

**1Y - Yearbook Caption Writing - (24 points possible)**

*The Critique Sheet is used for feedback to the contestant.  
 High marks do not necessarily mean an award will be given.*

<p><b>Strengths:</b></p>
<p><b>Suggestions:</b></p>

Captions open in a variety of ways.	4	3	2	1	0
Outside of direct quotes, all captions avoid passive verbs: <b>is, am, are, was, were, be, being, been.</b>	4	3	2	1	0
Captions enhance the photos and bring out detail and interest - consistently.	4	3	2	1	0
First line opens in present tense and explains (in detail) what happens in the picture.	4	3	2	1	0
Captions include a quote in any tense. Student's full name and grade designation is included. (Quote can appear after first <b>or</b> second sentence.)	4	3	2	1	0
Captions have an additional line that provides the reader with information not obvious by looking at the photo.	4	3	2	1	0

<p>4 = excellent                  3 = good                  2 = average                  1 = poor                  0 = element is missing or does not meet the criteria for judging</p>
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**2Y - Yearbook Copywriting - (28 points possible)**

*The Critique Sheet is used for feedback to the contestant.  
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<b>Strengths:</b>
<b>Suggestions:</b>

<b>Content</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Compelling lead Clear, interesting, central focus/angle Provides a record of history by focusing on students, activity; provides a sense of time and place Effectively incorporates source material: background information; relevant, colorful quotes					
<b>Organization</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Skillful lead that informs and captures the reader A clear, strong angle governs story structure, and it progresses in logical order Skillfully transitions between ideas Employs concise, clear paragraphs addressing one point Uses quotations liberally without stating the obvious/repeating info; attributes info correctly					
<b>Conventions</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Follows AP style Contains few convention errors Adheres to accepted legal and ethical journalistic practices					
<b>Word Choice</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Uses precise language Refrains from redundancy Uses techniques such as imagery and/or figurative language, if appropriate Eliminates unnecessary wordiness Uses dynamic, specific verbs Does not employ cliches Avoids passive verbs/voice					
<b>Sentence Fluency</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Contains sentences that are concise and well-built Variety of sentence beginnings Natural rhythm, cadence, and flow					
<b>Voice</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Tone is objective and fair Writing connects directly with the reader, showing an awareness of audience and purpose Writing shows and does not tell Writer captures the voice of those interviewed Writing evokes an emotional response					
<b>Length</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Approximately 250-300 words					

4 = excellent 3 = good 2 = average 1 = poor 0 = element is missing or does not meet the criteria for judging
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Judge \_\_\_\_\_

PSPA SJC Write-off Contest  
(Adapted from the JEA Write-off Contest form)

Contestant \_\_\_\_\_

**3Y - Yearbook Sports Writing - (28 points possible)**

*The Critique Sheet is used for feedback to the contestant.  
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<b>Strengths:</b>
<b>Suggestions:</b>

<b>Content/Coverage</b> Compelling lead Clear, interesting, central sports focus/angle Effectively incorporates source material: background information; relevant, colorful quotes	4	3	2	1	0
<b>Organization</b> Skillful lead that informs and captures the reader A clear, strong angle governs story structure, and it progresses in logical order Skillfully transitions between ideas Uses quotations liberally without stating the obvious/repeating info; attributes info correctly	4	3	2	1	0
<b>Conventions</b> Follows AP style Contains few convention errors Adheres to accepted legal and ethical journalistic practices	4	3	2	1	0
<b>Word Choice</b> Uses precise language Refrains from redundancy Uses techniques such as imagery and/or figurative language, if appropriate Eliminates unnecessary wordiness Uses dynamic, specific verbs Does not employ cliches Avoids passive verbs/voice	4	3	2	1	0
<b>Sentence Fluency</b> Contains sentences that are concise and well-built Variety of sentence beginnings Natural rhythm, cadence, and flow	4	3	2	1	0
<b>Voice</b> Tone is objective and fair Writing connects directly with the reader, showing an awareness of audience and purpose Writing shows and does not tell Writer captures the voice of those interviewed Writing evokes an emotional response	4	3	2	1	0
<b>Length</b> Approximately 250-300 words	4	3	2	1	0

