

HOOSIER STAR EVALUATION SERVICE



**BROADCAST
GUIDEBOOK**

IHSPA
INDIANA HIGH SCHOOL PRESS ASSOCIATION

SCHOOL NAME

BROADCAST PROGRAM NAME

SCHOOL YEAR & STAFF SIZE

EDITOR(S) IN CHIEF

FACULTY ADVISER(S)

EVALUATION CATEGORY

DIVISION I:
Under 1,000 enrollment

DIVISION II:
1,000-2,000 enrollment

DIVISION III:
2,000+ enrollment

BACKGROUND & INFORMATION

NOTE: STAFFS SHOULD COMPLETE THE HOOSIER STAR APPLICATION (IHSPA.NET/FORMS-CENTRAL) TO SUPPLY BACKGROUND INFORMATION FOR JUDGE.

The Indiana High School Press Association hopes staffs will use this guidebook and resulting judge's critique to enhance the overall quality of their student media outlet. Students and their advisers are encouraged to utilize the feedback during planning sessions and workshops to set high standards for their journalism program and better serve their audience.

The Hoosier Star rating is established by an evaluation of superior, excellent, good, average or in need of improvement. Journalistic works are judged against established standards of excellence and criteria that are included in this guidebook, and then are compared to other student media in respective enrollment divisions for IHSPA awards and honors. Judges may also recognize specific content and/or ideas as "special distinction" and identify the student-produced material that earned this honor.

Judges are asked to review this entire guidebook before beginning the evaluation and rate each of the criteria accordingly. Additionally, they are instructed to provide written feedback in a manner that encourages staffs to improve by using the guidelines. The IHSPA requires that comments be written in a constructive manner and not in a way that is deemed overly critical or unrealistic. However, anyone who believes their evaluation and/or rating to be unfair may request a second critique at no cost.

Overall, judges will be looking for student media outlets that:

1. *Combine a variety of storytelling formats to give the audience a well-rounded insight into the school and community;*
2. *Enhance the appearance with visuals appropriate for the format, incorporating current design trends;*
3. *Coordinate the overall coverage and content so a consistent, attractive and reader-friendly appearance is established and maintained throughout the school year;*
4. *Follow the highest standards of legal and ethical behavior such as those set forth by the Society of Professional Journalists, First Amendment of the U.S. Constitution and Indiana academic standards for the Journalism and Student Media courses (<http://bit.ly/IndJourStandards>);*
5. *Adhere to the Indiana High School Press Association's core values of truth, courage, integrity and freedom.*

HOOSIER STAR & DISTINCTIONS

All "superior" and "excellent" ranked submissions are exceptionally well done. These student media outlets are entered into the Hoosier Star competition, the IHSPA's annual program that awards Indiana's very best in scholastic journalism. Judges other than those who conduct the initial evaluation determine Hoosier Star winners for each of the three divisions. Judges may also award "Special Distinction" status to any section deemed to be innovative.

SPECIAL THANKS

This guidebook is modeled after the All-Kansas Video News Critique Booklet created by the Kansas Scholastic Press Association, and is being used for the IHSPA Broadcast Hoosier Star Evaluation with the permission of the KSPA and its executive director, Eric Thomas. The original document may be viewed at <http://bit.ly/KSPAvideo> on the KSPA website.

COVERAGE & CONTENT

Does the program include a variety of news stories, including features, breaking news, issues and newsworthy profiles?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are the stories relevant to the primary audience, whether it's just students and faculty, or whether it extends to the greater community and beyond via cable and/or the web?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are the day-to-day lives of students reflected in the stories? Do stories cover timely issues of interest to student viewers and others?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does news take precedent over features and sports, unless it's appropriate for it not to?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do reporters place an emphasis on the "why" and "how" of stories?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are feature stories varied to include both school-sponsored and non-school activities?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do both sports and features include a mix of breaking news, issue stories, and profiles?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Is the subject matter significant and appropriate for the time allotted?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

- Special distinction earned*

JUDGE'S COMMENTS

WRITING & EDITING

Do stories have strong opens that entice viewers?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are scripts in active voice, emphasizing simple sentences with one thought per sentence?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are transitions effective? Do they make the object of the previous sentence the subject of the next sentence or vice versa?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do writers effectively use devices like repetition of key words to help readers understand?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do writers write to the video, using “hit-and-run” writing to remind viewers of the relationship of the words to the pictures? Do writers then “run” from the video by providing additional information in the script?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do scripts exhibit the hallmarks of grammatical writing that follows AP broadcast style?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

