

**1 ONLINE BREAKING NEWS COVERAGE**

Pg. Editor	C. Editor	Adviser	Requirements
			Reports as much of the who, what, where, when, why and how as possible
			Story is in the form of a short report to get out essential facts as soon as possible
			Does not Sacrifice accuracy for the sake of timeliness
			Sharp attention-getting lead that underscores news story importance
			Uses inverted pyramid
			Emphasizes new elements, i.e. timeliness, nearness, impact, and prominence
			Avoids opinion unless properly attributed
			Proper diction/grammar; use of third person

<b>2 ONLINE FOLLOW-UP NEWS COVERAGE</b>			
pg. Editor	C. Editor	Adviser	Requirements
			Expands upon breaking news coverage when more facts are available or a whole proper story can be written.
			Clarifies the news elements, i.e. timeliness, nearness, impact and prominence
			Clarifies through research the background necessary to understand current news
			Develops an understanding of the issues/problems through interviews with varied and balanced sources
			Avoids personal opinion unless properly attributed
			Sentences, paragraphs of varied length, written clearly, concisely and vividly
			Effective use of facts/quotes from both primary and secondary sources
			Proper diction/grammar; use of third person

<b>3 NEWS STORY</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Sharp, attention-getting lead that underscores news story importance
			Uses inverted pyramid
			Emphasizes news elements, i.e. timeliness, nearness, impact, and prominence
			Shows thorough reporting skills
			Effective use of facts/quotes from both primary and secondary sources
			Avoids opinion unless properly attributed
			Sentences, paragraphs of varied length; written clearly, concisely, and vividly
			Proper diction/grammar; use of third person

<b>4 NEWS BRIEF</b>			
Pg.Editor	C. Editor	Adviser	Requirements
			Does not sacrifice accuracy for the sake of timeliness
			Sharp, attention-getting lead that underscores new story importance
			Uses inverted pyramid
			Sentences are carefully constructed to be as concise as possible
			Emphasizes new elements, i.e. timeliness, nearness, impact, and prominence
			Uses direct quotes or attributed information from at least one source

<b>5 NEWS ANALYSIS</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Sharp, attention-getting lead that underscore the why/how elements of the news
			Clarifies the news elements, i.e. timeliness, nearness, impact and prominence
			Clarifies through research the background necessary to understand current news
			Develops an understanding of the issues/problems through interviews with varied and balanced sources
			Avoids personal opinion unless properly attributed
			Sentences, paragraphs of varied length, written clearly, concisely and vividly
			Effective use of facts/quotes from both primary and secondary sources
			Proper diction/grammar; use of third person

<b>6 EDITORIAL</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Topic relevant to interests and/or welfare of school or students
			Wins reader interest with impelling lead
			Presents evidence/interpretation in logical sequence
			States issue; uses effective examples, facts, and comparisons to clarify
			Deals with specific issue: avoids preaching, rhetoric, and clichés
			Shows sufficient thought and research
			Sentences, paragraphs of varied length; written clearly, concisely, and vividly
			Proper diction/grammar

<b>7 BY-LINED OPINION ARTICLE</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Topic relevant to interests and/or welfare of school or students
			Wins reader interest with impelling lead
			Presents evidence/interpretation in logical sequence
			States issue; uses effective examples, facts and comparisons to clarify
			Deals with specific issue; avoids preaching, rhetoric and clichés
			Shows sufficient thought and knowledge of subject, developed with personal style
			Sentences, paragraphs of varied length; written clearly, concisely and vividly
			Proper diction/grammar

<b>8 REVIEW</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Sharp, attention-getting lead that clarifies subject
			Gives a short summary or adequate information about subject
			Discusses strengths and weaknesses of subject
			Uses specific examples to support opinion
			Displays knowledge of subject
			Shows thought and research
			Colorful, lively presentation; effective form/style
			Proper diction/grammar



<b>9 FEATURE COLUMN</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Sharp attention-getting leads
			Expresses personal opinions; uses consistent style
			Reflects thought/research, freshness, individuality
			Effective use of facts/quotes or supporting material
			Informative, interesting, entertaining
			Upholds journalistic integrity
			Sentences, paragraphs of varied length; written clearly, concisely and vividly
			Proper diction/grammar

