

QUILL AND SCROLL

2017 RATINGS ONLY NEWS MEDIA EVALUATION



THIS EVALUATION FORM CONTAINS:

- PRINT NEWS MEDIA RATINGS ONLY
- ONLINE NEWS MEDIA RATINGS ONLY
- MULTIPLE PLATFORMS NEWS MEDIA RATINGS ONLY

REGISTRATION

THE FULL EVALUATION FORM CAN BE FOUND ON OUR WEBSITE AT:

<http://quillandscroll.org/news-media-evaluation>

What the service is:

Examine your Evaluation Form PDF for this year's News Media Evaluation. Please read all the information below before you begin to complete the ratings only evaluation form. Staffs seeking a full evaluation should visit: <http://quillandscroll.org/news-media-evaluation> and download the full news media evaluation form.

1. Judges will use the news media provided by staffs to rate the news media and offer suggestions in the designated comment fields.

2. In addition to the ratings only form, staffs are asked to identify news media (newspapers, news magazines, websites, social media, etc.) published during the past school year that they would like evaluated and/or rated. We recommend media submitted include those in which new techniques were tried, production was challenging, or simply feedback is sought. We discourage submissions that focus on special events coverage, such as homecoming, graduation, or holidays, as these are often atypical representations of your production.

3. Media receiving the George H. Gallup Award, the highest rating, will be recommended by the judges from among the best news media entered that received Superior achievement ratings in each of the rated categories.

4. Complete registration information. Use Adobe Reader or Acrobat; do not use Preview. This is a saveable PDF. Save your answers on the PDF. Return your completed PDF by email between April 15 and July 15. Email the PDF to quillscroll@gmail.com. When saving the PDF, use your school name in the document title and in the email subject line.

5. Select the type of news media your staff produces. There are three ratings only evaluations for news media: A print news media ratings only

evaluation, an online news media ratings only evaluation and a multiple platforms news media ratings only evaluation that includes both print and online news media.

Only ratings in each category, and final ratings and comments are provided for those who opt for ratings-only. Final ratings and comments are located on the last page of this form for all entrants. When evaluating media, the judges consider the entry in terms of the specific situation of each school – large or small, public or non-public – recognizing production problems news media face, including factors beyond their control. The evaluators concern themselves with the achievement possible within your resources and limitations.

6. Print a copy of the Registration Page (this page only, please) and include it with your news media entries. If you did not pay online with a credit card, include a check or a purchase order/PO number for the registration fee in the mailing with your entries. Quill and Scroll assigns entries to judges who have the expertise to provide objective and thorough evaluations and feedback.

The Evaluation Form PDF with the judge's feedback will be returned to the adviser e-mail address provided, early in September. The Evaluation Form PDF can be projected from a computer with a data projector for group discussions, or e-mailed to individual staff and editors for instructional purposes.

All News Media Evaluation results will be published on the Quill and Scroll website: www.quillandscroll.org. Gallup Award winners are included in a PowerPoint presentation available on CD from Quill and Scroll. Ordering information is below.

Published in Class?	YES	NO
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I would like to participate in:

Check one:

- **Ratings Only for Print News Media** (including newspapers and magazines) See information about submission requirements. RATINGS ONLY (Fee is \$55)
- **Ratings Only for Online News Media** (websites, social media and other digital platforms). See information about submission requirements. RATINGS ONLY (Fee is \$55)
- **Ratings Only for Multiple News Media Platforms** (including print, websites, social media and other digital platforms). See information about submission requirements. RATINGS ONLY (Fee is \$100)

PRINT A COPY OF THIS PAGE IF SENDING WITH YOUR NEWS MEDIA, PAYMENT OR REGISTRATION.

CD

Quill and Scroll 2016 News Media PowerPoint CDs are now available for \$15 each.

Please send _____ copies of the 2016 Quill and Scroll News Media PowerPoint CD, with Gallup Award-winners and judges' commentary on trends and best practices.

Payment is included as:

Pay by credit card on the Quill and Scroll page of PaytoGov secure payment service: <https://paydirect.link2gov.com/quillscrollmembership/ItemSelection/SelectItems>

Our staff produces news content for...

CHECK ONE AND FOLLOW ENTRY SUBMISSION REQUIREMENTS:

_____ **Print News Media** only.

Entry submission requirements: Include four issues of the news media (newspaper or newsmagazine) published during the past school year that you would like rated. Schools publishing fewer than four issues should send all issues published during the school year. We recommend issues submitted include those in which you tried new techniques, were challenged in producing, or would simply like feedback. Issues can be emailed (in PDF form) to quillscroll@gmail.com or mailed to:

Quill and Scroll News Media Evaluation
100 Adler Journalism Building
Iowa City, IA 52242

_____ **Online News Media** only.

Entry submission requirements: Provide URLs to online media sites, along with titles. Indicate up to four stories or other content in coverage (along with URLs) that you would like to bring to the judge's attention:

_____ **Multiple Platforms** (a comprehensive approach to news production across more than one platform, such as Newspaper or Newsmagazine, website, social media, podcasts, video for broadcast or online dissemination).

Entry submission requirements: Select four events covered across platforms. Submit copies of print media and provide the URLs to online media coverage of those events, along with content descriptions, below:

JUDGE CATEGORY RATINGS

STAFF: MOVE ON TO NEXT PAGE

COVERAGE RATINGS	VISUAL RATINGS	WRITING/EDITING RATINGS
Administration Rating	Graphics Rating	Editing Rating
Classroom and Curriculum Rating	Photographs/Videos Rating	Opinion Writing Rating
School Life Rating	Layout/Overall Appearance Rating	News Writing Rating
External News Rating	Online Visuals and Appearance Rating	Feature Writing Rating
Online Coverage Rating		Sports Writing Rating
		Captions/Headlines Rating
OVERALL COVERAGE RATINGS	OVERALL VISUALS RATINGS	OVERALL WRITING/EDITING RATINGS

FINAL REMARKS

COMMENTS

STAFF AND JUDGE SUMMARIES:

Staff: Last words for judges

Judge: Observations for staff

JUDGE'S RATINGS

Overall COVERAGE Rating

Overall VISUALS Rating

**Overall WRITING/EDITING
Rating**

**NEWS MEDIA EVALUATION
Rating**

