

A SURVEY OF SEVEN COLLEGE NEWSPAPERS

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By

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TABLE OF CONTENTS

Introduction and Standings of the Newspapers.....	Page 1
The Campus Crier.....	Page 2
The Carolina Journal.....	Page 11
The Florissant Valley Forum.....	Page 20
The Pine Needle.....	Page 29
The Seahawk.....	Page 38
The Southern.....	Page 47
The Technician.....	Page 56
Conclusion.....	Page 66

A SURVEY OF SEVEN COLLEGE NEWSPAPERS

This survey of college newspapers compared seven student publications from four states using predetermined guidelines. The guidelines included standards in areas of: writing, editorial influence, production, photography, and miscellaneous features.

Out of the seven papers rated, three basic groupings appeared from the scoring: Superior, Good, and Fair. A superior newspaper was one that scored 95 or more points on a 100-point scale (10 extra credit points were available for special merits), a Good newspaper was one that scored from 85 to 94 points, and a Fair newspaper was one that scored from 70 to 84 points. Had any publication scored less than 70 points, it would have been rated as Poor.

The standings of the seven papers after the scoring were:

1. The Technician (N.C. State), 105 pts., Superior rating;
 2. The Carolina Journal (UNC-Charlotte), 93 pts., Good rating;
 3. The Pine Needle (Pembroke State, N.C.), 90 pts., Good rating;
 4. the Florissant Valley Forum (St. Louis Community College, Mo.), 87 pts., Good rating;
 5. The Southern (Florida Southern College), 80 pts., Fair rating;
 6. the Campus Crier (Francis Marion College, S.C.), 75 pts., Fair rating;
- and
7. The Seahawk (UNC-Wilmington), 70 pts., Fair rating.

CAMPUS CRIER

VOL. IX, NO. 9

FRANCIS MARION COLLEGE, FLORENCE, S. C.

September 4, 1978

RATING FOR the Campus Crier of Francis Marion College
 (Florence, S.C.)
 DATES OF ISSUES RATED:

Vol. IX,	No. 8,	Aug. 28,	1978
	No. 10,	Sept. 11,	1978
	No. 11,	Sept. 18,	1978
	No. 21,	Nov. 27,	1978
	No. 27,	Jan. 29,	1979
	No. 32,	March 5,	1979
	No. 33,	March 12,	1979

WRITING CATEGORY

Coverage: Does the paper present a variety of interesting and informative subjects in varied areas (news, sports, features, campus life, etc.)?

The Campus Crier is handicapped in its effort to present a variety of subjects because of its space limitations. The Campus Crier is printed on a weekly basis in a four-page tabloid size format. This format and printing schedule puts a premium on space for copy, which means that the paper often has to restrict its coverage to the bare essentials. The Campus Crier makes a fair attempt to vary the subjects of its stories, but the space limitation hurts the paper.

10 pt. maximum

6

Quality Writing: Do the writers adhere to the accepted usage of English? Is the writing sensible and easily understood? Is the writing stimulating?

The quality of the writing found in the Campus Crier is fairly decent, but by no means is it perfect. Some convoluted writing, grammatical errors, and editing gaffes can be found in the majority of the issues reviewed.

Better editing of copy used in the Campus Crier would be the solution to the problem. Since the paper is printed on a weekly basis, a firm deadline would put the copy in the editors' hands in plenty of time for editing.

10 pt. maximum

8

Newsstyle: Do the writers adhere to accepted newsstyle? Is the paper consistent in presenting its stories in newsstyle? Are leads sharp and well-written?

The writers of the Campus Crier make a good effort to present their stories in an acceptable newsstyle, but all too often, the stories come across as incomplete and opinionated. The lead paragraphs are often lacking in full information.

Once again, the solution lies in better editing. However, the departures from accepted newsstyle indicate that most of the writers are novices. As they become more experienced journalistically, the writing style should begin to improve. One suggestion for this problem would be to examine the writing found in major commercial newspapers and to imitate that style.

10 pt. maximum

7

Total for Writing Category (30 pt. maximum)

LAY-OUT CATEGORY

General Appearance: Is the paper generally attractive? Are the stories well arranged on the appropriate page and easy to follow with the eye? Are columns and lines kept straight?

The lay-out of the Campus Crier is based on the vertical column style, which has fallen out of favor with professional papers. More attention should be given to the preferred horizontal style by the Campus Crier, because of the possible variations in general appearance it allows.

Because of its vertical lay-out, many of the issues of the Campus Crier appear identical. Changing to a horizontal style, varying headline sizes, varying photograph placements, and blocking in certain headlines and/or stories would help

break up the monotony of the Campus Crier's front pages.

8 pt. maximum

4

Masts and Carryover Features: Are such features that are carried over from issue to issue consistent? Are mastheads always blocked in and submerged? Are nameplates ever varied in size and location?

While the front page nameplate of the Campus Crier is sometimes varied, all too often it appears in the same place and is the same size. Alternating the appearance of the nameplate would help the paper's general appearance.

Generally, the carryover features found in the Campus Crier are consistent, especially the staff masthead, which is well designed and correctly positioned when used.

7 pt. maximum

6

Typography: Is material proofread and laid out in its correct order?

The typography of the Campus Crier is usually quite good. Typographical errors sometimes occur (as they do in many papers, whether amateur or professional). A little more attention to proofreading by the paper's production crew could alleviate this problem.

7 pt. maximum

6

Headlines: Are headlines descriptive of their stories? Are bumping headlines avoided? Are type styles varied in a consistent way to bring a variety to the general appearance of the headlines? Are kicker lines used to enhance the headlines?

The headlines of the Campus Crier are one of the main lay-out problems of the paper. While well written and descriptive of the stories, the headlines are often bumping, causing "tombstones," which make the reading of stories difficult for the reader, who is distracted by two articles so close together.

Another basic problem with the Campus Crier's headlines is that they are often printed in the same type style and almost always in bold print, which makes all of the headlines appear alike. This can be distracting to the reader, especially when a vertical lay-out is used. Varying the sizes and styles of the headlines, along with the use of smaller "kicker" headlines, would greatly aid the Campus Crier's appearance.

8 pt. maximum 5

Total for Lay-Out Category (30 pt. maximum) 21

EDITORIAL CATEGORY

Editing: Is material effectively edited? Are opinion articles or editorials clearly labeled as such? Are personal narratives avoided? Are gossip columns and personal dedication stories omitted?

The stories found in the Campus Crier often appear to need more editing. Grammatical mistakes and the writers' opinions can be found in the stories by the reader. Ineffective lead paragraphs in news stories hurt the paper, but this problem, and the other problems mentioned can be cleared up by more careful editing.

It is important to remember that news stories are supposed to be concise and to the point, unbiased and free of opinion.

6 pt. maximum 4

Editorial Page: Does the editorial page reflect interest in current issues? Is the subject matter for the editorial page well chosen? Do the editorials reflect careful and responsible research? Are the opinions of others included through polls, surveys, letters to the editor, and guest editorials? Are cartoons or photography used to strengthen editorial comment?

