

**2Y - Yearbook Copywriting - (40 points possible)**

*The Critique Sheet is used for feedback to the contestant.*

*Score of 30/40 needed to qualify for Finals. Still, only top scorer from each Regional advances.*

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

<b>Headline/Subhead</b> Headline creatively captures the interest of the reader. Coordinating subhead introduces key element(s) of the story.	4	3	2	1	0
<b>Lead</b> Compelling lead hooks the reader.	4	3	2	1	0
<b>Angle</b> Clear, interesting, central focus/angle used consistently throughout the story.	4	3	2	1	0
<b>Content</b> Focus on students, activity; entry provides a sense of time and place. Effectively incorporates source material and background information with relevant, colorful quotes.	4	3	2	1	0
<b>Organization</b> Skillfully transitions between ideas. Uses quotations liberally without stating the obvious/repeating info; attributes info correctly.	4	3	2	1	0
<b>Conventions</b> Demonstrates great spelling, subject/verb agreement, tense. Employs concise, clear paragraphs with indentation before every direct quote.	4	3	2	1	0
<b>Word Choice</b> Uses precise language and eliminates unnecessary wordiness. Refrains from redundancy. Uses techniques such as imagery and/or figurative language, if appropriate. Avoids cliches.	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 where the quotes presented drive the story.	4	3	2	1	0
<b>Voice</b> Outside of direct quotes, writing avoids passive verbs: <b>is, am, are, was, were, be, being, been</b> . It instead displays dynamic, specific verbs.	4	3	2	1	0
<b>Length</b> Approximately 250-300 words - however, do not spend your valuable writing time counting words.	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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