

1Y - Yearbook Caption Writing - (36 points possible)

Total Score: _____

The Critique Sheet is used for feedback to the contestant.

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

Captions open in a variety of ways and include impactful lead-ins.	4	3	2	1	0
Outside of direct quotes, all captions avoid passive verbs: is, am, are, was, were, be, being, been.	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 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 the first or second sentence.)	4	3	2	1	0
Captions have an additional line(s) that provides the reader with information not obvious by looking at the photo, <i>without editorializing.</i>	4	3	2	1	0
Conventions (spelling, grammar, punctuation)	4	3	2	1	0
Captions tell a story about the event in a naturally fluent manner. Captions are organized with a natural flow and effective transitions from beginning to end.	4	3	2	1	0
CAPTION 3: Does the caption creatively support the quote and offer thorough, detailed, and enlightening information?	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>

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	

3Y - Yearbook Sports 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/sports 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 sports 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	

4Y - Yearbook Spread Design - (32 points possible)

The Critique Sheet is used for feedback to the contestant.

Total Score: _____

Strengths:
Suggestions:

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. 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 three design sets appropriately. It shows all of the requested parts. Exemplary submissions offer actual spread copy in headlines/subheadlines.	4	3	2	1	0
Spread utilizes thematic graphics cohesively that reflects the shown cover.	4	3	2	1	0
Spread offers unique insights and offerings into the Student Life topic of <i>It Has Wheels</i>	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
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5N - Newspaper Story Writing - (40 points possible)

Total Score: _____

The Critique Sheet is used for feedback to the contestant.

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 news 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	

6N- Newspaper Feature Writing - (40 points possible)

Total Score: _____

The Critique Sheet is used for feedback to the contestant.

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/feature 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 news feature 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	

7N - Newspaper Sports Story Writing - (40 points possible)

Total Score: _____

The Critique Sheet is used for feedback to the contestant.

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	4 = excellent 3 = good 2 = average 1 = poor 0 = element is missing or does not meet the criteria for judging
Lead Compelling lead hooks the reader.	4	3	2	1	0	
Angle Clear, interesting, central focus/sports 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	
Length Length is appropriate to address all pertinent details for your sports news 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	

8E - Editorial Cartoon - (32 points possible)

The Critique Sheet is used for feedback to the contestant.

Total Score: _____

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

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
Effective use of media and format space	4	3	2	1	0
Clarity of line (Illustration is clear and will reproduce easily into print)	4	3	2	1	0
Wit	4	3	2	1	0
Conventions Follows AP style (if writing is included)	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>

9E - Editorial Writing - (24 points possible)

The Critique Sheet is used for feedback to the contestant.

Total Score: _____

Strengths:
Suggestions:

Background Information Accurate and purposeful Writing does not ignore or distort facts	4	3	2	1	0
Writer's Clear Opinion Obvious stance Piece includes specific examples that strengthen the stance	4	3	2	1	0
Effective Voice 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
Commentary Thought-provoking Provides a "new" or alternate way of looking at subject Concession present Call for action present	4	3	2	1	0
Conventions 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
Length Length is appropriate to address all pertinent details for your editorial 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

4 = excellent 3 = good 2 = average 1 = poor 0 = element is missing or does not meet the criteria for judging
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10L - Literary Magazine Poetry - (24 points possible)

Total Score: _____

The Critique Sheet is used for feedback to the contestant.