The Campus Crier, because of its space limitations mentioned earlier, cannot afford to devote an entire page to editorials and opinion. However, the paper does usually carry one editorial (under the heading of "Crier Comments") on an inside page, mixed in with straight news. Generally, any letters to the editor and reviews are also printed on this page.

When an editorial does appear, it is almost always confined to a campus issue, but the editorials do reflect a knowledge of the issue being written on.

Unfortunately, the space limitations that prevent the Campus Crier from carrying a full editorial page also prevent the paper from using any special opinion columns or editorial cartoons.

9 pt. maximum 7

Total for Editorial Category (15 pt. maximum) 11

PHOTOGRAPHY CATEGORY

Quality of photographs: Are photos crisp and clear?

The photographs found in the Campus Crier are often blurry and fuzzy, which hurts the general appearance of the newspaper. One suggestion to improve this problem would be to have the photographer take less action photos, which tend to be blurry, and take more posed shots.

3 pt. maximum 2

Pertinance of photography: Are the photographs effective in adding to the reader's knowledge? Do the photographs accompany stories?

The photographs found in the Campus Crier usually accompany a story and do add to the readers' knowledge.

4 pt. maximum 4

Positioning of photographs: Are the photographs appropriately placed on the page? Are the photographs positioned so as not to break up the lay-out of stories?

The photographic lay-out of the Campus Crier is fair, but sometimes a photo is placed in a position where it breaks up the flow of a story's lay-out. A switch from a vertical lay-out style to a horizontal style would help prevent this problem.

3 pt. maximum 2

Total for Photography Category (10 pt. maximum) 8

MISCELLANEOUS FEATURES CATEGORY

Frequency of paper: How often is the paper printed? Is it printed often enough to satisfy the need for a student paper?

While the Campus Crier is printed on a weekly basis, the paper's four-page format severely limits the space available to the paper. If the funds are available for an occasional eight-page issue, this expansion would allow better coverage of campus events.

2 pt. maximum

1

Artwork: Is artwork used to enhance the paper?

Original artwork is seldom used in the Campus Crier, presumably because of the paper's space limitations. However, when art is used, it is generally very attractive.

2 pt. maximum

2

Special features: Are special features used to enhance the paper?

Again, because of the Campus Crier's space limitations, there is little room for special features. There is a regular column of upcoming events of interest, called "Happenings," which is fairly well designed.

5 pt. maximum

2

Fillers: Are fillers used effectively and appropriately?

Filler material, when used by the Campus Crier, is generally used correctly. However, because the paper has so little space to begin with, fillers are scarce.

1 pt. maximum

1

Student response: Do the readers respond to the paper? Are they interested in the coverage of the paper? Are letters written to the editor?

The Campus Crier prints very few letters to the editor, which can probably be attributed to the lack of an editorial page and/or the paper's space limitations.

5 pt. maximum 3

Extra Credit: Are any other features of the newspaper noteworthy enough to merit special consideration (up to 10 extra points)?

One innovative feature the Campus Crier has tried is "flipping" the lay-out of its outside pages by running columns horizontally rather than vertically. This technique turns the two outside pages into one full-size page and allows the white gutter space found in the side margin between the regular outside pages to be used. This "flipping" has the result of allowing about thirty more inches of copy to be printed on the outside pages.

10 pt. maximum 5

Total for Miscellaneous Features Category (25 pt. max., 14
including extra credit)

Total for rating of this student newspaper
(110 pt. maximum, which includes extra credit) 75

The Carolina Journal

The Student Newspaper of the University of North Carolina at Charlotte

RATING FOR The Carolina Journal of the University of North
Carolina at Charlotte
DATES OF ISSUES RATED:

Vol. XIV, No. 1, Aug. 22, 1978
No. 2, Aug. 29, 1978
No. 8, Oct. 17, 1978
No. 4, Sept. 12, 1978
No. 5, Sept. 19, 1978
No. 19, Jan. 22, 1979
and all other spring semester (1979)
issues.

WRITING CATEGORY

Coverage: Does the paper present a variety of interesting and informative subjects in varied areas (news, sports, features, campus life, etc.)?

The Carolina Journal presents a widely varied collection of stories to its readers which range from campus news to community events of interest to the students to editorial debates on national issues.

10 pt. maximum

9

Quality Writing: Do the writers adhere to the accepted usage of English? Is the writing sensible and easily understood? Is the writing stimulating?

The quality of writing found in The Carolina Journal is usually quite good. The writing, while not always in newsstyle, is entertaining and stimulating. The stories are easily readable and flow smoothly.

10 pt. maximum

9

Newsstyle: Do the writers adhere to accepted newsstyle? Is the paper consistent in presenting its stories in newsstyle? Are leads sharp and well-written?

While the writing found in The Carolina Journal is usually quite good, the stories need to be into newsstyle. For example, a soccer story in one issue gave an entertaining account of the game, but never once mentioned what the final score was. More careful writing and better editing of copy would help in this area.

10 pt. maximum 6

Total for Writing Category (30 pt. maximum) 24

LAY-OUT CATEGORY

General Appearance: Is the paper generally attractive? Are the stories well arranged on the appropriate page and easy to follow with the eye? Are columns and lines kept straight?

The Carolina Journal is printed in a multi-page tabloid format and uses the commonly accepted horizontal style of lay-out. The newspaper is generally attractive, with headlines varied between standard and italic type styles for an enhancing effect. Certain stories are blocked in, which helps to improve the paper's appearance.

8 pt. maximum 7

Masts and Carryover Features: Are such features that are carried over from issue to issue consistent? Are mastheads always blocked in and submerged? Are nameplates ever varied in size and location?

The carryover features of The Carolina Journal are very well designed and attractive. The main nameplate is printed in a handsome cursive type and the two column masthead is very attractive. Regular sections and columns have their own distinct nameplates.

7 pt. maximum 7

Typography: Is material proofread and laid out in its correct order?

The Carolina Journal, despite being on a two issues per week printing schedule, is fairly free of typographical errors. The horizontal lay-out allows the stories to be laid out in varying ways, but the stories are still laid out in the correct order and are easy to follow with the eye.

7 pt. maximum 7

Headlines: Are headlines descriptive of their stories? Are bumping headlines avoided? Are type styles varied in a consistent way to bring a variety to the general appearance of the headlines? Are kicker lines used to enhance the headlines?

The headlines of The Carolina Journal are very well written and are very descriptive of their stories. Bumping headlines are avoided and type styles are varied to present an attractive general appearance to the reader.

"Kicker" headlines are not used by The Carolina Journal, however. The use of these small headlines and the blocking in of a few more headlines might help to improve the appearance of the paper, but it is pretty good looking the way it is now.

8 pt. maximum 7

Total for Lay-Out Category (30 pt. maximum) 28

EDITORIAL CATEGORY

Editing: Is material effectively edited? Are opinion articles or editorials clearly labeled as such? Are personal narratives avoided? Are gossip columns and personal dedication stories omitted?

The stories in The Carolina Journal need to be edited a bit more to insure that the articles will be in newsstyle. Otherwise, the stories and the paper in general is well edited.

While the stories in The Carolina Journal are not usually in a proper newsstyle, they are usually free of opinion. Personal narratives are found only in feature stories.

