



Feature Photography

Journalism Ranking Sheet

Blocks A & B

Student Code: _____

Level

☐ Sectional

☐ State

Standards of Excellence

1. _____ Do photos capture the story of the person/event?
2. _____ Do photos give evidence of consistent tonal quality?
3. _____ Do the photos have a strong center of interest?
4. _____ Are photos sharply focused and do they demonstrate solid contrast?
5. _____ Do photos give evidence of solid composition?
6. _____ Do photos show evidence of sound cropping techniques?
7. _____ Do photos capture reader interest?
8. _____ Are photos representative of distance and close-up shots?
9. _____ Are photos presented according to given size and resolution specifications?
10. _____ Is complete cutline information provided? (5 W's & H)

Major Basis for Ranking:

Judge's Signature _____

Rank _____

Judge's Signature _____

Please rank the top 6 entries from 1st to 6th place. There should be no ties. Do not rank below 6th place.



Broadcast News Writing

Journalism Ranking Sheet

Blocks A & B

Student Code: _____

Level

☐ Sectional

☐ State

Standards of Excellence

1. _____ Does the lead reflect the most newsworthy aspect of the story?
2. _____ Is the story complete - does it answer the 5 W's and H?
3. _____ Is the story direct and to the point?
4. _____ Is the story well organized with effective transitions?
5. _____ Does the reporter make effective use of sound bites?
6. _____ Is the story written in third person?
7. _____ Is the story free of editorializing?
8. _____ Is the story information accurate?
9. _____ Are sentences kept short and easily understandable?
10. _____ Does the reporter speak clearly and distinctly?
11. _____ Does the reporter pronounce names and proper nouns correctly?
12. _____ Does the reporter deliver the story in an unhurried, natural manner?
13. _____ Is the audio well produced? That is, are the sound bites edited smoothly? Are they integrated seamlessly into the narrative? Is the sound quality consistently good throughout the piece?
14. _____ Does the package meet the time limit requirement?
15. _____ Does the piece end with the required "Reporting for Abraham High School, this is J.T. Jones with WMIL."

Major Basis for Ranking:

Judge's Signature _____

Rank _____

Judge's Signature _____

Please rank the top 6 entries from 1st to 6th place. There should be no ties. Do not rank below 6th place.



Copy Editing

Journalism Ranking Sheet

Block A

Student Code: _____

Level

☐ Sectional

☐ State

Standards of Excellence

1. _____ Does the entry demonstrate knowledge of AP style?
2. _____ Has the proper use of clear and concise AP copy editing symbols been utilized?
3. _____ Have spelling errors been corrected?
4. _____ Have typographical errors been corrected?
5. _____ Have rules of punctuation and grammar been adhered to?
6. _____ Have direct quotations been properly handled?
7. _____ Have opinionated or libelous comments been deleted?
8. _____ Have excess or unnecessary words been deleted?

Major Basis for Ranking:

Judge's Signature _____

Rank _____

Judge's Signature _____

Please rank the top 6 entries from 1st to 6th place. There should be no ties. Do not rank below 6th place.



News Writing

Journalism Ranking Sheet

Block A

Student Code: _____

Level

☐ Sectional

☐ State

Standards of Excellence

1. _____ Does the lead reflect the most newsworthy aspect of the story?
2. _____ Is the story complete and concise?
3. _____ Is the story well organized/Are effective transitions used?
4. _____ Does the reporter make effective use of quotes?
5. _____ Is the story written in third person?
6. _____ Is the story free of editorializing?
7. _____ Are paragraphs kept short and easily readable?
8. _____ Is story information accurate?
9. _____ Are punctuation, grammar, AP style and spelling accurate?
10. _____ Does the story answer the 5 W's and H? (who, what, where, when, why and how) with an emphasis on the why?
11. _____ Does the writer adhere to the word count?

Major Basis for Ranking:

Judge's Signature _____

Rank _____

Judge's Signature _____

Please rank the top 6 entries from 1st to 6th place. There should be no ties. Do not rank below 6th place.



Info Graphics

Journalism Ranking Sheet

Block A

Student Code: _____

Level

☐ Sectional

☐ State

Standards of Excellence

1. _____ Does graphic tell a story on its own?
2. _____ Does graphic utilize pertinent information?
3. _____ Does graphic create visual interest?
4. _____ Does graphic show a relationship to the story?
5. _____ Does graphic show a sound design technique?
6. _____ Does graphic show an awareness of news value?
7. _____ Does graphic utilize effective use of images?
8. _____ Does graphic utilize effective fonts?
9. _____ Does the graphic reflect accuracy of information?
10. _____ Is the graphic free of grammatical and style errors?
11. _____ Is appropriate attribution presented?

Major Basis for Ranking:

Judge's Signature _____

Rank _____

Judge's Signature _____

Please rank the top 6 entries from 1st to 6th place. There should be no ties. Do not rank below 6th place.



