

MEMBERSHIP YEAR 2021-2022

College/Scholastic General Magazine Print Critique

edited by:

CSPAA Committee on Judging Standards



Results provided for:

COUNTENANCE

East Carolina University

2020-2021

2021
COLLEGE/SCHOLASTIC
GENERAL MAGAZINE PRINT CRITIQUE

COUNTENANCE
EAST CAROLINA UNIVERSITY

ESSENTIALS 400 POINTS POSSIBLE

YOUR SCORE 370 POINTS

ALL COLUMBIAN HONOR 385 & ABOVE

VERBAL 300 POINTS POSSIBLE

YOUR SCORE 285 POINTS

ALL COLUMBIAN HONOR 285 & ABOVE

VISUAL 300 POINTS POSSIBLE

YOUR SCORE 300 POINTS

ALL COLUMBIAN HONOR 285 & ABOVE

TOTAL SCORE 955 POINTS (OUT OF POSSIBLE 1000)

GOLD MEDALIST 800-1000

SILVER MEDALIST 600-799

BRONZE MEDALIST BELOW 600

ESSENTIALS

Reference refers to all of the information that makes the magazine reader-friendly and historically accurate.

Coverage captures the unique story of the lives and interests of the students and the community. Verbal and visual elements combine to create the coverage.

Reference and coverage form the essential framework of the magazine.

1. The cover has visual appeal and creates a unique impression of the magazine.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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2. The cover and title page/front inside spread relate visually to each other.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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3. The verbal and visual content work together to create a unified, coherent publication.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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4. The front cover/ title page/front inside spread includes the name of the publication, college/school name, city, state, zip, date, volume number in Arabic numerals (EX. 70), not Roman (LXX), issue number and website address, if applicable. Teasers may be included.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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5. The staff box on the editorial/opinion page/ front inside spread includes the publication's editorial policy (the editorial policy explains how the staff functions), editors' names and positions; staff names and the adviser's name.)

EXCELLENT	GOOD	NEEDS WORK	MISSING
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6. The staff box includes the publication's mission statement (the mission statement explains the purpose and philosophy of the magazine), the distribution process (free, subscription, sell) and college/scholastic press

affiliations. It includes a statement that encourages readers to submit letters and guest articles/columns and indicates how to do so.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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7. The title page/staff box/front inside spread/colophon includes the publication's policies for bylines, corrections and, if have ads, advertising.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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8. The title page/staff box/front inside spread/colophon includes publishing specifications, including font families used, computer hardware and software, paper stock and price of the magazine, if sold.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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9. The table of contents listing is accurate and visually/verbally goes with the concept/look of magazine.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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10. Jumped content has easy to follow jump lines.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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11. All inside pages carry folio lines that include the page number, publication name and date. The folio line can include a visual element.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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12. Each article includes the writer(s) byline in a distinctive format. Photo, photo illustration, artwork and story credits for each page are included on the page. Page designer credits, if used, appear on the page or in the staff box.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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13. Copyright laws have been strictly followed. Any content (photos, art, infographics) taken from the internet or other sources is properly credited. Permission to reproduce has been obtained and is indicated in the credit by "Reproduced by permission of _____" or a similar credit. Any syndicated or wire service material is clearly identified and credited and only used to supplement, not replace student-written material.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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COVERAGE

The publication's primary emphasis is on balanced, thoroughly researched content. The content depends on what the editors think that the readers want, need or ought to know. Stories can come from local, state or national sources, and provide a forum for student opinion and entertainment for the readers.

Additional content may include any combination of news stories (news features, briefs, secondary news packages,) short and long-form stories; feature stories (personality profiles, historical features, human interest, background, trends, flashback, DIY, reaction piece, personal narratives, etc.), creative writing, fiction (novels, novellas, and short stories), non-fiction, creative non-fiction, narrative, personal essays, opinion, reviews, plays, movie and television scripts, songs, free form verse, speeches, memoirs, poetry, etc.

