

QUILL AND SCROLL

2017 NEWS MEDIA EVALUATION



THIS EVALUATION FORM CONTAINS:

- **PRINT NEWS MEDIA EVALUATION**
- **ONLINE NEWS MEDIA EVALUATION**
- **MULTIPLE PLATFORMS NEWS MEDIA EVALUATION**

COLOR-CODED SYSTEM: If you see the color of the evaluation you paid for next to a category, your input for self-analysis is required in that section. Please be sure to be detailed in your self-evaluation.

THE RATINGS ONLY 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 evaluation form, if you're seeking a full evaluation. Staffs seeking a rating alone with overall comments should visit:
<http://quillandscroll.org/news-media-evaluation>
 and download the "Ratings Only" form.

1. For the full evaluation, we recommend the news media staff and adviser conduct a self-analysis session to respond to prompts; this allows participants to discuss pertinent topics and learn from the experience. Write comments and explanations in the "Tell Us" section of each division. Comment fields expand, and thus are larger than they appear.

2. Judges will use the information provided by staffs to evaluate the news media and offer suggestions in the designated comment fields.

3. In addition to the Evaluation 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. 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. For more instructions on news media submissions view page 2.

4. 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.

6. 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 June 24. 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.

7. Select the type of news media your staff produces. There are three evaluations for news media: A print news media evaluation, an online news media evaluation and a multiple platforms evaluation that includes both print and online news media.

In full evaluations, judges will read your analysis and offer feedback. Feedback and ratings in each category are given in full evaluations. 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.

8. 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.

REGISTRATION

Publication Name

Adviser Name

Adviser Email

School Name

Street Address

City

State

Zip Code

Issues Per Year

Published in Class?

YES

NO

School Enrollment

Grades in School

List type of publications

Website URL

Social Media URL #1

Social Media URL #2

Social Media URL #3

I would like to participate in:

CHECK ONE:

● **Evaluation for Print News Media** (including newspapers and magazines) See information about submission requirements.

FULL EVALUATION (Fee is **\$75**)

● **Evaluation for Online News Media** (websites, social media and other digital platforms). See information about submission requirements.

FULL EVALUATION (Fee is **\$75**)

● **Evaluation for Multiple News Media Platforms** (including print, websites, social media and other digital platforms). See information about submission requirements.

FULL EVALUATION (Fee is **\$140**)

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>

KEY

● PRINT NEWS MEDIA EVALUATION

● ONLINE NEWS MEDIA EVALUATION

● MULTIPLE PLATFORMS NEWS MEDIA EVALUATION

Tell Us About Your Media News Production

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 evaluated. 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 evaluator’s attention:

_____ **Multiple Platforms** (a comprehensive approach to news production across more than one platform, such as News-
paper 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:

● ● Reflecting on that coverage, Tell us About...

Staff:

What were your news production cycle(s) and deadlines?

How did you plan coverage and content to best tell stories in your media?
Address cross-platform strategies if applicable.

Judge--Evaluation:

COVERAGE

KEY

● PRINT NEWS MEDIA EVALUATION

● ONLINE NEWS MEDIA EVALUATION

● MULTIPLE PLATFORMS NEWS MEDIA EVALUATION

●●● Administration

Staff--We cover:

Faculty, staff and related issues, including employment, development, training

School boards, administrators and policies addressing such district matters as school safety, calendars, budgets, schedules and attendance

Services available to students, including health, guidance counseling, parking, and building maintenance

Administrative and faculty policies and developments, as well as activities, achievements, employment and others

Tell us!

Include any relevant information about your staff and the criteria above. Your comments will help determine the judge's rating on each category.

Judge--Evaluation:

District school boards and purchases, building repairs and construction, school board elections, calendars, taxes and budgets and their impact

Stories cover appropriate angles and perspectives, after interviewing administrators, faculty, students, parents and/or community members

Services such as maintenance, health, transportation, truancy and violence within the school and their impact are covered.