In VOs, do writers still remember to attribute information to a source?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

In VO/SOTs, do writers properly balance VOs with sound bites, not relying on sound bites to tell the entire story?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are sound bites effective and revealing of the subject or the issue at hand?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do stories have strong “closes” that effectively summarize the story and remind viewers of the important points in the stories? Do the closes avoid stating the reporters’ opinions?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

WRITING & EDITING

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of
improvement*

- Special
distinction
earned*

JUDGE'S COMMENTS

ON-AIR PERFORMANCE & CONTINUITY

Does the show have an effective open that clearly brands the program as something of value to the primary audiences?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does the staff report on important news, sports and features from program to program in a consistent manner?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Is there continuity also from story to story in the manner it's introduced and presented by anchors and reporters?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are more-important stories given more time and prominent placement in the run-down than less-important stories?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Is there continuity within a story (meaning stories flow smoothly, pictures and words match, and all stories have beginnings, middles and ends)?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are stories balanced, with all credible sides presented? Are stories objective in their choice of words and pictures?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are anchors confident and do they appear natural in front of the camera?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are sound bites effective and revealing of the subject or the issue at hand?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does all "talent" speak in a concise, clear, authoritative manner and at a proper pace so that the audience can understand what is being said?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

In the event of interviews, is there a proper balance between shots of the interviewer and the interviewee? Are questions fair and easy to understand?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

ON-AIR PERFORMANCE & CONTINUITY

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

- Special distinction earned*

JUDGE'S COMMENTS

PHOTOGRAPHY

Are all shots steady and is it clear that photographers (almost always) used tripods to capture images?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are shots in focus and properly white-balanced?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Is there proper contrast in all shots, and are subjects properly lit?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do photographers capture compelling establishing shots that immediately capture the viewer's attention?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do photographers use a variety of shots (close-ups, medium and wide shots) to provide different perspectives for the audience?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do photographers limit gimmick shots like zooms and pans, and if they do use them, do they do them effectively?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do photographers effectively use the rule-of-thirds to create a center of visual interest for their subjects?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

In shooting sports, do photographers capture the event's pivotal moments?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are shots edited to avoid jump-cuts in the story?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

When editing, do photographers allow shots to remain on screen for the proper amount of time: long enough for viewers to understand, but not so long that they become bored?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

PHOTOGRAPHY

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of
improvement*

- Special
distinction
earned*

JUDGE'S COMMENTS

TECHNICAL QUALITY

Does the staff take advantage of a studio to provide a “home” for the show, even if the show goes “on location” for a show?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Is the studio set up, no matter how rudimentary, appropriate to the tone and quality of the show?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does studio lighting provide proper contrast, accurate color reproduction and proper exposure?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does lighting for all stories provide proper contract, accurate color reproduction and proper exposure?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does the staff take advantage of post-production to enhance the viewer’s understanding of stories?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are video editing techniques consistent from one story to another?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are audio levels clear and crisp and properly balanced in the studio?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are audio levels consistent from source to source and from story to story?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are transitions from story to story appropriate and glitch free?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do graphics – both OTS graphics and lower-third graphics – enhance stories and explain significance to viewers?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

TECHNICAL QUALITY

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of
improvement*

- Special
distinction
earned*

JUDGE'S COMMENTS

SECTION RATINGS

COVERAGE & CONTENT

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

WRITING & EDITING

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

ON-AIR PERFORMANCE & CONTINUITY

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

PHOTOGRAPHY

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

TECHNICAL QUALITY

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

AREAS OF DISTINCTION

- Coverage & Content*
- Writing & Editing*
- On-Air Performance & Continuity*
- Photography*
- Technical Quality*

OVERALL RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

JUDGE NAME

PREFERRED MAILING ADDRESS

PREFERRED EMAIL

JUDGE'S FIVE (OR MORE) WAYS TO IMPROVE

JUDGE'S FINAL COMMENTS



IHSPA

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NEWSPAPER
GUIDEBOOK

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INDIANA HIGH SCHOOL PRESS ASSOCIATION

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NEWSPAPER NAME

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WRITING: NEWS

Leads attract the reader but avoid direct quotes and/or questions.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Leads and angles focus on previewing upcoming events rather than reviewing events.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Stories use reader-driven, narrative focuses, with inverted pyramid limited to briefs.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Writers avoid editorializing and placing their own opinion into stories, especially in conclusions.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Stories use proper grammar, spelling and style.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