6 pt. maximum 4

Editorial Page: Does the editorial page reflect interest in current issues? Is the subject matter for the editorial page well chosen? Do the editorials reflect careful and responsible research? Are the opinions of others included through polls, surveys, letters to the editor, and guest editorials? Are cartoons or photography used to strengthen editorial comment?

The editorial page of The Carolina Journal is well laid out. Letters "to the Students" usually dominate the page, indicating a good student response to the paper.

An interesting editorial innovation is the "Left/Right" column, in which two staff writers take different viewpoints of an issue and present their arguments for/against the issue. The two editorials appear side by side under a common headline.

Original editorial cartoons enhance the editorial page by focusing on issues interesting to the campus, whether they be local or national.

9 pt. maximum 8

Total for Editorial Category (15 pt. maximum) 12

PHOTOGRAPHY CATEGORY

Quality of photographs: Are photos crisp and clear?

The photographs found in The Carolina Journal are generally clear.

3 pt. maximum 3

Pertinance of photography: Are the photographs effective in adding to the reader's knowledge? Do the photographs accompany stories?

The Carolina Journal's photographs usually accompany stories, adding to the readers' knowledge of the event.

4 pt. maximum 4

Positioning of photographs: Are the photographs appropriately placed on the page? Are the photographs positioned so as not to break up the lay-out of stories?

With the horizontal style used by The Carolina Journal, the photographs are laid out in prominent positions where they effectively enhance the general appearance of the newspaper.

3 pt. maximum 3

Total for Photography Category (10 pt. maximum) 10

MISCELLANEOUS FEATURES CATEGORY

Frequency of paper: How often is the paper printed? Is it printed often enough to satisfy the need for a student paper?

The Carolina Journal is printed in a multi-page format in tabloid size two times a week. This insures adequate coverage of events for its readers.

2 pt. maximum 2

Artwork: Is artwork used to enhance the paper?

Original editorial cartoons enhance the newspaper's editorial page. The artwork is usually satirical, having a strong editorial impact on its own.

2 pt. maximum 2

Special features: Are special features used to enhance the paper?

Besides the previously mentioned "Left/Right" column, The Carolina Journal carries a "Speak Up" column, which is basically a student opinion poll on campus issues. The newspaper also carries a regular arts and features page.

5 pt. maximum 4

Fillers: Are fillers used effectively and appropriately?

The Carolina Journal uses filler material very well, eliminating unsightly "white space."

1 pt. maximum 1

Student response: Do the readers respond to the paper? Are they interested in the coverage of the paper? Are letters written to the editor?

The Carolina Journal prints a fairly

large number of letters from students,
indicating a large student response.

19

5 pt. maximum 5

Extra Credit: Are any other features
of the newspaper noteworthy
enough to merit special
consideration (up to 10
extra points)?

The Carolina Journal printed a
special basketball issue at the beginning
of the season, featuring each player
with pictures and interviews.

Interesting features spreads on
varied topics, such as fraternities,
local restaurants and international
students, are very noteworthy, as three
or four features on the same subject
but from different angles give the
reader a full view of the topic for
the spread. The Carolina Journal does
this quite well.

10 pt. maximum 5

Total for Miscellaneous Features Category (25 pt. max., 19
including extra credit)

Total for rating of this student newspaper 93
(110 pt. maximum, which includes extra credit)

florissant valley
forum

march 22, 1979 st. louis community college at florissant valley vol. 6, no. 12

RATING FOR the Florissant Valley Forum of the St. Louis
Community College at Florissant Valley, Mo.
DATES OF ISSUES RATED:

Vol. 6, No. 8, Jan. 18, 1979
No. 10, Feb. 15, 1979
No. 12, March 22, 1979
No. 13, April 13, 1979

WRITING CATEGORY

Coverage: Does the paper present a variety of interesting and informative subjects in varied areas (news, sports, features, campus life, etc.)?

The Forum generally presents a wide variety of subjects, but features and personality profiles tend to dominate the newspaper at the expense of the straight news stories. This domination of features is especially noticeable since the Forum is printed once every two weeks and usually contains only four tabloid sized pages.

10 pt. maximum 8

Quality Writing: Do the writers adhere to the accepted usage of English? Is the writing sensible and easily understood? Is the writing stimulating?

The writing found in the Forum is quite good, very probably because the length of time between printings gives the writers and editors plenty of time to go over the copy. The sometimes herky-jerky style of news-writing is avoided, partially because the Forum writes so many more features than news stories.

10 pt. maximum 9

Newsstyle: Do the writers adhere to accepted newsstyle? Is the paper consistent in presenting its stories in newsstyle? Are leads sharp and well-written?

As mentioned before, the Forum goes to press once every two weeks, giving the writers and editors plenty of time to get all of the copy in shape. Generally, the writing is excellent, with sharp leads and concise writing. The non-feature stories follow the "inverted pyramid" style of newswriting.

However, often the stories are written specifically for the Forum's usual readership, which apparently is supposed to already have some knowledge of the event being reported. For this reason, key information is sometimes omitted from the lead paragraph or the body of the story. The Forum's editors should be aware of this and gear their stories more to a universal audience.

10 pt. maximum 9

Total for Writing Category (30 pt. maximum) 26

LAY-OUT CATEGORY

General Appearance: Is the paper generally attractive? Are the stories well arranged on the appropriate page and easy to follow with the eye? Are columns and lines kept straight?

The general appearance of the Forum suffers from a "sameness," a lack of variety on the pages. No one part of the lay-out is allowed to dominate any other part, which does not allow the important stories to command the attention they deserve. No headlines are blocked in, contributing to the blending effect. Good photographic lay-out helps the Forum to a degree, but the lay-out of the paper is usually monotonous.

Blocking in certain stories and/or headlines would help the paper to break out of its rut, as would the use of alternating bold and light faced headlines.

8 pt. maximum

5

Masts and Carryover Features: Are such features that are carried over from issue to issue consistent? Are mastheads always blocked in and submerged? Are nameplates ever varied in size and location?

The nameplate of the Forum, all in lower case, is very distinctive, and is quite often reduced in size and moved around the top half of the front page. This floating plate is very attractive, but is not fully blocked in, sometimes contributing to the blending-in effect (the "sameness") mentioned previously.

The masthead of the paper is five columns wide, covering the entire bottom fifth of the second page. The mast is also open-ended, causing the same blending effect.

7 pt. maximum

5

Typography: Is material proofread and laid out in its correct order?

The proofreading and the lay-out setting of the Forum is excellent. This is no doubt due to the two-week printing schedule, but it does show a lot of time and effort has been put into the paper.

7 pt. maximum

7

Headlines: Are headlines descriptive of their stories? Are bumping headlines avoided? Are type styles varied in a consistent way to bring a variety to the general appearance of the headlines? Are kicker lines used to enhance the headlines?

The headlines of the Forum are generally good, but there are some drawbacks. The Forum's heads, except for the first letter of the first word, are all in lower case, which is probably the main cause of the blending effect mentioned earlier. Also, none of the headlines are set in italics, which contributes to this "sameness."

Kicker lines are occasionally used,, but are not separated enough from the main headlines, which is another factor in causing the appearance of blending.

