



# Photo Story Telling

## Journalism Ranking Sheet

### Blocks A & B

Student Code: \_\_\_\_\_

Rank \_\_\_\_\_

Level

Sectional

State

### Standards of Excellence

1. Do photos give evidence of solid composition?
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 show evidence of sound cropping techniques?
6. Do photos capture reader interest?
7. Are photos representative of distance and close-up shots?
8. Do photos help tell a story?
9. Are photos presented according to given size and resolution specifications?
10. Has the written summary been provided? The summary will not be judged and is only provided for context.

Major Basis for Ranking:

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Judge's Signature \_\_\_\_\_

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

## Journalism Ranking Sheet

### Blocks A & B

Student Code: \_\_\_\_\_ Rank \_\_\_\_\_ 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:

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Judge's Signature \_\_\_\_\_

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: \_\_\_\_\_ Rank \_\_\_\_\_ 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:

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Judge's Signature \_\_\_\_\_

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: \_\_\_\_\_ Rank \_\_\_\_\_ 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:

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Judge's Signature \_\_\_\_\_

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.



# Video News

## Journalism Ranking Sheet

### Blocks A & B

Student Code: \_\_\_\_\_

Rank \_\_\_\_\_

Level \_\_\_\_\_

State \_\_\_\_\_

### Standards of Excellence

1. Is the lead creative, does it draw the audience into the story?
2. Is the story complete - does it answer the 5 W's and H?
3. Does the team use a variety of video and audio to effectively tell the story and keep the audience engaged?
4. Is the story well organized with effective transitions?
5. Is the story free of editorializing and information accurate?
6. Is there a clear and concise script? Does the reporter setup any soundbites? Is the audio well produced and of good quality?
7. Does the reporter speak clearly and distinctly? Were interview questions and answers relevant to support the footage?
8. Is any cutaway footage relevant to what the person is speaking about?
9. Are any production techniques of good quality (framing, tripod use, long/medium/close up shots, zoom, pan, tilts, etc.)
10. Is the editing of good quality? Is it free of jump cuts and jarring transitions? Did they edit on natural points?
11. Does the package meet the time limit requirement?
12. Does the piece end with the required "Reporting from Abraham High School, this is (your name) for WAHS TV16 News."

Major Basis for Ranking:

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Judge's Signature \_\_\_\_\_

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.



# Infographics

## Journalism Ranking Sheet

### Block A

Student Code: \_\_\_\_\_ Rank \_\_\_\_\_ 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:

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Judge's Signature \_\_\_\_\_

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: \_\_\_\_\_ Rank \_\_\_\_\_ 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:

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Judge's Signature \_\_\_\_\_

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: \_\_\_\_\_ Rank \_\_\_\_\_ 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:

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Judge's Signature \_\_\_\_\_

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 & B

Can be Duo or Single Event

Student Code: \_\_\_\_\_

Rank \_\_\_\_\_

Level

Sectional

State

Student Code: \_\_\_\_\_

### Standards of Excellence

1. Is the concept appropriate for school level?
2. Is copy present on the title 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 title 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

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Judge's Signature \_\_\_\_\_

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: \_\_\_\_\_ Rank \_\_\_\_\_ 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:

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Judge's Signature \_\_\_\_\_

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: \_\_\_\_\_ Rank \_\_\_\_\_ 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:

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Judge's Signature \_\_\_\_\_

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 Caption Writing

## Journalism Ranking Sheet

### Block A

Student Code: \_\_\_\_\_ Rank \_\_\_\_\_ Level Sectional State

### Standards of Excellence

1. Do the captions further the story of the photo?
2. Do the captions go beyond stating the obvious?
3. Do the captions indicate creativity?
4. Is each caption varied stylistically?
5. Is the caption information correct?
6. Is each caption at least two sentences, but no longer than three sentences?
7. Are punctuation, grammar, AP Style and spelling accurate?
8. Does caption conform to caption box size, text size, and font requested in the prompt?"

Major Basis for Ranking:

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Judge's Signature \_\_\_\_\_

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: \_\_\_\_\_ Rank \_\_\_\_\_ 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:

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Judge's Signature \_\_\_\_\_

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: \_\_\_\_\_ Rank \_\_\_\_\_ 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:

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Judge's Signature \_\_\_\_\_

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: \_\_\_\_\_ Rank \_\_\_\_\_ 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:

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Judge's Signature \_\_\_\_\_

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: \_\_\_\_\_ Rank \_\_\_\_\_ 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:

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Judge's Signature \_\_\_\_\_

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: \_\_\_\_\_ Rank \_\_\_\_\_ 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?
12. Do headlines avoid bad breaks such as infinitives, adjective/noun adverb/verbs, etc.

Major Basis for Ranking:

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Judge's Signature \_\_\_\_\_

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 Cartooning

## Journalism Ranking Sheet

### Block B

Student Code: \_\_\_\_\_ Rank \_\_\_\_\_ 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:

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Judge's Signature \_\_\_\_\_

Judge's Signature \_\_\_\_\_

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