WRITING: SPORTS

Sports coverage is complete and include boys' and girls' teams, junior varsity, freshmen, intramurals and individual athletic endeavors.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Focus is on upcoming games rather than those that have been played.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

A full range of sources — athletes, coaches (including those from other schools), athletics directors, etc. have been interviewed.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Writers avoid editorializing and cheerleading.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Briefs, summaries or a scoreboard are used to expand sports coverage.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

WRITING: FEATURES & IN-DEPTH

Leads draw readers into stories but also reflect a human interest angle.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Quotes are fully developed, show that the reporter used follow-up questions and have supporting material as transition devices that smoothly guide readers to the end.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Stories are reader-driven; often use a narrative focus; include a variety of sources, some of which are novel but with a stake in the story; and avoid reading like a term paper for an English class.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Stories are objective and balanced; reporter opinion is avoided. Conclusions extend the story angle but do not contain reporter opinion.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Stories have a subject and angle worthy of the writing style and storytelling format.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Readers are drawn to stories that use a local angle specific only to their own school and have all their questions answered.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

WRITING: CUTLINES

Cutlines fully identified all major subjects in the photo, including individuals not affiliated with the school.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Majority of cutlines include direct quote from subject or source relevant to subject matter.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Cutlines add information for the reader, not just state what is obvious in the photo.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

WRITING: OPINION

The staff editorial is not bylined; columns are bylined with a clear distinction between columns and objective stories.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

The editorial is relevant to the school, with an objective article about the subject of the editorial contained within the same issue in which the editorial is published.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

The editorial avoids first person pronouns and, when the editorial is critical of policy, offers a solution.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

The editorial indicates that the writer has conducted and published research and is familiar with the topic and angle.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Columns are the opinion of the individual author, are labeled as such and cover a variety of topics of reader interest.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Columnists avoid using first person pronouns.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Columnists avoid writing about exclusively personal topics or their own personalities but write about issues; sports columnists write about school not college or pro teams.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Editorials and columns provide a reflection of the school and its students' concerns.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

A variety of media (movies, CDs, books, reviews) is reviewed.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Reviews follow proper style for entertainment writing; avoid first person pronouns.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Reviewers focus on the needs of the readers, analyzing and evaluating the medium but not, for example, revealing how a movie ends.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

There is evidence that the reviewer has conducted background research and is knowledgeable about the medium, artist, author, band, etc.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

WRITING

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

AREAS OF DISTINCTION

- News*
- Sports*
- Features & In-Depth*
- Cutlines*
- Opinion*

JUDGE'S COMMENTS

PHOTOGRAPHY

Almost all photos show people in action and are not posed, especially sports.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Most photos indicate that staff photographers understand and apply composition standards including rule of thirds and leading lines.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Photos are technically sound, are in sharp focus and are free of scratches, lint and dust (if reproduced from prints) and/or are scanned correctly (appropriate pixel resolution, brightness and contrast).

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

It is evident that writers, editors and photographers have planned subjects of photos, as the photos printed in the newspaper add to the angle of the story and tell and/or explain the story to the reader.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Mugshots are taken by student photographers (rather than reproduced from yearbook shots) and are tightly cropped.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Photos are credited and are taken by staff photographers rather than the adviser, yearbook company photographer or other non-staff member.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

When more than one photo is used within the same story package, one photo serves as the dominant as a result of its subject, composition, size and placement on the page.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

When more than one photo is used within the same story package, the secondary photo's subject adds to the meaning of the story but does not repeat the same shape and/or subject of the dominant photo.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Nearly every photo has a cutline.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

PHOTOGRAPHY

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

AREAS OF DISTINCTION

- Spot News*
- Sports*
- Environmental Portraits*
- Photo Illustrations*
- Composition*

JUDGE'S COMMENTS

DESIGN: TYPOGRAPHY

Typeface unifies publication and is consistent from page to page and issue to issue.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Readability is an obvious concern in typeface selection, point size and leading.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

To achieve readability, copy is set in widths that are neither too short nor too long; word and letter spacing is not excessive and is never used as a copy fitting tool; and line lengths generally fall between 26 and 39 characters.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Type usage is not always predictable; readers can expect occasional usage of clever type elements in areas such as cutlines, pulled quotes and other special type treatment.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

So that readers may distinguish between editorial content and advertising, fonts used in display advertisements differ from type used in copy, headlines and cutlines.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