8 pt. maximum 6

Total for Lay-Out Category (30 pt. maximum) 23

EDITORIAL CATEGORY

Editing: Is material effectively edited? Are opinion articles or editorials clearly labeled as such? Are personal narratives avoided? Are gossip columns and personal dedication stories omitted?

Due no doubt in part to their printing schedule, the Forum's editors are able to do an excellent job cleaning up their material. The paper's stories are consistently edited in the same style, leading to superior writing.

Editorials are clearly labeled as such, and there are no opinionated news stories or gossip columns.

6 pt. maximum 6

Editorial Page: Does the editorial page reflect interest in current issues? Is the subject matter for the editorial page well chosen? Do the editorials reflect careful and responsible research? Are the opinions of others included through polls, surveys, letters to the editor, and guest editorials? Are cartoons or photography used to strengthen editorial comment?

Editorials found in the Forum are usually fairly well written, but due to the four-page format and the domination of feature stories, do not always appear. When they are printed, the editorials focus on campus issues and are direct and to the point.

In one issue, an editorial was used as the lead story on the front page, contrary to accepted journalism style, but usually, the editorials are found on an inside page and are clearly labeled.

The use of original artwork for specific editorials heightens the editorial impact when used on occasion, a regular practice with the Forum.

9 pt. maximum 6

Total for Editorial Category (15 pt. maximum) 12

PHOTOGRAPHY CATEGORY

Quality of photographs: Are photos crisp and clear?

Photographs in the Forum appear to be too cloudy most of the time, which could be the fault of the printer or of bad developing chemicals.

However, the photos of people are sometimes cropped too much, causing the top of the subject's head to be cut off.

3 pt. maximum

1

Pertinence of photography: Are the photographs effective in adding to the reader's knowledge? Do the photographs accompany stories?

Generally, when the Forum uses a photo, it does accompany a story. In this respect, the Forum's photography is very good, but candid photos are hardly ever used.

4 pt. maximum

4

Positioning of photographs: Are the photographs appropriately placed on the page? Are the photographs positioned so as not to break up the lay-out of stories?

This is one of the Forum's strengths in its lay-out, using the photograph to break up a group of stories. The photos are usually well positioned on the page.

When the Forum does go more than four pages, the middle spread is often devoted to a two page photo feature spread, covering a variety of subjects. These photo features are quite well done.

3 pt. maximum

3

Total for Photography Category (10 pt. maximum)

8

MISCELLANEOUS FEATURES CATEGORY

Frequency of paper: How often is the paper printed? Is it printed often enough to satisfy the need for a student paper?

The Forum is printed once every two weeks, which allows the staff to prepare the paper adequately, but does not allow for adequate coverage of events, especially for those weeks when four-page editions are printed. The prolonged delay between issues turns the paper into more of a diary. 2 pt. maximum 1

Artwork: Is artwork used to enhance the paper?

The artwork of the Forum, when used, is all original and is a pretty fair effort. The staff artist should spend some time learning about India inks, which would help the drawings to reproduce much better when printed.

2 pt. maximum 1

Special features: Are special features used to enhance the paper?

The Forum's photographic features are very attractive and eye-catching, meriting as much attention on their own as the front page does.

5 pt. maximum 4

Fillers: Are fillers used effectively and appropriately?

News briefs, a free classified ads section for students, and a regular weekly schedule of upcoming events help to fill the Forum's leftover space. The fillers are usually blocked in, helping to break up the paper's blending effect. 1 pt. maximum 1

Student response: Do the readers respond to the paper? Are they interested in the coverage of the paper? Are letters written to the editor?

The Forum does have a letters to the editor

section, but the letters are not separated from each other by mini-headlines, meaning that each letter has to be read fully in order to find out what its subject is.

5 pt. maximum 4

Extra Credit: Are any other features of the newspaper noteworthy enough to merit special consideration (up to 10 extra points)?

The Forum's printing schedule obviously allows its staff to spend a lot of time proofreading and making sure each story has been edited. The writers are apparently well versed in news writing, and it shows in their excellent stories.

While the Forum's schedule does not allow it to give the timely coverage on all events it might like to have, the delay does allow the staff to put their skill to work without the fear of a deadline. If the Forum's schedule was moved up to one issue a week, the proofing and editing would probably suffer, but as they are now, the stories appear to be consistently excellent.

10 pt. maximum 7

Total for Miscellaneous Features Category (25 pt. max., including extra credit) 17

Total for rating of this student newspaper (110 pt. maximum, which includes extra credit) 87

The Pine Needle /

Vol. XV No. 20

Friday

March 30, 1979

The Student Newspaper — Pembroke State University

RATING FOR The Pine Needle (1978-79) of Pembroke State
University (Pembroke, N.C.)
 DATES OF ISSUES RATED:

Vol. XV, all 24 issues from September
 of 1978 to May of 1979

WRITING CATEGORY

Coverage: Does the paper present a variety of interesting and informative subjects in varied areas (news, sports, features, campus life, etc.)?

The Pine Needle presents a variety of stories from campus sources, including news on students, athletics, entertainment, faculty members, and the school's administration. The Pine Needle generally carries feature stories and an editorial page.

10 pt. maximum 9

Quality Writing: Do the writers adhere to the accepted usage of English? Is the writing sensible and easily understood? Is the writing stimulating?

The quality of writing found in The Pine Needle is generally above average. However, in some cases, stories greatly in need of editing have been printed. For the most part, though, the stories printed in The Pine Needle are easily readable.

10 pt. maximum 8

Newsstyle: Do the writers adhere to accepted newsstyle? Is the paper consistent in presenting its stories in newsstyle? Are leads sharp and well-written?

The stories found in The Pine Needle are usually written in newsstyle, but there are notable exceptions. An "Update" column, consisting of fraternity, sorority, and club news is written in a gossip column style and needs more editing or rewriting. Some news stories need sharper leads.

10 pt. maximum 8

Total for Writing Category (30 pt. maximum) 26

LAY-OUT CATEGORY

General Appearance: Is the paper generally attractive? Are the stories well arranged on the appropriate page and easy to follow with the eye? Are columns and lines kept straight?

The general appearance of The Pine Needle is very attractive. Headlines are set in a Cheltenham type style, a style that is not ordinarily used by newspapers, but one that is very clean looking. The Pine Needle basically uses a horizontal lay-out style, which offers many possibilities for variations. The main nameplate of the paper is often varied in size and moved around the top of the front page.

In addition, photo positioning is very well done. Certain stories and/or headlines are usually blocked in on each page, and "kicker" headlines are usually used.

8 pt. maximum 8

Masts and Carryover Features: Are such features that are carried over from issue to issue consistent? Are mastheads always blocked in and submerged? Are nameplates ever varied in size and location?

Carryover features found in The Pine Needle are usually well designed and consistent. The nameplate especially is attractive and each section has its own distinctive nameplate modeled after the front nameplate. When the masthead is used, it is usually submerged and always blocked in.

7 pt. maximum 5

Typography: Is material proofread and laid out in its correct order?

Typographical errors appear to be The Pine Needle's biggest problem. Numerous typos appear in every issue, although the situation improves as each issue goes by. The typos are distracting to the reader and are evidence that more proofreading should be done by the production crew.

