



## ONLINE PUBLICATIONS

**PUBLICATION NAME:**

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**WEBSITE URL:**

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**SCHOOL:**

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**ADDRESS:**

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**AWARD:**

SELECT ONE ▾

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# 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 a different 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, you must 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 that 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.)

**SIX CATEGORIES:**

- **CONTENT/COVERAGE**
- **WRITING**
- **INTERACTIVITY**
- **BREAKING NEWS**
- **NAVIGATION AND DESIGN**
- **RICH MEDIA**

**FOR EACH CRITERIA:**

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

## SECTION: COVERAGE

STANDARD	ABOVE STANDARD	AT STANDARD	BELOW STANDARD	COMMENDATIONS FOR THIS SECTION	RECOMMENDATIONS FOR THIS SECTION
Includes blogs and breaking news.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Include interactive content (web-exclusive elements, video, audio.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
All materials have been generated by student journalists. No evidence of illegal use of copyrighted text or images exists in the publication.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Table of contents appears on the front endsheets or within the book's first three pages.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Opening appears in the first five pages of the book and introduces the theme in school-specific copy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Closing appears in the last two to three pages and highlights and summarizes the theme in year-specific copy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Accurate folio (page numbers) specifically identify spread content and appear on at least one page of every spread.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Student life section includes special events, lifestyles, and other items relevant to the school and students.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
People section includes students, faculty, administration, and service personnel. It also includes extra coverage relevant to all.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Academics section includes various projects, field trips, and work specific to classes at the school.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Sports section includes great action shots, as well as a scorecard that offers teams played against and final scores for each game/match (when possible). Staff also includes final record for each sport.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Community coverage should appear in the book and offer insights into how students contribute to events and such.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
The index includes a complete, continuous, alphabetical listing of all individuals, groups, events, and advertisers in the book.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

A colophon appears at the end of the book and includes a staff listing, fonts used, publisher, and any other information relevant to the book.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
State, national, and international events should be covered as they relate to the school and students.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

## SECTION: PHOTOGRAPHY

STANDARD	ABOVE STANDARD	AT STANDARD	BELOW STANDARD	COMMENDATIONS FOR THIS SECTION	RECOMMENDATIONS FOR THIS SECTION
All photographs are properly focused and have a full range of tones.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Photographs are free from dust, watermarks, and pixelation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Photos are cropped to maximize the impact of each photo. The staff continually follows the rule of thirds.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Photos consistently demonstrate the following photo ideals to draw the readers' attention: framing, depth of field, emotion, frozen action, unique lighting, unique angles, repetition, leading lines, and isolation.	<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"/>		
Photos that cross the gutter do not split faces.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Photos consistently fill the frame and avoid large areas of unused "dead space."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Group photos appear in front of a plain background and exclude props. Head sizes remain consistent throughout the collection of shots.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Photos include a wide variety of lighting opportunities from well-lit to silhouette shots.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

## SECTION: WRITING/REPORTING/EDITING

STANDARD	ABOVE STANDARD	AT STANDARD	BELOW STANDARD	COMMENDATIONS FOR THIS	RECOMMENDATIONS FOR THIS
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				SECTION	SECTION
Copy avoids the use of school name, initials, mascot, and year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Copy highlights specific events of the year with emphasis on what is new and different.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
A strong, impactful lead introduces each body copy block.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Quotes with attribution appear frequently in copy to provide evidence of research and reporting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Sports copy avoids rehashing the scoreboard and captures a/the highlight(s) and atmosphere of the season.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Overall, sports copy mentions individual achievements, team statistics, support personnel, and fans' perspectives on the games/matches.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Copy avoids editorializing, making excuses, and predictions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Copy is concise, written in past tense, and includes correct spelling, grammar, and punctuation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Copy begins 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"/>		
Staff does not vary tense use in copy and correctly includes attributions where needed.	<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"/>		
Staff writes actively, consistently avoiding "be" verbs (is, am, are, was, were, be, being, been.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Editing is unbiased, gender-sensitive, objective, and free of plagiarism.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Headlines avoid all labels such as "football," "art club," (etc.) and include present tense, action verbs. They also contain no articles.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

Every candid picture has a caption whose first line appears in present tense; subsequent lines appear in past tense. Captions should also have a direct quote from somebody affiliated with the shot.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Captions continually answer the 5W-How items: who, what, when, where, why, how.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Staff avoids gag captions, libelous statements, and "cute" comments.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Captions include first and last names of all individuals in the photograph (up to four people.) After the first mention of a name, staff uses last name only for further references.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
All group photos have captions that identify rows as <b>front row, row 2... back row</b> . Group captions avoid directional instructions such as 'from left to right.'					

## SECTION: LAYOUT/GRAPHICS/THEME

STANDARD	ABOVE STANDARD	AT STANDARD	BELOW STANDARD	COMMENDATIONS FOR THIS SECTION	RECOMMENDATIONS FOR THIS SECTION
Each section of the book, including advertising, uses a specific column or grid plan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
All spreads have one dominant photo or element which is approximately twice as large as any other photograph on the spread.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Design has consistent internal margins and demonstrates a clear understanding of the three degrees of separation of white space.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Book utilizes some dominant vertical photographs to prevent horizontal design monopoly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Design features a horizontal alignment (eyeline) across the spread, which typically should not fall at the center of the spread.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Each spread contains 5-7 photographs/photo modules, which should demonstrate a variety of rectangular shapes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

Staff uses contemporary graphics tastefully and avoids 'decorating' with them. Graphics enhance the theme and do not call attention to themselves.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Each spread includes a headline/subheadline with body copy; this may take a modular form.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Captions had a distinctive graphic lead-in.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Staff keeps body and caption copy type sizes consistent throughout the book. Theme pages and special sections may differ from these.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
The width of all captions, including group identifications, follows the column plan of the spread.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
All portraits display a reasonable head size on a plain background. They appear paneled into solid rectangles with the first and last names placed on the outside.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Staff has utilized a keen eye to make sure that all copy is readable as it relates to its background.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Staff has chosen readable fonts and limited them to at most three or four throughout the book.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Every photograph has a caption block nearby. Staff has avoided arrows and directional items to tell which caption goes with which photo.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
External margins are consistent within each section.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Space allocation for headlines, copy, photographs, and caption is attractive and avoids too much or too little copy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Graphics seen on the cover tie well throughout the book and enhance the theme.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
The theme relates well to the year and students in the school.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
The staff has developed the theme well in copy, graphics, and the theme set the tone for the whole book.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

**JUDGE'S OVERALL COMMENTS AND RECOMMENDATIONS:**