Strengths

Weaknesses

Administration Rating

●●● Classroom and Curriculum

Staff--We cover:

A range of core courses in the humanities, languages, social sciences, special education, physical education

Additional courses in areas, such as in life skills and career development, and the arts

Student class-related activities, including special projects, class presentations and foreign exchange programs

College preparatory activities such as achievement tests, advanced and honor courses, campus visits and recruitment fairs

Course support offerings in technology, texts, field trips, student teachers and aides, and others

Tell us!

Include any relevant information about your staff and the criteria above. Your comments will help determine the judge's rating on each category.

Judge--Evaluation:

Class projects, curriculum, field trips, speakers and presentations

Course changes, texts, competitions, achievements in classes

Examinations, testing schedules, trends and preparation

College preparation, visits and student recruitment activities

Parents, alumni and other external constituents as appropriate are interviewed

Appropriate and varied story formats are used, including in-depth, analysis, feature and brief articles

Strengths

Weaknesses

Classroom and Curriculum Rating

COVERAGE

KEY

● PRINT NEWS MEDIA EVALUATION

● ONLINE NEWS MEDIA EVALUATION

● MULTIPLE PLATFORMS NEWS MEDIA EVALUATION

●●● School Life

Staff--We cover:

Athletics and sports, boys and girls teams, interscholastic and intramural competitions, achievements, accessibility issues as well as on-field and off-field developments

Band, chorus, musical performances and concerts, accessibility issues as well as developments behind the scenes, achievements and awards

Drama, forensics, dance, media, art, religious, diversity and political campus groups and clubs

Student government and affiliated activities, assemblies, elections, holidays, fundraisers, issues

Student services, facilities such as library and media centers, and cafeterias, and accessibility and development issues

Tell us!

Include any relevant information about your staff and the criteria above. Your comments will help determine the judge's rating on each category.

Judge--Evaluation:

Teamwork emphasis as well as recognition of individual achievements within groups

Examinations of policies and selection criteria for student government and other co-curricular activities

Stories report sports, activity and group meeting schedules in advance

A variety of story forms are used as appropriate, including briefs, features, sidebars and visuals

Balances coverage of all teams and groups, and reflects the school's diversity

Developments and issues in student services are reported, such as cafeteria prices, library facilities, and tutoring and speech therapy availability

Strengths

Weaknesses

School Life Rating

Judge--Evaluation:

Students recognized as taxpayers and as soon-to-be voters in coverage of city, state, and federal government and related issues

Uses relevant and credible sources to explore trends, issues and society

Coverage of crime, controversies and other issues provides tie-ins to school audience.

Seizes opportunities to investigate and thoroughly report news; uses Internet and other secondary sources primarily as background

Staff utilizes media platforms to fully engage audiences in stories covered

Strengths

Weaknesses

External News Rating

●●● External News

Staff--We cover:

Stories about crimes committed, trends, laws and punishments related to our audience

Government officials, elections, taxes, political developments and issues affecting our audience

Issues and disasters (tornadoes, floods, earthquakes, fires, poverty, disease, unemployment) impacting our audience directly or indirectly

Trends in employment opportunities, fashions, volunteerism, festivals, activities

Social institutions, activities and their developments, including religion, civil rights, environment, entertainers, and services, that relate to our audience

Tell us!

Include any relevant information about your staff and the criteria above. Your comments will help determine the judge's rating on each category.

COVERAGE

KEY

●

 PRINT NEWS MEDIA EVALUATION

●

 ONLINE NEWS MEDIA EVALUATION

●

 MULTIPLE PLATFORMS NEWS MEDIA EVALUATION

THIS PAGE IS FOR:
ONLINE NEWS MEDIA EVALUATION
MULTIPLE PLATFORMS NEWS MEDIA EVALUATION

FOR PRINT EVALUATIONS MOVE ON TO NEXT PAGE

●●

Online Coverage

Staff--We strive to:

Plan coverage to best utilize media platforms in storytelling

Consider timeliness when planning news dissemination and publication

Include multimedia producers – photographers, videographers, podcasters, graphic designers and writers – when developing coverage strategies to best tell the story

Employ special characteristics of media platforms, recognizing that audiences want to hear and see the band perform, to watch athletic feats as well as to read the story behind an event

When applicable, include keywords in our online stories and link content to other websites and materials to better inform our audience

Tell us!

