

# NHSPA

Nebraska High School Press Association

## NEWSPAPER/NEWS MAGAZINE EVALUATION

### SCHOOL INFORMATION SHEET 2019-2020

**POSTMARK DEADLINE FOR INFORMATION SHEET AND PAYMENT: JULY 6, 2020**

NAME OF NEWSPAPER: \_\_\_\_\_ ADVISER: \_\_\_\_\_

SCHOOL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_

SIZE OF STAFF: \_\_\_\_\_ HOW MANY ISSUES DID YOUR STAFF PUBLISH THIS YEAR? \_\_\_\_\_

OUR NEWSPAPER IS PRODUCED USING THE FOLLOWING SOFTWARE: (EXAMPLE: INDESIGN, PHOTOSHOP, ILLUSTRATOR, ETC.)

\_\_\_\_\_  
\_\_\_\_\_

#### INDICATE WHAT BEST DESCRIBES YOUR SITUATION

OUR NEWSPAPER IS PRINTED:

- BY A LOCAL PRINTER
- BY AN AREA PRINTER
- BY A NATIONAL COMPANY
- OTHER (PLEASE EXPLAIN):

OUR NEWSPAPER IS SUBMITTED FOR PRINT:

- ONLINE (INTERNET SUBMISSION)
- ON CD OR DRIVE
- OTHER (PLEASE EXPLAIN):

THE NEWSPAPER IS PRODUCED:

- AS PART OF A REGULAR JOURNALISM CURRICULUM
- AS PART OF PROGRESSIVE CLASS STRUCTURE (EXAMPLE: JOURNALISM I, II, III, ETC.)
- DURING THE SCHOOL DAY BY STUDENTS WHO ARE TAUGHT A BASIC JOURNALISM COURSE WHILE PRODUCING A NEWSPAPER
- OUTSIDE OF THE SCHOOL DAY AS AN EXTRACURRICULAR ACTIVITY
- OTHER (PLEASE EXPLAIN):

ADVERTISING IS:

- NOT ALLOWED IN OUR PUBLICATION BY SCHOOL BOARD POLICY
- SOLD AND ADS ARE STUDENT DESIGNED
- OTHER (PLEASE EXPLAIN):

## EXPLANATION OF EVALUATION SYSTEM

- THIS EVALUATION IS DIVIDED INTO FOUR PARTS:
  1. **COVERAGE:** HOW WELL THE NEWSPAPER COVERS ALL AREAS OF SCHOOL AND COMMUNITY
  2. **WRITING:** HOW WELL STUDENTS USE JOURNALISTIC STYLE AS IT APPLIES TO NEWSPAPER COPY AND CAPTIONS
  3. **DESIGN:** HOW WELL STUDENTS FOLLOW DESIGN GUIDELINES AND UTILIZE DESIGN TO COMMUNICATE COVERAGE
  4. **PHOTOS/ GRAPHICS:** HOW WELL STUDENTS PRODUCE PHOTOS/ARTWORK/GRAPHICS OF TECHNICAL QUALITY AND DYNAMIC CONTENT
- EACH OF THE ABOVE SECTIONS IS RATED AS SUPERIOR (ALWAYS), EXCELLENT (FREQUENTLY), GOOD (USUALLY), AVERAGE (SOMETIMES), OR NEEDS IMPROVEMENT (NEVER).
- JUDGES WILL DISREGARD EVALUATIONS WHICH RELATE TO ADVERTISING IF THE PUBLICATION DOES NOT INCLUDE ADS OR, AND WILL NOT REDUCE A PUBLICATION'S SCORE.
- JUDGES WILL ANNOTATE BOTH POSITIVE AND NEGATIVE ELEMENTS OF THE PUBLICATION IN RED SO THAT THE STAFF CAN EASILY RECOGNIZE THE REMARKS. THEREFORE, JUDGES WILL WRITE ON/IN THE PUBLICATIONS.
- JUDGES MAY NOTE THAT SOME SCHOOLS HAVE A TABLOID OR MAGAZINE-STYLE NEWSPAPER. SCORES SHOULD NOT BE AFFECTED BY THEIR CHOICE OF FORMAT.
- JUDGES WILL INCLUDE COMMENTS RELEVANT TO EACH DIVISION AND THEREFORE EACH SECTION IN THE SPACE ON THE PAGE PROVIDED. IN ADDITION, THEY WILL INCLUDE SUPPLEMENTARY COMMENTS EXPLAINING THEIR OVERALL IMPRESSIONS.
- JUDGES WILL AWARD ONE OR TWO GOLDEN KERNEL AWARDS TO A STAFF FOR ANY SPECIAL STRENGTH THEY SEE IN ANY ONE OR TWO BULLETED ITEMS OF THE EVALUATION.
- PUBLICATIONS WILL BE AWARDED ONE OF THE FOLLOWING CLASS RATINGS:
  - CORNHUSKER
  - SUPERIOR
  - DISTINCTION
  - MERIT
- IF A PUBLICATION RECEIVES NO OFFICIAL RATING, THE JUDGE WILL PROVIDE SPECIFIC RECOMMENDATIONS ALONG WITH A DETAILED EVALUATION.

## TO THE JUDGE

THIS IS THE PLACE FOR THE NEWSPAPER STAFF TO INFORM THE JUDGE OF ANY SPECIAL CIRCUMSTANCES, UNUSUAL CHALLENGES, OR UNEXPECTED PROBLEMS THE STAFF ENCOUNTERED THAT MAY HELP THE JUDGE GIVE A MORE INFORMED EVALUATION OF THE PUBLICATION.