DESIGN: ART

Original artwork is used throughout publication, clip art is avoided and images are not lifted off the web. Graphic usage is appropriate and not excessive. Printed sources and credits for photo and art are clear and consistent.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Art reflects a “show me, don’t tell me” philosophy and provide readers with an alternate method of obtaining information. Infographics amplify and enhance the story by combining headlines, text and visuals in an accurate, simple and entertaining presentation.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Story and art are clearly linked; the reader sees a relationship between the story and art rather than viewing art as an element that merely fills blank space on the page.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Artwork voids an unprofessional image of being quickly hand drawn; there is evidence of talent and skill of the artist not only in the appearance of the art but also in the way in which the art was scanned and placed on the page.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

The editorial cartoon reflects the talent and creativity of the artist and also reflects the editorial’s content and purpose.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

DESIGN: FRONT PAGE

Front page contains appropriate sized and designed refers, teasers or other elements to pull readers inside paper as well as a dominant visual that's at least 50% above the fold.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Nameplate displays personality distinct to publication and school, but without overpowering content on front page or using excessive teasers, sky boxes and other elements.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Content dictates design; it is obvious that page content was planned first around questions the reader might have. The design focuses on the needs of the reader and answers all essential questions of the reader.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Page presents most important information of current issue and has definite flow, or a path, for reader to follow. Use of jumps is avoided.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Photos, art, drop caps, subheads, display type, bold lead-ins and other such elements are used to add visual interest and draw reader into the page.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

DESIGN: INSIDE PAGE

News value determines story placement and headlines create hierarchy. Those stories contain multiple points of entry, and their headlines do not compete for attention.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Pages use modular design, are effectively balanced and copy flows in an "L" shape to avoid awkward text paths; stories separated without boxes, borders, screens, etc.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Pages have a dominant element markedly larger than any other visual, and individuals in photographs or art face into the page and lead reader to corresponding story.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Trapped white space is avoided; planned white space adds to visual quality of page.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Pages include section-specific elements but have consistent look and feel in style, typography and basic design principles.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Each page contains folio consisting of page number, issue date and name of publication; folio design is subtle and does not overpower other elements.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

DESIGN

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

AREAS OF DISTINCTION

- Typography*
- Art*
- Front Page*
- Inside Page*

JUDGE'S COMMENTS

CONTENT: COVERAGE

The newspaper reflects the entire school community, and content provides an angle and focus specific to its student readers.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

There is evidence that the staff applies the concept of “show me, don’t tell me” (i.e. some coverage is visual rather than via words).

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Most important content appears on front page, and almost all material previews upcoming events rather than reviews old news.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

A variety of sources are fully and directly quoted in coverage. Sources include a broad range including students, faculty, administrators, non-teaching staff, community residents, alumni, visitors, student government, organizations and guest speakers.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

State, national and international events are covered through angles that pertain specifically to readers of the student newspaper.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Coverage, especially that which may be considered controversial, includes all sources in a fair, balanced and objective manner.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Some content in each issue use a reader-driven focus rather than more traditional news.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

CONTENT: EDITING

Spelling, grammar and usage are consistent throughout the publication, with evidence that reporters and editors all are using the same style manual.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Use of a style guide is evident, with cutlines, photo credits, jump lines, etc. consistent in typography and placement throughout each issue.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Editorializing, redundancy, school name/nickname and academic year are avoided. Writing is concise and efficient.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

CONTENT: EDITING (continued)

Verbs used in a journalistic manner; active voice and vivid, action verbs predominate.

- NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Stories, especially those with multiple sources, use transitional devices, techniques to guide the reader through copy.

- NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Headline capitalization is consistent and content accurately summarizes each story and attracts the reader.

- NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Cutlines use the correct verb tense, are comprised of more than one sentence and are complete and accurate.

- NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

CONTENT RATING

- Superior*
 Excellent
 Good
 Average
 *In need of
improvement*

AREAS OF DISTINCTION

- Coverage*
 Editing

JUDGE'S COMMENTS

SECTION RATINGS

WRITING

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

PHOTOGRAPHY

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

DESIGN

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

CONTENT

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

AREAS OF DISTINCTION

- News Writing*
- Sports Writing*
- Features/In-Depth Writing*
- Cutline Writing*
- Opinion Writing*
- Spot News Photo*
- Sports Photo*
- Environmental Portraits*
- Photo Illustrations*
- Photo Composition*
- Typography*
- Art*
- Front Page Design*
- Inside Page Design*
- Coverage*
- Editing*

OVERALL RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

JUDGE NAME

PREFERRED MAILING ADDRESS

PREFERRED EMAIL

JUDGE'S FIVE (OR MORE) WAYS TO IMPROVE

JUDGE'S FINAL COMMENTS



IHSPA

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HOOSIER STAR EVALUATION SERVICE



WEBSITE GUIDEBOOK

IHSPA

INDIANA HIGH SCHOOL PRESS ASSOCIATION

SCHOOL NAME

WEBSITE NAME & URL

SCHOOL YEAR & STAFF SIZE

EDITOR(S) IN CHIEF

FACULTY ADVISER(S)

EVALUATION CATEGORY

DIVISION I:
Under 1,000 enrollment

DIVISION II:
1,000-2,000 enrollment

DIVISION III:
2,000+ enrollment

BACKGROUND & INFORMATION

NOTE: STAFFS SHOULD COMPLETE THE HOOSIER STAR APPLICATION (IHSPA.NET/FORMS-CENTRAL) TO SUPPLY BACKGROUND INFORMATION FOR JUDGE.

The Indiana High School Press Association hopes staffs will use this guidebook and resulting judge's critique to enhance the overall quality of their student media outlet. Students and their advisers are encouraged to utilize the feedback during planning sessions and workshops to set high standards for their journalism program and better serve their audience.

The Hoosier Star rating is established by an evaluation of superior, excellent, good, average or in need of improvement. Journalistic works are judged against established standards of excellence and criteria that are included in this guidebook, and then are compared to other student media in respective enrollment divisions for IHSPA awards and honors. Judges may also recognize specific content and/or ideas as "special distinction" and identify the student-produced material that earned this honor.

Judges are asked to review this entire guidebook before beginning the evaluation and rate each of the criteria accordingly. Additionally, they are instructed to provide written feedback in a manner that encourages staffs to improve by using the guidelines. The IHSPA requires that comments be written in a constructive manner and not in a way that is deemed overly critical or unrealistic. However, anyone who believes their evaluation and/or rating to be unfair may request a second critique at no cost.

Overall, judges will be looking for student media outlets that:

1. *Combine a variety of storytelling formats to give the audience a well-rounded insight into the school and community;*
2. *Enhance the appearance with visuals appropriate for the format, incorporating current design trends;*
3. *Coordinate the overall coverage and content so a consistent, attractive and reader-friendly appearance is established and maintained throughout the school year;*
4. *Follow the highest standards of legal and ethical behavior such as those set forth by the Society of Professional Journalists, First Amendment of the U.S. Constitution and Indiana academic standards for the Journalism and Student Media courses (<http://bit.ly/IndJourStandards>);*
5. *Adhere to the Indiana High School Press Association's core values of truth, courage, integrity and freedom.*

HOOSIER STAR & DISTINCTIONS

All "superior" and "excellent" ranked submissions are exceptionally well done. These student media outlets are entered into the Hoosier Star competition, the IHSPA's annual program that awards Indiana's very best in scholastic journalism. Judges other than those who conduct the initial evaluation determine Hoosier Star winners for each of the three divisions. Judges may also award "Special Distinction" status to any section deemed to be innovative.

SPECIAL THANKS

This guidebook is modeled after the All-Kansas Video News Critique Booklet created by the Kansas Scholastic Press Association, and is being used for the IHSPA Broadcast Hoosier Star Evaluation with the permission of the KSPA and its executive director, Eric Thomas. The original document may be viewed at <http://bit.ly/KSPAweb> on the KSPA website.

COVERAGE & CONTENT

Does the site include web-exclusive content, including blogs, interactive elements, video, audio and breaking news coverage?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does the staff use blogs to update breaking news, provide coverage of often-overlooked stories and add perspective to news and feature stories?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

When used, are video and audio the best method for telling those stories?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do stand-alone video and audio pieces reflect the value of the medium or do they just look like warmed-over TV and radio packages?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do complementary video and audio add value to the coverage they accompany?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do interactive elements add value to and complement the coverage they accompany?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does the staff use the site for special reports and in-depth coverage?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do students use multimedia components to add breadth, depth to those special reports?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does the staff understand that its website has a readership beyond the school and its students and staff?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Is this a site that will keep “accidental” readers attention by offering stories that have a universal appeal?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

