

*Please Print*

School: \_\_\_\_\_ Newspaper: \_\_\_\_\_

Student: \_\_\_\_\_

Headline: *(categories 1 - 8)* \_\_\_\_\_

### 1 - News Writing

| Criteria  | Score                                  | Judge's Comments          |
|---|--|---------------------------|
| <b>The news article :</b>   | 1 - 5   4   3   2   1                  |                           |
| 1. uses an interesting, effective lead that identifies the real angle of the story, written concisely.  | 2 - 5   4   3   2   1                  |                           |
| 2. identifies students and adults by using class, position or role, or other relevant details.  | 3 - 5   4   3   2   1                  |                           |
| 3. uses the feature approach <b>only</b> if it will tell the news more effectively, after major events are well known before the date of publication. | 4 - 5   4   3   2   1                  |                           |
| 4. includes the source of all information in the story, and uses multiple sources and interviews.   | 5 - 5   4   3   2   1                  |                           |
| 5. varies direct and indirect quotes.   | 6 - 5   4   3   2   1                  |                           |
| 6. varies beginnings of paragraphs or sentences (generally avoiding "the" or names), and varies the lengths of sentences.                             | 7 - 5   4   3   2   1                  |                           |
| 7. does not cheat readers with insufficient information or bore them with excessive details.  | 8 - 5   4   3   2   1                  |                           |
| 8. does not use first or second person.   | 9 - 5   4   3   2   1                  |                           |
| 9. does not exaggerate, fake facts, distort details, take sides, express bias or editorialize.  | 10 - 5   4   3   2   1                 |                           |
| 10. does not bury the main angle in the middle or end of the story.   | 11 -                                   |                           |
| 11. Overall impression  | 10   9   8   7   6   5   4   3   2   1 |                           |
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## 2 - Feature Writing

| Criteria  | Score   | Judge's Comments                 |
|---|---|----------------------------------|
| <p>The feature story has:</p> <ol style="list-style-type: none"> <li>1. its focus on a human interest story or a social issue important to the readers.</li> <li>2. preferably been written in third person, but first may be used when more effective.</li> <li>3. a lead that is more lively than routine news leads.</li> <li>4. direct and indirect quotes.</li> <li>5. gone beyond the basics of reporting to tell the story behind the story.</li> <li>6. originality and anecdotes</li> <li>7. Overall impression</li> </ol> | <p>1 - 5    4    3    2    1</p> <p>2 - 5    4    3    2    1</p> <p>3 - 5    4    3    2    1</p> <p>4 - 5    4    3    2    1</p> <p>5 - 5    4    3    2    1</p> <p>6 - 5    4    3    2    1</p> <p>7 -<br/>10 9 8 7 6 5 4 3 2 1</p> | <p><i>Total score:</i> _____</p> |

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### 3 - Sports Writing

| Criteria   | Score                       | Judge's Comments          |
|--|-----------------------------|---------------------------|
| <b>The sports story :</b>  |                             |                           |
| 1. tells the reader why something happened and what was important about the people and the event.      | 1 - 5   4   3   2   1       |                           |
| 2. uses an interesting, effective lead that identifies the real angle of the story, written concisely. | 2 - 5   4   3   2   1       |                           |
| 3. avoids clichés and obscure or excessive sports jargon.  | 3 - 5   4   3   2   1       |                           |
| 4. uses quotes from credible sources like players and coaches to support the reporter's point.         | 4 - 5   4   3   2   1       |                           |
| 5. does not overdo statistics, but uses them effectively to enhance information and/or commentary.     | 5 - 5   4   3   2   1       |                           |
| 6. is balanced: does not editorialize, offer excuses or blame results on game officials.               | 6 - 5   4   3   2   1       |                           |
| 7. Overall impression  | 7 -<br>10 9 8 7 6 5 4 3 2 1 |                           |
|  |                             | <i>Total score:</i> _____ |