Include any relevant information about your staff and the criteria above. Your comments will help determine the judge’s rating on each category.

Judge--Evaluation:

Strengths

Weaknesses

Online Coverage Rating

Overall COVERAGE Rating

●●● Graphics

Staff--We strive to:

Utilize a variety of graphics to enhance the visual experience and storytelling, including cartoons, typography, infographics and digital artistry

Have access to and be adept at using digital editing software, such as Photoshop and Illustrator, to enhance graphic creation

Incorporate graphics in layouts of each section/spread and page

Apply typographic styles that are legible, contemporary and consistent in projecting the medium's brand and character

Involve editors and reporters to help conceive graphic and visual elements

Routinely review designs and visual presentations in professional media to find models and ideas

Tell us!

Include any relevant information about your staff and the criteria above. Your comments will help determine the judge's rating on each category.

Judge--Evaluation:

Editorial cartoons, animation and illustrations are delivered in clever, meaningful ways

Typography enhances the visual appeal of content while maintaining a distinct media brand and character

Graphic elements are sharp, neat and clear, and add points of entry, interest and character to content

Staff demonstrate an understanding of the significance of pairing text and graphics in contemporary storytelling, across platforms

Strengths

Weaknesses

Graphics Rating

●●● Photographs/Videos

Staff--Evaluation of Photographs:

Students on staff assign, take and edit all photos/videos

Photo/video subjects are in action, rather than posed; photo/video illustrations, dramatizations and manipulations are clearly labeled

Care is taken when using computer alterations to enhance the appearance of photos/videos, while retaining proportions and original content

Photographers/videographers use various techniques, such as leading lines and framing, to draw the reader's attention

Photographers/videographers talk to reporters, producers and editors about stories prior to shooting assignments

Staff understand legal and ethical issues pertaining to photos/videos, including manipulation, copyright, and labeling stipulations

Tell us!

Include any relevant information about your staff and the criteria above. Your comments will help determine the judge's rating on each category.

Judge--Evaluation:

Cropping focuses attention on subjects, and doesn't cut off subject's head, arms, feet, etc.

Photos/videography complement text and/or advance the story

Photographers/videographers use creative techniques to make subjects interesting, while employing ethical standards to accurately convey information

Technical quality of photos/videos is strong, with a sharp focus, clean composition and appropriate contrast

Computer manipulation of photos/videos enhances images and is not apparent, i.e. proportions are not distorted; images are not pixilated

Most photos/videos are taken by staff and credited as such; photos/videos are not downloaded from the Internet and published without the permission of owners.