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Judge \_\_\_\_\_

**4Y - Yearbook Spread Design - (24 points possible)**

*The Critique Sheet is used for feedback to the contestant.  
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<b>Strengths:</b>
<b>Suggestions:</b>

Spread reflects a visual and verbal representation of theme with good design: appropriate internal/external white-space margins, obvious or correctly broken eyeline, grid/columnar design aspects.	4   3   2   1   0
Spread exhibits an obvious dominant element: one item that is considerably bigger than all other items on the spread. It can be a photo, photo package, photo illustration, or other featured aspect.	4   3   2   1   0
Spread has sufficient space designated for copy in stories, mini-stories, and captions (etc.) Hence, if written correctly, the spread should cover the event completely from a variety of angles.	4   3   2   1   0
Spread demonstrates all requested folio criteria. Exemplary spreads will show the section, spread topic, page number, and even an item that might improve coverage in this space.	4   3   2   1   0
Spread demonstrates all module requirements from the Design sets. Additionally, modules reflect a variety of types.	4   3   2   1   0
Design follows one of the 3 Design sets appropriately. It shows all of the requested parts. Exemplary submissions offer actual spread copy in headlines/subheadlines.	4   3   2   1   0

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**5N - Newspaper Story Writing - (28 points possible)**

*The Critique Sheet is used for feedback to the contestant.  
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<b>Strengths:</b>
<b>Suggestions:</b>

<b>Content/Coverage</b> Clear, interesting, central focus/angle Illustrates mastery of journalistic writing: accuracy, balance, clarity/conciseness, objectivity & timeliness Effectively incorporates source material: background information; relevant, colorful quotes Good use of specific detail and description rather than generalizations	4	3	2	1	0
<b>Organization</b> Inverted pyramid used A clear, strong angle governs story structure, and it progresses in logical order Skillfully transitions between ideas Employs concise, clear paragraphs addressing one point Uses quotations liberally without stating the obvious/repeating info; attributes info correctly Fits format of a news story	4	3	2	1	0
<b>Conventions</b> Follows AP style Contains few convention errors Adheres to accepted legal and ethical journalistic practices	4	3	2	1	0
<b>Word Choice</b> Uses precise language; avoids cliches; refrains from redundancy Uses techniques such as imagery and/or figurative language, if appropriate Eliminates unnecessary wordiness Uses dynamic, specific verbs and avoids passive verbs/voice	4	3	2	1	0
<b>Sentence Fluency</b> Contains sentences that are concise and well-built Variety of sentence beginnings; natural rhythm, cadence and flow Natural rhythm, cadence, and flow	4	3	2	1	0
<b>Voice</b> Tone is objective and fair Writing connects directly with the reader, showing an awareness of audience and purpose Writing shows and does not tell Writer captures the voice of those interviewed Writing evokes an emotional response	4	3	2	1	0
<b>Length</b> Approximately 250-300 words	4	3	2	1	0

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**6N- Newspaper Feature Writing - (28 points possible)**

*The Critique Sheet is used for feedback to the contestant. High marks do not necessarily mean an award will be given.*

<b>Strengths:</b>
<b>Suggestions:</b>

<b>Content/Coverage</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Clear, interesting, central focus/angle Illustrates mastery of journalistic writing: accuracy, balance, clarity/conciseness, objectivity & timeliness Effectively incorporates source material: background information; relevant, colorful quotes Emphasizes relevant interest elements: conflict, consequence, human interest, prominence, proximity, timeliness Good use of specific detail and description rather than generalizations					
<b>Organization</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Skillful delayed lede that informs and captures the reader Nut graf present A clear, strong angle governs story structure, and it progresses in logical order Skillfully transitions between ideas Employs concise, clear paragraphs addressing one point Uses quotations liberally without stating the obvious/repeating info; attributes info correctly Fits format of a feature story (human interest, personality sketch, news feature, informative feature)					
<b>Conventions</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Follows AP style Contains few convention errors Adheres to accepted legal and ethical journalistic practices					
<b>Word Choice</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Uses precise language and refrains from redundancy Uses techniques such as imagery and/or figurative language, if appropriate Eliminates unnecessary wordiness; does not use cliches Uses dynamic, specific verbs and avoids passive verbs/voice					
<b>Sentence Fluency</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Contains sentences that are concise and well-built Variety of sentence beginnings Natural rhythm, cadence, and flow					
<b>Voice</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Tone is objective and fair Writing connects directly with the reader, showing an awareness of audience and purpose Writing shows and does not tell Writer captures the voice of those interviewed Writing evokes an emotional response					
<b>Length</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Approximately 250-300 words					