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### 4 - In Depth Reporting

| Criteria  | Score                               | Judge's Comments                 |
|---|-------------------------------------|----------------------------------|
| <p>The in-depth and related stories have:</p>   |                                     |                                  |
| <p>1. a focus on a news or human interest story or a social issue important to the readers.</p>                 | <p>1 - 5    4    3    2    1</p>    |                                  |
| <p>2. preferably been written in third person, but first may be used in some instances when more effective.</p> | <p>2 - 5    4    3    2    1</p>    |                                  |
| <p>3. a lead that is more lively than routine news leads.</p>   | <p>3 - 5    4    3    2    1</p>    |                                  |
| <p>4. structure: a lead, body, and conclusion.</p>  | <p>4 - 5    4    3    2    1</p>    |                                  |
| <p>5. direct and indirect quotes.</p>   | <p>5 - 5    4    3    2    1</p>    |                                  |
| <p>6. gone beyond the basics of reporting to tell the story behind the story.</p>                               | <p>6 - 5    4    3    2    1</p>    |                                  |
| <p>7. originality and anecdotes.</p>  | <p>7 - 5    4    3    2    1</p>    |                                  |
| <p>8. sidebars showing many sides of the same story.</p>  | <p>8 - 5    4    3    2    1</p>    |                                  |
| <p>9. Overall impression</p>  | <p>9 -<br/>10 9 8 7 6 5 4 3 2 1</p> |                                  |
|   |                                     | <p><i>Total score:</i> _____</p> |

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**5 - Editorials - unsigned**

| Criteria   | Score                                  | Judge's Comments                 |
|--|--|----------------------------------|
| <b>The editorial:</b>  |  |                                  |
| 1. stresses quality in writing, timeliness in content.   | 1 - 5   4   3   2   1                  |                                  |
| 2. shows that the writer gathered, researched and verified facts to support positions, emphasizing what mature and responsible students can do.    | 2 - 5   4   3   2   1                  |                                  |
| 3. looks for local school angles of city, state, national and world topics, emphasizing what action students might take.                           | 3 - 5   4   3   2   1                  |                                  |
| 4. emphasizes exposition and analysis.   | 4 - 5   4   3   2   1                  |                                  |
| 5. has a headline that captures the readers' attention.  | 5 - 5   4   3   2   1                  |                                  |
| 6. provides strong introduction, discussion, and conclusion.   | 6 - 5   4   3   2   1                  |                                  |
| 7. provides adequate proof and/or logical thought to support stands.   | 7 - 5   4   3   2   1                  |                                  |
| 8. avoids unnecessary rhetoric, slang and wordiness.   | 8 - 5   4   3   2   1                  |                                  |
| 9. does not seem to be written in haste, anger or impatience.  | 9 - 5   4   3   2   1                  |                                  |
| 10. does not scold, whine, nag, sneer, grumble, complain or stress childish attitudes, display bias, prejudice, intolerance or poor sportsmanship. | 10 - 5   4   3   2   1                 |                                  |
| 11. does not back away from supporting desirable but unpopular causes or examining controversial issues.   | 11 - 5   4   3   2   1                 |                                  |
| 12. does not play up trite, hackneyed or over-worked topics.   | 12 - 5   4   3   2   1                 |                                  |
| 13. does not use second person ("you").  | 13 - 5   4   3   2   1                 |                                  |
| 14. Overall impression   | 14 -                                   |                                  |
|  | 10   9   8   7   6   5   4   3   2   1 |                                  |
|  |  | <p><b>Total score:</b> _____</p> |

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**6 - Opinion Writing (signed)**