Strengths

Weaknesses

Photographs/Videos Rating

<div data-bbox="16 14 646 136" data-label="Section-Header"> <h1>VISUALS</h1> </div> <div data-bbox="987 10 1599 130" data-label="Complex-Block"> <div>KEY</div> <div>● PRINT NEWS MEDIA EVALUATION</div> <div>● ONLINE NEWS MEDIA EVALUATION</div> <div>● MULTIPLE PLATFORMS NEWS MEDIA EVALUATION</div> </div> <div data-bbox="16 170 790 226" data-label="Section-Header"> <h2>●●● Layout/Overall Appearance</h2> </div> <div data-bbox="16 247 790 873" data-label="Text"> <p>Staff--We strive to:</p> <p>Use spot color/colored pages to highlight particular stories or headlines, based on a design style, while ensuring readability</p> <p>Use updated layout, editing and design software, such as InDesign, Word-Press, Final Cut Pro, Audacity to achieve creative, professional results that create a distinct contemporary character</p> <p>Follow design styles, and assign staff to lay out pages, produce videos, pod-casts, web and social media sites to encourage expertise</p> <p>Include visually interesting indexes or teasers to preview key stories</p> <p>Use special effects, such as text wraps, close ups, cut-outs, bleeds or dropped capital letters, to vary presentations</p> <p>Use display headlines and color for special effect; and, when possible, use secondary heads to attract readers.</p> <p>Consider audience accessibility when planning and developing content</p> <p>Tell us!</p> <p>Include any relevant information about your staff and the criteria above. Your comments will help determine the judge's rating on each category.</p> </div>	<div data-bbox="829 153 1576 653" data-label="Text"> <p>Judge--Evaluation:</p> <p>Newspaper /news magazines avoid tombstone headlines; they don't run into each other and are clearly defined</p> <p>Staff maintains a design style with a consistent set of fonts for headlines, by-lines, and captions</p> <p>Shaded boxes and backgrounds are not too dark so that text is readable</p> <p>A proper balance of white space is apparent; columns are aligned; video dis-plays smooth transitions; audio pacing is clear</p> <p>Photos, graphics and type work together to create an enjoyable reading experi-ence</p> <p>Text wraps look clean and are easy to follow, avoiding awkward spacing be-tween words</p> <p>Staff are mindful of audience and reader experiences in the comprehensive media production</p> </div> <div data-bbox="854 674 984 709" data-label="Text"> <p>Strengths</p> </div> <div data-bbox="854 831 1015 865" data-label="Text"> <p>Weaknesses</p> </div> <div data-bbox="854 991 1437 1029" data-label="Text"> <p>Layout and Overall Appearance Rating</p> </div>
<div data-bbox="16 1161 561 1251" data-label="Text"> <p>THIS PART IS FOR:</p> <p>● ONLINE NEWS MEDIA EVALUATION</p> <p>● MULTIPLE PLATFORMS NEWS MEDIA EVALUATION</p> </div> <div data-bbox="16 1287 571 1314" data-label="Text"> <p>FOR PRINT EVALUATIONS MOVE ON TO NEXT PAGE</p> </div> <div data-bbox="16 1346 768 1398" data-label="Section-Header"> <h2>●● Online Visuals and Appearance</h2> </div> <div data-bbox="16 1423 790 1858" data-label="Text"> <p>Staff--We strive to:</p> <p>Recognize the full range of audio and visual production techniques available to tell stories in multimedia platforms, and make informed decisions in their storytelling applications</p> <p>Incorporate audio and sound effects to advance storytelling in photo slideshows, podcasts and video productions</p> <p>Prepare scripts, visuals, sets and wardrobe in video and/or audio reports</p> <p>Ensure lighting, sound and technical effects accentuate video and/or audio per-formances</p> <p>Tell us!</p> <p>Include any relevant information about your staff and the criteria above. Your comments will help determine the judge's rating on each category.</p> </div>	<div data-bbox="829 1167 1576 1404" data-label="Text"> <p>Judge--Evaluation:</p> <p>Verbal and visual presentations by personnel are professionally delivered</p> <p>Video and/or audio recordings effectively use lighting, sound and technical effects</p> <p>Scripts, visuals, sets and wardrobes are well planned and deftly prepared</p> <p>Storytelling applications of audio and visual production techniques are inspired</p> </div> <div data-bbox="846 1446 974 1482" data-label="Text"> <p>Strengths</p> </div> <div data-bbox="846 1604 1005 1638" data-label="Text"> <p>Weaknesses</p> </div> <div data-bbox="846 1764 1416 1801" data-label="Text"> <p>Online Visuals and Appearance Rating</p> </div> <div data-bbox="821 1984 1240 2022" data-label="Text"> <p>Overall VISUALS Rating</p> </div>

WRITING/EDITING

KEY

● PRINT NEWS MEDIA EVALUATION

● ONLINE NEWS MEDIA EVALUATION

● MULTIPLE PLATFORMS NEWS MEDIA EVALUATION

●●● Editing

Staff--We strive to:

Adhere to established styles for copy, such as AP and Quill and Scroll, and for layout and design

Thoroughly edit copy by assigning more than one editor to review copy for accuracy, correct spelling, usage of grammar, source credibility and story organization.

Maintain an organized system for news gathering, such as assigning beats, planning stories for each media platform, and for production by designating staff responsibilities, assessing performance and reliability.

