. Dow HS	Update	1266	NH
Carlson HS	Carlson Digital Media	1141	VJ
St. Joseph HS	Wind-Up	1019	NH
Thurston HS	THTV	975	VJ
Gull Lake HS	The Reflection	925	DM
Northwest HS	Mountie Nation Station	906	VJ
Haslett HS	Haslett Media Productions	885	VJ
Traverse City East MS	Trojan TV	883	VJ
Fowlerville HS	Gladiator TV	866	VJ
Hamilton HS	Covering Hawkeye Sports	815	DM
Mercy HS	Newsprint	727	NH
Lake Fenton HS	Lake View TV	663	VJ
Detroit Country Day School	DCDS	663	VJ
Community HS	Communicator Online	531	DM
Ovid-Elsie HS	OETV Update	457	VJ
Hill-McCloy HS	MDM-TV.com	384	VJ
Lapeer County Ed & Tech C	The Edge	64	VJ

schools **23**

media outlets **23**

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Categories	Division 1
<b>DIGITAL MEDIA &amp; MULTIMEDIA</b>	
DM-1: Social Media Coverage	8
DM-2: Podcast (Audio)	2
DM-3: Podcast (Video)	4
DM-4: Photo Slideshow	4
DM-5: Photo Slideshow w/ Audio	6
<b>SPECIAL COVERAGE</b>	
SC-01: Multiplatform News Coverage	5

<b>Grand Total</b>	29
2017	41
2016	49
2015	79

## Division Totals:

range of enrollment	# of schools	# of outlets	# of entries
Division 1: 408-1755	15	16	29
2017	22	23	41
2016	22	21	49

# 2018 Divisions: Digital Media

School | Media Outlet | Enrolled | Media Type

Schools by Enrollment

## Division 1

School	Media Outlet	Enrolled	Media Type
Bloomfield Hills HS	BHHS Today	1755	DM
West Bloomfield HS	Laker Update	1746	VJ
Grosse Pointe South HS	The Tower	1624	NH
Grosse Pointe South HS	GPTV	1624	VJ
Loy Norrix HS	Knight Life	1615	NH
Davison HS	DTV	1547	VJ
Fraser HS	The Flash	1543	DM
Grosse Pointe North HS	Northpointe	1369	NH
Portage Central HS	Central Stampede	1356	NH
Portage Northern HS	Portage Northern Light	1315	NH
Dexter HS	The Squall	1137	NH
Gull Lake HS	The Reflection	925	DM
Traverse City East MS	Trojan TV	883	VJ
Hamilton HS	Covering Hawkeye Sprts	815	DM
Ovid-Elsie HS	OETV Update	457	VJ
Stockbridge HS	Uncaged	408	NH

NH = print+online

NP = print

DM = digital only

VJ = video production

schools **15**

media outlets **16**

Enrollment figures for public schools were obtained from the Michigan Department of Education for the most recent year available. In cases where enrollment was not available from MDE, data was obtained from the Michigan High School Athletic Association or directly from advisers.