<b>10 PRO/CON EDITORIAL COLUMNS</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Topics relevant to interests and/or welfare of school or students
			Two pieces, while offering opposing views, are consistent in style and tone
			Both pieces win reader interest with impelling leads
			Present evidence/interpretation in logical sequence
			State issue; uses effective examples, facts and comparisons to clarify
			Deal with specific issue; avoids preaching, rhetoric and clichés
			Show sufficient thought and knowledge of subject, developed with personal style
			Sentences, paragraphs of varied length; written clearly, concisely and vividly
			Proper diction/grammar

<b>11 IN-DEPTH FEATURE</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Lead captures attention, arouses curiosity
			Topic relevant to interests and/or welfare of school or students
			Extensive, intensive and thorough investigation
			Effectively combines basics of good news and feature writing
			Effectively organized with smooth transitions; carefully outlined
			Sentences, paragraphs of varied length; written clearly, concisely and vividly
			Proper diction/grammar
			Balanced and fair presentation

<b>12 INFORMATIVE FEATURE</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Leads capture attention, arouses curiosity
			Topic relevant to interests and/or welfare of school or students
			Thorough investigation through research and interviews
			Combines basics of good news and feature writing
			Organized with smooth transitions
			Sentences, paragraphs of varied length; written clearly, concisely and vividly
			Uses proper diction and grammar
			Balanced and fair presentation

<b>13 HUMAN INTEREST FEATURE</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Lead captures attention, arouses curiosity
			Emphasizes new element, fresh angle
			Colorful, lively presentation; effective form/style
			Reflects adequate research, sound interviewing techniques
			Avoids summaries of published materials
			Effective use of facts/quotes
			Interesting; appeals to the emotions
			Proper diction/grammar

<b>14 PERSONAL NARRATIVE</b>			
Pg. Editor	C.Editor	Adviser	Requirements
			A first-person account depicting a personal experience
			Lead captures attention, arouses curiosity
			Topic relevant to interests and/or welfare of school or students
			Effectively organized with smooth transitions; carefully outlined
			Sentences, paragraphs of varied length; written clearly, concisely and vividly
			Proper diction/grammar
			Should have byline, which could include mug shot of writer

<b>15 PERSONALITY PROFILE</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Lead captures attention, arouses curiosity; reason for sketch is made clear early in story
			Emphasizes fresh angle; individualizes person
			Colorful, lively presentation; effective form/style
			Reflects adequate research, sound interviewing techniques from a variety of sources
			Avoids encyclopedic listing of subject's accomplishments
			Effective use of quotes
			Interesting; appeals to the emotions
			Proper diction/grammar

<b>16 DIVERSITY COVERAGE</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Topic relevant to the school or students and reflects lifestyles, challenges, and potentials of those from a diverse background
			Sharp, attention-getting lead grabs reader and arouses curiosity
			Shows thorough reporting skills through research and interviewing
			Effective use of facts/quotes from both primary and secondary sources
			Balanced, fair and sensitive presentation
			Sentences, paragraphs of varied length; written clearly, concisely and vividly
			Proper diction/grammar; use of third person



<b>17 ENVIRONMENTAL STORY</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Topic relevant to the school or students and covers health, science or environmental story that is informative
			Sharp, attention-getting lead grabs reader and arouses curiosity
			Shows thorough reporting skills through research and interviewing
			Effective use of facts/quotes from both primary and secondary sources
			Balanced, fair and sensitive presentation
			Sentences, paragraphs of varied length; written clearly, concisely and vividly
			Proper diction/grammar; use of third person

<b>18 ALTERNATIVE STORY FORM</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Should be a story told in a unique, alternative way
			This is not a traditional story as in inverted pyramid, news, anecdotal, analysis or feature narrative.
			Story is told with quick facts—it's a quick read that provides readers with a unique approach to a story.
			While the read is quick, ASF should provide reader with complete information. Readers should not be left asking questions.
			Organization is such that story is easy to follow and logical, even though it's in an alternative way.
			ASF is visually engrossing, bringing readers in through strong use of typography and other types of visuals.
			Should not be packaged with another story or part of another story.
			Stands totally alone as a storytelling device
			Submission only considered if submitted with entire page on which it was featured.

