

N1 News Story

Comments:

Strength of Entry

- Informative, attention-grabbing lead—
traditional summary or contemporary narrative
- Factual information; strong sources; extraneous
material eliminated
- Interesting and informative direct quotes
- Well organized story flow; strong paragraph
beginnings good transitions
- Effective approach/angle
- Concise writing

Areas Needing Improvement

- Lacks informative, attention-grabbing lead—
traditional summary or contemporary narrative
- Vague generalizations/editorializing
- Incomplete information
- Inadequate knowledge of AP style rules
- Poor organization/transitions
- Weak skill in grammar, spelling, punctuation,
capitalization
- Inaccurate information

Judge _____

Judge _____

N2 Feature Story

General Comments For All Entries :

Strength of Entry

- Attention-grabbing lead; novelty lead
- Colorful details; human interest
- Effective direct quotes and anecdotes
- Well organized story flow; strong paragraph beginnings good transitions
- Emotional impact of copy
- Concise writing; extraneous material eliminated

Areas Needing Improvement

- Fails to capture reader in lead
- Loose generalizations
- Inaccurate information
- Inadequate knowledge of AP style rules
- Poor organization/transitions
- Weak skill in grammar, spelling, punctuation, capitalization
- Libelous information

Judge _____

Judge _____

N3 Sports Story

General Comments For All Entries :

Strength of Entry

- Attention-grabbing lead
- Colorful details; stats included appropriately
- Interesting and informative direct quotes
- Well organized story flow; strong paragraph beginnings good transitions
- Emotional impact of copy
- Factual information; extraneous information eliminated

Areas Needing Improvement

- Loose generalizations
- Poor word choice
- Unsupported arguments/details; missing stats or stats included inappropriately, awkwardly
- Inadequate knowledge of AP style rules
- Libelous statements
- Poor organization/transitions
- Weak skill in grammar, spelling, punctuation, capitalization
- Inaccurate information

Judge _____

Judge _____

N4 Editorial

General Comments For All Entries :

Strength of Entry

- Reader interest
- Persuasive lead that quickly reaches assertion
- Single, manageable proposition
- Effective rebuttal of opposing arguments
- Fully developed arguments
- Strong conclusion
- Proper format, reflects the opinion of entire editorial board

Areas Needing Improvement

- Loose generalizations
- Unclear purpose
- Unsupported arguments/details
- Inadequate knowledge of AP style rules
- Weak skill in grammar, spelling, punctuation, capitalization
- Poor organization/transitions
- Libelous statements
- Inaccurate information
- Opinion of single staffer

Judge _____

Judge _____

N5 Column/Sports Column

General Comments For All Entries :

Strength of Entry

- Clear that reader interest was considered
- Persuasive/creative lead
- Clarifies current concerns, shows imagination/ originality
- Supported opinions with examples
- Fully developed with transitions, precise, logical and polished

Areas Needing Improvement

- Loose generalizations
- Unclear purpose
- Unsupported arguments/details
- Inadequate knowledge of AP style rules
- Weak skill in grammar, spelling, punctuation, capitalization
- Poor organization/transitions
- Libelous statements
- Inaccurate information

Judge _____

Judge _____

N6 News or Feature In-Depth Reporting

General Comments For All Entries :

Strength of Entry

- Reader interest
- Persuasive lead that quickly reaches assertion
- Single, manageable proposition
- Effective rebuttal of opposing arguments
- Fully developed arguments
- Strong conclusion
- Proper format, one entry from each side of argument

Areas Needing Improvement

- Loose generalizations
- Unclear purpose
- Unsupported arguments/details
- Inadequate knowledge of AP style rules
- Weak skill in grammar, spelling, punctuation, capitalization
- Poor organization/transitions
- Libelous statements
- Inaccurate information
- Opinion of single staffer

Judge _____

Judge _____

N7 Review Writing

General Comments For All Entries :

Strength of Entry

- Story covers an area the publication purposely explored to correct existing weaknesses and/or better inform the public
- Effective approach/angle
- Factual, concise, interesting, thorough
- Variety of strong sources
- Style appropriate to the story
- Well organized story flow; strong paragraph beginnings good transitions

Areas Needing Improvement

- Subject matter is of little interest to readers
- Vague generalizations/editorializing
- Incomplete and/or inaccurate information
- Inadequate sources and/or poor attribution
- Poor organization/transitions
- Weak skill in grammar, spelling, punctuation, capitalization

