

JUDGING SHEET

Contest L: Headline Writing



STEP 1: please fill in student code here (for instance, "432L-AZ")

L-

PLACE		
FIRST	SECOND	THIRD
HONORABLE MENTION		NO AWARD

STEP 2: please score the entry with these criteria

+	Area of Strength	✓ Adequate	- Area of Weakness
1	+ ✓ -	TRADITIONAL HEADLINES: Do the headlines fit the space allotted?	
2	+ ✓ -	TRADITIONAL HEADLINES: Do the headlines accurately capture the essence of the story?	
3	+ ✓ -	TRADITIONAL HEADLINES: Are the headlines direct without padding to fill the allotted space?	
4	+ ✓ -	TRADITIONAL HEADLINES: Is punctuation used effectively/accurately in the headlines?	
6	+ ✓ -	TRADITIONAL HEADLINES: Does writer avoid using the school name, mascot or year?	
7	+ ✓ -	TRADITIONAL HEADLINES: Are headlines written in present tense?	
8	+ ✓ -	TRADITIONAL HEADLINES: Does headline writer use action verbs?	
9	+ ✓ -	TRADITIONAL HEADLINES: Do headlines attract attention and entice the reader to the story?	
10	+ ✓ -	TRADITIONAL HEADLINES: Do headlines use active voice?	
11	+ ✓ -	GRAPHIC HEADLINE: Does the headline use effective graphics?	
12	+ ✓ -	GRAPHIC HEADLINE: Does the headline use effective font selection?	
13	+ ✓ -	GRAPHIC HEADLINE: Does the headline accurately capture the essence of the story?	
14	+ ✓ -	GRAPHIC HEADLINE: Is there a main and secondary headline?	
15	+ ✓ -	GRAPHIC HEADLINE: Does the headline utilize a clever word choice?	

STEP 3: please mark placing above
(three honorable mentions per category are required)

AREAS OF STRENGTH

AREAS OF WEAKNESS

ENTRY DISQUALIFICATION	
Judge: <i>please explain reason for disqualification</i>	
didn't follow instructions	please explain
wrong category	
link did not lead to file	
another reason	

STEP 4: please staple to **BACK** of student materials