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

<p>Title and Tone - Is there something about the title that shocks or rocks, especially after reading the piece and looking back at it? Did it brighten, darken, and enhance the piece?</p>	<p>4 3 2 1 0</p>
<p>The Journey - Did the piece take me somewhere? This is all about how you got my interest at the start, made me want to read more, and made me look back in awe.</p>	<p>4 3 2 1 0</p>
<p>Style - Consider imagery, figurative language, creating a mood, and cohesiveness throughout.</p>	<p>4 3 2 1 0</p>
<p>Connection to Provided Artwork - How much did I learn about you from your poem? Does it appropriately relate to the art piece provided?</p>	<p>4 3 2 1 0</p>
<p>Stanza Spacing Impact - How well does the piece demonstrate a unique stanza/spacing requirement throughout?</p>	<p>4 3 2 1 0</p>
<p>Conventions - (spelling, grammar, punctuation)</p>	<p>4 3 2 1 0</p>

<p>4 = excellent 3 = goodyear 2 = average 1 = poor 0 = element is missing or does not meet the criteria for judging</p>

11L - Literary Magazine Stand-Alone Artwork - (28 points possible) Total Score: _____

The Critique Sheet is used for feedback to the contestant.

Strengths:
Suggestions:

Overall interpretation/representation of the poem/lyric(s)	4	3	2	1	0				
Composition of artwork effectively delivers poem/song message	4	3	2	1	0				
Attention to detail	4	3	2	1	0				
Use of color or lack of color to enhance the overall effect of the piece	4	3	2	1	0				
Does the artwork broaden your interpretation of the piece?	4	3	2	1	0				
Overall artistic talent	8	7	6	5	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
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12B - Broadcast Writing - (36 points possible)

The Critique Sheet is used for feedback to the contestant.

Total Score: _____

Strengths:
Suggestions:

News information content is accurately conveyed	4	3	2	1	0
Script exhibits news judgment <small>(importance of stories -- story order -- ethical and legal considerations)</small>	4	3	2	1	0
Broadcast style <small>(short sentences, present tense, conversational, clear, informal)</small>	4	3	2	1	0
Necessary and interesting information <small>(well-selected facts)</small>	4	3	2	1	0
Few convention errors <small>(sentences written for the ear)</small>	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 reflects a 90-second time limit - plus or minus three seconds. (Minus .5 for every five seconds off)	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

13YP and 14NP Photography - (70 points possible)

The Critique Sheet is used for feedback to the contestant.

Total Score: _____

Strengths:
Suggestions:

Five Picture Portfolio - (Note to Judges: Feel free to judge in half-points.)											
We want photos that obviously reflect the requested skill. Still, we expect a bit more. Each shot should exhibit one, two, or more of the following photo ideals:											
- Depth of field	- Emotion	- Frozen Action									
- Unique Lighting	- Cropping	- Angle									
- Framing	- Isolation	- Repetition									
Pic1: Framing Shot	10	9	8	7	6	5	4	3	2	1	0
Does the shot creatively frame its HUMAN subject? What else makes this shot special?											
Pic2: Academics Shot	10	9	8	7	6	5	4	3	2	1	0
Does the shot show a unique aspect of academics at the school? What else makes this shot special?											
Pic3: Anything Music Shot	10	9	8	7	6	5	4	3	2	1	0
Does the shot represent music at the school? What else makes this shot special?											
Pic4: Frozen Action Shot	10	9	8	7	6	5	4	3	2	1	0
Does the shot freeze movement? Did you really capture a high velocity moment?											
Pic5: Best-in-Show Shot	10	9	8	7	6	5	4	3	2	1	0
When we look at this shot, we should laugh, cry, gasp, or smile. Blow us away here.											
Captions - (Note to Judges: Feel free to judge in half-points.)											
<i>Did captions bring moments back to life?</i>	10	9	8	7	6	5	4	3	2	1	0
Photo cutlines should clearly explain the factual who/what/when/where/why for each image without editorializing . Each caption/cutline should be a minimum of three sentences.											
<i>Technical qualities and conventions</i>	10	9	8	7	6	5	4	3	2	1	0
Captions should have a personal quote, but not start with it. First line in present tense. Quotes can be past or present. Remaining line(s) in past tense. Writer used "said" appropriately. Avoids passive verbs (is, am, are, was, were, be, being, been.) Proper grammar, punctuation, and spelling are also considered here.											