14. The content of the magazine may be organized thematically or topically.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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15. The magazine includes stories with content over 1,000 words. Long-form articles can also take the form of creative nonfiction or narrative journalism when literary styles and techniques are used to create factually accurate narratives. They often follow a narrative arc — a theme and story with a beginning, middle and end.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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16. Coverage is expanded by the addition of bulleted items, quick reads, infographics, secondary coverage, Q&A's, etc. to articles.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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17. Coverage of relevant topics and issues are packaged and can include both news and feature stories, survey, Q&A, an editorial or opinion column on the issue, infographic, editorial cartoon, illustration. Relevant topics may be expanded into in-depth, multi-page presentations.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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18. When appropriate, coverage includes analysis, interpretation and explanation of news. This type of content needs to be labeled as commentary.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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19. All columnists offer fresh insights that inform and entertain readers. Each column shows evidence of research and use of multiple sources where needed. Any regular columnists have bylines and a standing headline plus the specific headline for the specific content.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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20. All reviews (arts, electronic media, publications, travel, restaurants, technology, books, etc.) show evidence of research and include details to support criticism both positive and negative. All reviews present incisive opinion, backed by research, without generalizations or hyperbole.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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VERBAL INTRO

Journalism has been defined as “storytelling with a purpose.” The reporter uses verification and storytelling to make a subject newsworthy. The verbal element of the general magazine contains verified information from multiple sources with varying viewpoints and expertise. Reporters exhibit enterprise and reportorial effort. Substantive quotes, authentic angles and consistent style and mechanics are used.

1. Paragraphs are brief, featuring transitions that lead the reader smoothly from one paragraph to the next. Each quote stands as its own paragraph.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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2. The journalistic writing format of “lead-quote-transition-quote” is followed in any traditional body copy. If experimental copy is used, it remains fluid and easily understood.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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3. Whether the lead is in the traditional inverted pyramid style or a feature story style (anecdotal, scene setting, first person, observational, zinger, suspended interest, quotation, etc.), it captures the reader’s interest and

encourages him to read on.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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4. Direct quotes – those which are relevant to the topic – move the copy forward. They bring the experience alive for the reader.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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5. Transitions avoid repeating what is contained in a quote unless used for emphasis.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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6. Staff uses the format of “name said” because the name is more important than the verb.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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7. Careful proofreading ensures that punctuation, usage, capitalization of proper nouns and spelling are correct in all forms of copy.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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8. Columns and commentaries avoid redundancies such as over-using “I” or “you.”

EXCELLENT	GOOD	NEEDS WORK	MISSING
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9. The staff has used a stylebook and is consistent in its application. For example, they have exhibited consistency in courtesy titles, first and second name references, etc.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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10. Staff has spelled out the numbers one through nine and used numerals for 10 and above. Staff cites times correctly as 7 a.m. and 7:35 p.m.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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11. Staff avoids the use of indefinite words such as several, many, some, few, a lot, numerous and editorial adjectives (dedicated, devoted, loyal, true.)

EXCELLENT	GOOD	NEEDS WORK	MISSING
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12. Staff avoids use of clichés such as “hard work and dedication,” “tried and true,” “night to remember,” “blood sweat and tears” and redundancies (end result, personal opinion, first time ever.)

EXCELLENT	GOOD	NEEDS WORK	MISSING
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13. Staff avoids use of “when asked” which puts the reporter into the story.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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14. In all copy, captions and headlines, the apostrophe has been used correctly for contractions and possession, for example, '90s, not 90's; its for possession, it's for contraction, it is.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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15. Captions identify the people in the photograph, relevant to the action, by first and last name and title, if appropriate. A simple name identification caption may be used when the design will not permit stand-alone captions.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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16. Captions answer as many of the 5 W's and H (who, what, when, where, why and how) as needed.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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17. Mini story captions are used to expand the coverage. The first sentence of a mini story caption is in present tense with an action verb. The second sentence is in past tense and tells more about the photo content. The last sentence is also in past tense and may be a quote or provide additional information about the photo.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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18. Staff uses a variety of opening words for all captions, avoiding overuse of name leads, gerunds and quote leads; of clichés and formulaic intros in

captions such as “and as ... looks on” or “posing for the camera.”

EXCELLENT	GOOD	NEEDS WORK	MISSING
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19. Captions have been placed so that each is close to its own photograph or, if stacked, numbers, letters, symbols, arrows or single words are used to match captions to photos. Captions are not placed between photographs, except for group/team identifications, or if the placement is part of the planned design.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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20. A variety of primary and secondary (sub head) headline styles are used which are relevant to spread content. They highlight copy and attract the readers’ interest, while avoiding repetition.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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VISUAL INTRO

Design, typography and photography go hand in hand to present a visually cohesive story of the year.

