



The Official
Newspaper
2022 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

Table with 3 columns: Categories, Possible Points, Point Total. Rows include Graphics/Design (280 Points), Content/Coverage (250 Points), Writing/Editing (400 Points), Advertising (70 Points), Total Possible (1000 Points), and Total.

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