

NHSPA

Nebraska High School Press Association

YEARBOOK EVALUATION

SCHOOL INFORMATION SHEET 2020-2021

POSTMARK DEADLINE FOR INFORMATION SHEET AND PAYMENT: JUNE 14, 2021

NAME OF YEARBOOK: _____ ADVISER: _____

SCHOOL: _____

ADDRESS: _____

CITY: _____ ZIP: _____

SIZE OF STAFF: _____ NUMBER OF PAGES IN THE BOOK _____ DELIVERY (CIRCLE): SPRING or FALL

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

INDICATE WHAT BEST DESCRIBES YOUR SITUATION

OUR YEARBOOK SENDS PAGES TO OUR PRINTER:

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

THE YEARBOOK 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 YEARBOOK
- OUTSIDE OF THE SCHOOL DAY AS AN EXTRACURRICULAR ACTIVITY
- OTHER (PLEASE EXPLAIN):

SENIOR PORTRAITS ARE TAKEN/PROVIDED IN THE FOLLOWING MANNER:

- ALL DIGITAL SUBMISSIONS BY OUTSIDE PHOTOGRAPHERS AND PLACED BY STAFF
- ALL HARD COPY PRINTS SCANNED AND PLACED BY STAFF
- A COMBINATION OF DIGITAL AND HARD COPY SUBMISSIONS PLACED BY STAFF
- ALL HARD COPY PRINTS SUBMITTED TO YEARBOOK PUBLISHER FOR SCANNING
- 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 FIVE PARTS:
 1. **CONCEPT:** HOW WELL THE YEARBOOK UTILIZES THE THEME
 2. **COVERAGE:** HOW WELL THE YEARBOOK COVERS ALL AREAS OF SCHOOL AND STUDENT LIFE WHETHER IT BE TRADITIONAL OR CHRONOLOGICAL
 3. **WRITING:** HOW WELL STUDENTS USE JOURNALISTIC STYLE AS IT APPLIES TO YEARBOOK COPY AND CAPTIONS
 4. **DESIGN:** HOW WELL STUDENTS FOLLOW DESIGN GUIDELINES AND UTILIZE DESIGN TO COMMUNICATE THEME AND COVERAGE
 5. **PHOTOGRAPHY:** HOW WELL STUDENTS PRODUCE PHOTOS 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 DIVISIONS WHICH RELATE TO ADVERTISING OR ENDSHEETS IF THE PUBLICATION DOES NOT INCLUDE ADS OR PRINT ON ENDSHEETS, 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 IN THE PUBLICATIONS.
- JUDGES MAY NOTE THAT SOME SCHOOLS HAVE A TRADITIONAL OR CHRONOLOGICAL BOOK. SCORES SHOULD NOT BE AFFECTED BY THEIR CHOICE OF BOOK 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.