<b>19 SPORTS FEATURE STORY</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Lead captures attention, arouses curiosity
			Emphasizes new element, fresh angle
			Colorful, lively presentation; effective form/style
			Reflects adequate research, sound interviewing techniques
			Avoids summaries of published materials
			Effective use of facts/quotes
			Interesting; appeals to the emotions
			Proper diction/grammar

<b>20 SPORTS COLUMN</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Sharp attention-getting lead
			Expresses personal opinion; uses consistent style; demonstrates knowledge of sports
			Reflects thought/research, freshness, individuality; avoids cliches
			Effective use of facts/quotes or supportive material
			Informative, interesting, entertaining
			Upholds journalistic integrity
			Sentences, paragraphs of varied length; written clearly, concisely and vividly
			Proper diction/grammar

<b>21 SPORTS NEWS STORY</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Lead features interesting, important angle
			Uses colorful, lively style
			Avoids cliches, editorializing
			Displays knowledge of sports; uses understandable terms
			Shows research/interviewing skills; emphasizes how & why
			Effective use of facts/quotes
			Proper diction/grammar; use of the third person
			Unity/coherence

<b>22 SPORTS PHOTO</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Effective cropping to center of interest
			Clear, sharp details
			Good, sharp contrast with varied levels of grays, black, and white or colors
			Attracts, holds reader's attention
			Avoids distracting back/foreground
			All elements in photo combine with caption to tell story
			Action, rather than posed photo
			Captures dramatic moment

<b>23 NEWS/FEATURE PHOTOGRAPH</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Effective cropping to center of interest
			Clear, sharp details
			Good, sharp contrast with varied levels of grays, black, and white or colors
			Attracts, holds reader's attention
			Avoids distracting back/foreground
			All elements in photo combine with caption to tell story
			Action, rather than posed photo
			Visually tells another side of a sports story, rather than game action
			Is not posed

<b>24 ENVIRONMENTAL PORTRAIT</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Effective cropping to center of interest
			Clear, sharp details
			Good, sharp contrast with varied levels of grays, black, and white or colors
			Attracts, holds reader's attention
			Avoids distracting back/foreground
			Background appropriate for subject
			Natural appearance rather than posed photo
			Emphasizes personality of subject



<b>25 PHOTO STORY</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Story includes least five photos on related theme; pictures work together to tell the story
			Shots are varied and demonstrate appropriate use of wide, medium and closeup shots, portraits, action shots, detail shots, etc
			Photos are arranged in a logical order, with attention given to a shot to set the scene and a closing shot to end the story
			Effective cropping to center of interest
			Clear, sharp details
			Good, sharp contrast with varied levels of grays, black and white or colors
			Attracts, holds reader's attention
			Avoids distracting back/foreground
			Headline and captions are evident

<b>26 EDITORIAL CARTOON</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Appears on editorial page
			Simple in design
			Shows high technical quality
			Centered on one topic
			Timely
			Subject familiar to reader in his everyday life
			Displays artistic talent
			Message succinctly stated

<b>27 COMIC STRIP</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Entertaining
			Simple in design
			Shows high technical quality
			Centered on one topic
			Timely
			Subject familiar to reader in his everyday life
			Displays artistic talent
			Message succinctly stated

<b>28 ILLUSTRATION</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Clearly develops a theme or mood to enhance story
			Displays artistic talent within potential for expression using art, photography or computer
			Photos offer good, sharp contrast with varied levels of grays, black and white. Art shows knowledge of composition, line and shading
			Attracts, holds reader's attention
			Uses color, screens, typography and detail effectively
			Sizes and placement draw reader's attention to story without overwhelming content
			Shows thought and creativity

<b>29 INFORMATION GRAPHIC</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Clearly enhances the story
			Visuals help clarify, simplify or visualize information
			Visually attractive
			Avoids excessive lines and/or illustrations that might confuse the reader but shows effective detail
			Entertaining and/or informative
			Clear lines and even strokes as opposed to retraced or broken lines
			Takes advantage of art or computer technology
			Uses color, screens, typography and placement effectively
			Displays evidence of proper research
			Clearly indicates source of information

<b>30 INTERACTIVE GRAPHIC</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Helps tell a traditional story using interactive graphics
			Displays evidence of proper research
			Clearly indicates source of information
			Serves as a supplement to allow readers to explore data sets or other primary information in creative ways
			The enhanced graphic may or may not tell the whole story on its own, and readers can still understand it independently

<b>31 ADVERTISING LAYOUT</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Copy provides desired information
			Copy appropriate; concise, specific, and fast moving
			Copy attempts to motivate the reader
			Illustrations/photos clear
			Parts of the ad assembled to give interesting appearance (balance)
			Gaze motion or eye movement arranged properly
			Distinctive: simplicity, action, emphasis, color, photography
			Standing details attractively arranged (trademark, name, address)

