

A = 135-150 B = 120-129 C = 105-114 D = 90-100
B+= 130-134 C+= 115-119 D+= 101-104 F = 89 points or fewer

1. Writing (print edition) – Max. 100 points _____
Number of stories, length/importance of stories, accuracy/depth of coverage/research, all sides represented, attribution and verification of info, writing follows rules/ethics of good journalism, grammar/spelling/AP style
List stories here:
2. Writing (Web site) – Max. 100 points _____
See #1 above. List stories here:
3. Photography (print edition) – Max. 100 points _____
Number of photos, key photos, action shots, care of equipment, getting to photo location, correct caption info including name spellings
List photos here:
4. Photography (Web site) – Max. 100 points _____
See #3 above. Plus, sufficient selection of shots for photo gallery
List photos here:
5. Meeting special deadlines – Max. 20 points _____
Everyone is expected to meet deadlines; however, those who volunteer for items that have a **particularly difficult turnaround time** may receive points in this category.
List item(s) and deadline challenge(s) here:
6. Graphics/Art – Max. 70 points _____
Number of assignments completed on time, clarity of graphic/drawing, concept/information clearly expressed, creative, original ideas
List items here:
7. Multimedia pieces – Max. 100 points _____
Number of videos, podcasts, audio reports or other multimedia stories or designs for the Web site. Length/importance of stories, accuracy/depth of coverage/research, all sides represented, attribution and verification of info, follows rules/ethics of good journalism
8. Layout/Posting – Max. 100 points _____
Number of pages, layout rules followed, photos properly placed/sized/cropped, headers correct, proper form/content for headlines and captions, follow through to completion
List print page #'s or web items here: _____
9. Proofreading – Max. 20 points _____ List page #'s here: _____
Catch errors, fact-checking on completed pages/proofs
10. EDITORS – Editing/Rewriting – Max. 40 points _____
Rewriting/editing stories for section(s), guiding writers to rewrite properly

11. EDITORS – Exemplary Leadership – BONUS OR DEDUCTION _____
 Deadline attendance, logs turned in, brainstorming preparation/attendance, planning section (or area of responsibility), editing in a timely manner, responding to staffers quickly and pleasantly, attending editors’ meetings, outstanding attendance in general. All work under your domain completed on time and follows high standards. Inspire others to work hard, create positive atmosphere. Trouble-shooting, problem-solving, innovation

12. Advertising layout/design – Max. 70 points _____
 Number of ads designed, level of difficulty and quality of design, placement of ads on pages within deadline restrictions, professional behavior when dealing with advertisers

13. Advertising management – Max. 70 points _____
 Organizing ad sales, keeping track of contacts at businesses, guiding staff in ad sales, professional demeanor when dealing with business community, determining placement of ads on pages

14. Business management – Max. 70 points _____
 Organization of money/records, billing/collection of money, updated list of ads for issue including business contact info, working well with school bookkeeper(s)

15. Ad Sales – Max. unlimited _____
 Selling \$35 ad earns 10 points. For each additional \$35, another 10 points is given. If you do not sell an ad for this issue, 10 points will be deducted. (You may rollover additional ad money points to the next issue if you choose.)
 List ads and dollar amount sold here:
 Indicate how much you would like applied to this issue.

16. Public Relations – Max. 70 points _____
 Maintain all social media and promotional media, brainstorm creative ideas to further promote the publication and facilitate solicitation of advertising revenue, assist others in business/ad department

17. Weekly logs – Max. 0 points with deductions possible _____
 Detailed log turned in at the end of each week lists all work done that week. Logs will be attached to this grade sheet after completion of the issue. Each missing log will deduct 10 points from your score. This issue should have _____ logs.

18. Bonus categories for staffers – Max. 50 points _____
 --productive after school hours – max. 20 points
 --dedication above and beyond the call of duty – max. 20 points
 --distribution/stuffing – max. 10 points

19. Loss categories for staffers – Max. unlimited _____
 --Missing deadline: 10 points will be deducted from your score for each day your item is late.
 --If after publication it is discovered that there is a factual error in your story (including the spelling of names), your grade will be lowered 10 points per error.
 --Behavior that hinders the smooth flow of work will deduct 10-30 points

TOTAL SCORE: _____ LETTER GRADE: _____