

### CRITERIA FOR EDITORIAL WRITING

<b>Technical</b>	<b>40 %</b>
Uses lead paragraph that contains news peg and the general stand of the writer	
Presents arguments that are based on facts.	
Cites sources of facts to add credibility to the arguments raised	
Uses a strong and thought-provoking title or headline	
Shows logical reasoning	
Observes the rules of grammar and syntax	
Utilizes transitions properly	
<b>Content</b>	<b>60%</b>
Presents the general stand of the writer in the lead	
Utilizes facts from interviews, documents review, data analyses and other reliable sources	
Displays evidence of the writers' knowledge and understanding of issues/problems	
Reflects clarity of the message and can influence public opinion	
Arguments presented in the body logically support the writer's stand	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy, originality)	
Cites sources and observes copyright laws	
<b>Total</b>	

### CRITERIA FOR NEWS WRITING

<b>Technical</b>	<b>40%</b>
Arranges details of the event in decreasing importance	
Shows the news writer's ability to organize information	
Uses lead that is clear and focused on the most important detail	
Avoids the use of words with controversial elements or double-meaning.	
Avoids personal slants	
Has clear and unbiased headline	
Uses short and simple words	
Conforms with the principles of unity and coherence	
Observes the rules of grammar and syntax	
Uses transitions properly	
<b>Content</b>	<b>50%</b>
Uses appropriate lead type to get the readers' attention	
Presents to the readers the most important detail of the event	
Follows logical presentation of the event and emphasizes the most important or relevant fact (s)	
Follows the correct news writing format/style	

<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media on fairness, relevance, accuracy and balance	
Cites sources and observes copyright laws	
<b>TOTAL</b>	

### CRITERIA FOR FEATURE WRITING

<b>Technical</b>	<b>30%</b>
Observes the rules of grammar and syntax	
Conforms with the principles of organization and progression of ideas	
Exhibits creative presentation of the story	
Combines colorful and figurative language to present facts	
Uses a catchy title for the article	
Sustains interest of the readers	
Utilizes the appropriate feature type to emphasize the impact/relevance of the topic	
<b>Content</b>	<b>60%</b>
Cites facts like historical references, statistics, relevant names/facts to bolster credibility of statements and/or narratives	
Presents a new angle or pieces of information about the topic that are timely and interesting to read	
Stirs the imagination of the reader	
Balances presentation of thoughts and ideas with that of the writers' perceptions	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media (fairness, relevance, accuracy and balance)	
Cites sources and observes copyright laws	
<b>TOTAL</b>	

### CRITERIA FOR SPORTS WRITING

<b>Technical</b>	<b>40%</b>
Uses appropriate form and style	
Uses appropriate sports terms and lingo to highlight the significance of the game	
Provides correct descriptions, colorful allusions and figures of speech to describe the players, event/game.	
Combines the proper amount of statistics to create a clear visual narrative of the action	
Has an attractive headline which gives justice to the story	
Observes the rules of grammar and syntax	
Conforms with the principles of unity and coherence	
<b>Content</b>	<b>50%</b>
Presents a clear picture of the events in the game.	
Utilizes an appropriate sports news reporting style	

Uses interviews, statistics, references and research	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media on fairness, relevance, accuracy and balance	
Cites sources and observes copyright laws	
<b>Total</b>	

#### CRITERIA FOR EDITORIAL CARTOONING

<b>Technical</b>	<b>50%</b>
Makes use of minimum number of labels	
Shows logical use of various sizes, dimensions, proportions of images	
Displays attractive use of shading and other techniques	
Utilizes witty, original and creative representation of ideas/concepts on the issue given	
<b>Content</b>	<b>40%</b>
Presents clear, specific and humorous angle on the issue or topic given	
Raises relevant, timely issues and concerns about the topic	
Is in good taste, free from libelous, indecent and abstract ideas	
Arouses interest and influences opinion of its readers	
Constructively criticizes and influences readers' opinion	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards for print media on fairness, relevance, accuracy and balance; respectful of subject's rights	
Observes copyright laws	
<b>Total</b>	

#### CRITERIA FOR PHOTOJOURNALISM

<b>Technical</b>	<b>50%</b>
Presents images that are sharp; free from smudges; not blurred or cluttered	
Properly utilizes foreground and background that shows good and correct perspective	
Uses appropriate photography technique to highlight images	
<b>Content</b>	<b>40%</b>
Photos shows clear and specific idea(s) or angle connected to the given theme/topic	
Arouses interest	
Presents relevant and well-written captions	
Shows logical arrangement/sequence of photos	
<b>Ethics</b>	<b>10%</b>
Observes ethical and professional standards of photojournalism on fairness, relevance, accuracy and balance	
Respectful of subject's rights	
<b>Total</b>	