7 pt. maximum 4

Headlines: Are headlines descriptive of their stories? Are bumping headlines avoided? Are type styles varied in a consistent way to bring a variety to the general appearance of the headlines? Are kicker lines used to enhance the headlines?

The headlines in The Pine Needle are usually descriptive of their stories and are sometimes quite alliterative, but are too often written in a passive voice. The headlines in The Pine Needle are never allowed to bump and type styles are varied between standard and italic Cheltenham type styles, and between light and bold faces, to present a varied appearance between headlines. Smaller "kicker" headlines are often used and are usually underlined to further heighten the paper's appearance.

8 pt. maximum 7

Total for Lay-Out Category (30 pt. maximum) 24

EDITORIAL CATEGORY

Editing: Is material effectively edited? Are opinion articles or editorials clearly labeled as such? Are personal narratives avoided? Are gossip columns and personal dedication stories omitted?

Ordinarily, the copy in The Pine Needle is edited, but the lack of editing in certain stories is quite noticeable. The previously mentioned "Update" section is a prime example of the lack of editing, since the section is merely a gossip column.

Opinion stories and editorials are always clearly labeled, and personal narratives are avoided in general.

6 pt. maximum 4

Editorial Page: Does the editorial page reflect interest in current issues? Is the subject matter for the editorial page well chosen? Do the editorials reflect careful and responsible research? Are the opinions of others included through polls, surveys, letters to the editor, and guest editorials? Are cartoons or photography used to strengthen editorial comment?

The Pine Needle carries a regular editorial page, featuring one to three editorials, an editorial cartoon by the staff artist, and usually several letters to the editor. The subjects of editorials in The Pine Needle refer mainly to campus issues (the entire paper sticks mainly with campus subjects), and usually reflects knowledge and research by the writer. Guest editorials by persons not on the Pine Needle staff are occasionally printed.

The Pine Needle's editorial cartoons, all original artwork, are excellently done and have enormous editorial impact.

9 pt. maximum 8

Total for Editorial Category (15 pt. maximum) 12

PHOTOGRAPHY CATEGORY

Quality of photographs: Are photos crisp and clear?

The photographs found in The Pine Needle vary from excellent in clearness to below average. Usually though, the photos used are acceptable.

3 pt. maximum 2

Pertinance of photography: Are the photographs effective in adding to the reader's knowledge? Do the photographs accompany stories?

The photographs used by The Pine Needle usually accompany a story or are effective in adding to a reader's knowledge.

4 pt. maximum 4

Positioning of photographs: Are the photographs appropriately placed on the page? Are the photographs positioned so as not to break up the lay-out of stories?

The photographic lay-out of The Pine Needle is generally very good, due in part to its use of a horizontal lay-out style. The photos never interfere with the lay-out of a story.

3 pt. maximum 3

Total for Photography Category (10 pt. maximum) 9

MISCELLANEOUS FEATURES CATEGORY

Frequency of paper: How often is the paper printed? Is it printed often enough to satisfy the need for a student paper?

The Pine Needle is printed once a week in a four to eight page tabloid format, which is usually enough space to cover the news adequately, especially since that coverage is generally restricted to campus news.

2 pt. maximum

2

Artwork: Is artwork used to enhance the paper?

Original artwork is used by The Pine Needle, primarily on the editorial page. The art found in The Pine Needle is of a very high quality and greatly enhances the paper.

2 pt. maximum

2

Special features: Are special features used to enhance the paper?

The Pine Needle generally carries a music review and poetry written by a prize-winning staff member. The "Update" column provides campus organizations with a news outlet, but it is too often abused and the bad writing is not edited.

5 pt. maximum

3

Fillers: Are fillers used effectively and appropriately?

Filler material is generally used very well by The Pine Needle. Blocking in certain headlines, the use of kicker headlines, and the insertion of extra copy and boldface sub-heads help the appearance of the paper.

1 pt. maximum

1

Student response: Do the readers respond to the paper? Are they interested in the coverage of the paper? Are letters written to the editor?

The Pine Needle on occasion prints

several letters in an issue from students,
showing some response from the student
body.

37

5 pt. maximum 5

Extra Credit: Are any other features
of the newspaper noteworthy
enough to merit special
consideration (up to 10
extra points)?

The Pine Needle changed its basic
lay-out style early in the year from a
more conservative standard appearance to a
more liberal, modern style, complete with
a switch to the Cheltenham headlines and
the horizontal style of lay-out.

The editorial cartoons of The
Pine Needle are as good as any found in
college newspapers.

An Athlete-of-the-Week column in
The Pine Needle's sports section recognizes
performances by athletes other than the
recognized stars, balancing the honor between
champions and losers, starters and substitutes,
and males and females.

The arts coverage of The Pine Needle
is above average, consisting of news
stories, reviews, and features on theater,
writing, and music.

10 pt. maximum 6

Total for Miscellaneous Features Category (25 pt. max., 19
including extra credit)

Total for rating of this student newspaper 90
(110 pt. maximum, which includes extra credit)

The Seahawk

The University of North Carolina at Wilmington

RATING FOR The Seahawk of the University of North Carolina
at Wilmington
 DATES OF ISSUES RATED:

Vol. XXII, No. 3, Sept. 13, 1978
 No. 12, Nov. 16, 1978
 No. 18, Feb. 7, 1979
 No. 19, Feb. 14, 1979
 No. 25, April 11, 1979

WRITING CATEGORY

Coverage: Does the paper present a variety of interesting and informative subjects in varied areas (news, sports, features, campus life, etc.)?

The Seahawk's coverage is not that varied for a newspaper that prints twelve to twenty tabloid pages a week. Usage of a large number of photographs and large advertisements limit most of the pages to only two stories. This actually reduces the amount of space available for coverage, which in turn reduces the paper's ability to provide a wide variety of subjects.

10 pt. maximum

6

Quality Writing: Do the writers adhere to the accepted usage of English? Is the writing sensible and easily understood? Is the writing stimulating?

The quality of writing found in The Seahawk is no more than average. The tone of the paper is rather bland. Sharper leads and better editing would improve the stories. The writing lacks the jolt ordinarily found in stimulating writing.

However, the Seahawk's articles are quite clear and understandable.

10 pt. maximum

8

Newsstyle: Do the writers adhere to accepted newsstyle? Is the paper consistent in presenting its stories in newsstyle? Are leads sharp and well-written?

The writers of The Seahawk often fail to put their stories into an acceptable newsstyle. Lead paragraphs are usually poorly written, either being far too wordy or not containing essential information.

Closer reading of their writing by the reporters and better editing would help improve this problem area.

The writers should learn (by examining the style of writing found in local commercial newspapers) the "inverted pyramid" newsstyle, in which the most important facts of a story are concentrated in the lead paragraph and the body of the story elaborates further with the less essential information.

10 pt. maximum

5

Total for Writing Category (30 pt. maximum)

19

LAY-OUT CATEGORY

General Appearance: Is the paper generally attractive? Are the stories well arranged on the appropriate page and easy to follow with the eye? Are columns and lines kept straight?

