



NEWSPAPER

PUBLICATION NAME:

SCHOOL:

ADDRESS:

AWARD:

SELECT ONE ▾

Pennsylvania School Press Association

Annual Evaluation Service

The Pennsylvania School Press Association sponsors this online evaluation as a service to student journalists and their advisers. Each scorebook provides commendations and recommendations to staffs for improvement as well as to include guidelines and trends in online journalism.

Each summer PSPA offers an evaluation service for publications. Advisers may submit student publications to be evaluated. Publications are eligible for recognition as follows: gold, silver, and bronze. PSPA announces All-State awards in the spring of each school year. All Gold Award-winning publications are automatically entered into a second round of judging to determine All-State Awards. This second round of judging is completed by an out-of-state judge.

PSPA uses a holistic approach to scoring publications. The scorebooks are designed to maximize the feedback received from the judge.

While PSPA strives to promote good journalism, it does not want to dictate policy to individual publications. Judges are instructed to approach each publication on its own terms, according to its editorial philosophy. If your staff has chosen to explore new journalistic territory or to contradict commonly held standards, it is important that you explain the reason for these ventures in the comments you share with the entry. Note that junior high and middle school publications are held to age-appropriate standards.

A GOLD AWARD publication consistently demonstrates mastery of journalistic standards in terms of content, writing, design, and photography. The publication need not be perfect, nor need to represent the state-of-the-art trends, but must exemplify ideals of scholastic journalism.

A SILVER AWARD publication demonstrates an understanding of the basic principles of journalism, but may have one or two problem areas which keep it from overall excellence. The publication may not have a distinct "personality," or it may simply need to perfect its execution of a few problem areas.

A BRONZE AWARD demonstrates an incomplete or inconsistent mastery of journalistic concepts. Publication shows an understanding of some principles of journalism, but may have several problem areas, which keep it from consistent excellence.

ADVISER'S NOTES ON SPECIAL CIRCUMSTANCES: (If blank, none submitted.)

FOUR CATEGORIES:

- **ESSENTIAL CONTENT**
- **PHOTOGRAPHY AND DESIGN**
- **CONTENT/COVERAGE**
- **WRITING AND EDITING**

FOR EACH CRITERIA:

- **ABOVE STANDARD**
- **AT STANDARD**
- **BELOW STANDARD**
- **NOTES ON COMMENDATIONS & RECOMMENDATIONS**

TWO ISSUES PROVIDED:

- **ONE FROM FIRST SEMESTER**
- **ONE FROM SECOND SEMESTER**

SECTION: **ESSENTIAL CONTENT**

STANDARD	ABOVE STANDARD	AT STANDARD	BELOW STANDARD	COMMENDATIONS FOR THIS SECTION	RECOMMENDATIONS FOR THIS SECTION
On page one, the masthead includes the name of the publication, school, city, state, zip, date, volume number, issue number and website address if applicable. Teasers entice the reader to read on.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
All other pages carry folio lines that include the page number, publication name, date and section of the paper.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
The staff box on the editorial page includes minimally: name of the publication, school name, complete address, email, website address if applicable; lists editors' names and positions; staff names, adviser name, distribution information, and scholastic press affiliations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Staff box includes policy for letters to the editor, submissions, and corrections, as well as advertising information if applicable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Any content (photos, art, infographics) taken from the internet or other sources is properly credited. Permission to reproduce has been obtained if applicable and is indicated in the credit by "Reproduced by permission of _____" or a similar credit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Staff editorials are clearly labeled as such and do not include an individual writer's by-line. There is at least one unsigned staff editorial in each issue. When possible, editorial topics stem from topics covered elsewhere in the same Regular elements such as columns, monthly features, and/or section content provide consistency within the volume.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Publishes frequently enough to provide meaningful coverage and connections with the school's audience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

