

**2021 QUILL AND SCROLL NEWS MEDIA EVALUATION**

REGISTRATION FORM and QUESTIONNAIRE

**Postmark or Email Entry Deadline: Tuesday, June 15, 2021**

Adviser: Please read and fill in the requested information.

**If you choose more than one evaluation**, please fill out a separate Registration Form for each medium.

**TYPE OF EVALUATION REQUESTED ON THIS FORM**

1. **\_\_\_\_ COMPREHENSIVE NEWS MULTIMEDIA.** Do you have a newspaper or magazine, plus a website and social media? Submit multiple media for a full evaluation of your entire news and journalism programs. These critiques include extensive comments from your evaluator. (Fee is $150.)
2. **\_\_\_\_ COMPREHENSIVE SINGLE NEWS MEDIUM.** Submit a single medium (newspaper, news magazine or online news site) for a full evaluation. These critiques include extensive comments from your evaluator. (Fee is $80 per medium.)
3. **\_\_\_\_ RATINGS ONLY NEWS MULTIMEDIA.** Submit your multimedia news operation for a ratings-only evaluation ($80). These critiques include no comments from your evaluator. (Fee is $80.)
4. **\_\_\_\_ RATINGS ONLY SINGLE NEWS MEDIUM.** Submit a single medium (newspaper, news magazine or online news site) for a ratings-only evaluation. These critiques include no comments from your evaluator. (Fee is $55.)

**CONTACT INFORMATION**

School Name Street Address

City State ZIP

Adviser’s Name Name(s) of Editors

School Phone Adviser summer email

Adviser Cell Phone Publication URL (if needed)

**PAYMENT INFORMATION**

Check the statement that applies to your payment.

1. \_\_\_\_ I ordered an evaluation when I entered the 2020 Writing, Photo and Multimedia Contest.
2. \_\_\_\_ I paid online with a credit card. (INCLUDE COPY OF RECEIPT)
3. \_\_\_\_ I am enclosing a check for $\_\_\_\_\_\_ with this form.
4. \_\_\_\_ I am enclosing a purchase order for $ \_\_\_\_\_\_ with this form.

**FROM THE QUILL AND SCROLL EXECUTIVE DIRECTOR**

Dear Friend of Quill and Scroll:

Quill and Scroll, working with the Journalism Education Association over the past several years, has devised guidelines for the proper training of critique judges and for the education of advisers in understanding the proper place for a critique in their classroom and newsroom. Advisers should understand their role in submitting publications for critique.

**BEFORE SUBMITTING WORK FOR CRITIQUE**

* + Adviser or student leaders should formulate a statement summarizing targeted areas of growth, as well as specific questions about the current year’s work.
  + Provide information about the school, student staff and media outlet, as requested by the sponsoring organization, to give judges insight into factors affecting content and coverage.
  + Seek critiques from different organizations to form multiple perspectives.

**GENERAL DIRECTIONS**

To enter, please follow instructions carefully:

1. This form requires that you fill out only the first section — General Practices — but you may also write statements about coverage, writing and editing, visuals and digital media if you choose.
2. When you are done, save the document as both a Word doc and as a PDF and email both to [quillscroll@gmail.com](mailto:quillscroll@gmail.com).
3. If you haven’t paid via the Writing, Photo and Multimedia Contest earlier this year, p[ay by credit card online or](https://paydirect.link2gov.com/quillscrollmembership/ItemSelection/SelectItems) by check payable to Quill and Scroll. mail to the address below.
4. If you have print publications that need to evaluated, email PDFs of **three separate issues to** [**quillscroll@gmail.com**](mailto:quillscroll@gmail.com)(you choose the issues) or mail the physical issues by June 15, 2020 to:

News Media Evaluation

Quill and Scroll

University of Iowa School of Journalism and Mass Comm.

100 Adler Journalism Bldg., Room W111

Iowa City, IA 52242

**AFTER RECEIVING A CRITIQUE**

* + Review and understand the feedback before sharing it widely with students. Determine which areas of a critique should be emphasized.
  + Celebrate success.
  + See criticism as an opportunity for growth and future success.
  + Synthesize feedback from a variety of critiques from multiple organizations to establish strategies for improvement and growth; apply lessons learned to a wide spectrum of future work.
  + Use evaluations as teaching tools; encourage students to use evaluation instruments for peer editing.
  + Understand that critiques are not designed to be a qualitative measure of teacher performance but may be conversation starters with school administrators.
  + Share feedback about the evaluation results and processes with contest administrators, but understand that evaluators/judges are colleagues or professionals giving their time and expertise with the best of intentions.