Update stories and content with new developments to keep readers informed.

Correct and clarify content with immediacy to convey accurate information.

Use a consistent style online and in social media and assess its usefulness for search engine optimization and its comprehension by a broader, global audience

Tell us!

Include any relevant information about your staff and the criteria above. Your comments will help determine the judge's rating on each category.

Judge--Evaluation:

Newsworthy stories are written accurately, concisely, clearly and simply

Content reflects a well-organized news operation through coverage, quality of content and timeliness

Capitalization, dates, times, numbers, titles, abbreviations, full names and other uses follow a consistent style, such as AP or Quill and Scroll

Search engine optimization and links to content enhancements are included to enrich online audience experiences

Corrections and clarifications are timely and properly identified to inform readers

Strengths

Weaknesses

Overall Editing Rating

●●● Opinion Writing

Staff--We strive to:

Include at least one staff, unsigned editorial in the publication schedule, addressing timely relevant news topics affecting primary audiences

Adhere to journalistic writing, grammar and style guidelines. We avoid IVY: I=First person, I; V=Verbosity; Y=Second person, you

Incorporate credible, pertinent sources of information to substantiate editorial positions, build logical arguments and emphasize actions students might legally take

Use a variety of formats to present a wide range of opinions, such as comments sections, Q&As, polls and surveys, infographics, interactive elements, editorial cartoons, blogs, social media, video and columns

Develop policies across media platforms to address audience feedback, comments and submissions that present ethical challenges, such as bullying, misinformation and improper business promotions

Cover topics of interest to readers in reviews, including music, movies, video games, books, television and computer programs, restaurants, concerts, cell phones, and school theater and music productions

Tell us!

Include any relevant information about your staff and the criteria above. Your comments will help determine the judge's rating on each category.

Judge--Evaluation:

Voices and topics reflect a diverse student body, with balance and fairness

The editorial "we" is used to refer to the news staff, and not the school population as a whole

Relevant, significant topics are presented in an effective manner that avoids scolding, whining, complaining or childish tones

Strong introductions, lively and pointed discussions and effective conclusions are presented concisely and in adherence to length constraints

A variety of formats present a range of student opinions, such as columns, reviews, polls, letters, interactive features, video interviews with commentators, person on the streets/halls, editorial cartoons, infographics and staff editorials

Blogs and podcasts convey a professional tone and journalistic standards

Evidence of careful planning, research and thoughtfulness is reflected in exemplary writing

Strengths

Weaknesses

Overall Opinion Writing

●●● News Writing

Staff--We strive to:

Be timely in covering news, and apply the feature approach to reporting news when events occur before production

Write leads concisely, using active verbs and the best choice of words to draw readers in and entice them to continue reading the story

Write stories to adhere to ethical and legal standards

Include multiple sources and interviews in stories, being diligent in ascertaining the credibility and value of negative, sensitive and controversial information

Identify sources by using information such as full names, positions, grade levels, job titles, class assignments, organizations and affiliations, and ages, as applicable

Recognize the unique features of our media platforms when writing and producing news content, by:

●●● Preparing much of our news published in print in-depth, with emphasis on analysis, investigations and interpretations, while using the inverted pyramid style of writing

●●● Write periodic updates to developing news stories published online

●●● Plan news stories that are advanced by visual, audio and supplemental materials made available to readers online

●●● Promote complementary content across media platforms to inform audiences of additional information

Tell us!

Include any relevant information about your staff and the criteria above. Your comments will help determine the judge's rating on each category.