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**7N - Newspaper Sports Story Writing - (28 points possible)**

*The Critique Sheet is used for feedback to the contestant. High marks do not necessarily mean an award will be given.*

<b>Strengths:</b>
<b>Suggestions:</b>

<b>Content/Coverage</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Clear, interesting, central focus/angle Illustrates mastery of journalistic writing: accuracy, balance, clarity/conciseness, objectivity & timeliness Effectively incorporates source material: background information; relevant, colorful quotes Good use of specific and colorful detail and description rather than generalizations					
<b>Organization</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Skillful lead that informs and captures the reader A clear, strong sports angle governs story structure, and it progresses in logical order Skillfully transitions between ideas Employs concise, clear paragraphs addressing one point Uses quotations liberally without stating the obvious/repeating info; attributes info correctly Fits format of a sports story (not necessarily inverted pyramid)					
<b>Conventions</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Follows AP style Contains few convention errors Adheres to accepted legal and ethical journalistic practices					
<b>Word Choice</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Uses precise language Refrains from redundancy Uses techniques such as imagery and/or figurative language, if appropriate Eliminates unnecessary wordiness Uses dynamic, specific verbs Does not employ clichés Avoids passive verbs/voice (is, am, are, was, were, be, being, been)					
<b>Sentence Fluency</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Contains sentences that are concise and well-built Variety of sentence beginnings Natural rhythm, cadence, and flow					
<b>Voice</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Tone is objective and fair Writing connects directly with the reader, showing an awareness of audience and purpose Writing shows and does not tell Writer captures the voice of those interviewed Writing evokes an emotional response					
<b>Length</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
Approximately 250-300 words					

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**8E - Editorial Cartoon - (32 points possible)**

*The Critique Sheet is used for feedback to the contestant.  
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<b>Strengths:</b>
<b>Suggestions:</b>

Simple and clear editorial statement	4	3	2	1	0
Artistic ability	4	3	2	1	0
Unique approach	4	3	2	1	0
Effective conveyance of a message	4	3	2	1	0
Quality of drawing	4	3	2	1	0
Simplicity of line	4	3	2	1	0
Wit	4	3	2	1	0
Conventions Follows AP style when writing is included	4	3	2	1	0

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Judge \_\_\_\_\_



**9E - Editorial Writing - (24 points possible)**

*The Critique Sheet is used for feedback to the contestant.  
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<b>Strengths:</b>
<b>Suggestions:</b>

<b>Background Information</b> Accurate and purposeful Writing does not ignore or distort facts	4	3	2	1	0
<b>Writer's Clear Opinion</b> Obvious stance Piece includes specific examples that strengthen the stance	4	3	2	1	0
<b>Effective Voice</b> Obvious attempt made to incorporate voice: serious, passionate, caustic, funny Word choice and sentence structure enhances voice Refrains from redundancy Uses techniques such as imagery and/or figurative language, if appropriate Eliminates unnecessary wordiness Uses dynamic, specific verbs Does not employ cliches Avoids passive verbs/voice (is, am, are, was, were, be, being, been) Writing connects directly with the reader, showing an awareness of audience and purpose	4	3	2	1	0
<b>Commentary</b> Thought-provoking Provides a "new" or alternate way of looking at subject Concession present Call for action present	4	3	2	1	0
<b>Conventions</b> Follows AP Style Contains sentences that are concise and well-built Variety of sentence beginnings Natural rhythm, cadence, and flow	4	3	2	1	0
<b>Length</b> Approximately 200-250 words	4	3	2	1	0