| Criteria   | Score                        | Judge's Comments          |
|--|------------------------------|---------------------------|
| <b>The opinion article:</b>  |                              |                           |
| 1. stresses quality in writing, timeliness in content.   | 1 - 5   4   3   2   1        |                           |
| 2. shows that the writer gathered, researched and verified facts to support positions, emphasizing what mature and responsible students can do.    | 2 - 5   4   3   2   1        |                           |
| 3. looks for local school angles of city, state, national and world topics, emphasizing what action students might take.                           | 3 - 5   4   3   2   1        |                           |
| 4. emphasizes exposition and analysis.   | 4 - 5   4   3   2   1        |                           |
| 5. has a headline that captures the readers' attention.  | 5 - 5   4   3   2   1        |                           |
| 6. provides strong introduction, discussion, and conclusion.   | 6 - 5   4   3   2   1        |                           |
| 7. provides adequate proof and/or logical thought to support stands.   | 7 - 5   4   3   2   1        |                           |
| 8. avoids unnecessary rhetoric, slang and wordiness.   | 8 - 5   4   3   2   1        |                           |
| 9. does not seem to be written in haste, anger or impatience.  | 9 - 5   4   3   2   1        |                           |
| 10. does not scold, whine, nag, sneer, grumble, complain or stress childish attitudes, display bias, prejudice, intolerance or poor sportsmanship. | 10 - 5   4   3   2   1       |                           |
| 11. does not back away from supporting desirable but unpopular causes or examining controversial issues.   | 11 - 5   4   3   2   1       |                           |
| 12. does not play up trite, hackneyed or over-worked topics.   | 12 - 5   4   3   2   1       |                           |
| 13. does not use second person ("you").  | 13 - 5   4   3   2   1       |                           |
| 14. Overall impression   | 14 -<br>10 9 8 7 6 5 4 3 2 1 |                           |
|  |                              | <b>Total score:</b> _____ |

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**7 - Columns**

| Criteria  | Score                       | Judge's Comments          |
|---|-----------------------------|---------------------------|
| <b>Columns should :</b>   |                             |                           |
| 1. each include the columnist's thoughts on a single theme.   | 1 - 5   4   3   2   1       |                           |
| 2. use imagination and creativity.  | 2 - 5   4   3   2   1       |                           |
| 3. challenge the readers with novel slants on the theme.  | 3 - 5   4   3   2   1       |                           |
| 4. present the columnist's point of view effectively and articulately.                                    | 4 - 5   4   3   2   1       |                           |
| 5. be clearly presented as a column in the layout of the pages with a column title, head shot or graphic. | 5 - 5   4   3   2   1       |                           |
| 6. have a strong introduction, discussion and conclusion.   | 6 - 5   4   3   2   1       |                           |
| 7. Overall impression   | 7 -<br>10 9 8 7 6 5 4 3 2 1 |                           |
|   |                             | <b>Total score:</b> _____ |

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**8 - Reviews / Entertainment**

| Criteria   | Score  | Judge's Comments                 |
|--|--|----------------------------------|
| <p><b>A review:</b></p> <p>1. includes the columnist's assessment of a movie, restaurant, play, book, concert, video, CD, television show, or other entertainment medium (including a rating system.)</p> <p>2. is a complete and thorough critique without excessive detail.</p> <p>3. shows imagination and creativity</p> <p>4. presents a point of view effectively and articulately.</p> <p>5. has a strong introduction, discussion and conclusion.</p> <p>6. Overall impression</p> | <p>1 - 5    4    3    2    1</p> <p>2 - 5    4    3    2    1</p> <p>3 - 5    4    3    2    1</p> <p>4 - 5    4    3    2    1</p> <p>5 - 5    4    3    2    1</p> <p>6 -<br/>10 9 8 7 6 5 4 3 2<br/>1</p> | <p><i>Total score:</i> _____</p> |



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**9 - Artwork/Illustration**

| Criteria  | Score                                 | Judge's Comments                 |
|---|---------------------------------------|----------------------------------|
| 1. Artwork is related to the stories it appears on the page with and is not art for art's sake or filler. | 1 - 5   4   3   2   1                 |                                  |
| 2. Artwork is accurate and immediately understandable.  | 2 - 5   4   3   2   1                 |                                  |
| 3. Artwork is complete, creative and attractive.  | 3 - 5   4   3   2   1                 |                                  |
| 4. Artwork is properly attributed either on work itself or in staff box.                                  | 4 - 5   4   3   2   1                 |                                  |
| 5. Artwork is original and not a copy of any copyrighted character.                                       | 5 - 5   4   3   2   1                 |                                  |
| 6. Overall impression   | <b>6 -</b><br>10 9 8 7 6 5 4 3 2<br>1 | <p><i>Total score:</i> _____</p> |

