

2010-2011

MISSOURI INTERSCHOLASTIC PRESS ASSOCIATION

**MIP** A

**Newspaper Rubrics**

# -NEWSPAPER-

2010-2011

# -NEWSPAPER-

Missouri Interscholastic Press Association

## Awards Judging Feedback Sheet

**Category:** News Story

**Description:** Coverage of event or topic that is newsworthy at time of publication.

### FOUR CRITERIA:

*(while these criteria are part of judge's evaluation, the judge will consider other criteria as appropriate)*

#### 1. Clear, focused and compelling writing

*Needs improvement*

*Solidly completed*

*Outstanding*

#### 2. Quality Research and Interviews

*Needs improvement*

*Solidly completed*

*Outstanding*

#### 3. Journalistic Style/Grammar/Spelling

*Needs improvement*

*Solidly completed*

*Outstanding*

#### 4. Challenging and newsworthy topic

*Needs improvement*

*Solidly completed*

*Outstanding*

### COMMENTS:

*(judge may choose whether or not to make comments in this space)*

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### AWARD DESIGNATION:

- Show-Me (highest award)
- Superior (second highest award)
- No Award
- Disqualified because not submitted properly
- Disqualified because not appropriate for category description

Missouri Interscholastic Press Association

## Awards Judging Feedback Sheet

**Category:** News Story

**Description:** Coverage of event or topic that is newsworthy at time of publication.

### FOUR CRITERIA:

*(while these criteria are part of judge's evaluation, the judge will consider other criteria as appropriate)*

#### 1. Clear, focused and compelling writing

*Needs improvement*

*Solidly completed*

*Outstanding*

#### 2. Quality Research and Interviews

*Needs improvement*

*Solidly completed*

*Outstanding*

#### 3. Journalistic Style/Grammar/Spelling

*Needs improvement*

*Solidly completed*

*Outstanding*

#### 4. Challenging and newsworthy topic

*Needs improvement*

*Solidly completed*

*Outstanding*

### COMMENTS:

*(judge may choose whether or not to make comments in this space)*

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### AWARD DESIGNATION:

- Show-Me (highest award)
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- No Award
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# -NEWSPAPER-

2010-2011

# -NEWSPAPER-

Missouri Interscholastic Press Association

## Awards Judging Feedback Sheet

**Category:** Editorial

**Description:** Opinion piece which represents newspaper's stand on a topic.

### FOUR CRITERIA:

*(while these criteria are part of judge's evaluation, the judge will consider other criteria as appropriate)*

#### 1. Clear, focused and compelling writing

*Needs improvement*

*Solidly completed*

*Outstanding*

#### 2. Informed and supported opinion

*Needs improvement*

*Solidly completed*

*Outstanding*

#### 3. Journalistic Style/Grammar/Spelling

*Needs improvement*

*Solidly completed*

*Outstanding*

#### 4. Written in persuasive editorial voice

*Needs improvement*

*Solidly completed*

*Outstanding*

### COMMENTS:

*(judge may choose whether or not to make comments in this space)*

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### AWARD DESIGNATION:

- Show-Me (highest award)
- Superior (second highest award)
- No Award
- Disqualified because not submitted properly
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Missouri Interscholastic Press Association

## Awards Judging Feedback Sheet

**Category:** Editorial

**Description:** Opinion piece which represents newspaper's stand on a topic.

### FOUR CRITERIA:

*(while these criteria are part of judge's evaluation, the judge will consider other criteria as appropriate)*

#### 1. Clear, focused and compelling writing

*Needs improvement*

*Solidly completed*

*Outstanding*

#### 2. Informed and supported opinion

*Needs improvement*

*Solidly completed*

*Outstanding*

#### 3. Journalistic Style/Grammar/Spelling

*Needs improvement*

*Solidly completed*

*Outstanding*

#### 4. Written in persuasive editorial voice

*Needs improvement*

*Solidly completed*

*Outstanding*

### COMMENTS:

*(judge may choose whether or not to make comments in this space)*

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### AWARD DESIGNATION:

- Show-Me (highest award)
- Superior (second highest award)
- No Award
- Disqualified because not submitted properly
- Disqualified because not appropriate for category description

Missouri Interscholastic Press Association

**Awards Judging Feedback Sheet**

**Category:** Feature Story

**Description:** Exploration of a topic, event or person, which may or may not be timely, but usually is high in emotion or human interest.

