

E. Photography **100 Points**

A photo is the focal point of the page. Colour or black-and-white photos which have impact, action, technical quality, good composition and are well cropped. Properly sized and positioned on the page. Effective use of color where applicable, rather than the presence or absence of it. Quality is better than quantity. Cutlines should fill in the significant details and clearly identify all subjects.

F. Advertising **25 Points**

Advertising is an indication of how well the newspaper and the community work together for the readers. Innovative ideas that bring additional lineage into the paper. Look for simple promotions which build extra revenue on community interests (i.e. sporting events, seasonal topics or product or customer features). There should be evidence of both traditional advertisers and creative new ideas. Look for effective advertising. Good ads laid out attractively and easy to read ads. Placement conducive to overall design of the paper. Effective, uncluttered artwork; effective use of white space; copy that is complete, easy to read and understand, and provides extensive information about the product. Four basic elements of an ad (headline; body copy; graphics or photos; and signature) must work together to sell the product.)

H. Local Features **100 Points**

Local features go beyond the news, providing a more in-depth look at the issues and people of the community. Features must offer subject diversity, and can include the arts, science and technology. Interesting topics, accompanied by powerful presentation, creativity, and graphic elements.

I. Sports **50 Points**

Sports and recreation are a significant part of community life. Sports pages which include a variety of events and activities which reflect the community. Staff-generated copy should be active, lively and concisely written. Photos should be featured prominently. Interesting and well-written local sports opinion columns are a definite asset as are local sports features. The page design must be lively and attractive. Headlines should be active.

TOTAL **775 Points**