<b>32 FRONT PAGE/NEWS MAGAZINE STYLE (REGARDLESS OF SIZE)</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Attractive nameplate, harmonizes with design, includes date, issue, volume, school, city, and state
			Cover should be considered work of art
			Strongly relate to the inside contents
			Maintains visual interest
			Cover illustration (if used) may be compelling in size with a possible teaser headline depicting the mood of the story
			Photos effectively cropped, of varied size, shape, emphasizing action
			Cover can refer readers to inside pages



<b>33 FRONT PAGE/NEWSPAPER STYLE (REGARDLESS OF SIZE)</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Attractive nameplate, harmonizes with design, includes date, issue, volume, school, city, and state
			Page generates reader interest; showcases important content
			Sound, journalistic style of writing
			Maintains visual interest in lower half of page
			Consistent use of headline styles/type faces
			Photos effectively cropped, of varied size, shape, emphasizing action
			Demonstrates effective graphic style, with graphic devices contributing to impact of page
			Clear relationships demonstrated between story and related pictures/art
			Cutlines stand out from body copy; effective lead-ins used for longer cutlines

<b>34 STORY PACKAGE</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Package generates reader interest; showcases strongest content
			One dominant story element and graphic element, packaged with secondary elements in the form of stories and graphics
			Visual elements tie package together to create cohesiveness, even if package extends to another non-consecutive page or does not fill an entire page.
			Graphic devices, if used, contribute to overall impact of package
			Design reflects effective graphic style, personality of publication
			Consistent use of headline styles/type faces
			Content covers appropriate, timely issues/topics
			Stories written in sound, journalistic style
			Headlines get smaller in relation to importance of elements in package

<b>35 EDITORIAL-OPINION PAGE/SPREAD</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			If editorial page, includes masthead with statement of responsibility for publication
			Graphic devices, if used, contribute to overall impact of page
			Cartoon, illustrations are attractive, understandable, using shadings/screenings
			Design reflects effective graphic style, personality of publication
			Ads not included on editorial page
			Strong visual center of interest
			Consistent use of headline styles/type faces
			Editorial should be unsigned but clearly identifiable through standing heads and page I.D., column width and/or type size
			Content covers appropriate, timely issues/topics
			Stories written in sound, journalistic style
			Opinions supported by facts, research and examples

<b>36 FEATURE PAGE/SPREAD</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Page generates reader interest; showcases strongest content
			Strong visual center of interest; page maintains visual interest throughout
			Consistent use of headline styles/typefaces; special types restricted to unique packaging of a single element
			Photos effectively cropped, of varied size, shape, emphasizing action
			Demonstrates effective graphic style with graphic devices contributing to impact of page
			Clear relationships demonstrated between story and related pictures, art
			Cutlines stand out from body copy; effective lead-ins used for longer cutlines
			Content reflects student interests
			Stories written according to sound journalistic style

<b>37 SPORTS PAGE/SPREAD</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Avoids sports jargon, clichés
			Strong visual center of interest; visually attractive top and bottom
			Demonstrates knowledge of subject
			Consistent use of headline styles/typefaces; head sizes indicate importance of story
			Cutlines stand out from body copy; effective lead-ins used for longer cutlines
			Graphic devices and ads, if used, contribute to impact of page, are attractively packaged, and encourage readership
			Clear relationship between story and related pictures/art; potential for each story to draw readers
			Photos effectively cropped, of varied size, shape, and emphasizing action
			Page design reflects personality, contributes to attractiveness of page

<b>38 NEWS PAGE/SPREAD</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Most important story is in top half of page
			Graphic devices, if used, contribute to overall impact of page
			Design reflects effective graphic style, personality of publication
			Strong visual center of interest
			Consistent use of headline styles/typefaces
			Strong visual center of interest
			Content covers appropriate, timely issues/topics
			Stories written in sound, journalistic style
			Headlines get smaller as they go down the page

<b>39 ENTERTAINMENT PAGE/SPREAD</b>			
Pg. Editor	C. Editor	Adviser	Requirements
			Page generates reader interest; showcases strongest content
			Strong visual center of interest; page maintains visual interest throughout
			Includes logos/labels to separate types of entertainment (books, videos, music, etc.)
			Consistent use of headline styles/typefaces; special types restricted to unique packaging of a single element
			Photos effectively cropped, of varied size, shape, emphasizing action
			Demonstrates effective graphic style with graphic devices contributing to impact of page
			Clear relationships demonstrated between story and related pictures, art
			Cutlines stand out from body copy; effective lead-ins used for longer cutlines
			Content reflects student interests
			Stories written according to sound journalistic style