

Please Print

School: _____ Newspaper: _____

Student: _____

Headline: *(categories 1 - 8)* _____

1 - News Writing

Criteria	Score	Judge's Comments
The news article :		
1. uses an interesting, effective lead that identifies the real angle of the story, written concisely.	1 - 5 4 3 2 1	
2. identifies students and adults by using class, position or role, or other relevant details.	2 - 5 4 3 2 1	
3. uses the feature approach only if it will tell the news more effectively, after major events are well known before the date of publication.	3 - 5 4 3 2 1	
4. includes the source of all information in the story, and uses multiple sources and interviews.	4 - 5 4 3 2 1	
5. varies direct and indirect quotes.	5 - 5 4 3 2 1	
6. provides readers with sufficient information and important details.	6 - 5 4 3 2 1	
7. uses third person/objective voice.	7 - 5 4 3 2 1	
8. does not exaggerate, fake facts, distort details, take sides, express bias or editorialize.	8 - 5 4 3 2 1	
9. does not bury the main angle in the middle or end of the story.	9 - 5 4 3 2 1	
10. Overall impression	10 - 10 9 8 7 6 5 4 3 2 1	
		<p>Total score: _____</p>

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2 - Feature Writing

Criteria	Score	Judge's Comments
The feature story has:		
1. its focus on a human interest story or a social issue important to the readers.	1 - 5 4 3 2 1	
2. preferably been written in third person, but first may be used when more effective.	2 - 5 4 3 2 1	
3. a lead that is more lively than routine news leads.	3 - 5 4 3 2 1	
4. most effective direct and indirect quotes and sources.	4 - 5 4 3 2 1	
5. gone beyond the basics of reporting to emphasize a strong narrative.	5 - 5 4 3 2 1	
6. Overall impression	6 -10 9 8 7 6 5 4 3 2 1	
		<i>Total score:</i> _____

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3 - Sports Writing

Criteria	Score	Judge's Comments
The sports story :		
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	4 - 5 4 3 2 1	
5. does not overdo statistics, but uses them effectively to enhance information	5 - 5 4 3 2 1	
6. Overall impression	6 - 10 9 8 7 6 5 4 3 2 1	
		<i>Total score:</i> _____

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4 - In Depth Reporting Package

Criteria	Score	Judge's Comments
The in-depth package has:		
1 - A main story with:	1- 5 4 3 2 1	
2 - One or more sidebars showing many sides of the same story.	2 - 5 4 3 2 1	
3 - Creative and accurate use of graphics: charts, graphs, maps, art - designed to enhance story-telling.	3 - 5 4 3 2 1	
4 - Careful attribution of information to primary and reliable secondary sources	4 - 5 4 3 2 1	
5. Overall impression	5 - 10 9 8 7 6 5 4 3 2 1	
		<p><i>Total score:</i> _____</p>

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5 - Editorials - unsigned

Criteria	Score	Judge's Comments
The editorial:		
1. stresses quality in writing, timeliness in content.	1 - 5 4 3 2 1	
2. looks for local school angles of city, state, national and world topics	2 - 5 4 3 2 1	
3. emphasizes exposition and analysis.	3 - 5 4 3 2 1	
4. provides strong introduction, discussion, and conclusion.	4 - 5 4 3 2 1	
5. provides adequate proof and/or logical thought to support stands.	5 - 5 4 3 2 1	
6. avoids unnecessary rhetoric, slang and wordiness.	6 - 5 4 3 2 1	
7. Uses appropriate tone and effective voice for the topic.	7 - 5 4 3 2 1	
8. does not back away from supporting desirable but unpopular causes or examining controversial issues.	8 - 5 4 3 2 1	
9. provides a unique angle or ideas	9 - 5 4 3 2 1	
10. Overall impression	10 - 10 9 8 7 6 5 4 3 2 1	
		<p>Total score: _____</p>

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6 - Opinion Writing (signed)

Criteria	Score	Judge's Comments
The opinion article:		
1. stresses quality in writing, timeliness in content.	1 - 5 4 3 2 1	
2. looks for local school angles of city, state, national and world topics	2 - 5 4 3 2 1	
3. emphasizes exposition and analysis.	3 - 5 4 3 2 1	
4. provides strong introduction, discussion, and conclusion.	4 - 5 4 3 2 1	
5. provides adequate proof and/or logical thought to support stands.	5 - 5 4 3 2 1	
6. avoids unnecessary rhetoric, slang and wordiness.	6 - 5 4 3 2 1	
7. Uses appropriate tone and effective voice for the topic.	7 - 5 4 3 2 1	
8. does not back away from supporting desirable but unpopular causes or examining controversial issues.	8 - 5 4 3 2 1	
9. provides a unique angle or ideas	9 - 5 4 3 2 1	
10. Overall impression	10 - 10 9 8 7 6 5 4 3 2 1	
		Total score: _____

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7 - Columns - *(should be clearly established as a recurring part of the paper)*

Criteria	Score	Judge's Comments
Columns should :		
1. each include the columnist's thoughts on a single theme.	1 - 5 4 3 2 1	
2. effectively uses word choice and tone.	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 - 10 9 8 7 6 5 4 3 2 1	
		Total score: _____

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8 - Reviews

Criteria	Score	Judge's Comments
<p>A review:</p> <p>1. includes the columnist's assessment of a movie, restaurant, play, book, concert, video, CD, television show, or other entertainment medium</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 - 10 9 8 7 6 5 4 3 2 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 with on the page.	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 original and not a copy of any copyrighted character.	4 - 5 4 3 2 1	
5. Overall impression	5 - 10 9 8 7 6 5 4 3 2 1	
		<i>Total score:</i> _____

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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	8 - 10 9 8 7 6 5 4 3 2 1	<p><i>Total score:</i> _____</p>

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11 - Editorial Cartooning

Criteria	Score	Judge's Comments
1. Cartoon is related to the editorial it appears on the page with and is not art for art's sake or filler. Or it states the editorial board's view on a topic mentioned elsewhere in the current issue. Or it stands by itself as a commentary of relevance to students.	1 - 5 4 3 2 1	
2. Cartoon is accurate and immediately understandable.	2 - 5 4 3 2 1	
3. Cartoon is complete, creative and attractive.	3 - 5 4 3 2 1	
4. Cartoon is original and not a copy of any copyrighted character.	4 - 5 4 3 2 1	
6. Overall impression	6 - 10 9 8 7 6 5 4 3 2 1	<p style="text-align: right;"><i>Total score:</i> _____</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, readable and well balanced; adheres to standard newspaper conventions/style ... includes pull quotes, subheadings, decks, diverse photo elements, and varied fonts.	2 - 5 4 3 2 1	
3. Headlines use consistent style (up or downstyle), use no more than two typefaces, and fit the assigned space.	3 - 5 4 3 2 1	
4. Visual elements are of adequate size, varied, well cropped, clear and sharply detailed.	4 - 5 4 3 2 1	
5. Overall impression	5 - 10 9 8 7 6 5 4 3 2 1	<p><i>Total score:</i> _____</p>