As noted earlier, the actual space in The Seahawk is reduced by running large photographs and large advertisements. This practice forces the paper to use a vertical style of lay-out, which has lost favor with most professional newspapers. The vertical style offers limited lay-out design possibilities, while a horizontal lay-out offers many possible variations.

The reduced number of stories on the average page of The Seahawk gives the reader the impression that there is not that

much to the paper. In addition, The Seahawk leaves too much "white space" on the page, especially around headlines. Blocking in certain headlines and/or stories or using "kicker" headlines or using more filler material could reduce this "white space."

8 pt. maximum 4

Masts and Carryover Features: Are such features that are carried over from issue to issue consistent? Are mastheads always blocked in and submerged? Are nameplates ever varied in size and location?

All of the carryover features of The Seahawk are consistent from issue to issue, but they definitely could be improved upon. The masthead, nameplate, and other features appear to have been put together as quickly as possible and with minimum effort. Taking the time to redesign these features could really improve the paper's appearance.

7 pt. maximum 5

Typography: Is material proofread and laid out in its correct order?

The typography of The Seahawk is only fair. More than the average number of typographical errors hurt the newspaper.

It is more the problem of the printer than The Seahawk, but the type looks smudgy and blurred.

7 pt. maximum 5

Headlines: Are headlines descriptive of their stories? Are bumping headlines avoided? Are type styles varied in a consistent way to bring a variety to the general appearance of the headlines? Are kicker lines used to enhance the headlines?

The headlines of The Seahawk are too often written in a passive, non-exciting style. Bumping headlines are avoided, but the headline styles used by The Seahawk are not attractive at all. Using the same type face continually in a bold face, The Seahawk hurts itself by not varying headline styles.

The lack of blocked-in headlines and of "kicker" lines help to cause all of the headlines to look more alike.

More variety in type styles for headlines and a switch to a more descriptive style of writing headlines is needed.

8 pt. maximum 5

Total for Lay-Out Category (30 pt. maximum) 19

EDITORIAL CATEGORY

Editing: Is material effectively edited? Are opinion articles or editorials clearly labeled as such? Are personal narratives avoided? Are gossip columns and personal dedication stories omitted?

The editing of The Seahawk is not too good. Too many newswriting errors are left in the copy. Lead paragraphs need to be sharpened and stories need to be more concise and to the point. Headlines need to be written in a less passive voice.

6 pt. maximum 3

Editorial Page: Does the editorial page reflect interest in current issues? Is the subject matter for the editorial page well chosen? Do the editorials reflect careful and responsible research? Are the opinions of others included through polls, surveys, letters to the editor, and guest editorials? Are cartoons or photography used to strengthen editorial comment?

Although the lay-out of The Seahawk's editorial page is not very attractive, the editorials are usually well written and informative. The editorials show knowledge and research of the subject.

Letters to the editor are usually printed near the editorial, either on the same page or on the inside page facing the editorial page.

All editorials and letters to the editor are clearly identified as opinion, as is a regular column entitled "Viewpoint," which appears on the editorial page.

The Seahawk regularly carries editorial cartoons, usually syndicated features on subjects of national interest, on its editorial page.

9 pt. maximum 8

Total for Editorial Category (15 pt. maximum) 11

PHOTOGRAPHY CATEGORY

Quality of photographs: Are photos crisp and clear?

The quality of the photographs in The Seahawk is fair, but the smudgy effect caused by the printer (mentioned earlier) causes the photos to be less clear than they should be.

3 pt. maximum 2

Pertinance of photography: Are the photographs effective in adding to the reader's knowledge? Do the photographs accompany stories?

The photographs found in The Seahawk generally accompany stories or are effective in adding to the readers' knowledge by themselves.

4 pt. maximum 4

Positioning of photographs: Are the photographs appropriately placed on the page? Are the photographs positioned so as not to break up the lay-out of stories?

The photographs in The Seahawk are usually larger than they need to be, which makes the newspaper very visually-oriented, but cuts down on the space available for stories.

In addition, the photo captions are set in the same type as the copy, which makes it hard for readers to distinguish between the stories and the picture captions.

3 pt. maximum 2

Total for Photography Category (10 pt. maximum) 8

MISCELLANEOUS FEATURES CATEGORY

Frequency of paper: How often is the paper printed? Is it printed often enough to satisfy the need for a student paper?

The Seahawk is printed once a week in a multi-page tabloid format, but much space is wasted by the use of extremely large photographs. Cutting down on the size of the photos would give more room for more stories.

2 pt. maximum 2

Artwork: Is artwork used to enhance the paper?

Syndicated editorial cartoons are used by The Seahawk and a students' cartoon page is a regular feature.

2 pt. maximum 2

Special features: Are special features used to enhance the paper?

A special issue highlighting the UNC-Wilmington basketball team at the beginning of the season was interesting. For that issue, The Seahawk used a bright green color to block in certain stories on different pages, which was quite attractive.

The students' cartoon page, while not that artistic, is interesting. 5 pt. maximum 3

Fillers: Are fillers used effectively and appropriately?

Filler material is not used correctly by The Seahawk. There is too much "white space" in the paper, which is distracting to the reader and generally unattractive.

1 pt. maximum 0

Student response: Do the readers respond to the paper? Are they interested in the coverage of the paper? Are letters written to the editor?

The Seahawk receives a fair

response from the students in the form of letters. The letters are printed on the editorial page and clearly identified.

5 pt. maximum

4

Extra Credit: Are any other features of the newspaper noteworthy enough to merit special consideration (up to 10 extra points)?

The use of color in the previously mentioned special basketball issue and the basketball issue itself were noteworthy features presented by The Seahawk.

10 pt. maximum

2

Total for Miscellaneous Features Category (25 pt. max., including extra credit) 13

Total for rating of this student newspaper (110 pt. maximum, which includes extra credit)

70

the **Southern**

AWARD-WINNING STUDENT NEWSPAPER OF FLORIDA SOUTHERN COLLEGE

RATING FOR The Southern of Florida Southern College,
(Lakeland, Fla.)

DATES OF ISSUES RATED:

Vol. 92,	No. 5,	Oct. 13,	1978
	No. 8,	Nov. 17,	1978
	No. 9,	Dec. 8,	1978
	No. 14,	Feb. 16,	1979

WRITING CATEGORY

Coverage: Does the paper present a variety of interesting and informative subjects in varied areas (news, sports, features, campus life, etc.)?

The Southern provides a balanced mix of straight news of campus importance and feature stories. Very little attention is given to an editorial page, however.

10 pt. maximum

8

Quality Writing: Do the writers adhere to the accepted usage of English? Is the writing sensible and easily understood? Is the writing stimulating?

The quality of writing found in the Southern is generally good. An annoying practice of the paper, however, is to use dates when giving the time of an event, even if the story occurs within a few days of the event. This practice distracts the reader from the story and should be curtailed.

10 pt. maximum

9

Newsstyle: Do the writers adhere to accepted newsstyle? Is the paper consistent in presenting its stories in newsstyle? Are leads sharp and well-written?

The writers of the Southern do only a fair job of putting their stories into newsstyle, which is unusual because there is a school of journalism at Florida Southern.