1. A specific grid/modular plan has been used in each section of the newspaper. Modules (MODS) dedicated to specific subjects make up the pages.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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2. There is a consistent internal spacing between content elements. Spacing variations as needed for the design are acceptable.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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3. The staff has kept white space to the outside of the layout unless using rails of isolation to call attention to a specific element in the page design.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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4. The design has focus and flow, readers know where to look first and the reader’s eye flows naturally around the spread.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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5. Each page has a dominant element along with purposely placed secondary elements and modules. News value is reflected in the dominant element.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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6. . Graphics enhance, not distract, from the content. They do not interfere with readability.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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7. Grouped elements have a clear visual relationship. Unrelated elements are separate.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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8. Adequate and consistent framing margins have been maintained for the entire newspaper.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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9. All color has a purpose in the design and its use is planned and consistent.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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10. Body copy/alternative copy is designed to visually coordinate with the primary headline/copy package.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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11. Environmental photography, (posed or studio shots,) is creative and contributes to the coverage.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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12. The action of the photographs leads onto, not off, the page.

EXCELLENT	GOOD	NEEDS WORK	MISSING
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13. All photographs are clear and sharp. No fuzzy or blurred photographs appear. Proper resolution for images has prevented pixilation from

occurring.

EXCELLENT

GOOD

NEEDS WORK

MISSING

14. Photographers use several techniques such as rule of thirds, leading lines, framing, patterns, depth of field, panning, backlighting and silhouettes to draw the readers' attention.

EXCELLENT

GOOD

NEEDS WORK

MISSING

15. All photographs have been cropped to fill the frame.

EXCELLENT

GOOD

NEEDS WORK

MISSING

COUNTENANCE SPRING 2021 ISSUE

COVER: excellent positioning of photo elements; color selection works; teasers included; attracts reader

TABLE OF CONTENTS: excellent content and design; like the shadow effect on the page number reverse outs; magazine purpose explained

FOLIOS: have all the needed data

ADDITIONAL INFO NEEDED in the title page/staff box/front inside spread/colophon:

Complete editorial policy that explains how the staff functions

Mission statement which explains the purpose and philosophy of the magazine, the distribution process (free, subscription, sell)

Includes a statement that encourages readers to submit letters and guest articles/columns and indicates how to do so.

Includes the publication's policies for bylines, corrections and advertising.

Includes publishing specifications, including font families used, computer hardware and software, paper stock and price of the magazine, if sold.

SAMPLE POLICIES

SAMPLE FULL EDITORIAL POLICY (SEEE IF THERE ARE ANY PARTS THAT WOULD WORK FOR YOU)— Runs in first issue only; include an abbreviated version in subsequent issues. Include bylines and corrections policies with it.

NAME OF MAGAZINE is a ? page print magazine. It is written primarily for the approximately ? students attending ? College/School, and is distributed free of charge to all members of the college/school community. Secondary audiences which receive the magazine include other college/school journalism programs and organizations which promote the development of college/scholastic journalism.

The publications Board is the decision-making body of the magazine which governs its day-to-day operation. The NAME OF MAGAZINE staff has adopted the following editorial policy to express the rights, responsibilities and philosophy of this magazine for the 2021-2022 school year.

NAME OF MAGAZINE is an accessible public forum which provides information and entertainment in addition to various viewpoints on debatable issues. Funds for production come from advertising. Letters to the editor, guest columns and all material submitted for publication must include the writer's name, signature and class or position.

NAME OF MAGAZINE will not print anything in the newspaper that is deemed libelous, obscene or in poor taste, in accordance with the Supreme Court's justified standards.

Rights are reserved to postpone, edit or withhold from publication anything submitted which does not meet the specifications.

The meaning of any submission will not be altered, but we reserve the right to correct spelling, grammar and punctuation when necessary.

Additionally, NAME OF MAGAZINE refuses to print criticism which is not constructive and not supported by facts. The editors and adviser will make the final decision on all material appearing in NAME OF MAGAZINE.

Letters should be addressed to the editor, taken to the Publications Room and given to a member of the staff or to the Adviser.

As an open forum, NAME OF MAGAZINE sells advertisements for publicity and to pay for printing costs. The basic rate is eight dollars per column inch. We will refuse any advertisement which makes reference to illegal or controlled products, services, substance or paraphernalia.

We reserve the right to refuse any other advertisement deemed inappropriate to the ? community.

As a responsible magazine, NAME OF MAGAZINE will not intentionally invade the privacy of any person and will make every effort to correctly spell names and make accurate class and position identifications.

Accurate reporting of fact is the goal of the staff.