The Quill and Scroll Board of Directors has revamped this critique form to meet those expectations. We now have five areas for evaluation. They are:

1. General Practices
2. Coverage
3. Writing and Editing
4. Visuals
5. Digital — Social Media and Website (For Online Only and Multimedia Evaluations)

Judges will attach a ranking in each area. Those rankings are:

1. Superior
2. Excellent
3. Good
4. Needs Improvement

Here are the list of awards, in order of prestige:

* George H. Gallup Award
  + This means that a publication has received a “Superior” rating overall in each of the four or five areas for evaluation.
* International First Place Award
  + This means that a publication has received at least one “Superior” and at least one “Excellent” rating in the four or five areas for evaluation, with the other areas rated “Good.”
* International Second Place Award
  + This means that a publication has received “Good” or better in the four or five areas for evaluation, but does not qualify for the higher awards.
* International Honor Award
  + This means the publication has received at least one “Needs Improvement” rating in the four or five areas for evaluation.

In addition to providing you and your students valuable insight as to how to improve your student publications, Quill and Scroll uses this critique service to fulfill its core missions, to “encourage, support and recognize individual student initiative and achievement in scholastic journalism, irregardless the medium.” Thank you for submitting your students’ work for evaluation. If you’re not already a charter school in Quill and Scroll, we invite you to consider starting a chapter. If you are a charter member, we welcome your input in the organization, and we look forward to inducting your students into the 95-year-old tradition that is Quill and Scroll.

Sincerely,

Jeff Browne, Quill and Scroll Executive Director

[jeffrey-browne@uiowa.edu](mailto:jeffrey-browne@uiowa.edu)

319-335-3321

**GENERAL INFORMATION (REQUIRED)**

1. What type of school is this? Public? Private? Charter? Religious? Other?
2. How frequently do you publish? Weekly, bi-weekly, monthly, bi-monthly? How many publications do you try to print per year? If online only, how often do you try to update the site?
3. Audience information/Newspaper or News Magazine
   1. Total school enrollment:
   2. Total copies printed:
   3. Number of copies sold:
   4. Number of copies exchanged:
4. Audience information/Digital Publication
   1. Website page views:
   2. Average social media reach:
   3. Facebook page likes:
   4. Twitter followers:
   5. Followers of other social media platforms (provide details):
5. How many students contribute to the publication in editorial (non-business) positions?
6. How many students contribute to the publication in business positions?
7. Are students required to contribute to business operations? YES/NO
8. Business information REVENUE
   1. Advertising:
   2. School subsidy or activity fees:
   3. Circulation:
   4. Other:
   5. Total revenue:
9. Business information EXPENSES
   1. Printing:
   2. Other:
   3. Total expenses:
10. REVENUE - EXPENSES =

**CRITERION ONE: GENERAL PRACTICES (REQUIRED)**

1. What are 3-5 areas that your staff has worked on this year?
2. What are special challenges that you’ve experienced this year? Please be specific to help your judge understand your situation. These challenges could include a change of printer, a scheduling change that reduced the size of the staff, prior review restrictions, technology barriers, etc.
3. What policies are in place to ensure student journalists follow ethical practices?
4. Is the journalism program a class or club? Are there required courses before a student joins the staff? How is the staff organized? What role does the adviser play?
5. How do you assemble and support an inclusive staff that is representative of the school population in gender, ethnic, racial, religious, ability, sexual orientation and other diverse characteristics?

**CRITERION TWO: COVERAGE (OPTIONAL)**

Please use the space below to discuss anything about your coverage choices that you would like the judge to know.

**CRITERION THREE: WRITING AND EDITING (OPTIONAL)**

Please use the space below to discuss anything about your writing and editing that you would like the judge to know.

**CRITERION FOUR: VISUALS**

Please use the space below to discuss anything about your photography and design choices that you would like the judge to know.

**CRITERION FIVE (For Online Publication and for Comprehensive Multimedia Evaluations): DIGITAL — SOCIAL MEDIA, WEBSITE, ETC.**

Please use the space below to discuss anything about your digital media that you would like the judge to know.