Judge _____

Judge _____

N8 News, Feature or Sports Photo

General Comments For All Entries :

Strength of Entry

- Proper contrast with a range of tones
- Degree of focus and/or depth of field aids the desired effect
- Centers on action-oriented content and/or emotion
- Visual theme is fresh, original
- Demonstrates good composition
- Focuses on students, administration, teachers and/or staff personnel
- Adds understanding to related story

Areas Needing Improvement

- Unclear story/topic/concept
- Vague subject/point of interest/visual impact
- Poor technical quality
- Weak photo composition
- Busy or distracting elements
- Poorly cropped to enhance subject
- Poor tonality, contrast, lighting

Judge _____

Judge _____

N9 Portrait

General Comments For All Entries :

Strength of Entry

- Proper contrast with a range of tones
- Degree of focus and/or depth of field aids the desired effect
- Demonstrates good composition

Areas Needing Improvement

- Poor technical quality
- Weak photo composition
- Busy or distracting elements
- Poorly cropped to enhance subject
- Poor tonality, contrast, lighting

Judge _____

Judge _____

N10 Editorial Cartoon

General Comments For All Entries :

Strength of Entry

- Simple and clear editorial statement
- Artistic ability evident; quality drawing
- Unique approach
- Effective conveyance of a message
- Simplistic line
- Block lettering, all caps; easily read
- White space appears planned and is used effectively

Areas Needing Improvement

- Unclear editorial statement
- Trite and melodramatic imagery
- Uncreative elements
- Weak drawing
- Busy or distracting elements
- Lacks block lettering, all caps; not easily read
- Ineffective message

Judge _____

Judge _____

N11 Original Artwork

General Comments For All Entries :

Strength of Entry

- Simple and clear purpose
- Artistic ability evident; quality drawing; shading and/or screening used when warranted
- Strong visual technique that creates impact
- Adheres to composition requirements—dominance, balance, flow
- Fresh, not imitative
- Cartoons, comic strips or illustrations attractive and understandable at a glance

Areas Needing Improvement

- Unclear editorial statement
- Does not adhere to composition requirements—dominance, balance, flow
- Uncreative elements
- Weak drawing
- Busy or distracting elements
- Ineffective message

Judge _____

Judge _____

N12 Graphics and Artwork

General Comments For All Entries :

Strength of Entry

- Demonstrates good use design and typography rules
- Uses style appropriate to subject
- Is immediately understandable
- Corresponds to publication's approach
- Gives prominence to elements in relation to importance
- Is clean and visually pleasing
- Artistic details are clean

Areas Needing Improvement

- Misses some technical details
- Did not use style appropriate to subject
- Missing key information
- Message is unclear
- Inaccurate
- Is not visually pleasing
- Lacks complexity, imagination

Judge _____

Judge _____

N13 Information Graphic

General Comments For All Entries :

Strength of Entry

- Contains headline, explainer, body, source and credit line
- Visually tells main point of the story
- Is immediately understandable
- Uses most appropriate format
- Gives prominence to elements in relation to importance
- Typography details
- Artistic details
- Sophisticated use of software

Areas Needing Improvement

- Technical details
- Aesthetic/Artistic details
- Missing key information
- Message is unclear
- Inaccurate
- Depicting information visually
- Complexity of infographic

Judge _____

Judge _____

N14 Newspaper Front Page

General Comments For All Entries :

Strength of Entry

- Clean layout
- Effective positioning of stories
- Clear focal point
- Effective and proportional photo cropping
- Appropriate type choices
- Creative graphics
- Focuses attention on content of consequence to the reader
- Lower half of page attractive, not gray

Areas Needing Improvement

- Cluttered layout
- Ineffective position of stories
- Indirect focal point
- Weak photo cropping
- Busy or distracting elements
- Inappropriate type choices
- Non-creative graphics
- Gray areas

Judge _____

Judge _____

N15 News Magazine Front Page

General Comments For All Entries :

Strength of Entry

- Clean layout
- Effective positioning of stories
- Clear focal point
- Effective and proportional photo cropping
- Appropriate type choices
- Creative graphics
- Focuses attention on content of consequence to the reader
- Lower half of page attractive, not gray

