

SCHOLASTIC GUIDELINES

Verbal Elements

GENERAL WRITING

- Write in active voice.
- Use definite, specific, concrete language rather than abstract terms.
- Write with strong, specific nouns and verbs.
- Use adverbs sparingly.
- Avoid the use of overworked words such as *very, quite, so, well*.
- Avoid the use of trite language and obsolete expressions.
- Minimize the use of *to be* verbs.
- Vary sentence beginnings.
- Maintain a balance between long and short sentences.
- Strive for clarity and a natural flow of language.
- Avoid repetition of the same word — find good synonyms.
- Use transitional elements between paragraphs and between sentences as needed.
- Use correct grammar, spelling, and punctuation.

EDITING

- A writer's last step should be careful self-editing for clarity, style, grammar, spelling and punctuation. This should be followed by another thorough proofreading.
- The editor and staff should also carefully edit, using guidelines for good writing. A grammar handbook should be available for reference.

FICTION

- Topics should be original in concept and imaginatively presented.
- Writing should be strong, compelling, free of clichés, and tightly edited.
- Topic and theme should be appropriate and of interest to a student audience.
- A short story should have a carefully developed plot with a strong conflict and believable characters. The setting should be realistic and point of view consistent.
- Topic and theme should be appropriate and of interest to a student audience.
- A drama should present a fully developed plot, strong conflict, and believable characters. These elements, along with theme and point of view, should be created through the use of smoothly flowing, natural dialogue and creative, but unobtrusive, stage directions.

NON-FICTION

- Writing should be informative, interesting, free of clichés and tightly edited.
- A feature may be on a topic in the school or community, but it must be of interest to a student audience. The article should be based on in-depth research and interviewing.
- Both direct and indirect quotes should be used, along with interesting details and examples. A strong lead must grab readers and propel them into the material.
- The best features present a topic from an original point of view.

- Facts and names should be accurate.
- An essay may be either personal or argumentative. It should contain a clearly stated purpose and should be developed in a logical manner. Supporting details, reasons and examples should be used to develop and support the stated purpose.
- The topic should be relevant and of interest to a student audience.
- Reviews may be written about current books, movies, plays, music, art exhibits, museum exhibits, and restaurants that are of interest to and appropriate for a student audience.
- Complete information should be included, and there must be evidence of research and expertise. Personal opinion should be expressed, but it must be backed by facts and examples.
- Editorials may be included, provided they are current and of interest to a student audience. The topic must be clearly identified and logically developed.
- Opinions should be expressed and backed up with facts and examples. The writer should show evidence of careful research. In a pro/con editorial, equal space should be given to both sides.
- Topics should be appropriate for a student audience.

POETRY

- Imagery is an essential component of good poetry. Although visual imagery is the most common, writers should also use language, when appropriate, which suggests sound, taste, smell and touch.
- Poetry uses devices such as rhythm, compression, connotation and metaphorical language to convey ideas and emotion to the reader.

- Poetry should be concrete rather than abstract.
- Strike a balance between rhyming poetry and free verse. Don't let rhyme overpower meaning.
- A variety of poetic devices and styles make poems more appealing.
- Poets should show some consistency with length of lines and stanzas.
- Different types of poems, such as narrative, lyric, epic, ballad and drama should be included.
- Theme and language should be original, and topics should be varied and appropriate for a student audience.
- Writing should be strong, compelling, free of clichés and tightly edited.

HEADLINES/TITLES

- Use titles that grab the reader's attention.
- Titles should entice the reader to dive into the selection.
- Subheads may be used to provide more information and attract the reader.
- Titles should be appropriate, creative and original.
- Avoid repeating words in various titles.

CAPTIONS

- Captions should be included with photographs that accompany features.
- Captions should do more than tell the reader what is obvious about the photograph. They may be more than one sentence in length.

- If people are included in a photograph, each person should be identified.

