

2Y - Yearbook Copy Writing - (40 points possible)

The Critique Sheet is used for feedback to the contestant.

Total Score: _____

Strengths:
Suggestions:

Headline/Subhead Headline follows AP style and illustrates the content of the story in a creative manner A coordinating subhead is also provided that introduces key elements of the story	4	3	2	1	0	
Lead Compelling lead hooks the reader	4	3	2	1	0	
Angle Clear, interesting, central focus/angle used consistently throughout the story	4	3	2	1	0	
Content Provides a record of history by focusing on students, activity; provides a sense of time and place Effectively incorporates source material and background information with relevant, colorful quotes	4	3	2	1	0	
Organization Skillful lead informs and captures the reader A clear, strong angle governs story structure and 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	4	3	2	1	0	
Conventions Follows AP style Contains few convention errors Adheres to accepted legal and ethical journalistic practices	4	3	2	1	0	
Word Choice 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	
Sentence Fluency Contains sentences that are concise and well-built Variety of sentence beginnings Natural rhythm, cadence, and flow	4	3	2	1	0	
Voice Tone is objective and fair; avoids editorializing 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	4 = excellent 3 = good 2 = average 1 = poor 0 = element is missing or does not meet the criteria for judging
Length Length is appropriate to address all pertinent details for your yearbook topic For many entrants, this works out to be approximately 1.5-2 pages Do not use competition time to count your words; instead, focus on content	4	3	2	1	0	