Judge--Evaluation:

Soft and hard news approaches are used as appropriate to tell stories

Sources reflect diverse viewpoints, and are credible, balanced and appropriate to the context

Writers consistently adhere to grammatical, spelling, style and structural standards in writing

Libelous, profane, obscene or vulgar expressions, as well as biased and opinionated statements, are not used

Story organization presents the most important information first, using the inverted pyramid style of writing and not burying the lead

Paragraphs and sentences with varied beginnings and lengths are used to enhance reader interest, especially avoiding repetitive use of "the" or people's names

Writers exercise ethical and legal practices in stories

Strengths

Weaknesses

Overall News Writing



WRITING/EDITING

KEY

● PRINT NEWS MEDIA EVALUATION

● ONLINE NEWS MEDIA EVALUATION

● MULTIPLE PLATFORMS NEWS MEDIA EVALUATION

●●● Feature Writing

Staff--We strive to:

Emphasize good structure, flow and organization, as well as correct spelling, grammar and style

Begin stories with active leads that attract attention or arouse curiosity to encourage further reading

Write creatively, clearly and concisely, using carefully selected words to add color, life, emotion and interest

Employ various feature writing formats, as appropriate, such as profiles, how-to-do-it, human interest and interpretive news, and take care in using humor

Use proper attribution of credible primary and secondary sources, with generous use of direct quotes and interviews to lend interest and advance the story. Writing is void of opinions and conclusion endings

● Plan feature stories that are advanced by visual, audio and supplemental materials that are made available to readers online

Tell us!

Include any relevant information about your staff and the criteria above. Your comments will help determine the judge's rating on each category.

Judge--Evaluation:

Topics reflect the interests of diverse readers

Solid journalistic writing standards, including correct spelling, grammar and style, are evident

A variety of writing techniques is used to effectively address an interesting array of topics

Ethical and legal missteps, ill-formed humor and trivial subjects are avoided.

Opinion is included only in reviews, columns, blogs and other appropriate formats

Various feature writing formats are employed, as appropriate, such as profiles, how-to-do-it, human interest and interpretive news

Information is derived from sound, thorough interviewing and substantial research from multiple primary and secondary sources, with the use of appropriate attribution

Strengths

Weaknesses

Overall Feature Writing



WRITING/EDITING

KEY

● PRINT NEWS MEDIA EVALUATION

● ONLINE NEWS MEDIA EVALUATION

● MULTIPLE PLATFORMS NEWS MEDIA EVALUATION

●●● Sports Writing

Staff--We strive to:

Use descriptive and action words to reflect the excitement of sporting events, yet avoid trite, hyperbole and excessive words

Consider timeliness in covering competition outcomes, focusing on human interest stories, off-field or behind-the-scenes developments, to keep coverage fresh

Employ journalistic writing standards in spelling, grammar and style. Full identifying information is consistently used, including sport, first and last names, positions and grade levels

Include statistics, analysis and dates, records and comparisons with previous performances, taking care to clearly and accurately convey information without confusing readers

Reflect knowledge gained through interviews with coaches, players, competitors and other sources as appropriate, while maintaining a professional detachment from school teams, except in opinion articles, commentary, blogs and columns

Plan sports stories that are advanced by visual, audio and supplemental materials made available to readers online

●●● Use online formats and social media to provide timely coverage of events as deemed appropriate for audiences

Tell us!

Include any relevant information about your staff and the criteria above. Your comments will help determine the judge's rating on each category.

Judge--Evaluation:

Writers employ journalistic standards of writing, spelling, grammar and style

A variety of story forms is used to provide broad coverage, including briefs, columns, profiles, infographics, and narratives

Informed reporting is reflected through the use of resources, such as interviews with team members, coaches, competitors and others; conference performances, trends and statistics

Source materials are presented in varied formats, influenced by the strengths of media platforms, such as interactive graphics, video clips, podcasts, and sidebars

Topics are covered in a timely manner, focusing on advances and follow-ups, off-the-field and behind-the-scene developments, as well as individual out-of-school activities, such as martial arts, extreme sports, skiing and surfing

Colorful leads and text use action verbs and adjectives to convey the excitement of sports, balanced with a sensitivity to readers who are not familiar with sport terminology

Strengths

Weaknesses

Overall Sports Writing



WRITING/EDITING

KEY

● PRINT NEWS MEDIA EVALUATION

● ONLINE NEWS MEDIA EVALUATION

● MULTIPLE PLATFORMS NEWS MEDIA EVALUATION

●●● Captions and Headlines

Staff--We strive to:

Use active verbs while writing concisely and clearly

Follow consistent styles for cutlines/captions and headlines

Write captions/cutlines and credits for each photo, video production and graphic, as appropriate; and headlines for every story

Verify and edit captions, cutlines, credits and headlines to ensure they follow journalistic standards in areas such as accuracy, spelling, grammar and style

Fully identify subjects in captions/cutlines to allow readers to discern the identity of those pictured and to tell the story behind what is obvious in photos and video

● Identify opportunities to incorporate search engine optimization and links to other materials when writing online captions/cutlines, credits and headlines

Tell us!