Visual Elements

GRAPHICS

- Graphic elements should be used to tie together the literary pieces, artwork and photography. These elements include tool lines, guttered art, screens, dropped caps and initial letters, screening, special typography, angled elements, reverse type, boldface type, infographics, text wrap, prose lead-ins, sub heads and quote outs.
- Graphic elements may also be used to break up areas of heavy copy.
- Screening may be used to highlight or separate special elements on a spread.
- Screens should not exceed 20% so that copy is easily readable. A 10% screen can be effective as a background for poetry spreads.
- A 100% screen (all black) can be used effectively with reverse type for short pieces of writing.
- Type size should be increased for prose lead-ins, subheads, quote-outs, initial letters and drop caps. These graphic elements may also be printed in bold type.
- Spot color provides a creative way to highlight special elements on a spread. Plan carefully for its use so that overall unity is maintained.
- A graphic element should not call attention to itself but should subtly enhance design. For example, tool lines and border designs should be simple, no larger than three points.

- Avoid using too many different graphic elements on a single spread.
- Similar graphic elements should be used consistently throughout a special section or the entire magazine to add unity to the publication.

TYPOGRAPHY

- All text type should be easily readable. Avoid the temptation to set poetry in a fancy typeface.
- Using the same font for all text type can add unity to the magazine.
- Variety can be achieved by occasionally using bold print, italics, shadowed type and block letters.
- All bylines should be set in the same font and type size.
- Photo/art credits should also be set in the same font and type size.
- Be consistent with the placement of bylines and credits.
- As a general rule, headline size and font should be consistent on a spread, but can vary in different sections.
- Oversized type may be needed to make copy readable when overprinting on artwork. Use this technique sparingly. As a courtesy, consult the artist before overprinting.
- When using reverse type, increase the type size by two points for greater readability.
- Typography should enhance design and should never be a distraction for the reader.
- Typography should help provide overall unity for the magazine.

DESIGN

- Facing pages, called a spread, form the basic unit of design for a magazine and must be planned as a single unit. A proper balance of copy, art, graphics and white space should be maintained on each spread. Also, be conscious of a balance between lightness and darkness.
- Margins form a natural frame for the layout unit and should be consistent throughout the magazine. Inside-the-page margins are smallest, and the bottom margins are the largest. Top margins should be slightly larger than inside margins. Side margins should be slightly smaller than the bottom margins. Internal margins should also be consistent. Leave a minimum of one pica of space between elements, such as copy, art/photographs and graphics.
- A visual element should tie each spread together. This can be done through the use of graphic elements such as tool lines, white space, guttered art and typography.
- Each spread should have a dominant element, generally a piece of art or photography, which is roughly two and one-half times the size of other elements.
- Avoid copy-heavy spreads. Use art/photography, screens, initial letters, quote-outs, prose lead-in, bold type, or reverse type to break up gray areas.
- Do not set body copy in a one-column format unless you are doing so for a special effect, such as a prose lead-in. Two-column, three-column and four-column formats can all be used effectively. Vary column sizes throughout the magazine, while still maintaining a sense of unity. For example, all short stories might be set in the same format.
- Maintain even columns of copy across the top and bottom of a spread. For example, do not let a third column end three-fourths of the way down the page. Graphic elements such as quote-outs and mini-illustrations can be used to fill space when there is not quite enough copy.
- Use an initial letter or drop cap at the beginning of each piece of prose. The size and style can vary to fit spread design.
- Use an endmark at the end of each piece of prose. This can be a simple element such as a small circle or square, or it can be a small element lifted from the cover design. The same endmark should be used consistently throughout the magazine.
- Artwork and photographs should follow the direction in which the magazine is moving. They should face toward the center, not off the page.
- White space should be carefully planned. As a general rule, it should flow to the outside of the spread. Don't leave large clumps of white space in the center of a spread. Avoid having trapped white space.
- Avoid top-heavy spreads by placing heavy material at the bottom.
- Avoid guttering the focal point of artwork or photography. Also, make sure that a person's face is not guttered.
- When overprinting on a piece of art or a photograph, make sure the piece is light enough for copy to be readable. As a courtesy, consult the artist before overprinting.
- Vary the size and shape of artwork on a page. For example, have a balance between vertical and horizontal pictures. Ovals, circles and other odd-shapes should be used sparingly and should have a specific purpose.
- Full-color spreads offer special visual appeal but are not necessary for producing a top-quality magazine. A cheaper alternative is to use spot color judiciously. An illusion of color can be created through carefully-planned screening.
- Each author should receive a byline. As a general rule, place the author's name at the beginning of prose pieces. Put the author's name at the end for poetry, flush right with the longest line of poetry.
- Bleeds can be used for a special effect, especially with dominant artwork/photographs.
- Each artist and photographer should receive printed credit. Also, include the medium for each piece of artwork.
- Every page should have a folio line that includes the page number, year and title of magazine.
- Many professional magazines now print headlines/titles on top of artwork or photographs. If you choose to follow this trend, consult the artist first.
- Border designs should be subtle and used sparingly. Don't rely on gimmicks to gain the reader's attention.
- Design should enhance copy, not overpower it. Simplicity often produces the most sophisticated design.
- Look at a variety of student publications and professional magazines to keep abreast of current design trends.