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**10L - Literary Magazine Poetry - (24 points possible)**

*The Critique Sheet is used for feedback to the contestant.  
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<b>Strengths:</b>
<b>Suggestions:</b>

Original and creative theme development	4	3	2	1	0
Concise writing	4	3	2	1	0
Strong imagery and figurative language	4	3	2	1	0
Emotional impact	4	3	2	1	0
Proper adherence to requirements <small>Poem written line for line with indentation for continuation                  (a continuation is counted as one line in the poem). Stanzas indicated with spacing.</small>	4	3	2	1	0
Conventions (spelling, grammar, punctuation)	4	3	2	1	0

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**11L - Literary Magazine Stand-Alone Artwork - (24 points possible)**

*The Critique Sheet is used for feedback to the contestant.  
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<b>Strengths:</b>
<b>Suggestions:</b>

Overall interpretation of the poem	4	3	2	1	0
Strong evidence of artistic ability	4	3	2	1	0
Simple, accurate design to illustrate context of copy	4	3	2	1	0
Attention to detail to cleverly reflect the piece	4	3	2	1	0
Use of color or lack of color to enhance the overall effect	4	3	2	1	0
Does the artwork broaden your interpretation of the piece?	4	3	2	1	0

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**12B - Broadcast Writing - (36 points possible)**

*The Critique Sheet is used for feedback to the contestant.  
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<b>Strengths:</b>
<b>Suggestions:</b>

News information content is accurately conveyed	4	3	2	1	0
Script exhibits news judgment (importance of stories -- story order -- ethical and legal considerations)	4	3	2	1	0
Broadcast style (short sentences, present tense, conversational, clear, informal)	4	3	2	1	0
Necessary and interesting information (well-selected facts)	4	3	2	1	0
Few convention errors (sentences written for the ear)	4	3	2	1	0
Lead grabs listener and transitions move story	4	3	2	1	0
Quotations paraphrased and used to tell story	4	3	2	1	0
At least four stories used (1 pt. per story)	4	3	2	1	0
When read by judges, script comes within a 90-second time limit - plus or minus three seconds.	4	3	2	1	0

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Judge \_\_\_\_\_

**13YP - Yearbook Photography - (36 points possible)**

*The Critique Sheet is used for feedback to the contestant.  
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<b>Strengths:</b>
<b>Suggestions:</b>

**Capture a Moment Shot: Action and/or Emotion**

How much did the picture capture a moment?					
If a sports shot - did the photographer freeze a true athletic moment? How well?	4	3	2	1	0
If a sports shot - did the photographer capture a shot of great composition?					
If an emotional shot - does the picture tell a story?					
If an emotional shot - does the shot make you want to know more about it? How much?					
Technical qualities (focus, clarity, filling the frame, subject, depth of field, rule of thirds, leading lines...)	4	3	2	1	0
How much did the photo "move you?" - journalistically, technically, and personally?	4	3	2	1	0

**Club/Music Shot: Make It Special**

Did the photographer capture a fresh view of clubs/music, specific to his/her school?	4	3	2	1	0
Technical qualities (focus, clarity, filling the frame, subject, depth of field, rule of thirds, leading lines...)	4	3	2	1	0
How much did the photo "move you?" - journalistically, technically, and personally?	4	3	2	1	0

**Your Best in Show Shot**

All we ask for this one is that the subject(s) be human. The shot should demonstrate some obvious quality(s) of photography such as great framing, exemplary composition, stellar emotion, etc. We'd love to see a combination of techniques here. Does it tell a story w/o needing any explanation?	4	3	2	1	0
Technical qualities (focus, clarity, filling the frame, subject, depth of field, rule of thirds, leading lines...)	4	3	2	1	0
How much did the photo "move you?" - journalistically, technically, and personally?	4	3	2	1	0

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**14NP - Newspaper Photography - (36 points possible)**