Include any relevant information about your staff and the criteria above. Your comments will help determine the judge's rating on each category.

Judge--Evaluation:

Consistent type styles are used for cutlines/captions, photo credits and headlines, respectively

Captions/cutlines and headlines display journalistic standards of accuracy, spelling, grammar and style, such as AP or Quill and Scroll styles

Captions/cutlines and credits are written for each photo and graphic, when needed; and headlines for every story. Search engine optimization and links to other materials are employed in writing captions/cutlines and headline

Writing of captions/cutlines and headlines is substantial and informs readers in an interesting way, advancing the respective story or photo

Strengths

Weaknesses

Overall Captions and Headlines



Overall WRITING/EDITING Rating

... POLICY GUIDELINES

Devising a set of operational policies for all media produced and then making them available to staff is among the most important steps to be taken by successful news media. Such policies establish systems of operation and offer guidance, which is especially useful during times of staff changes, challenge and memory loss. Updating the policies allows staffs to reflect on their operations and to make decisions about new paths. We encourage you to complete this section, and receive feedback from our expert judges on this important topic. *This section is optional and does not affect the overall rating.*

Staff--We strive to:

Uses professional publications and the Internet to gain ideas for stories, writing and design techniques

Create a solid working relationship among staff members, media advisers, faculty, administrators and the community

Follow an established guideline for content approval and editing by staff, which allows for timely production and publication

Create a board of editors, managers and the adviser to choose the editor-in-chief and make other staff changes as needed

Analyze past issues and productions to determine how effectively work is done and how it reflects its reading community

Conduct regular staff meetings to plan content, clarify editorial and staff policies, set long-range goals and transact other business as required

Use constructive suggestions from evaluation and critical services, conference sessions and workshops to improve news media and staff performance

Publish news in accord with local, state and federal media rights laws, including postal and copyright regulations, and court decisions interpreting those regulations and laws

Assemble and support an inclusive staff, representative of the school's population in gender, ethnic, racial, religious, ability, sexual orientation and other diverse characteristics

Develop fair processes to commend and reward staff members for responsible service, innovative ideas and meritorious work; and arrange occasional "fun" events to unify and motivate staff

Follow a policy in which the media leadership and news coverage are under the general supervision of the editor-in-chief, and the specific supervision of associate editors, and/or other line editors. Media staff leadership may operate under other titles such as managers, producers or directors. Staff perform all news dissemination tasks

Tell us!

Include any relevant information about your staff and the criteria above. Your comments will help determine the judge's rating on each category.

Judge--Evaluation:

Advisers coach the staff members, but do not do the work for them

Fair processes are developed to commend and reward staff members for meritorious work and achievements

A board of editors and/or managers regularly discusses production-related and staff developmental activities with the adviser

Staff maintain a solid working relationship with media advisers, faculty, administrators and the community

Guidelines and policies established by the staff and administration seek to maintain professional standards

Students have the responsibility of content and editorial decision-making, performing all media production tasks

Staff are encouraged to act professionally in their media responsibilities as well as when "off-duty," to retain the media staff's credibility

An editorial policy details the public forum status of each medium and outlines its legal and ethical responsibilities. A summary of the editorial policy is published in the masthead of each print issue, and in the About section or elsewhere of websites and social media

Appropriate policies are maintained to address media leadership, staff organization and responsibilities, as well as procedures to recruit, select and train editors, reporters and other staff members