READER SERVICES

- The cover offers readers their first impression of the magazine. It should be attractively designed and printed on suitable paper stock. The name, volume and year of publication should be printed in easily readable type. The cover should be in good taste, make a strong visual impact and should reflect the content of the magazine.
- The title page serves as an introduction and is generally the opening spread. It should contain the name of the magazine, volume number, school name, complete school address and phone number. Optional information includes publisher, price, policy statement, press organizations to which the school belongs, and awards received. Printing information may also be included in a colophon. If artwork or a photograph is used on the cover, artist or photo credit should be given either on the title page or the inside front cover. A prologue or opening statement should be printed either on the title page or the inside front cover. Visuals, with some tie-in to the cover, should be used to prevent a copy-heavy appearance.
- The contents listing should include an accurate and easily readable listing of materials with page numbers, titles and authors. Page numbers should correspond to the actual spreads. The genre of each piece may also be included. Artwork and graphics should be used to prevent a copy-heavy appearance.
- Staff listing may be presented in any form; however, it should conform to good layout principles and should not be boldly conspicuous. The adviser's name should be listed, but it should not appear at the top of the list. As a general rule, pictures of the staff should not be placed in the magazine.
- Some schools must seek donations from the community to raise money for publication. Names of donors are generally printed on a special patrons page at the back of the magazine. Artwork may be included to prevent a copy-heavy appearance. If advertisements are used, they are generally grouped at the back of the magazine. Ads should be attractively and professionally designed.
- An epilogue or closing statement, coupled with artwork, may be placed on the inside back cover. When attractively designed, this page adds to the overall unity of the magazine.
- Although a magazine need not have a specifically stated theme for each volume, there should be evidence of an underlying concept and careful planning for unity and consistency in the development of the publication.
- All elements should work together in a creative and original way and should keep the reader's attention.

R E A D E R

THEME

___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Is there evidence of an underlying concept and careful planning for unity and consistency?
- Do all elements work together in a creative and original way?
- Does the magazine in its entirety have appeal for a student audience?
- Does the magazine keep the reader's attention?
- Does the magazine, as a whole, make a strong impact on the reader, one that goes beyond the individual elements presented?

COVER

___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Is the cover attractively designed and printed on suitable paper stock?
- Does all necessary information appear on the cover?
- Does the cover make a strong visual impact?
- Does the cover reflect the content of the magazine?

TITLE PAGE

___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Does all necessary information appear on the title page?
- Is the information clearly presented and easily readable?
- Has a prologue or opening statement been included?
- Has the cover artist/photographer been given printed credit?
- Has all information been carefully proofed?
- Have visuals been used to enhance design and provide a tie-in with the cover?