Opinions will be clearly marked and found on the editorial pages or as designated on other pages. Corrections will be printed when mistakes are found or brought to the attention of the staff. Original stories will carry bylines, although stories rewritten by someone other than the original author will not receive a byline.

Commentaries and opinion columns are the expressed opinion of the author and not of NAME OF MAGAZINE and its Editorial Board or its adviser. Furthermore, the opinions conveyed are not those of the NAME OF COLLEGE/SCHOOL, faculty or school board.

Members of the staff are guided by the Canons of Journalism of the American Society of Newspaper Editors, a code of ethics which outlines the principles of responsibility, fairness and accuracy.

NAME OF MAGAZINE editorial policy reflects these philosophies of scholastic journalism. We will do our best to uphold our policy at all costs, unless it violates the basic protections of journalists or the freedom accorded all journalists under the NAME OF STATE College/School Code.

SAMPLE BYLINE POLICY ONE: The byline policy establishes what is done when more than one person does the story or an editor has to rewrite a staffer's story, or three or four people work on the story; will both names be listed, will no name go on it, will contributors to the story be listed at the end

SAMPLE BYLINE POLICY TWO

a. All articles, graphics, photos, art, columns, pages, reviews, and other material creatively conceived — with exception of staff editorials, mug shots and cut-outs — will be bylined with the producer's name.

b. All bylined writers will be held accountable for their work.

c. When more than one person has contributed creatively to a piece of work, any person who has contributed to the work must be bylined as a producer.

SAMPLE CORRECTIONS POLICY: When corrections have been made to a story, it will be noted in the corrections box on the editorial page in the next print issue. Many staffs also include a form for corrections (and also for story ideas) which can be emailed to the staff. Having everything in writing shows any administrator the professionalism of the student press.

SAMPLE SOCIAL NEWS GATHERING ETHICS CODE: parts of this apply to print and the interviewing process if done through social media

ONA (Online News Association) Newsgathering Ethics Code - The standards and practices are as follows: 1) Endeavoring to verify the authenticity of user-generated content before publishing or distributing it, holding it to standards that are equal or equivalent to those maintained for content acquired through other means. 2) Being transparent with the audience about the verification status of UGC. 3) Considering the emotional state and safety of contributors. 4) Considering the risk inherent

in asking a contributor to produce and deliver UGC, including whether it incentivizes others to take unnecessary risks. 5) Considering technical measures to ensure anonymity of sources when required. 6) Seeking informed consent for the use of UGC through direct communication with the individual who created it. 7) Being transparent about how content will be used and distributed to other platforms. 8) Giving due credit to the owner of the content providing that consideration has been given to potential consequences, including their physical, mental and reputational well-being. 9) Endeavoring to inform and equip journalists to confront the dangers of engaging with sources through social media networks and the digital footprint they leave behind. 10) Supporting and assisting journalists who are confronted with graphic or otherwise disturbing content. Maintaining an organizational culture that enables journalists to seek help or speak out when they need to protect their mental health.

ANOTHER SAMPLE SOCIAL NEWS GATHERING ETHICS CODE: 10 BEST PRACTICES FOR SOCIAL MEDIA USE FROM THE AMERICAN SOCIETY OF NEWSPAPER EDITORS - 1) Traditional ethics rules still apply online. 2) Assume everything you write online will become public. 3) Use social media to engage with readers, but professionally. 4) Break news on your website, not on Twitter. 5) Beware of perceptions. 6) Independently authenticate anything found on a social networking site. 7) Always identify yourself as a journalist. 8) Social networks are tools not toys. 9) Be transparent and admit when you're wrong online. 10) Keep internal deliberations confidential.

PP. 4-7: PLAYING THROUGH A PANDEMIC wonderful lead; the using an EM dash, need a space before and a space after EX. music—it should be music — it; like the use of b/w photography and screen gradients; good story stopper included; excellent descriptors p. 6 first paragraph; excellent interviewing results in storytelling quotes

USE name said, the name is more important than the verb; said is the standard for quotes because it does not imply any kind of emotion to the speaker.

LIKE the quick read on ways to support local bands.

PP. 8-11: THE RISE OF K-POP colorful design complements topic; .5 and 1 pt rules lines work, maintains the light look to the pages; need to keep paragraphs brief under Super Groups; art work excellent; interesting article on K — Pop; p. 10 excellent quick read

PP. 12-15: JUGGLING ACT nice headline package; consider adding a jump line for second spread of coverage to be reader friendly; EX. At and of body copy first spread, See BUSY DAY p. 14. Then would have that in 14 pt. at top of page 14

TIMELINE adds to the coverage, reader friendly.