CONTENT & COVERAGE

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

- Special distinction earned*

JUDGE'S COMMENTS

WRITING & EDITING

Does the staff understand how readers gather information online: by scanning the page for relevant words and other information?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do writers and editors avoid simply “shoveling” the content from their print product onto the website?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are stories easily readable because they are divided into chunks or sections?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are paragraphs kept short and relevant?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do sentences begin with keywords?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are headlines written using specific words so that search engines easily find and recognize keywords?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

For longer stories, do writers and editors make use of other key visual elements in the stories, such as bullet points, sub-headlines and highlighted keywords?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do writers provide valuable hyperlinks (either embedded into stories or listed elsewhere) to stories that provide the reader with immediate depth?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do scripts for multimedia elements (audio and video) follow the basic guidelines of “writing for the ear” that broadcast media follow?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are multimedia elements accompanied by at least some text that allows readers to gain some context before listening to or viewing the multimedia?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

WRITING & EDITING

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of
improvement*

- Special
distinction
earned*

JUDGE'S COMMENTS

BREAKING NEWS

Does the staff report on important news, sports and features in a timely manner?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does the staff include new content as often as it can, possibly daily or even more often?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Is breaking news verified and updated as new information is learned?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does the staff follow breaking news for as long as the news changes and is relevant?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does the site cover sports as it happens or shortly thereafter?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does live sports coverage remain objective and accurate?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does the staff use multiple media to report breaking news?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does coverage include useful information readers, such as notification of school closings for inclement weather or other emergencies?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does breaking news coverage also include news from other sources that may have an impact on the students, staff and community?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

- Special distinction earned*

JUDGE'S COMMENTS

INTERACTIVITY & MULTIMEDIA

Are readers able to interact with the publication in a number of ways, including comments, discussion boards and polls/surveys?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does the staff use social media tools to market its own work, but also to provide readers with valuable information?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Has the staff created online directories and reader services so that the website becomes a one-stop-shop for the community's information needs?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do games, polls, quizzes, interactive maps and other interactive tools engage readers with the news?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does the staff embrace "Citizen Journalism?" Are readers invited to submit photos, stories, blogs and other content that can be used for a stand-alone page or as complementary material to go with the staff's work? Does the staff use that material?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do reporters and editors use "crowd-sourcing" to not only develop story ideas, but to enhance and enrich stories that have already been published?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do useful hyperlinks add value to a story by directing readers to other stories or sites with vital information?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

For photo and video stories, does the staff use a variety of shots and adequate graphics or captions to tell a coherent story?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

For audio reports, does the staff record clean sound and use VO's, natural sound and sound bites to tell a coherent story?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does the staff not only understand but follow copyright laws, using only original content or copyright-free material and material in the public domain?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

INTERACTIVITY & MULTIMEDIA

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of
improvement*

- Special
distinction
earned*

JUDGE'S COMMENTS

DESIGN & NAVIGATION

Does the site balance text and graphics so that both are visible “above the fold” on a computer screen?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Has the staff made effective use of text on the page to attract readers?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Is the home page simple and uncluttered?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Is navigation easy, presenting readers with only enough options on a single page that they won't easily become confused or overwhelmed?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are navigation bars and other content presented in an F-shaped pattern that mimics how online readers peruse a page?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are multimedia viewing panes large enough so that readers can enjoy the multimedia feature, but small enough to not obscure key written elements of the story?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do visual elements enhance but not dominate a page?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Is there a clear hierarchy of news stories on a page?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are stories divided into clear categories and sections, and has the staff created tabs that direct readers to those sections?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are multiple elements in any story placed together in a cohesive package?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

DESIGN & NAVIGATION

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of
improvement*

- Special
distinction
earned*

JUDGE'S COMMENTS

SECTION RATINGS

COVERAGE & CONTENT

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

WRITING & EDITING

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

BREAKING NEWS

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

INTERACTIVITY & MULTIMEDIA

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

DESIGN & NAVIGATION

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

AREAS OF DISTINCTION

- Coverage & Content*
- Writing & Editing*
- Breaking News*
- Interactivity & Multimedia*
- Design & Navigation*

OVERALL RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

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PREFERRED EMAIL

JUDGE'S FIVE (OR MORE) WAYS TO IMPROVE

JUDGE'S FINAL COMMENTS



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HOOSIER STAR EVALUATION SERVICE



