

2Y - Yearbook Copywriting - (28 points possible)

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

Strengths:
Suggestions:

Content	4	3	2	1	0
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					
Organization	4	3	2	1	0
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					
Conventions	4	3	2	1	0
Follows AP style Contains few convention errors Adheres to accepted legal and ethical journalistic practices					
Word Choice	4	3	2	1	0
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					
Sentence Fluency	4	3	2	1	0
Contains sentences that are concise and well-built Variety of sentence beginnings Natural rhythm, cadence, and flow					
Voice	4	3	2	1	0
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					
Length	4	3	2	1	0
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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