*The Critique Sheet is used for feedback to the contestant.  
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<b>Strengths:</b>
<b>Suggestions:</b>

**Capture a Moment Shot: Action and/or Emotion**

How much did the picture capture a moment?					
If a sports shot - did the photographer freeze a true athletic moment? How well?	4	3	2	1	0
If a sports shot - did the photographer capture a shot of great composition?					
If an emotional shot - does the picture tell a story?					
If an emotional shot - does the shot make you want to know more about it? How much?					
Technical qualities (focus, clarity, filling the frame, subject, depth of field, rule of thirds, leading lines...)	4	3	2	1	0
How much did the photo "move you?" - journalistically, technically, and personally?	4	3	2	1	0

**Club/Music Shot: Make It Special**

Did the photographer capture a fresh view of clubs/music, specific to his/her school?	4	3	2	1	0
Technical qualities (focus, clarity, filling the frame, subject, depth of field, rule of thirds, leading lines...)	4	3	2	1	0
How much did the photo "move you?" - journalistically, technically, and personally?	4	3	2	1	0

**Your Best in Show Shot**

All we ask for this one is that the subject(s) be human. The shot should demonstrate some obvious quality(s) of photography such as great framing, exemplary composition, stellar emotion, etc. We'd love to see a combination of techniques here. Does it tell a story w/o needing any explanation?	4	3	2	1	0
Technical qualities (focus, clarity, filling the frame, subject, depth of field, rule of thirds, leading lines...)	4	3	2	1	0
How much did the photo "move you?" - journalistically, technically, and personally?	4	3	2	1	0

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## 15A - Broadcast Carry-In News Package - (28 points possible)

*The Critique Sheet is used for feedback to the contestant.  
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<b>Strengths:</b>
<b>Suggestions:</b>

<b>Writing:</b> Broadcast style: short sentences, present tense, conversational, clear, informal Necessary and interesting information selected Storyline effectively developed Effective use of pacing and transitional elements Logical sequencing Effective use of soundbites to tell story	4	3	2	1	0
<b>News Elements</b> Piece focuses on a timely news event, may also include prominence, proximity, consequence, conflict	4	3	2	1	0
<b>Video:</b> Good shot composition, varied shots Lack of unnecessary camera movement (steady)	4	3	2	1	0
<b>Editing</b> What we hear is what we see Free of glitches, jump cuts Natural sound enhances story Relevant and interesting sound bites	4	3	2	1	0
<b>Audio</b> Voice track, nat sound, soundbite levels are consistent	4	3	2	1	0
<b>Talent</b> Effective/creative use of stand-up Voice over clear; words enunciated; pace appropriate	4	3	2	1	0
<b>Graphics/Lower Thirds</b> Graphics used to identify place, people, reporter	4	3	2	1	0

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Judge \_\_\_\_\_

Contestant \_\_\_\_\_

## 15B - Broadcast Carry-In Feature Package - (28 points possible)

*The Critique Sheet is used for feedback to the contestant. High marks do not necessarily mean an award will be given.*

<b>Strengths:</b>
<b>Suggestions:</b>

<b>Writing:</b> Broadcast style: short sentences, present tense, conversational, clear, informal Necessary and interesting information selected Storyline effectively developed Effective use of pacing and transitional elements Logical sequencing Effective use of soundbites to tell story	4	3	2	1	0
<b>Feature Elements</b> Piece focuses on human interest	4	3	2	1	0
<b>Video:</b> Good shot composition, varied shots Lack of unnecessary camera movement (steady)	4	3	2	1	0
<b>Editing</b> What we hear is what we see Free of glitches, jump cuts Natural sound enhances story Relevant and interesting sound bites	4	3	2	1	0
<b>Audio</b> Voice track, nat sound, soundbite levels are consistent	4	3	2	1	0
<b>Talent</b> Effective/creative use of stand-up Voice over clear; words enunciated; pace appropriate	4	3	2	1	0
<b>Graphics/Lower Thirds</b> Graphics used to identify place, people, reporter	4	3	2	1	0

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Judge \_\_\_\_\_