YEARBOOK GUIDEBOOK

IHSPA

INDIANA HIGH SCHOOL PRESS ASSOCIATION

SCHOOL NAME

YEARBOOK NAME

SCHOOL YEAR & STAFF SIZE

EDITOR(S) IN CHIEF

FACULTY ADVISER(S)

EVALUATION CATEGORY

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THEME & CONCEPT

In addition to a verbal component, the theme sets a visual tone for the yearbook by carefully and consistently using graphic elements to reinforce the book's concept.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Traditional theme development occurs throughout the book in six areas as a way to guide readers and create unity: cover, endsheets, title page, opening, dividers and closing. Conceptual development also occurs in storytelling techniques, photo treatments, coverage choices and overall organization of the book, such as how many sections or how topics are grouped.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Cover creates first impression of book, theme/concept and visual identity via color, type and graphics. It also includes book title and year on front, and includes complete school name, city/state, book title, year and volume number on spine.

YES NO

Endsheets serve as a bridge to connect book's cover and content through type and graphics.

YES NO

Title page includes book title, volume number, year, complete school name, address (including phone number and website) and enrollment; and develops thematic graphic elements from cover.

YES NO

Table of contents is accurate, appears early in the book (usually on front endsheet or opening) and includes listings for the book's major sections and reference areas.

YES NO

Opening/closing includes visual and verbal theme development; specifics related to the school and year (facts, figures and feelings); graphic elements that avoid simply repeating look of cover/endsheets; more than one spread; no staff, editor or adviser identification; and an introduction/wrap up of the book and school year.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Divider pages introduce each section and transitions between parts of the book; graphic elements that look distinctly different from opening, closing spreads; consistent design through type and style; and verbal theme development via spinoffs and use of student quotes to continue the year's story.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Index provides an accurate alphabetical listing of all people, topics, groups and advertisers in the book, and is designed for maximum readability in regard to column width and point size.

YES NO

Colophon provides specific and technical information about the book and its printing such as name and address of printing facility, cover materials, paper weight, special inks or foils, type styles, computer software, previous awards, press run and cost of book to students.

YES NO

Colophon or index includes a small section for acknowledgments.

YES NO

THEME & CONCEPT

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of
improvement*

- Special
distinction
earned*

JUDGE'S COMMENTS

COVERAGE

Based on the theme, staff divided the book into sections as a way to organize content; reference pages grouped separately.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Staff provides cross-functional coverage with traditional sections (student life, academics, people/album, sports, clubs/organizations, advertising) and/or new sections based on the book's concept.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Staff focused on covering each student as a person and personality.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Coverage of non-school activities is evident as a way to capture the full high school experience while student life includes traditional school events such as homecoming, spirit week, prom in addition to daily experiences unique to the school and/or year.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

The staff sought new coverage angles for this particular year, and storytelling was presented using a variety of methods such as narratives, pulled quotes, sidebars, infographics, timelines, feature stories and captions.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Content is journalistic in nature, objective and avoids senior wills or superlatives.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Coverage incorporates a variety of angles to show behind the scenes of each topic with photos beyond the obvious, and readers see before, during and after angles with answers to the 5Ws and H.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Academics coverage includes classes from each department and grade level with effort to include both required and elective courses; photos that are diverse and incorporates labs, experiments, field trips, projects and special activities instead of desk shots; a focus on students, not teachers; and stories about standardized testing, curriculum changes, vocational programs and post-secondary options.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Sports coverage includes feature aspects of individual and team sports beyond season statistics; practices and off-the-field activities that supplement game photos; each team with a variety of photos and copy angles in addition to its team photograph; and scoreboards and overall season records (reference pages may appear separately).

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Clubs and organizations coverage includes action shots of various activities and posed group photographs, but refrains from listing each group's goal or projects.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Album/people and advertising pages include features and/or personality profiles that focus on a variety of topics suited to all students, not just seniors, and enhance reader appeal.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