Lead paragraphs generally need sharpening and the editors need to make sure that all of the story's essential information is included in the lead and not scattered throughout the body of the article.

10 pt. maximum 6

Total for Writing Category (30 pt. maximum) 23

LAY-OUT CATEGORY

General Appearance: Is the paper generally attractive? Are the stories well arranged on the appropriate page and easy to follow with the eye? Are columns and lines kept straight?

Surprisingly, the general appearance of this paper is not that good. Bumping headlines, no blocking of headlines or stories, and an unattractive large newsprint type for the text of stories all contribute to the downgrading of the lay-out.

8 pt. maximum 5

Masts and Carryover Features: Are such features that are carried over from issue to issue consistent? Are mastheads always blocked in and submerged? Are nameplates ever varied in size and location?

The carryover features of The Southern are generally attractive and consistent. However, the staff block is only partially lined in, giving it an open-bottomed appearance, which is not very attractive.

7 pt. maximum 5

Typography: Is material proofread and laid out in its correct order?

Generally, the typography in The Southern is quite good. The proofreading is done very well and the vast majority of typographical errors are eliminated.

7 pt. maximum 7

Headlines: Are headlines descriptive of their stories? Are bumping headlines avoided? Are type styles varied in a consistent way to bring a variety to the general appearance of the headlines? Are kicker lines used to enhance the headlines?

The Southern's headlines are usually well written and descriptive of their stories, but the headlines are always printed in a bold type face, causing a block-like appearance on each page.

"Kicker" headlines are used only on the sports pages, as are headline blocks.

The Southern could easily improve its general appearance by varying its headline styles between a light and dark type face and by expanding the use of kicker headlines and headline blocks from the sports pages to the entire paper.

8 pt. maximum

6

Total for Lay-Out Category (30 pt. maximum)

23

EDITORIAL CATEGORY

Editing: Is material effectively edited? Are opinion articles or editorials clearly labeled as such? Are personal narratives avoided? Are gossip columns and personal dedication stories omitted?

More editing of The Southern is needed because the writers are failing to write their stories in an acceptable newsstyle.

In addition, there is a gossip column called "Southern Soap," based mainly on fraternity and sorority happenings that needs to be cleaned up.

6 pt. maximum

4

Editorial Page: Does the editorial page reflect interest in current issues? Is the subject matter for the editorial page well chosen? Do the editorials reflect careful and responsible research? Are the opinions of others included through polls, surveys, letters to the editor, and guest editorials? Are cartoons or photography used to strengthen editorial comment?

There is no actual editorial page in The Southern. No editorials are carried by the paper, but The Southern does print letters written to the paper. There is adequate space to carry an editorial page in The Southern and there is no apparent reason why one is not carried.

9 pt. maximum 2

Total for Editorial Category (15 pt. maximum) 6

PHOTOGRAPHY CATEGORY

Quality of photographs: Are photos crisp and clear?

The photographs found in The Southern are quite clear.

3 pt. maximum 3

Pertinence of photography: Are the photographs effective in adding to the reader's knowledge? Do the photographs accompany stories?

The photographs found in The Southern usually accompany stories and are very effective in adding to the readers' knowledge.

4 pt. maximum 4

Positioning of photographs: Are the photographs appropriately placed on the page? Are the photographs positioned so as not to break up the lay-out of stories?

The photographic lay-out of The Southern is one of the stronger points of the paper's general appearance. The photos are placed in prominent positions and divide the stories nicely.

3 pt. maximum 3

Total for Photography Category (10 pt. maximum) 10

MISCELLANEOUS FEATURES CATEGORY

Frequency of paper: How often is the paper printed? Is it printed often enough to satisfy the need for a student paper?

The Southern is printed on a weekly basis in a multi-page tabloid **format**, which provides coverage that is quite adequate.

2 pt. maximum 2

Artwork: Is artwork used to enhance the paper?

The artwork printed in The Southern is not usually original, but is well chosen for a college audience.

2 pt. maximum 2

Special features: Are special features used to enhance the paper?

The Southern occasionally runs a bright basic color into the paper, creating an eye-catching special effect. Photographic features also enhance the newspaper from time to time.

5 pt. maximum 4

Fillers: Are fillers used effectively and appropriately?

The Southern does not use fillers adequately. Large amounts of "white space" distract the reader and need to be filled in some way.

1 pt. maximum 0

Student response: Do the readers respond to the paper? Are they interested in the coverage of the paper? Are letters written to the editor?

The lack of student response to **The Southern** can be attributed to the lack of an editorial page. The paper does print letters when it receives them, but there is never an editorial reply.

5 pt. maximum 1

Extra Credit: Are any other features of the newspaper noteworthy enough to merit special consideration (up to 10 extra points)?

The occasional use of colors in the printing is a special (and expensive) feature of **The Southern**. The bright colors are very attractive.

10 pt. maximum 2

Total for Miscellaneous Features Category (25 pt. max., 11
including extra credit)

Total for rating of this student newspaper 80
(110 pt. maximum, which includes extra credit)

Technician

North Carolina State University's Student Newspaper Since 1920

RATING FOR the Technician of North Carolina State University⁵⁷
(Raleigh, N.C.)

DATES OF ISSUES RATED:

Vol. LIX,	No. 34,	Nov. 15,	1978
	No. 37,	Nov. 22,	1978
	No. 56,	Feb. 9,	1979
	No. 58,	Feb. 14,	1979
	No. 79,	April 13,	1979
	No. 81,	April 20,	1979

WRITING CATEGORY

Coverage: Does the paper present a variety of interesting and informative subjects in varied areas (news, sports, features, campus life, etc.)?

The Technician does a superb job of presenting news that is interesting to its reader. Regularly covering student-oriented news on the community and national level, in addition to news from campus, the Technician is a highly informative and interesting newspaper. The paper also features a regular editorial page and a full features page.

10 pt. maximum 10

Quality Writing: Do the writers adhere to the accepted usage of English? Is the writing sensible and easily understood? Is the writing stimulating?

The quality of writing found in the Technician is excellent for a college newspaper. The writing is **stimulating** and interesting, and clearly understandable.

10 pt. maximum 10

Newsstyle: Do the writers adhere to accepted newsstyle? Is the paper consistent in presenting its stories in newsstyle? Are leads sharp and well-written?

The Technician's news stories are apparently well written by what appears to be an experienced staff and edited by experienced editors. Acceptable newsstyle is employed throughout the newspaper.

On occasion, especially in the sports section, some lead paragraphs are dull and sluggish, needing sharpening to capture the readers' attention. On the whole, however, the writing found in the Technician is excellent.

10 pt. maximum 8

Total for Writing Category (30 pt. maximum) 28

LAY-OUT CATEGORY

General Appearance: Is the paper generally attractive? Are the stories well arranged on the appropriate page and easy to follow with the eye? Are columns and lines kept straight?

The Technician's general appearance has to rate as the most attractive and the most consistent of any newspaper in this particular rating. Because of the Technician's full-page lay-out format, the lay-out can be varied by the use of double and triple columning of copy, a technique that is not readily adaptable to tabloid papers.

The blocking in of certain stories and/or headlines on the page is a standard practice with the Technician and one which heightens the appearance of the paper. Photographic lay-out is another strength of the paper.