CONTENTS LISTING

___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Is all necessary information included in the contents listing?
- Is information clearly printed and easily readable?
- Do page numbers correspond with the actual pages?
- Has all information been carefully proofed?
- Have visuals been used to enhance design?

STAFF LISTING

___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Is a complete staff listing included?
- Is the listing presented in a tasteful manner?
- Is the adviser's name listed? Is it printed somewhere other than the beginning of the listing?

PATRONS / ADVERTISING

___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Is the patron listing presented in a tasteful manner?
- If ads are used, are they attractively presented?
- Has artwork been used to enhance design?
- Has an epilogue or ending statement been included?

OVERALL EDITING

___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

GRAMMAR / PUNCTUATION

- Are all articles properly edited and proofed to ensure easy readability?
- Are all articles free of spelling and grammatical errors?
- Is the copy edited for sentence length, paragraphs length, word choices, style rules, conciseness of messages or statements and awkward construction?

CONSISTENCY

- Is an acceptable stylebook, such as the AP Style book, consistently used?
- Are cutlines and photography/art credit lines written in the same form consistently throughout the publication?
- Has consistency in design elements and page layout been maintained throughout the publication?

COMMENTS:

OVERALL EVALUATION

• READER SERVICES •

___ ALL-SOUTHERN

___ EXCELLENT

___ SUPERIOR

___ MERIT

ARTWORK/ PHOTOGRAPHY

ARTWORK

- Use a variety of media, such as acrylic or oil paints; water colors; pastels; pencil, pen, and ink drawings; chalk drawings; arts and crafts; sculpture; block prints; cartoons.
- Work should show originality and technical excellence. It should also be dark enough and have enough contrast to reproduce well in the magazine.
- Each piece of art should be strong enough to stand alone.
- Art should be placed so that it complements and enhances the literary pieces. Neither should overshadow the other.
- Both horizontal and vertical art pieces should be used.
- Each piece of art should be an essential component of the magazine. Do not use art pieces just as space fillers.
- Do not use an inferior piece of art just because it seems to be a good illustration for a specific literary piece.
- Artwork should be in good taste and should be appropriate for a student audience.

PHOTOGRAPHY

- Photographs may be used as pieces of art to complement literary pieces, or they may be used as illustrations for features. Captions should be added when photos are included with features.
- Photographs must have strong composition and adequate contrast. They should be cropped when necessary to highlight an important element.
- Avoid using posed photographs.
- Photographs should be in sharp focus and free of defects such as dust and scratches.
- Photographs should capture scenes from unique perspectives.
- Both horizontal and vertical photographs should be used.
- Photographs should be in good taste and appropriate for a student audience.

GENERAL DESIGN

___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Do facing pages (a spread) form a single unit of design?
- Is there a proper balance of art, copy, graphics and white space on each spread?
- Is there balance between lightness and darkness on each spread?
- Have margins been maintained correctly and consistently throughout the magazine?
- Is there a visual element which ties each spread together?
- Does each spread have a dominant element?
- Are column widths appropriately used to provide both variety in design and unity of the entire magazine?
- Have initial letters and end marks been used consistently and appropriately?
- Have artwork and photographs been used appropriately according to good design principles?
- Is there evidence that white space has been carefully planned?
- Have graphic elements such as bleeds, guttering and shading been used appropriately to enhance design and provide unity for the publication?
- Have folio lines been used consistently?
- Have printed bylines and credits been placed consistently on each spread?
- Have border designs been used subtly and sparingly?
- If color is used, is it in good taste and does it enhance overall design?
- Does design enhance copy and provide an overall unity for the magazine?
- Is there evidence that the staff is aware of current trends?

GRAPHICS

___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Have graphic elements been used effectively to tie together the literary pieces and the artwork/photography?
- Have graphics been used to break up areas of heavy copy?
- Have a variety of graphic elements been used?

