



The Official  
**Newspaper**  
**2020 Critical Service**  
 Scorebook

Oklahoma Scholastic Media  
 Serving Scholastic Media Since 1916

Oklahoma Scholastic Media  
 Gaylord College of Journalism and Mass Communication  
 395 W. Lindsey, Room 2545  
 Norman, OK 73019

### SCORING TOTALS

Categories	Possible Points	Point Total
Graphics/Design	280 Points	_____
Content/Coverage	250 Points	_____
Writing/Editing	400 Points	_____
Advertising	70 Points	_____
<b>Total Possible</b>	<b>1000 Points</b>	
	<b>Total</b>	_____

Rating: \_\_\_\_\_

### PREPARED FOR

\_\_\_\_\_ Publication

\_\_\_\_\_ School \_\_\_\_\_ Adviser

\_\_\_\_\_ Year \_\_\_\_\_ Judge

## Design/Graphics

(Maximum Possible Score - 280 Points)

*\*Each item is worth up to 10 points each.*

### Page Design

- \_\_\_\_\_ Nameplate is unique and well above the fold
- \_\_\_\_\_ No “bumping” or “tombstoning” of headlines
- \_\_\_\_\_ Effective use of white space
- \_\_\_\_\_ Bottoms of pages aligned
- \_\_\_\_\_ Variety in headline widths and depth
- \_\_\_\_\_ Kickers, hammers and deck headlines used for variety
- \_\_\_\_\_ Nameplate includes school name, address, date of issue, volume and issue numbers
- \_\_\_\_\_ Inside page folios are outside and include the name of the paper and date of issue
- \_\_\_\_\_ Masthead condensed, submerged

### Typography

- \_\_\_\_\_ Headline faces blend and shows evidence of a definite schedule used
- \_\_\_\_\_ No all-cap or vertical headlines
- \_\_\_\_\_ Art and special type used for columns and special features only
- \_\_\_\_\_ Italics used for variety in headlines, for emphasis in articles and for publication names
- \_\_\_\_\_ Folios blend with body and headline type
- \_\_\_\_\_ Distinctive nameplate design
- \_\_\_\_\_ Captions set in different type size from body and with distinctive lead-ins
- \_\_\_\_\_ Text matter generally justified on both sides
- \_\_\_\_\_ Two or more ragged right columns set side by side are divided by a rule
- \_\_\_\_\_ Masthead set in agate (or small type size)

### Photography

- \_\_\_\_\_ All photos cropped to center of interest
- \_\_\_\_\_ Posed pictures and mug shots minimized, mug shots tight on face
- \_\_\_\_\_ All pictures in focus
- \_\_\_\_\_ Snapshot montages avoided
- \_\_\_\_\_ Variety in picture sizes
- \_\_\_\_\_ Photo credits used consistently

### Graphic Devices

- \_\_\_\_\_ Uses reverses, screens, mortices and boxes effectively
- \_\_\_\_\_ “Magazine style,” when used, is effectively presented
- \_\_\_\_\_ Borders and rules used effectively

Score: \_\_\_\_\_/280

## Content/Coverage

(Maximum Possible Score - 250 Points)

### News Pages

- \_\_\_\_\_ Balance of advanced and follow-up accounts of major events
- \_\_\_\_\_ Variety of subject matter
- \_\_\_\_\_ Evidence of thorough school and student activity coverage
- \_\_\_\_\_ Evidence of community-related coverage
- \_\_\_\_\_ Use of in-depth news stories

### Feature Pages

- \_\_\_\_\_ Stereotyped interview articles omitted
- \_\_\_\_\_ Varied feature content
- \_\_\_\_\_ Personal narratives, humor, puzzles, jokes minimized
- \_\_\_\_\_ In-depth features used
- \_\_\_\_\_ Story-related illustrations used

### Opinion Pages

#### Editorials

- \_\_\_\_\_ Evidence of strong, planned editorial campaign
- \_\_\_\_\_ Includes issues beyond campus topics
- \_\_\_\_\_ Presents “pros” and “cons”
- \_\_\_\_\_ Attempts universal appeal

