



JEA Journalist of the Year

Scoring Rubric

Questions? Contact JEA Journalist of the Year scholarship coordinator
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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.