



**National Newspaper Association
2010 Better Newspaper Contest
General Excellence Awards**

JUDGE: _____

CATEGORY: _____

Name of Newspaper: _____

SUBMISSION/JUDGING CRITERIA:

- Submit three non-Sunday issues, one from June 2009, one from November 2009 and the third to be a consecutive issue to one of the above.
- Entries will be judged on an overall evaluation of the newspaper with a "rating" as follows: quality of writing (20 points); headline language (5 points); use of photos and art work (10 points); mechanical--evidence of craftsmanship and skill in composition, reproduction and presswork (10 points); editorial page(s) (10 points); front page (10 points); family life/living page(s) (5 points); sports page(s) (10 points); advertising design and layout, quality and technique of writing copy, handling of classified and/or reader ads and taste (15 points); and treatment of public notices (5 points).

Quality of Writing: 20 points maximum. Points awarded _____

Headline Language: 5 points maximum Points awarded _____

Use of Photos and Art Work: 10 points maximum Points awarded _____

Design & Typography: 10 points maximum Points awarded _____

Editorial Page(s): 10 points maximum Points awarded _____

Front Page: 10 points maximum Points awarded _____

Family Life/Living Page(s): 5 points maximum Points awarded _____

Sports Pages(s): 10 points maximum Points awarded _____

Advertising: 15 points maximum Points awarded _____
(design and layout; quality and technique of writing copy, handling of classified and/or reader ads and taste)

Treatment of Public Notices: 5 points maximum Points awarded _____

Total points awarded _____

Comments:

PLACE AWARDED: _____