Review Writing

Journalism Ranking Sheet

Block A

Student Code: _____

Level

☐ Sectional

☐ State

Standards of Excellence

1. _____ Is the story complete and concise?
2. _____ Does the lead bring reader's interest to the front?
3. _____ Does the story follow in a well organized manner?
4. _____ Does the writing give an opinion and support with facts from information gathered in the reviewing process?
5. _____ Does the review provide appropriate background information?
6. _____ Do narratives, examples and, if applicable, strong quotations add to the story in support of the writer's opinion?
7. _____ Are paragraphs kept short and easily readable?
8. _____ Are punctuation, grammar, spelling, and AP style usage followed?
9. _____ Does the writer adhere to the word count?
10. _____ Does the writer use the vocabulary of the genre appropriately?

Major Basis for Ranking:

Judge's Signature _____

Rank _____

Judge's Signature _____

Please rank the top 6 entries from 1st to 6th place. There should be no ties. Do not rank below 6th place.



Advertising

Journalism Ranking Sheet

Block A

Student Code: _____

Level

☐ Sectional

☐ State

Standards of Excellence

1. _____ Do advertisements attempt to sell a specific product or service?
2. _____ Are ads designed to highlight key elements of the advertisement?
3. _____ Are ads neat and attractive, making use of graphic elements such as photos and artwork?
4. _____ Does designer make a conscientious effort to include major copy points?
5. _____ Does designer show awareness of the client's needs?
6. _____ Do the ads have a definite focus?
7. _____ Does designer adhere to size requirements?
8. _____ Are font selections, sizes and layout appropriate for the product sold?
9. _____ Does the presentation of the ad approach the appropriate target audience?
10. _____ Does the presentation use correct grammar and spelling?

Major Basis for Ranking:

Judge's Signature _____

Rank _____

Judge's Signature _____

Please rank the top 6 entries from 1st to 6th place. There should be no ties. Do not rank below 6th place.



Yearbook Theme Development

Journalism Ranking Sheet

Block A

Can be Duo or Single Event

Student Code: _____

Level

☐ Sectional

☐ State

Student Code: _____

Standards of Excellence

1. _____ Is the concept appropriate for school level?
2. _____ Is copy present on the theme page?
3. _____ If graphics are used on pages, do they effectively reinforce theme?
4. _____ If pictures are used are they appropriately identified?
5. _____ Does designer make effective use of white space on the pages?
6. _____ Does theme concept appear in words or graphics on each of the pages?
7. _____ Does designer show consideration for neatness?
8. _____ Is theme concept reinforced by design?
9. _____ Are all required elements included on the cover?
10. _____ Do the cover and opening page show effective and consistent font usage?
11. _____ Is location of copy, captions, and headlines appropriate and do they lend to overall effectiveness of theme?

Comments

Judge's Signature _____

Rank _____

Judge's Signature _____

Please rank the top 6 entries from 1st to 6th place. There should be no ties. Do not rank below 6th place.



Newspaper Design

Journalism Ranking Sheet

Block A

Student Code: _____

Level

☐ Sectional

☐ State

Standards of Excellence

1. _____ Does page show a sense of balance?
2. _____ Has designer packaged related bits of information?
3. _____ Are packages generally rectangular?
4. _____ Does design indicate an awareness of news judgment weighting most important stories?
5. _____ Does the page provide a dominant visual element?
6. _____ Is there a consistency to the design?
7. _____ Is there a consistency of type and margins?
8. _____ Is the design concept reader friendly?
9. _____ Does the flag include all essential elements?
10. _____ Are the flag and standing elements attractive and consistent?
11. _____ Are images used effectively?

Major Basis for Ranking:

Judge's Signature _____

Rank _____

Judge's Signature _____

Please rank the top 6 entries from 1st to 6th place. There should be no ties. Do not rank below 6th place.



Sports Writing

Journalism Ranking Sheet

Block A

Student Code: _____

Level

☐ Sectional

☐ State

Standards of Excellence

1. _____ Is the story complete?
2. _____ Does the lead feature key element(s)?
3. _____ Is the story well organized with solid grammar, AP style and punctuation usage?
4. _____ Does the writing emphasize detail, action verbs and solid nouns?
5. _____ Is it clear which sport is being written about early in the story?
6. _____ Does the reporter avoid becoming a cheerleader?
7. _____ Are paragraphs kept short and easily readable?
8. _____ Does the reporter key in on the unique and unusual?
9. _____ Does copy provide a variety of sources for greater development of the story?
10. _____ Does the story answer the 5 W's and H? (who, what, where, when, why and how?)
11. _____ Quotes are used appropriately?
12. _____ Does the writer adhere to the word count?

Major Basis for Ranking:

Judge's Signature _____

Rank _____

Judge's Signature _____

Please rank the top 6 entries from 1st to 6th place. There should be no ties. Do not rank below 6th place.



Yearbook Copy Writing

Journalism Ranking Sheet

Block B

Student Code: _____

Level

☐ Sectional

☐ State

Standards of Excellence

1. _____ Is copy written clearly and succinctly for greater reader understanding?
2. _____ Are leads focused, setting the stage for the reader?
3. _____ Does the writer make effective use of direct quotes?
4. _____ Does the writer present a visual image to the reader?
5. _____ Does copy provide a variety of sources for greater development of the story?
6. _____ Is copy complete, giving all angles for reader consumption?
7. _____ Is the story well organized with solid grammar, AP style and punctuation usage?
8. _____ Does the writer focus on the unique and/or unusual aspects of the story?
9. _____ Does the writer adhere to the word count?