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### 10 - Photography

| Criteria  | Score                              | Judge's Comments                 |
|---|------------------------------------|----------------------------------|
| 1. Candid shots of people or events in action are favored over posed shots. Head shots or portraits are limited in use. | 1 - 5   4   3   2   1              |                                  |
| 2. Photograph is clear and in focus.  | 2 - 5   4   3   2   1              |                                  |
| 3. Main subjects are distinguishable from backgrounds.  | 3 - 5   4   3   2   1              |                                  |
| 4. Photograph looks into related story and not off page or into wrong stories.  | 4 - 5   4   3   2   1              |                                  |
| 5. Photograph has sharp contrasts and sharp details.  | 5 - 5   4   3   2   1              |                                  |
| 6. Photograph shows subject in as creative a fashion as possible, avoiding the cliché shot.                             | 6 - 5   4   3   2   1              |                                  |
| 7. Photograph is cropped effectively.   | 7 - 5   4   3   2   1              |                                  |
| 8. Overall impression   | <b>8 -</b><br>10 9 8 7 6 5 4 3 2 1 | <p><i>Total score:</i> _____</p> |

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Headline: *(categories 1 - 8)* \_\_\_\_\_

### **11 - Editorial Cartooning**

| Criteria   | Score                                      | Judge's Comments                 |
|--|--|----------------------------------|
| <p>1. Cartoon is related to the editorial it appears on the page with and is not art for art's sake or filler.</p> <p style="text-align: center;">Or</p> <p>it states the editorial board's view on a topic mentioned elsewhere in the current issue.</p> <p style="text-align: center;">Or</p> <p>it stands by itself as a commentary of relevance to students.</p> | <p>1 - 5    4    3    2    1</p>           |                                  |
| <p>2. Cartoon is accurate and immediately understandable.</p>  | <p>2 - 5    4    3    2    1</p>           |                                  |
| <p>3. Cartoon is complete, creative and attractive.</p>  | <p>3 - 5    4    3    2    1</p>           |                                  |
| <p>4. Cartoon is properly attributed either on work itself or in staff box.</p>  | <p>4 - 5    4    3    2    1</p>           |                                  |
| <p>5. Cartoon is original and not a copy of any copyrighted character.</p>   | <p>5 - 5    4    3    2    1</p>           |                                  |
| <p>6. Overall impression</p>   | <p><b>6 -</b><br/>10 9 8 7 6 5 4 3 2 1</p> |                                  |
|  |  | <p><b>Total score:</b> _____</p> |

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## 12 - Layout and Design

| Criteria  | Score  | Judge's Comments          |
|---|--|---------------------------|
| 1. Pages create reader interest and have a dominant element.  | 1 - 5   4   3   2   1                          |                           |
| 2. Pages are attractive and well balanced with a variety of headline sizes and photos.  | 2 - 5   4   3   2   1                          |                           |
| 3. Glaring errors such as tombstones, poorly written heads and poorly cropped photos are avoided.   | 3 - 5   4   3   2   1                          |                           |
| 4. Large areas of gray type are avoided by using copybreakers.  | 4 - 5   4   3   2   1                          |                           |
| 5. Varying column widths may be used at times for attractiveness.   | 5 - 5   4   3   2   1                          |                           |
| 6. Artwork is related to the stories it appears with on the page and not art for art's sake or filler.  | 6 - 5   4   3   2   1                          |                           |
| 7. Folio is included on each page with page number, paper name and date included.   | 7 - 5   4   3   2   1                          |                           |
| 8. When used, double trucks should have an obvious theme. A graphic or photo should unite the theme and the design of the two pages. On double trucks, no topics other than those related to the theme should be covered on the page. | 8 - 5   4   3   2   1                          |                           |
| 9. Headlines use consistent style (up or downstyle), use no more than two typefaces, and fit the assigned space.  | 9 - 5   4   3   2   1                          |                           |
| 10. Photos are of adequate size, varied, well cropped, clear and sharply detailed.  | 10 - 5   4   3   2   1                         |                           |
| 11. Overall impression  | 11 -<br>10   9   8   7   6   5   4   3   2   1 |                           |
|   |  | <b>Total score:</b> _____ |