Scale: 10=masterful, 9=excellent, 8=great, 7=good, ... 0=missing.

15BN - Broadcast News Package (Video Production) - (28 points possible) Total Score: _____

The Critique Sheet is used for feedback to the contestant.

Strengths:
Suggestions:

Writing:	4 3 2 1 0
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 Package falls between 90 seconds and 2 minutes	
News Elements:	4 3 2 1 0
Piece focuses on a timely news event It may also include prominence, proximity, consequence, sequence.	
Video:	4 3 2 1 0
Good shot composition, varied shots Lack of unnecessary camera movement (steady)	
Editing:	4 3 2 1 0
What we hear is what we see Free of glitches, jump cuts Natural sound enhances story (no background music allowed) Relevant and interesting sound bites	
Audio:	4 3 2 1 0
Voice track, nat sound, soundbite levels are consistent	
Talent:	4 3 2 1 0
Effective/creative use of stand-up Voice over clear; words enunciated; pace appropriate	
Graphics/Lower Thirds:	4 3 2 1 0
Graphics used to identify place, people, reporter	

4 = excellent 3 = good 2 = average 1 = poor 0 = element is missing or does not meet the criteria for judging
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15BF - Broadcast Feature Package (Video Production) - (28 points possible)

Total Score: _____

The Critique Sheet is used for feedback to the contestant.

Strengths:
Suggestions:

Writing: 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 Package falls between 90 seconds and 2 minutes	4	3	2	1	0
Feature Elements: Piece focuses on human interest.	4	3	2	1	0
Video: Good shot composition, varied shots Lack of unnecessary camera movement (steady)	4	3	2	1	0
Editing: What we hear is what we see Free of glitches, jump cuts Natural sound enhances story (no background music allowed) Relevant and interesting sound bites	4	3	2	1	0
Audio: Voice track, nat sound, soundbite levels are consistent	4	3	2	1	0
Talent: Effective/creative use of stand-up Voice over clear; words enunciated; pace appropriate	4	3	2	1	0
Graphics/Lower Thirds Graphics used to identify place, people, reporter	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
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16BL - Blog - (24 points possible)
The Critique Sheet is used for feedback to the contestant.

Total Score: _____

Strengths:
Suggestions:

Content and creativity: Blog provides comprehensive insight, reflection, and thought. It entertains opposition to viewpoints.	4	3	2	1	0
Voice - Style is consistent throughout and is appropriate/appealing for the intended audience. Consistent voice throughout.	4	3	2	1	0
Text layout and use of graphics and other multimedia – Uses quality graphics. Also, writer includes citations for all images and multimedia not created by the blogger.	4	3	2	1	0
Frequency of work – Blog consistently posts, and all posts are date-stamped with most recent blog on top.	4	3	2	1	0
Tags – Blogger tags and categorizes topics so items are easy to retrieve.	4	3	2	1	0
Conventions - (spelling, grammar and punctuation) Blog has been clearly proofread and edited.	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
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17POD - Podcast - (24 points possible)
The Critique Sheet is used for feedback to the contestant.

Total Score: _____

Strengths:
Suggestions:

Content and creativity – Discussion is engaging, insightful, informative, stays focused, enhances the topic with external resources, and encourages listeners to explore the topic further.	4	3	2	1	0
Format - Opening catches listener’s attention, presenting a clear purpose. The structure engages the reader, and a conclusion summarizes the content for the listener.	4	3	2	1	0
Delivery – Speaker’s enunciation is clear with a smooth delivery. Also, personal expression and rhythm engages the listener.	4	3	2	1	0
Frequency of work – Podcast is consistently posted, and all posts share the date of the program at the outset.	4	3	2	1	0
Technical Production – Presentation is recorded without distractions or background noise. Attention to volume, voice, music and sound effects are considered.	4	3	2	1	0
Conventions – Podcaster uses appropriate grammar and pacing.	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
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