- Are graphic elements subtly used so that they enhance design rather than overpower it?
- Has the staff avoided using too many different graphics on the same spread?
- Are graphic elements tastefully presented?
- Has screening been used effectively and appropriately?
- Has type size been increased when necessary to enhance design?
- Do graphics consistently enhance the entire magazine?
- Are similar graphic elements used throughout the magazine (or throughout special areas) to unify the publication?

COMMENTS:

TYPOGRAPHY

___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Is all text type easily readable?
- Is the same font consistently used for text type (unless there is a specific reason to change fonts in a certain area)?
- Are elements such as bold print, italics, shadowed type and block letters used occasionally for variety?
- Is there consistency on each spread with the use of headline type and size?
- Are bylines set in the same font and type size?
- Are photo/art credits set in the same font and type size?
- Is there consistency with the placement of bylines and credits?
- Has oversized type been used when necessary to make copy more readable?
- Does typography enhance design, rather than become a distraction for the reader?
- Does typography help provide overall unity for the magazine?

OVERALL EVALUATION

• OVERALL VISUALS •

___ ALL-SOUTHERN

___ EXCELLENT

___ SUPERIOR

___ MERIT

COMMENTS:

ARTWORK

 ___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Have artists used a variety of media?
- Does each piece show originality and technical excellence?
- Is each piece of art strong enough to stand alone?
- Is there appropriate balance with the type of art work used?
- Is work dark enough, with enough contrast, to reproduce well in the magazine?
- Does artwork complement and enhance literary pieces?
- Is each piece of artwork an essential component of the magazine, not just used as a filler?
- Has the staff avoided using an inferior piece of art just because it illustrates a specific literary piece?
- Have both horizontal and vertical art pieces been included?
- Is artwork in good taste and appropriate for a student audience?
- Are a variety of artists represented?

PHOTOGRAPHY

 ___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Are photographs sometimes appropriately and effectively used as art pieces to complement literary pieces?
- Have captions been added when photographs are included with features?
- Do photographs have strong composition and adequate contrast?
- Do photographs capture scenes from unique perspectives?
- Are photographs in sharp focus and free of defects?
- Have photographs been cropped when necessary to highlight an important element?
- Have posed photographs been avoided?
- Have both horizontal and vertical photographs been used?
- Are photographs in good taste and appropriate for a student audience?
- Are a variety of photographers represented?

OVERALL EVALUATION

• ART / PHOTO •

___ ALL-SOUTHERN

___ EXCELLENT

___ SUPERIOR

___ MERIT

SHORT STORIES

___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Are plots fully developed with a strong conflict, realistic settings and believable characters?
- Does dialogue flow smoothly to keep stories moving toward the conclusion?
- Is point of view consistent?
- Are topics and themes original and appropriate?
- Is writing strong and compelling?
- Have techniques of good writing been used? (*See guidelines*)
- Is language original, avoiding cliches and obsolete expressions?
- Have a variety of subjects been used?
- Are a variety of authors represented?

DRAMAS

___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Are plots fully developed with a strong conflict, realistic settings and believable characters?
- Is dialogue smoothly flowing and natural?
- Are topics and themes original and appropriate?
- Is writing strong and compelling?
- Have techniques of good writing been used? (*See guidelines*)
- Is language original, avoiding cliches and obsolete expressions?
- Have a variety of subjects been used?
- Are a variety of authors represented?

EDITING

___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Are all articles properly edited and proofed to ensure easy readability?
- Are all articles free of spelling and grammatical errors?
- Is an acceptable stylebook consistently used?

COMMENTS:

OVERALL EVALUATION

• FICTION •

___ ALL-SOUTHERN

___ EXCELLENT

___ SUPERIOR

___ MERIT

COMMENTS:

EDITORIALS

 ___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Are topics current and of interest to a student audience?
- Have topics been clearly identified and logically developed?
- Have opinions been backed up by facts and examples?
- Is there evidence of careful research?
- If necessary, has equal space been given to both sides?
- Is writing interesting and informative?
- Have techniques of good writing been used? (see guidelines)
- Is there evidence of careful editing and proofreading?
- Is language original, avoiding cliches and obsolete expressions?
- Are a variety of authors represented?