Appropriate policies are maintained to address publication leadership, staff organization and responsibilities, as well as procedures to recruit, select and train editors, reporters and other staff members

Production-related matters are routinely discussed in meetings between the medium's board of editors and/or managers, and developmental activities are conducted for the staff to enhance their performance and motivation

Staff and adviser responsibilities and authority are outlined in the staff manual, and include the process for selecting the editor-in-chief as well as the production deadlines and timelines

Policies are in place to enable staff members to decide content and form within the limitations that Supreme Court rulings, and state and local laws and policies have established. Staff are also directed to act in accordance with copyright and postal regulations

A policy is in place and in practice to publish editorials that reflect the medium's official position; editorial content is free of biases and stereotypes that are based on race, ethnicity, gender, sexual orientation, religion, ability and other factors

Strengths

Weaknesses

BUSINESS PRACTICES

Student news media operate optimally by practicing sound business principles. Staff, please provide information about your business practices below to help judges better understand your news operation and offer feedback. *This section is optional and does not affect the overall rating.*

Income and Expenses

STAFF INFORMATION ONLY:

Advertising income:

Expenses from printing:

Number of news media staff members:

School system subsidy or activity fees:

Other expenses:

Number of business staff members:

Income from circulation:

TOTAL EXPENSES:

Tell us more!

How many staff are assigned to each medium produced?

Other income:

Reserve funds:

Tell us more!

Include any relevant information about your staff and the criteria above.

TOTAL INCOME:

PROFIT/DEFICIT:

Financing

Staff--We strive to:

Establish a policy outlining practices and responsibilities of business staff

Maintain accurate, up-to-date files, accounts and records to track spending and income

Prepare a budget before publishing the first issue, monitor expenditures at least monthly, make adjustments as necessary to balance expenditures with income, and establish a reserve fund

Include funding of student development activities, such as state and national conferences, summer workshops, scholastic media association membership dues and contest/evaluation fees, in the budget

Budget for routine expenses, including supplies, postage and printer cartridges, software and technology upgrades, and annually seek bids and enter contracts with printers that specify deadlines, production schedules and other details

Tell us!

Include any relevant information about your staff and the criteria above.

Judge--Evaluation:

Budget balancing practices are sound

Policies are in place to govern finances

Staff are professional and knowledgeable in their business operations

Income is primarily generated by the news media staff and the sale of related products

Records and accounts are tracked, checked for accuracy, and processed in a timely manner

Expenses are substantiated, sustain news media operations by purchasing such items as supplies, postage, printer cartridges, technology and software upgrades, and are in line with income

Plans have been made to fund student development activities, such as conference and workshops attendance, contest/evaluation service fees and scholastic media association memberships

Strengths

Weaknesses

Circulation, Readership and Audience



Newspaper/newsmagazine circulation:	Press run:
Number of copies sold:	Number of copies exchanged:
Total student enrollment :	Frequency of publication:



Answer if applicable--

Website page views:	Average social media reach:
Facebook page likes:	Twitter followers:
Instagram followers:	

Tell us!
Include any relevant information about your online and social media presence.

Staff--We strive to:

- Appoint circulation staff and provide training in journalism class or in special meetings
- Distribute all copies to exchange schools, Quill and Scroll and other press associations, and to advertisers within a week after publication
- Distribute to targeted locations inside the high school as well as in the community, such as nearby schools; conduct promotional campaigns on social networking sites, posters and school announcement broadcasts, websites and others

 Review analytics to assess ways to better serve audiences.

Tell us!
Include any relevant information about your staff and the criteria above.

Judge--Evaluation:

- Strategic steps have been taken, as necessary, to improve circulation and audience reach
- A permanent file of publication copies is maintained for historic purposes
- Staff distribute the publication and post content in a timely fashion
- Publication copies are printed in adequate numbers to meet distribution needs
- Circulation and media services are under the supervision of trained staff assigned to specific responsibilities
- Steps have been taken to strategically make the media available to interested readers
- Readers and potential readers are informed about how to obtain single copies, subscriptions, or access to sites

Strengths

Weaknesses

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



End of evaluation