



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

**JUDGE:** \_\_\_\_\_

**CATEGORY:** \_\_\_\_\_

**Name of Newspaper:** \_\_\_\_\_

**SUBMISSION/JUDGING CRITERIA:**

- Submit three issues, one from February, one from November 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); design and typography (5 points); editorial page(s) (10 points); front page (10 points); student life page(s) (20 points); sports page(s) (10 points); and advertising design and layout, quality and technique of writing copy, handling of classified and/or reader ads and taste (10 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:**      5 points maximum      Points awarded \_\_\_\_\_

**Editorial Page(s):**      10 points maximum      Points awarded \_\_\_\_\_

**Front Page:**      10 points maximum      Points awarded \_\_\_\_\_

**Student Life Page(s):**      20 points maximum      Points awarded \_\_\_\_\_

**Sports Pages(s):**      10 points maximum      Points awarded \_\_\_\_\_

**Advertising:**      10 points maximum      Points awarded \_\_\_\_\_  
(design and layout; quality and technique of writing copy, handling of classified and/or reader ads and taste)

**Total points awarded** \_\_\_\_\_

**Comments:**

**PLACE AWARDED:** \_\_\_\_\_