ESSAYS

 ___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Do essays have a clearly stated purpose?
- Is the topic developed in a logical manner?
- Are supporting details, reasons and examples used effectively?
- Are topics relevant and of interest to a student audience?
- Is writing interesting and informative?
- Have techniques of good writing been used? (see guidelines)
- Is there evidence of careful editing and proofreading?
- Is language original, avoiding cliches and obsolete expressions?
- Are a variety of authors represented?

FEATURES

 ___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Are topics of interest to a student audience?
- Are articles based on interviewing and other research?
- Have quotes been smoothly integrated into articles?
- Have sensory details and examples been used?
- Are topics relevant, appropriate and presented from an original point of view?
- Are facts accurate?
- Is writing informative and interesting?
- Have techniques of good writing been used? (see guidelines)
- Is there evidence of careful editing and proofreading?
- Is language original, avoiding cliches and obsolete expressions?
- Are a variety of authors represented?

POETRY

___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Are poetic techniques such as rhythm, rhyme, compression, connotation and metaphorical language used appropriately and effectively?
- Has strong imagery been used in all poems?
- Have poets varied use of poetic devices and styles?
- Are theme and language original, avoiding cliches and archaic language?
- Do poems have an emotional impact on the reader?
- Are topics varied and appropriate for a student audience?
- Are different types of poems included?
- Is writing strong and compelling?
- Have techniques of good writing been used? (see guidelines)
- Is there evidence of careful editing and proofreading?
- Has attention been paid to length of lines and stanzas?
- Are a variety of authors represented?

REVIEWS

___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Are topics current and of interest to a student audience?
- Has complete information been included?
- Is there evidence of expertise and research?
- Are personal opinions backed up by facts and examples?
- Is writing informative and interesting?
- Have techniques of good writing been used? (see guidelines)
- Is there evidence of careful editing and proofreading?
- Is language original, avoiding cliches and obsolete expressions?
- Are a variety of authors represented?

EDITING

___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Are all articles properly edited and proofed to ensure easy readability?
- Are all articles free of spelling and grammatical errors?
- Is an acceptable stylebook consistently used?

OVERALL EVALUATION

• NON-FICTION WRITING •

___ ALL-SOUTHERN

___ EXCELLENT

___ SUPERIOR

___ MERIT

COMMENTS:

COMMENTS:

SPECIAL EFFECTS

A staff may choose to include special sections which meet publication needs. Examples include, but are not limited to, the following:

- **Mini-Magazine:** a special section devoted to a specific topic: example, personality profiles of outstanding teachers.
- **Art Gallery:** a section which showcases outstanding artwork.
- **Tribute Spread:** a way to honor a special artist or writer; a way to honor any person whom the staff thinks deserves special merit.
- **Fold-out Section:** a method of highlighting special work or a certain topic.
- **Inclusions:** any material other than the magazine itself: examples, poster, CD.

SPECIAL TOUCHES

HEADLINES

___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Do titles grab the reader's attention?
- Do titles draw the reader into the selection?
- Are titles appropriate for the selections?
- Are titles creative and original?
- Are subheads, if used, effective and appropriate?

CAPTIONS

___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Are caption used as needed with photographs which accompany features?
- Are captions creatively and appropriately written?
- Do captions do more than relate the obvious?
- When necessary, are people identified in photographs?

SPECIAL EFFECTS

___ ALL-SOUTHERN ___ SUPERIOR ___ EXCELLENT ___ MERIT

- Are special sections, if used, incorporated as an integral part of the magazine?
- Do special sections, if used, add to the originality and overall impact of the magazine?
- Do special effects, if used, maintain the overall unity of the magazine?
- Has the staff avoided having the special effect appear to be a gimmick?
- Are special effects, if used, of interest to a student audience?
- Are special effects, if used, appropriate for a student audience?