PP. 16-19 STEPPING OFF THE SIDELINES: EFFECTIVE USE OF SPOT COLOR in page design; drop cap and sub heads in body copy draw reader in; excellent article and career highlights quick read

PP. 20-23 LONE WOLF OF FIRST STREET: LIKE THE HEADLINE LETTER SPACING; again, the color and design complement each other; debt graphic excellent; interesting profile; square behind story stopper - something went wrong, is covering part of text

PP. 24-27 THE INVISIBLE ILLNESS: art work, illustrations outstanding; set the scene lead narrative “hooks” reader; pulled quotes, facts and stats used effectively; articles captures the emotions and trials of addiction and recovery

PP.. 28-31 TRAVELING THE ROAD TO AN ADULT ADHD DIAGNOSIS: first person narrative riveting; avoid having subject pose in front of a brick wall, it distracts; substantive research evident; symptoms, diagnosis, benefits art excellent

GENERAL COMMENTS

1. ALL stories are audience relevant, reflect substantive research, outstanding interviewing with storytelling quotes resulting; journalistic writing style used throughout, kudos.

2. Coverage and diversity of topics is outstanding.
3. Outstanding interviewing evident in each article.
4. The writers exhibit enterprise in obtaining verified information from multiple sources with more viewpoints and expertise.
5. Excellent use of color for sub-heads and drop caps to break up gray in articles.
6. Mini story captions expand the coverage. A first sentence written in present tense identifies & describes specifics of the content. A second sentence written in past tense adds additional information such as result of the action, facts and stats. A third sentence written in past tense adds additional Info or can be a direct quote.
7. Using an all cap bold lead-in of one or two words can be a mini headline for the caption or a short phrase to begin the caption which establishes its relationship with the photo. The five W's and H of caption writing are: who, what, when, where, why and how.
8. Keep paragraphs brief.
9. Consider adding jump lines.
10. When using an EM dash, need a space before and a space after; when using a hyphen, no spaces
11. Need to include complete mission statement, editorial policy, colophon.

12. Headline packages are outstanding. The Countenance headlines reflect the content of the story and set the tone for the readers. Through its graphic design, the headline adds visual interest to the entire package. BASICALLY, every story needs a "dynamite" headline with a subject and a verb; avoid label heads, especially in sports, so the reader will even consider reading the lead. GOOD headlines are short summaries of the article but free of clichés – the reader should be able to determine what the article is all about just from the headline itself. THEN the lead has to "hook them" so they'll read the entire story; People have short attention spans – they'll read the headline of your story and maybe the first few lines and then stop. This is why the headline and lead are almost as important as the story. Countenance excels at this.

13. This magazine is an exemplar example of ENTERPRISE JOURNALISM: Enterprise reporting goes beyond merely covering events. It explores the forces shaping those events. It provides in-depth examinations of people and issues. Enterprise stories usually run 1,000 to 1,500 words with to quick reads (EX. a chart with survey results, a timeline of important events in the story, a diagram explaining something in your story, a checklist or a step-by-step guide) to complement the story.

SUMMARY

Countenance follows the mantra of “Everyone has a story to tell” in its role as a long form feature magazine. Writers create memorable portraits of university members using dialogue, description and detail combined with relevant candid photos to develop outstanding verbal and visual profiles.

Set the scene and narrative leads entice the reader in stories on students working multiple jobs and on a local band being creative to keep playing as many venues shut down because of the pandemic. A riveting story on “The Invisible Illness” uses journalistic writing style with storytelling quotes and excellent transitions to tell about anti-anxiety prescription drug addiction. First person narrative style is used effectively in telling about a student’s journey to an adult ADHD diagnosis.

The diverse coverage entices readers. The writers address topics through substantive research and interviewing; the outstanding interviewing skills result in thoughtful, in depth quotes. All topics are covered responsibly.

Congratulations on your Gold Medalist score and All Columbian honors for verbal and visual. Reading your magazine was a joy, it’s that good.

COUNTENANCE

East Carolina University

2020-2021

SCORE SUMMARY

ESSENTIALS: 370 Out of 400
VERBAL: 285 Out of 300*
VISUAL: 300 Out of 300*

TOTAL SCORE: 955

RATING: SILVER MEDALIST

**All-Columbian Honors awarded for section(s) indicated above.*

END OF REPORT