#### Opinion Page

- \_\_\_\_\_ Indication of policy for letters to editor
- \_\_\_\_\_ Outside opinions included in letters and guest editorials
- \_\_\_\_\_ Includes reviews (film, books, TV, etc.)
- \_\_\_\_\_ Opinion polls used with thought-provoking questions
- \_\_\_\_\_ Illustrations used related to editorial page content

#### Sports Pages

- \_\_\_\_\_ Seasonal team accounts stress future events
- \_\_\_\_\_ Stale stories avoided
- \_\_\_\_\_ Sports column used for opinionated sports writing
- \_\_\_\_\_ Individual and women’s sports included in coverage
- \_\_\_\_\_ Physical education classes and/or intramurals covered
- \_\_\_\_\_ Action photography included

Score: \_\_\_\_\_/250

## Writing/Editing

(Maximum Possible Score - 400 Points)

### News Stories

- \_\_\_\_\_ Leads emphasize 5 “Ws” and “H”
- \_\_\_\_\_ Important elements stressed
- \_\_\_\_\_ Written in third person
- \_\_\_\_\_ Quotes used with proper attribution
- \_\_\_\_\_ No date or label openers
- \_\_\_\_\_ Verb tense consistent

### Feature Stories

- \_\_\_\_\_ Attention-getting leads
- \_\_\_\_\_ Third person used
- \_\_\_\_\_ Proper use of quotes
- \_\_\_\_\_ Interviews are fresh and interesting
- \_\_\_\_\_ Writing shows careful research

### Sports Stories

- \_\_\_\_\_ Avoids name of team, school or mascot lead openers
- \_\_\_\_\_ Game accounts include final score in lead
- \_\_\_\_\_ “Flowery,” or apologetic writing, cliches, trite expressions and overuse of mascot avoided
- \_\_\_\_\_ Stories use quotes from authorities for opinion
- \_\_\_\_\_ Proper attribution used for quotations

### Editorials

- \_\_\_\_\_ Third person (or editorial “we”) used exclusively
- \_\_\_\_\_ To-the-point writing used
- \_\_\_\_\_ Writer shows knowledge of topics

### Headlines/Cutlines

- \_\_\_\_\_ No thought splits between lines of headlines
- \_\_\_\_\_ Over-use of school name, slang and dates avoided
- \_\_\_\_\_ Label headlines avoided
- \_\_\_\_\_ Facts in headline are taken from story
- \_\_\_\_\_ Positive and unbiased statements used
- \_\_\_\_\_ Over-worked verbs avoided
- \_\_\_\_\_ Single (not double) quote marks used
- \_\_\_\_\_ Complete identifications used
- \_\_\_\_\_ Cutlines answer the readers’ questions about photos
- \_\_\_\_\_ In sports action pictures, all persons essential to the action (even opponents) are identified
- \_\_\_\_\_ Avoid such cliches as “left to right,” “pictured above,” etc.

### Editing

- \_\_\_\_\_ Repetition of key word headlines and lead openers in the same issue avoided
- \_\_\_\_\_ Full names used in initial reference
- \_\_\_\_\_ Opinion or “editorializing” omitted
- \_\_\_\_\_ Typographical, grammatical, spelling and style errors omitted
- \_\_\_\_\_ Cliches and stereotyped phrases avoided

### Sound Journalistic Principles

- \_\_\_\_\_ Style usage is consistent
- \_\_\_\_\_ Reporters do not interject themselves into the stories
- \_\_\_\_\_ Correct spelling/grammar usage
- \_\_\_\_\_ Short paragraphs used
- \_\_\_\_\_ Proper use of adult titles

Score: \_\_\_\_\_ /400

## Advertising

(Maximum Possible Score - 70 Points)

(If publication lacks advertisements, the final score is totaled without this section.)

- \_\_\_\_\_ Attempts to “sell” to student market
- \_\_\_\_\_ Variety in ad size
- \_\_\_\_\_ Advertising reflects a variety of products and companies

- \_\_\_\_\_ Creativity in design
- \_\_\_\_\_ Uses photographs, illustrations and logos
- \_\_\_\_\_ Attempts made for “seasonal” advertising
- \_\_\_\_\_ Advertising volume in appropriate size to total column inches of newspaper

Score: \_\_\_\_\_ /70