



YEARBOOK

EVALUATION GUIDE

SCHOOL: _____

YEARBOOK: _____

THEME: _____

ENROLLMENT: _____

STREET ADDRESS: _____

CITY: _____

ZIP CODE _____

RATING

TENNESSEE HIGH SCHOOL PRESS ASSOCIATION

AT LIPSCOMB UNIVERSITY

ONE UNIVERSITY PARK DRIVE

NASHVILLE, TN 37204-3951

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COVERAGE

Guidelines

- Staff gives complete coverage to all academic areas of the school.
- Coverage includes student life activities both on campus and off-campus. Staff localizes all off-campus coverage to show how the topic pertains to its readers.
- Coverage includes strong quotes, ones which are memorable and unusual and ones which not just anybody could say.
- Coverage avoids writers' opinion.
- Coverage provides balance between girls' and boys' sports and between varsity, junior varsity and freshman sports.
- Club and organization coverage focuses on key events for the year.
- Sports coverage focuses on the action on the field of play, and it includes statistics—both team and individual—since they're an important part of the year's history.
- Coverage includes copy on every spread, including the portrait section.
- Staff supplements its copy coverage with sidebars and quick reads, such as quote boxes and fact boxes.
- Coverage includes activities of faculty members on and off campus. This coverage appears on faculty portrait pages—not in academics.

Comments and Suggestions

WRITING AND EDITING

Guidelines

- Writing shows variety and originality of style. Writers use third person for most stories. The writer uses first person only if the stories require reporter participation, and normally he avoids second person "you."
- Quotes provide the flavor by using anecdotes and playing on the readers' emotions. The writer digs for unusual, meaningful ones.
- Leads grab the reader by using teasers and descriptions. They are often "cliff hangers," which make the reader want to continue.
- Staff supplements main copy blocks with quick reads/sidebars.
- Attributions are buried in the middle or at the end of quotes. Writers normally use "said" as the attribution, unless another word fits the quote better.
- Writers localize any off-campus coverage by quoting students and faculty members.
- Sentences are short and in active voice, and paragraphs are kept to 40 words or less.
- Misspelled words, grammatical errors and punctuation errors have been eliminated. Copy consistently follows AP style. Writers leave their opinion out of stories.
- Headlines use play on words to help grab the readers' attention. Sentence heads help explain the feature heads.
- Sports copy focuses on the action.

Comments and Suggestions

DESIGN AND GRAPHICS

Guidelines

- The design of the publication consistently reflects its personality. Consistency in design is evident within a section.
- Design demonstrates the usage of grids or columns so everything appears in a modular shape.
- Long vertical columns of type are avoided.
- Graphics do not take away from the readability of the spread.
- Design is reader friendly.
- Spreads generally have a dominant element at least twice the size of any other.
- Color is used to complement—not detract.
- White space is used as an element of design. It is generally kept to the outside of the spread, unless it is planned white space on the inside. Generally, there is one pica between elements.
- Type is easy to read. Headline fonts complement each other.
- Spreads use a variety of photo shapes and sizes.
- Photos face into the spread—not off the page.
- The staff does not place faces on the gutter.
- Paragraphs are kept to 40 words or less to enhance readability, and copy is normally set 24 picas or narrower.

Comments and Suggestions

PHOTOGRAPHY/ILLUSTRATIONS

Guidelines

- Photography and/or illustrations enhance the content.
- Photos are clear, in focus and have strong contrast.
- Photos are large enough for faces to be seen well.
- Photos and illustrations face toward the copy. They do not face off the page.
- Photos are usually rectangular in shape.
- Photos should display strong composition with a strong center of interest.
- Artists use shading and/or screening when warranted.
- All photos contain cutlines, which answer who, what, when, where, why and how. Cutlines avoid beginning with names and "ing" words, and they avoid beginning with "a," "an," or "the." They are often two or three sentences in length.
- The yearbook avoids using posed photos or ones where the subjects are looking at the camera. Photographers capture strong facial expressions and the action as it happens.
- Cutlines are in a different typeface than body copy, and they have a visual lead-in to grab the reader. Cutlines include a photo credit.
- Photos are cropped tightly—normally within two picas of the center of interest. Crop group shots just above the heads of top row and at waist of bottom row.

Comments and Suggestions

READER SERVICES

Guidelines

- The book has a well-conceived unifying concept/theme which is easily identifiable.
- The unifying concept/theme is relevant to the readers for the specific year. The concept/theme appears on the cover, in the opening, on divider pages and in the closing
- The front panel of the cover includes the name of the book and date. The spine includes the name of the book, the school, city, state and volume number.
- The title page contains a dynamite photo that grabs the readers' attention. It also includes the name of the book, the school's address and the volume number. In addition, it might also include additional information, such as student enrollment, faculty size, web site address and telephone number.
- Folios (page number and content) appear on every spread. The book contains a table of contents on the end sheets or on pages 2-3. It has accurate page numbers.
- The index is complete, including all clubs, sports, academic areas and student life topics. The index also includes advertisers.
- Information about senior activities and about which subjects each teacher teaches and extracurricular activities they sponsor appear by portraits or in index.
- The staff includes a colophon near the end of the book. The colophon includes information about the production of the book.

Comments and Suggestions



OVERALL EVALUATION

ALL-TENNESSEE

This is THSPA's highest rating. All-Tennessee publications demonstrate excellence in all areas of production. These publications effectively integrate writing, design and visuals.

SUPERIOR RATING

Publications receiving this rating demonstrate excellence in most areas of production. They consistently integrate writing, design and visuals into the publication, but they are lacking in at least one area of overall execution.

EXCELLENT RATING

This rating indicates that the yearbook staff has a basic understanding of general journalistic standards. They consistently integrate writing, design and visuals into their publication, but they lack in the overall execution that makes for a Superior publication.

MERIT RATING

These publications meet general journalistic standards, but they lack necessary depth in writing and excellence in design and visuals.

SECTION

RATING

COVERAGE

WRITING AND EDITING

DESIGN AND GRAPHICS

PHOTOGRAPHY/ILLUSTRATIONS

READER SERVICES

OVERALL RATING

ALL-TENNESSEE

SUPERIOR

EXCELLENT

MERIT