Major Basis for Ranking:

Judge's Signature _____

Rank _____

Judge's Signature _____

Please rank the top 6 entries from 1st to 6th place. There should be no ties. Do not rank below 6th place.



Feature Writing

Journalism Ranking Sheet

Block B

Student Code: _____

Level

☐ Sectional

☐ State

Standards of Excellence

1. _____ Is the story complete with a well developed angle?
2. _____ Does the lead feature key element(s) of the story?
3. _____ Does the story answer the 5 W's and H? (who, what, where, when, why and how?)
4. _____ Is the story well organized?
5. _____ Does the writing emphasize detail, action verbs and solid nouns?
6. _____ Do narratives, examples and strong quotations add to the effectiveness?
7. _____ Is the story free of editorializing?
8. _____ Are paragraphs kept short and easily readable?
9. _____ Does the writer present a visual image to the reader?
10. _____ Are punctuation, grammar, spelling, AP style and punctuation usage accurate?
11. _____ Is story information accurate?
12. _____ Are quotes all attributed accurately and appropriately?
13. _____ Does the writer adhere to the word count?

Major Basis for Ranking:

Judge's Signature _____

Rank _____

Judge's Signature _____

Please rank the top 6 entries from 1st to 6th place. There should be no ties. Do not rank below 6th place.



Yearbook Layout: Double Page Spread

Journalism Ranking Sheet

Block B

Student Code: _____

Level

☐ Sectional

☐ State

Standards of Excellence

1. _____ Does layout have an effective spread design?
2. _____ Is a dominant visual element provided?
3. _____ Is there a variety (contrast) of photos and sizes?
4. _____ Does layout effectively use white space?
5. _____ Are internal spacings consistent, except for planned white space?
6. _____ If used, do graphics enhance the page?
7. _____ Are font and size choices effective?
8. _____ Are captions provided for every photo with appropriate placement?
9. _____ Is type kept out of the gutter?

Major Basis for Ranking:

Judge's Signature _____

Rank _____

Judge's Signature _____

Please rank the top 6 entries from 1st to 6th place. There should be no ties. Do not rank below 6th place.



Editorial Writing

Journalism Ranking Sheet

Block B

Student Code: _____

Level

☐ Sectional

☐ State

Standards of Excellence

1. _____ Does the editorial state and support a position?
2. _____ Is the editorial clearly written, using correct grammar, spelling, AP style and punctuation usage?
3. _____ Is the editorial well organized?
4. _____ Does the writer present a solution/alternative to the problem?
5. _____ Does the editorial have an appropriate tone, avoiding excess emotion?
6. _____ Are paragraphs kept short and easily readable?
7. _____ Does the writer draw the reader to the subject matter in the lead?
8. _____ Does editorial give evidence of appropriate background information?
9. _____ Does editorial writer refute opposing arguments?
10. _____ Does the editorial use third person?
11. _____ Does the writer adhere to the word count?

Major Basis for Ranking:

Judge's Signature _____

Rank _____

Judge's Signature _____

Please rank the top 6 entries from 1st to 6th place. There should be no ties. Do not rank below 6th place.



Headline Writing

Journalism Ranking Sheet

Block B

Student Code: _____

Level

☐ Sectional

☐ State

Standards of Excellence

1. _____ Do the headlines fit the space allotted?
2. _____ Do the headlines accurately capture the essence of the story?
3. _____ Are the headlines direct without padding to fill the allotted space?
4. _____ Is punctuation used effectively/accurately in the headlines?
5. _____ Are headlines free of hyphenation?
6. _____ Does writer avoid using the school name, mascot or year?
7. _____ Are headlines written in present tense?
8. _____ Does headline writer use action verbs?
9. _____ Do headlines attract attention and entice the reader to the story?
10. _____ Do headlines use active voice?
11. _____ Do the headlines use correct grammar and spelling?

Major Basis for Ranking:

Judge's Signature _____

Rank _____

Judge's Signature _____

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Editorial Cartooning

Journalism Ranking Sheet

Block B

Student Code: _____

Level

☐ Sectional

☐ State

Standards of Excellence

1. _____ Does cartoon show artistic ability?
2. _____ Does cartoon indicate creativity?
3. _____ Does the cartoon make a strong editorial point?
4. _____ Does artwork go beyond merely creating the scene the story suggests?
5. _____ Does editorial cartoonist indicate a sense of the story?
6. _____ Does artist demonstrate a professional style?
7. _____ Are all elements depicted in the cartoon identified in appropriate manner?
8. _____ Is spelling accurate?
9. _____ Is writing legible?

Major Basis for Ranking:

Judge's Signature _____

Rank _____

Judge's Signature _____

Please rank the top 6 entries from 1st to 6th place. There should be no ties. Do not rank below 6th place.