Areas Needing Improvement

- Cluttered layout
- Ineffective position of stories
- Indirect focal point
- Weak photo cropping
- Busy or distracting elements
- Inappropriate type choices
- Non-creative graphics
- Gray areas

Judge _____

Judge _____

N16 News Page or Spread

General Comments For All Entries :

Strength of Entry

- Clean, creative layout
- Effective positioning of stories
- Clear focal point
- Creative graphics
- Effective and proportional photo cropping
- Focuses attention on content of consequence to the reader
- Appropriate type choices

Areas Needing Improvement

- Cluttered layout
- Ineffective position of stories
- Indirect focal point
- Weak photo cropping
- Busy or distracting elements
- Inappropriate type choices
- Non-creative graphics
- Gray areas

Judge _____

Judge _____

N17 Feature Page or Spread

General Comments For All Entries :

Strength of Entry

- Clean layout
- Effective positioning of stories
- Clear focal point
- Effective and proportional photo cropping
- Appropriate type choices
- Page is designed to focus reader attention on a major feature; illustration/graphic material clearly enhances the message
- Page is attractive, not gray

Areas Needing Improvement

- Cluttered layout
- Ineffective position of stories
- Indirect focal point
- Weak photo cropping
- Busy or distracting elements
- Inappropriate type choices
- Non-creative graphics
- Gray areas

Judge _____

Judge _____

N18 Sports Page or Spread

General Comments For All Entries :

Strength of Entry

- Clean layout
- Effective positioning of stories
- Clear focal point
- Effective and proportional photo cropping
- Strong, appropriate type choices
- Creative graphics
- Focuses attention on content of consequence to the reader
- Lower half of page bold, attractive, not gray

Areas Needing Improvement

- Cluttered layout
- Ineffective position of stories
- Indirect focal point
- Weak photo cropping
- Busy or distracting elements
- Inappropriate or weak type choices
- Non-creative graphics
- Gray areas

Judge _____

Judge _____

N19 Editorial/Opinion Page or Spread

General Comments For All Entries :

Strength of Entry

- Clean layout
- Effective positioning of stories
- Clear focal point
- Appropriate type choices
- Columns, editorials, letters, etc, all clearly distinguished
- Cartoons, graphics, masthead are attractive

Areas Needing Improvement

- Cluttered layout
- Ineffective position of stories
- Indirect focal point
- Busy or distracting elements
- Inappropriate type choices
- Non-creative graphics
- Columns, editorials, letters, etc, not clearly distinguished areas

Judge _____

Judge _____

N20 Entertainment Page or Spread

General Comments For All Entries :

Strength of Entry

- Clean layout
- Effective positioning of stories
- Clear focal point
- Effective and proportional photo cropping
- Appropriate type choices
- Page is designed to focus reader attention on a major feature; illustration/graphic material clearly enhances the message
- Page is attractive, not gray

Areas Needing Improvement

- Cluttered layout
- Ineffective position of stories
- Indirect focal point
- Weak photo cropping
- Busy or distracting elements
- Inappropriate type choices
- Non-creative graphics
- Gray areas

Judge _____

Judge _____

N21 Story Package

General Comments For All Entries :

Strength of Entry

- Content is based on one significant topic
- Package includes a dominant story and relevant supporting content
- Effective and visually appealing dominant art
- Secondary art supports overall package
- Gives prominence to elements in relation to importance
- Is clean and visually pleasing

Areas Needing Improvement

- Topic does not warrant extended coverage
- Did not use style appropriate to subject
- Missing key information
- Message is unclear
- Secondary materials do not relate to dominant content
- Is not visually pleasing
- Lacks complexity, imagination

Judge _____

Judge _____

N22 Photo Story Page or Spread

General Comments For All Entries :

Strength of Entry

- Photos relate to one significant topic or theme to tell a story
- Each photo includes a well-crafted caption or captions that provides additional detail for the spread
- Effective and visually appealing dominant photo
- Secondary photos support overall package
- Is clean and visually pleasing
- Artistic details are clean

Areas Needing Improvement

- Unclear story/topic/concept
- Vague subject/point of interest/visual impact
- Poor technical quality
- Weak photo composition
- Captions are incomplete or nonexistent
- Poorly cropped to enhance subject
- Poor tonality, contrast, lighting

Judge _____

Judge _____