Blue Banner Newspaper Critique Sheet

Newspaper:	**Category**	**1** **2** **3**	
City and State:			

In order to qualify as a Blue Banner Newspaper, a publication must receive 80% of the available points.

Summary:

	Maximum Score	Your Score
Coverage and content	30	_____
Writing and editing	30	_____
Graphic Elements	20	_____
Layout and Design	20	_____
Total Score	100	_____

Blue Banner Recipient   **yes**   **no**

Coverage and Content _____
(Excellent: 25-30; Good: 20-25; Fair: 15-20; Poor: 15 and below)

Criteria	Rating	Comments:
News and news features •school news dominates •non-school news localized •diversity of topic •includes news briefs, shorter pieces, alternative forms •coverage is timely and includes more advanced stories than coverage of past events	excellent good needs work not applicable	
Sports •goes beyond game coverage •avoids cheerleading •well-rounded, in-season coverage that includes all levels of play [frosh, JV, varsity]	excellent good needs work not applicable	
Features •multiple type •relevant topics •dependence on local sources over the internet	excellent good needs work not applicable	
Special reports •significant topic covered through the use of text and graphics	excellent good needs work not applicable	
Opinion writing •editorial relate to issue covered elsewhere •provides leadership •opinions diverse •topics significant •evidence of research when appropriate to style	excellent good needs work not applicable	
Information graphics (maps, charts, tables, graphs, illustrations, polls)	excellent good needs work not applicable	

Writing and Editing

(Excellent: 25-30; Good: 20-25; Fair: 15-20; Poor: 15 and below)

Criteria	Rating	Comments:
Leads •appropriate to story type •contains key elements •appropriate length	excellent good needs work not applicable	
Organization •Logically organized •solid transitions •alternates between paragraph types (quote, explanation, exposition)	excellent good needs work not applicable	
Body •incorporates solid angle •provides accurate and meaningful information •fair and balanced •no editorializing •short paragraphs	excellent good needs work not applicable	
Sources •correctly identifies all persons •solid quotations with proper attribution •local sources given prominence	excellent good needs work not applicable	
Style •consistently follows publication's style manual or AP style	excellent good needs work not applicable	
Headlines/captions •consistently follows publication's style •contain valuable information •headlines varied in style •headline rules observed •caption for every photo	excellent good needs work not applicable	

Graphic Elements
(Excellent: 18-20; Good: 15-18; Fair: 10-15; Poor: 10 and below)

Criteria	Rating	Comments:
Photo content •content does not violate copyright law •contains the faces of three or fewer persons •acceptable size •background does not distract the eye from the main subject •variety among photos •all photos credited [mug shots exempt from this requirement]	excellent good needs work not applicable	
Photo Technical Merit •uses the rules of thirds •strong center of interest •focused • exposure is correct	excellent good needs work not applicable	
Informational Graphics •clear, appropriate art that does not violate copyright law • reliable and attributed source •clear function •solid design •information not repeated in the story	excellent good needs work not applicable	
Cartoons •clear message •skillful execution •creative approach	excellent good needs work not applicable	
Ads •appropriate art •business contact info and copy present •solid design •spelling, punctuation, grammar correct •ads consider target audience	excellent good needs work not applicable	

Layout and Design
(Excellent: 18-20; Good: 15-18; Fair: 10-15; Poor: 10 and below)

Criteria	Rating	Comments
Consistency •elements aligned •standard sizes for all elements used	excellent good needs work not applicable	
Images •sharp focus •clear purpose •dominant image above the fold •appropriate size	excellent good needs work not applicable	
Packages •related pieces in one package •generally modular •create interest •packages with greater news value at top w/ larger headline	excellent good needs work not applicable	
Overall design •uses adequate white space •multiple points of entry •one dominant image per page •contains all essential elements for that page [date, page numbers, etc.] •balanced •ads on inside pages and building from corners up •masthead with school name and contact information	excellent good needs work not applicable	
Typography •type varied within font family •appropriate for purpose • style used consistently	excellent good needs work not applicable	