SECTION: PHOTOGRAPHY AND DESIGN

STANDARD	ABOVE STANDARD	AT STANDARD	BELOW STANDARD	COMMENDATIONS FOR THIS SECTION	RECOMMENDATIONS FOR THIS SECTION
Each section of the newspaper has a personality of its own and the paper varies its look from issue to issue.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
A specific grid/modular plan is used in the design.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
A dominant visual element is on each page. Other elements/photographs/art contrast in size and shape; placement is varied to avoid visual monotony.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Body and caption type are easy to read and each is consistent in family, size and leading. Staff avoids using too many different fonts..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Headline type selection is contemporary and readable and complements the look of the publication.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Original graphic elements, such as infographics, sidebars, and callouts, are included to highlight feature content and for visual interest.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Long articles are broken up with subheads, drop caps, graphics, photos, and/or other graphic elements. The dollar bill rule is followed: Everywhere you place a bill on the page, it touches some form of art.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Photographs have excellent contrast and are clear and sharp. No fuzzy or blurred photographs appear.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
All photographs have been cropped to the focal point and a variety of photo techniques are used to draw the readers' attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Candid, natural-looking photographs get more emphasis than posed pictures and mug shots.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

SECTION: **CONTENT & COVERAGE**

STANDARD	ABOVE STANDARD	AT STANDARD	BELOW STANDARD	COMMENDATIONS FOR THIS SECTION	RECOMMENDATIONS FOR THIS SECTION
The publication emphasizes school/campus news, with a target audience of student readership.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Content is about the entire school community, covers a wide range of topics, and is comprehensible to outside readers while still showing evidence of the school's unique personality.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
The publication localizes community, regional, national and international news to show how issues affect students.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Publication covers sensitive or controversial topics that are relevant to the publication's readership.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
In-depth topic coverage includes multi-category packaging of content. (May include news/feature story, editorial, editorial cartoon, survey infographic, Q&A, opinion column.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
The publication covers academics, including faculty and administration, with coverage from the viewpoint of the students focusing on the unique events in all academic disciplines.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
The publication thoroughly covers student lives and not just events; it covers the diversity of people and activities that are a part of daily school/campus life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
News coverage shows thorough sourcing and evidence of research, and avoids editorializing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
If the school has athletics, the staff provides thorough coverage. Emphasis is on the school's sports teams and individual sports. Regional or national sports coverage is localized to its impact on the school community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Reviews of the arts, electronic media, publications, travel, restaurants and books, if included, show evidence of research and include details to support criticism both positive and negative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

Opinion coverage provides a forum for student opinion through letters to the editor, columns, news analyses, editorial cartoons and staff editorials.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Staff editorials provide leadership by taking a definite stance of consequence to students, in clear, concise language. They often offer solutions or a call to reader action for problems presented.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Gossip and advice columns, etc. do not appear in the publication.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

SECTION: WRITING & EDITING

STANDARD	ABOVE STANDARD	AT STANDARD	BELOW STANDARD	COMMENDATIONS FOR THIS SECTION	RECOMMENDATIONS FOR THIS SECTION
Stories are written in a compelling, authentic, journalistic manner. All copy is written in the voice of a student writer and features storytelling quotes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Writers are aware of ethical considerations and responsibilities. Writers never insert their own opinions in any news or feature story.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
The journalistic writing format of lead-quote-transition-quote is followed in any traditional body copy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Articles have one idea per paragraph. Articles employ short paragraphs and lists when appropriate, versus long, information-heavy paragraphs, to make information easy for the reader to scan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Articles begin a new paragraph after each quote.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Transitions never repeat what is contained in a quote and vice versa.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Run-on sentences or sentence fragments do not appear in any copy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Staff does not vary tense use in copy and correctly includes attributions where needed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Punctuation, usage and spelling are correct. Correct spelling and capitalization of proper nouns appear in all forms of copy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
There is always agreement between subject and verb and between pronoun and antecedent.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Copy uses a variety of styles of leads, appropriate to stories.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
End-of-story summaries are not included.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Columnists avoid redundancies such as using "I" repeatedly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

<p>There is evidence that the staff has used a Style Book. For example, the publication shows consistency in grade level identifications, adult courtesy titles, first and second name references, etc.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
<p>Headlines are written in present tense with an action verb. Headlines use single quotation marks when needed. They do not begin with an article.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
<p>Captions identify all students relevant to the action by first and last names, and clarify the content of the photo.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
<p>All copy has been meticulously proofread.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

JUDGE'S OVERALL COMMENTS AND RECOMMENDATIONS: