JEA Journalist of the Year
Scoring Rubric

Evaluators will rank each category using this 7-point scale
1 Not Evident
2 Well Below Expectations
3 Below Expectations
4 Meets Expectations
5 Exceeds Expectations
6 Far Exceeds Expectations
7 Exemplary

• Applicant portfolios must adhere to all copyright laws. Entries that violate copyright will be disqualified.

_____ Personal Narrative
• Journalist’s personal narrative reflects on their scholastic media experience and how it shaped both current success and future goals.
• Personal Narrative addresses challenges applicant faced along the way and how these were solved.
• Personal Narrative exhibits applicant’s strong, vibrant voice.

_____ Organization and Documentation
• Artifacts are clearly organized and the portfolio is easy to navigate.
• Recommendation letters (including at least one from their scholastic media adviser) directly address the applicant’s accomplishments in scholastic media.
• Applicant reflections on portfolio artifacts are clear, concise and revealing.
• Resume is professional, informative and directly addresses their student media experience.

_____ Reporting and Writing
• Applicant’s artifacts exemplify excellence in reporting and writing.
• Included work should include meaningful, impactful, enterprising journalism.
• It should showcase the applicant’s writing and ability to synthesize information from a rich array of reliable sources.
• Applicants are encouraged to include a variety of work including news, feature, sports and opinion.

_____ Editing, Leadership and Team Building
• Applicants should include examples that demonstrate their abilities as an editor or leader, even if they do not hold a formal “leadership position” on staff.
• Artifacts may include hands-on editing work that demonstrates excellence in providing feedback aimed at improving growth and building capacity; student-produced resource documents; excerpts from recommendation letters.
• Applicants may also demonstrate editing proficiency by “revisiting” and updating work from earlier in their journalistic career and providing a look at how they might handle the piece differently now that they are more experienced.

_____ Web and Social Media
• The journalist plans and executes timely coverage, selecting the appropriate presentation for the story -- audio, video, social media, photo galleries and other multimedia tools.
• The journalist uses social media to tell engaging stories.
**Design**
- Artifacts demonstrate an understanding of the elements of design, including dominance, contrast, eye flow, balance, alignment and unity.
- Included work reveals both proficiency and originality in packaging work.
- Artifacts should extend beyond print with outstanding design samples from web, social media and broadcast.

**Broadcast Journalism**
- Included broadcast artifacts showcase work of journalistic merit such as video packages, anchoring work, broadcast commentaries or event coverage. Documentary work is also encouraged.
- The journalist effectively edits text, audio, video, graphics and other elements that tell a story in context.
- PSAs, commercials and film are welcome here, but the primary focus of this category is journalistic work.

**Photojournalism**
- The journalist plans, shoots and edits high quality photographs that demonstrate application of effective exposure, composition and color balance/contrast.
- The journalist captures unique storytelling moments.
- The journalist writes effective captions/cutlines that give all essential facts plus additional context.

**Law, Ethics and News Literacy**
- The journalist demonstrates a command of the legal and ethical knowledge necessary for producing responsible journalism. The applicant, through artifacts and reflection, demonstrates a firm grasp of the importance of excelling in these areas and ensuring other members of their team do the same.
- The journalist actively works to improve news literacy on their campus and in their community, using the voice of their media in a responsible way.

**Marketing and Audience Engagement**
- The journalist develops an audience engagement strategy that addresses branding, marketing, sales, fundraising, distribution and social media.
- The journalist demonstrates a working knowledge of funding, analytics and the “business side” of student media.
- The journalist engages audiences in a meaningful, impactful and original way.

**Commitment to Diversity**
- The applicant explicitly demonstrates a commitment to diversity – in all ways. This could include coverage that amplifies concerns of underrepresented communities and reflects the diverse makeup of the community; practices that cultivate a diverse staff; or other efforts to meet this important objective. Applicants at schools that are not particularly diverse should be sure to identify ways they still ensure diverse representation in student media.

**Bonus Points (0-3)**
- Students may earn up to three bonus points, up to 1 point each in three different areas. This should be a “knock-your-socks-off” performance where 7/7 is insufficient to convey the applicant’s command of the area. The electronic rubric will ask you to assign those point to specific areas on the rubric.

**/80 Total Score**

Note: Ties will be reviewed by a panel of jurors who will determine the national winner and runners-up.