**FOUR CRITERIA:**

*(while these criteria are part of judge's evaluation, the judge will consider other criteria as appropriate)*

**1. Clear, focused and compelling writing**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**2. Quality Research and Interviews**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**3. Journalistic Style/Grammar/Spelling**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**4. Lively and interesting angle**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**COMMENTS:**

*(judge may choose whether or not to make comments in this space)*

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**AWARD DESIGNATION:**

- Show-Me (highest award)
- Superior (second highest award)
- No Award
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Missouri Interscholastic Press Association  
**Awards Judging Feedback Sheet**

**Category:** Feature Story

**Description:** Exploration of a topic, event or person, which may or may not be timely, but usually is high in emotion or human interest.

**FOUR CRITERIA:**

*(while these criteria are part of judge's evaluation, the judge will consider other criteria as appropriate)*

**1. Clear, focused and compelling writing**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**2. Quality Research and Interviews**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**3. Journalistic Style/Grammar/Spelling**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**4. Lively and interesting angle**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**COMMENTS:**

*(judge may choose whether or not to make comments in this space)*

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**AWARD DESIGNATION:**

- Show-Me (highest award)
- Superior (second highest award)
- No Award
- Disqualified because not submitted properly
- Disqualified because not appropriate for category description

Missouri Interscholastic Press Association

**Awards Judging Feedback Sheet**

**Category:** Sports Story

**Description:** Includes sports events, season wrap-ups and sports feature stories.

**FOUR CRITERIA:**

*(while these criteria are part of judge's evaluation, the judge will consider other criteria as appropriate)*

**1. Clear, focused and compelling writing**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**2. Quality Research and Interviews**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**3. Journalistic Style/Grammar/Spelling**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**4. Informed sports knowledge displayed**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**COMMENTS:**

*(judge may choose whether or not to make comments in this space)*

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**AWARD DESIGNATION:**

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- No Award
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Missouri Interscholastic Press Association

**Awards Judging Feedback Sheet**

**Category:** Sports Story

**Description:** Includes sports events, season wrap-ups and sports feature stories.

**FOUR CRITERIA:**

*(while these criteria are part of judge's evaluation, the judge will consider other criteria as appropriate)*

**1. Clear, focused and compelling writing**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**2. Quality Research and Interviews**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**3. Journalistic Style/Grammar/Spelling**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**4. Informed sports knowledge displayed**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**COMMENTS:**

*(judge may choose whether or not to make comments in this space)*

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**AWARD DESIGNATION:**

- Show-Me (highest award)
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- No Award
- Disqualified because not submitted properly
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Missouri Interscholastic Press Association

**Awards Judging Feedback Sheet**

**Category:** Regular Column, Sports Column or Review Column

**Description:** Opinion piece which represents one writer's opinion about an event, topic or issue. Column must appear regularly and run under a byline. Must submit two examples.

**FOUR CRITERIA:**

*(while these criteria are part of judge's evaluation, the judge will consider other criteria as appropriate)*

**1. Clear, focused and compelling writing**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**2. Distinctive and consistent voice**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**3. Journalistic Style/Grammar/Spelling**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**4. Interesting and/or newsworthy topics**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**COMMENTS:**

*(judge may choose whether or not to make comments in this space)*

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**AWARD DESIGNATION:**

- Show-Me (highest award)
- Superior (second highest award)
- No Award
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Missouri Interscholastic Press Association

**Awards Judging Feedback Sheet**

**Category:** Regular Column, Sports Column or Review Column

**Description:** Opinion piece which represents one writer's opinion about an event, topic or issue. Column must appear regularly and run under a byline. Must submit two examples.

**FOUR CRITERIA:**

*(while these criteria are part of judge's evaluation, the judge will consider other criteria as appropriate)*

**1. Clear, focused and compelling writing**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**2. Distinctive and consistent voice**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**3. Journalistic Style/Grammar/Spelling**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**4. Interesting and/or newsworthy topics**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**COMMENTS:**

*(judge may choose whether or not to make comments in this space)*

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**AWARD DESIGNATION:**

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- Superior (second highest award)
- No Award
- Disqualified because not submitted properly
- Disqualified because not appropriate for category description

Missouri Interscholastic Press Association

**Awards Judging Feedback Sheet**

**Category:** Cartoon / Art / Illustration

**Description:** Student-produced illustration. All art must be completely original: do not use, even in altered form, other artists' characters. Art can be computer-generated, but the illustration may not be from a clip-art collection. Submit at tear sheet.