One technique used to great measure by the Technician is the breaking-up of longer sto-

ries with one-line boldface sub-headings. These sub-heads are very attractive fillers which enhance the appearance of the paper.

8 pt. maximum 8

Masts and Carryover features: Are such features that are carried over from issue to issue consistent? Are mastheads always blocked in and submerged? Are nameplates ever varied in size and location?

The Technician's carryover features are very consistent and generally attractive. The masthead is always found on the back page (the Technician's Opinion Page) and is always properly blocked in and submerged.

While the main nameplate is very rarely varied or moved from the top of the front page, it is attractively designed.

7 pt. maximum 6

Typography: Is material proofread and laid out in its correct order?

Barring an occasional typographical error, the Technician is basically a mistake-free newspaper in this respect. One of the few mistakes that bothers the paper is the crooked setting of the boldface sub-heads mentioned earlier. In their prominent positions, the crooked sub-heads are quite noticeable.

7 pt. maximum 6

Headlines: Are headlines descriptive of their stories? Are bumping headlines avoided? Are type styles varied in a consistent way to bring a variety to the general appearance of the headlines? Are kicker lines used to enhance the headlines?

The Technician's headlines are generally well written and descriptive of the stories that follow. Bumping headlines are never allowed by the production crew. Type styles for headlines are varied between a light, a bold, and an ultra-bold type face, which allows for a proper contrast between headlines on the same page.

"Kicker" headlines are used sparingly by the Technician, but when they are used, the result is very attractive. The tiny kicker headline is always flushed to the left with the main headline flushed to the right.

8 pt. maximum 8

Total for Lay-Out Category (30 pt. maximum) 28

EDITORIAL CATEGORY

Editing: Is material effectively edited?
Are opinion articles or editorials clearly labeled as such? Are personal narratives avoided? Are gossip columns and personal dedication stories omitted?

The Technician's editors apparently do an excellent job of editing their paper. No technical errors in newsstyle or in lay-out could be found. The general lay-out of the newspaper is excellent, reaching a level that many commercial newspapers would be happy to attain.

All columns and reviews are titled and identified, as are all editorials and letters to the editor. Personal narratives within news stories are avoided, but are sometimes used within columns for a varied effect.

6 pt. maximum 6

Editorial Page: Does the editorial page reflect interest in current issues? Is the subject matter for the editorial page well chosen? Do the editorials reflect careful and responsible research? Are the opinions of others included through polls, surveys, letters to the editor, and guest editorials? Are cartoons or photography used to strengthen editorial comment?

The Technician's editorial page is one of the strongest sections of the paper. It is well designed and well written, featuring two staff editorials most of the time, covering subjects that range from campus issues to issues on the national scene. The editorials are usually excellently written, showing both stimulating writing and careful research.

Alternating columns appear on the editorial page, dealing with national politics, campus life, and humor.

Two editorial cartoons appear on every editorial page and are often as thought-provoking as the editorials and columns.

The most impressive section of the editorial page, however, is the Forum section, which features letters to the editor. The Technician receives an enormous response from readers on past stories and editorials or on events of importance, including both on and off-campus events. N.C. State has a gigantic student body, composed of students from all walks of life, making the exchanges in the Technician's Forum extremely interesting reading.

9 pt. maximum

9

Total for Editorial Category (15 pt. maximum)

15

PHOTOGRAPHY CATEGORY

Quality of photographs: Are photos crisp and clear?

The photography of the Technician is generally excellent, matching any commercial journalistic effort. Because the Technician is printed in a full-size format, rather than in a tabloid size, the photos used are much larger than those found in smaller papers. These increased size allows for clearer photographs.

3 pt. maximum

3

Pertinence of photography: Are the photographs effective in adding to the reader's knowledge? Do the photographs accompany stories?

The only drawback to the Technician's photography is that the pictures tend to appear to be "stock" photos. Very often, a picture is used by itself, usually as a candid shot, rather than with an accompanying story. The main exception to the rule of self-standing photos is in the sports section.

4 pt. maximum

3

Positioning of photographs: Are the photographs appropriately placed on the page? Are the photographs positioned so as not to break up the lay-out of stories?

The Technician's lay-out of photographs is very well done. The full-size format of the paper offers a lot of possibilities regarding lay-out, and the larger size of the photographs helps in this area. The Technician's photo lay-out is well balanced on the page, giving the paper an attractive general appearance.

3 pt. maximum

3

Total for Photography Category (10 pt. maximum)

9

MISCELLANEOUS FEATURES CATEGORY

Frequency of paper: How often is the paper printed? Is it printed often enough to satisfy the need for a student paper?

The Technician is printed three times a week on Monday, Wednesday, and Friday during the normal school year, and on a reduced basis during summer school. Naturally, this frequency of printing, when coupled with the paper's multi-page full-size format, insures more than adequate coverage of events.

2 pt. maximum 2

Artwork: Is artwork used to enhance the paper?

The Technician generally carries two original editorial cartoons on its editorial page. In addition, a comics page featuring student contributions is usually carried once a week.

For the most part, the original artwork used by the Technician is very well done.

2 pt. maximum 2

Special features: Are special features used to enhance the paper?

In addition to the comics page mentioned above, the Technician features regular columns on music, entertainment, sports, politics, humor, and campus life.

5 pt. maximum 5

Fillers: Are fillers used effectively and appropriately?

The fillers used by the Technician, including the previously mentioned boldface sub-heads, are excellent, ranging from an announcements section to an upcoming events column. 1 pt. maximum 1

Student response: Do the readers respond to the paper? Are they interested in the coverage of the paper? Are letters written to the editor?

As mentioned during the rating of the Technician's editorial page, student response to the paper is enormous.

5 pt. maximum 5

Extra Credit: Are any other features of the newspaper noteworthy enough to merit special consideration (up to 10 extra points)?

The Technician's frequency of publication, its beautiful lay-out style, and its attractive advertisements designs are only three of the many areas at which the paper excels.

In addition, the enormous student response is especially noteworthy.

10 pt. maximum 10

Total for Miscellaneous Features Category (25 pt. max., 25
including extra credit)

Total for rating of this student newspaper 105
(110 pt. maximum, which includes extra credit)

CONCLUSION

The basic conclusion to be drawn from this survey is that all student newspapers have the same potential for success. The deciding factor in determining that success is the amount of attention given by the newspaper to journalism fundamentals.

No proportion between the size of a school and the success of its student newspaper can be shown. Although two newspapers from larger schools, North Carolina State and UNC-Charlotte, topped these standings, another newspaper from a larger school, UNC-Wilmington, finished seventh out of seven. A publication from a smaller school, Pembroke State, received a Good rating, as did a community college publication, the Florissant Valley Forum.

No proportion could be shown between the size of a newspaper's staff and the newspaper's success. The Pembroke State newspaper staff numbered less than ten, but the paper received a Good rating. The newspaper from Florida Southern listed over twenty staff members in its masthead, but received only a Fair rating.

What the survey does show is that with hard work, attention to details, and adherence to the basic fundamentals of journalism, any student newspaper can become a successful paper, regardless of its origins.