**COVERAGE
RATING**

- Superior*
- Excellent*
- Good*
- Average*
- In need of
improvement*

- Special
distinction
earned*

JUDGE'S COMMENTS

DESIGN

Page layout includes basic principles of design, techniques reflective of the times, awareness of readers' wants and needs and graphic elements that enhance each spread's content rather than add distractions.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Consistent use of columns/grids, internal margins and white space is carefully planned and apparent throughout the book.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Each spread has a dominant element as an anchor point, and modular design features secondary packages with its own dominant element proportional in scale.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Photos vary in shape/size, avoid odd shapes and include captions that advance the image's story through facts, figures and direct quotes.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Captions that are grouped and numbered when referring to a photo montage or special treatment are easy to locate, placed as close to their photos as possible.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Pages within each section are consistent with basic graphic elements and type choices but do not appear visually monotonous, and include elements that vary in size and position per spread, with use of specific coverage packages so that content dictates design.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Restraint in typography is evident. While each section of the book may have its own fonts, design is consistent per section, fits the book's personality and theme, provides headline packages that grab readers and lead directly to copy and includes captions smaller than body copy and consistent in point size and width.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Dropped caps, pulled quotes, text wrap and other effects are used to emphasize parts of the spread and create multiple entry points. Decisions reflect careful planning for enhanced readability.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Clip art is used sparingly; color and/or spot color enhances design without distraction (on black and white pages, tints are used to create the same depth and variety); and infographics, when used, include source information for data presented.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

PHOTOGRAPHY

Strong photo coverage in terms of honesty, variety, composition, technical quality and design.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Photo coverage includes behind-the-scenes and before/after shots in addition to traditional images readers expect to see; a variety of pictures per topic to tell the full story; and storytelling photos that show action and reaction.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Posed photos are used sparingly or with a specific purpose, and traditional photos are not flipped and are edited carefully without changing the story captured.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Cut-outs or COB photos are used as a form of photo illustration but are anchored not cropped drastically. When used for infographics or emphasis, photo illustrations are used as such.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Altered photos (beyond COB's and cut-outs) carry a note of explanation in the caption.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Photos are individually labeled with photo credits. Book does not print "Submitted Photo" but instead obtains the photographer's name (parent, non-staff student, teacher, etc.).

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Photos are in clear focus and not stretched or skewed. Contrast is good in black and white while process photos have sharp, vivid color.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Group and team photos have subjects lined in rows, with shortest rows in front; appear on a page large enough that faces are clearly identifiable; and are secondary to action photos on each spread unless grouped together in a separate reference section.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Staffs experiment with photo collections such as a collage, montage or photo series, but these follow basic design principles and adhere to regular photo guidelines with captions included.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

DESIGN RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of
improvement*

- Special
distinction*

PHOTOGRAPHY RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of
improvement*

- Special
distinction*

JUDGE'S COMMENTS

WRITING & EDITING

Stories presented in a variety of ways, including feature stories, narratives, summary sidebars, factoids, Q/A or quote boxes, timelines and other forms of alternative copy.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Copy incorporates facts, figures and feelings; direct quotes from a variety of sources that enhance the story and represent all possible story angles; a focus on students, not teachers or coaches; and details that differentiate this year from previous years, but year designation and “this year” are avoided.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Copy is journalistic in style, free from editorializing; has attention-getting leads that vary, avoiding labels, summaries and questions; avoids school name, initials and mascot when possible; and mostly presented in past tense.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Facts and figures add meaning to copy related to costs, percentages, times, scores and survey results. Sources are provided for all statistics given.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Pages include headlines with maximum readability (avoids vertical type, hyphenation, odd line breaks and crossing a non-double truck spread gutter), secondary/deck headlines that provide detail to the story and bylines accompanying student work.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Headlines hook readers, lead them directly into copy, reflect the spread’s content, are written in present tense and attempt creativity through literary devices (alliteration, pun, etc.) instead of labels.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

While secondary packages on each spread have mini-headlines or subheads, these do not compete for attention with the primary headline package.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Captions avoid stating the obvious (“pictured here” or “left to right”). In multi-sentence captions, the first sentence is in present tense to capture the photo’s action, while subsequent sentences are in past tense to provide background information.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Staff pays close attention to spelling and punctuation to eliminate error.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Style is consistent throughout in terms of capitalization, abbreviation and quote attribution.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Copy is concise and free of editorializing, generalizations or statements that may be libelous.

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

WRITING & EDITING

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of
improvement*

- Special
distinction
earned*

JUDGE'S COMMENTS

SECTION RATINGS

THEME & CONCEPT

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

COVERAGE

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

DESIGN

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

PHOTOGRAPHY

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

WRITING & EDITING

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

AREAS OF DISTINCTION

- Theme & Concept*
- Coverage*
- Design*
- Photography*
- Writing & Editing*

OVERALL RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

**JUDGE
NAME**

PREFERRED MAILING ADDRESS

PREFERRED EMAIL

JUDGE'S FIVE (OR MORE) WAYS TO IMPROVE

JUDGE'S FINAL COMMENTS



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