**FOUR CRITERIA:**

*(while these criteria are part of judge's evaluation, the judge will consider other criteria as appropriate)*

**1. Technically proficient**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**2. Attention to detail**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**3. Incorporated into coverage and design**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**4. Original artistic concept**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**COMMENTS:**

*(judge may choose whether or not to make comments in this space)*

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**AWARD DESIGNATION:**

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*Needs improvement*  
*Solidly completed*  
*Outstanding*

**2. Attention to detail**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**3. Incorporated into coverage and design**

*Needs improvement*  
*Solidly completed*  
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**4. Original artistic concept**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**COMMENTS:**

*(judge may choose whether or not to make comments in this space)*

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**AWARD DESIGNATION:**

- Show-Me (highest award)
- Superior (second highest award)
- No Award
- Disqualified because not submitted properly
- Disqualified because not appropriate for category description

Missouri Interscholastic Press Association

**Awards Judging Feedback Sheet**

**Category:** Single Page Design

**Description:** Submit entire page tear sheet.

**FOUR CRITERIA:**

*(while these criteria are part of judge's evaluation, the judge will consider other criteria as appropriate)*

**1. Unified design with central dominant element**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**2. Attention to consistency and spacing**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**3. Display of coverage that reader needs**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**4. Original design concept**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**COMMENTS:**

*(judge may choose whether or not to make comments in this space)*

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**AWARD DESIGNATION:**

- Show-Me (highest award)
- Superior (second highest award)
- No Award
- Disqualified because not submitted properly
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Missouri Interscholastic Press Association

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**Description:** Submit entire page tear sheet.

**FOUR CRITERIA:**

*(while these criteria are part of judge's evaluation, the judge will consider other criteria as appropriate)*

**1. Unified design with central dominant element**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**2. Attention to consistency and spacing**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**3. Display of coverage that reader needs**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**4. Original design concept**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**COMMENTS:**

*(judge may choose whether or not to make comments in this space)*

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**AWARD DESIGNATION:**

- Show-Me (highest award)
- Superior (second highest award)
- No Award
- Disqualified because not submitted properly
- Disqualified because not appropriate for category description

Missouri Interscholastic Press Association

**Awards Judging Feedback Sheet**

**Category:** Center Spread Design

**Description:** Submit tear sheets of entire center spread.

**FOUR CRITERIA:**

*(while these criteria are part of judge's evaluation, the judge will consider other criteria as appropriate)*

**1. Unified design with central dominant element**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**2. Attention to consistency and spacing**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**3. Display of coverage that reader needs**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**4. Original design concept**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**COMMENTS:**

*(judge may choose whether or not to make comments in this space)*

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**AWARD DESIGNATION:**

- Show-Me (highest award)
- Superior (second highest award)
- No Award
- Disqualified because not submitted properly
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Missouri Interscholastic Press Association  
**Awards Judging Feedback Sheet**

**Category:** Center Spread Design

**Description:** Submit tear sheets of entire center spread.

**FOUR CRITERIA:**

*(while these criteria are part of judge's evaluation, the judge will consider other criteria as appropriate)*

**1. Unified design with central dominant element**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**2. Attention to consistency and spacing**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**3. Display of coverage that reader needs**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**4. Original design concept**

*Needs improvement*  
*Solidly completed*  
*Outstanding*

**COMMENTS:**

*(judge may choose whether or not to make comments in this space)*

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**AWARD DESIGNATION:**

- Show-Me (highest award)
- Superior (second highest award)
- No Award
- Disqualified because not submitted properly
- Disqualified because not appropriate for category description

# -NEWSPAPER-

2010-2011

# -NEWSPAPER-

Missouri Interscholastic Press Association

## Awards Judging Feedback Sheet

**Category:** Advertisement

**Description:** Ad must be student-produced, but limited use of appropriate clip art is permissible so long as the overall effort is clearly the student's work.