OVERALL EVALUATION

• SPECIAL TOUCHES •

___ ALL-SOUTHERN

___ EXCELLENT

___ SUPERIOR

___ MERIT

BENEFITS OF SIPA MEMBERSHIP

SIPA sponsors an ANNUAL CONVENTION that offers more than 75 educational sessions to students and advisers. Sessions are designed to help all staffers, from the beginning to the advanced, and are taught by nationally recognized advisers and journalism professionals. The SIPA convention is held in Columbia, S.C., during the first weekend in March.

As a service to its members, SIPA publishes a newsletter, ACCENTS, which features news from the world of scholastic journalism, offers advice from nationally renowned experts and alerts schools to scholarship and award opportunities.

SIPA sponsors the CAROLINA JOURNALISM INSTITUTE (CJI), a week-long summer workshop held in June at the University of South Carolina's College of Journalism and Mass Communications. Classes offered during CJI focus on broadcasting; magazine, newspaper and yearbook production; and photojournalism.

Scholastic Journalism Distance Education Course, Jour 535, Publications Advising, will be offered by videotape by the University of South Carolina. Advisers from anywhere in the SIPA area can take the course for in-state tuition fees. In addition to Jour 535, SIPA sponsors Jour 544 and 547 during CJI for advisers seeking graduate credit. All assignments have some relationship to the classroom or to the publication(s) advised.

The goal of the SIPA ENDOWMENT, a 501(c)(3), tax deductible educational fund, is to further scholastic journalism through SIPA. The interest from the fund will be used for scholarships to the annual convention and CJI, as well as to support convention programming and other SIPA activities. The current goal is to raise \$100,000.

Annual AWARDS and SCHOLARSHIPS offered by SIPA include:

- C.E. Savedge Fellowships
- C.E. Savedge Memorial Scholarship
- Distinguished Service Awards
- Freedom-of-the-Press Award
- Locklear Scholarship
- Principal-of-the-Year Award
- Scroggins Awards
- SIPA Scholarship
- State Press Association Awards

OVERALL EVALUATION RATING

ALL-SOUTHERN RATING

This is SIPA's highest evaluation rating. All-Southern publications demonstrate excellence in all areas of scholastic journalism production. These publications effectively integrate writing, design and photography/art to give readers an excellent record of the school.

SUPERIOR RATING

These publications demonstrate excellence in most areas of scholastic journalism production. While they consistently integrate writing, design and photography/art into the publication, they are lacking in at least one area of overall execution.

EXCELLENT RATING

These publications demonstrate a basic understanding of general journalistic standards. These publications consistently integrate writing, design and photography/art into their publication, but they are lacking in the overall execution that makes for a Superior publication.

MERIT RATING

These publications meet some general journalistic standards but lack necessary depth in writing, and excellence in design or photography/art.

SECTION	RATING
READER SERVICES	_____
OVERALL VISUALS	_____
ARTWORK / PHOTOGRAPHY	_____
FICTION	_____
NON-FICTION / POETRY	_____
SPECIAL TOUCHES	_____

OVERALL EVALUATION RATING

___ ALL-SOUTHERN

___ SUPERIOR

___ EXCELLENT

___ MERIT

M A G A Z I N E

EVALUATION GUIDE

This evaluation guide has been designed to assist both staffs and judges with evaluating magazines against current regional and national standards of excellence. Staffs are also encouraged to use this evaluation guide to assist them in producing their scholastic publications.

The first section of this guide, scholastic guidelines, gives new and experienced staffs basic guidelines for producing outstanding scholastic magazines. Judges will use these guidelines to evaluate the verbal and visual sections of this guide.

Upon reviewing each section judges will rate different areas of each section. After completing these sub-evaluations, the judge will rate the overall quality of the section. Once the judge has completed a review of the entire publication, he/she will give the publication an overall rating of All-Southern, Superior, Excellent or Merit.

SPECIAL THANKS

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