### FOUR CRITERIA:

*(while these criteria are part of judge's evaluation, the judge will consider other criteria as appropriate)*

#### 1. Necessary consumer information included

*Needs improvement*  
*Solidly completed*  
*Outstanding*

#### 2. Attractive display

*Needs improvement*  
*Solidly completed*  
*Outstanding*

#### 3. Appropriate design for target audience

*Needs improvement*  
*Solidly completed*  
*Outstanding*

#### 4. Effective use of typography and photos

*Needs improvement*  
*Solidly completed*  
*Outstanding*

### COMMENTS:

*(judge may choose whether or not to make comments in this space)*

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### AWARD DESIGNATION:

- Show-Me (highest award)
- Superior (second highest award)
- No Award
- Disqualified because not submitted properly
- Disqualified because not appropriate for category description

Missouri Interscholastic Press Association

## Awards Judging Feedback Sheet

**Category:** Advertisement

**Description:** Ad must be student-produced, but limited use of appropriate clip art is permissible so long as the overall effort is clearly the student's work.

### FOUR CRITERIA:

*(while these criteria are part of judge's evaluation, the judge will consider other criteria as appropriate)*

#### 1. Necessary consumer information included

*Needs improvement*  
*Solidly completed*  
*Outstanding*

#### 2. Attractive display

*Needs improvement*  
*Solidly completed*  
*Outstanding*

#### 3. Appropriate design for target audience

*Needs improvement*  
*Solidly completed*  
*Outstanding*

#### 4. Effective use of typography and photos

*Needs improvement*  
*Solidly completed*  
*Outstanding*

### COMMENTS:

*(judge may choose whether or not to make comments in this space)*

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### AWARD DESIGNATION:

- Show-Me (highest award)
- Superior (second highest award)
- No Award
- Disqualified because not submitted properly
- Disqualified because not appropriate for category description

Missouri Interscholastic Press Association

**Awards Judging Feedback Sheet**

**Category:** In-Depth Article / Series

**Description:** May be the work of one student or a team of students; entry may be one story, several stories appearing in one issue (and intended as a unit, e.g., a page) or in a sequence of issues, as long as articles have a central, unifying theme.

**Any story submitted as part of a series may not be entered in any other category (feature, news, etc.).**

**FOUR CRITERIA:**

*(while these criteria are part of judge's evaluation, the judge will consider other criteria as appropriate)*

**1. Clear, focused and compelling writing**

*Needs improvement*

*Solidly completed*

*Outstanding*

**2. Effective use of a variety of coverage**

*Needs improvement*

*Solidly completed*

*Outstanding*

**3. Newsworthy and/or interesting topic**

*Needs improvement*

*Solidly completed*

*Outstanding*

**4. Thorough research**

*Needs improvement*

*Solidly completed*

*Outstanding*

**COMMENTS:**

*(judge may choose whether or not to make comments in this space)*

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**AWARD DESIGNATION:**

- Show-Me (highest award)
- Superior (second highest award)
- No Award
- Disqualified because not submitted properly
- Disqualified because not appropriate for category description

Missouri Interscholastic Press Association

**Awards Judging Feedback Sheet**

**Category:** In-Depth Article / Series

**Description:** May be the work of one student or a team of students; entry may be one story, several stories appearing in one issue (and intended as a unit, e.g., a page) or in a sequence of issues, as long as articles have a central, unifying theme.

**Any story submitted as part of a series may not be entered in any other category (feature, news, etc.).**

**FOUR CRITERIA:**

*(while these criteria are part of judge's evaluation, the judge will consider other criteria as appropriate)*

**1. Clear, focused and compelling writing**

*Needs improvement*

*Solidly completed*

*Outstanding*

**2. Effective use of a variety of coverage**

*Needs improvement*

*Solidly completed*

*Outstanding*

**3. Newsworthy and/or interesting topic**

*Needs improvement*

*Solidly completed*

*Outstanding*

**4. Thorough research**

*Needs improvement*

*Solidly completed*

*Outstanding*

**COMMENTS:**

*(judge may choose whether or not to make comments in this space)*

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**AWARD DESIGNATION:**

- Show-Me (highest award)
- Superior (second highest award)
- No Award
- Disqualified because not submitted properly
- Disqualified because not appropriate for category description