

NIPA Mail-in contest
 Judging Form
 Critique Form – 1 per entry

Contestant Name _____
 Entry ID _____
 School Name _____

28. Headline writing critique form

This rubric is used as a guide when judging entries and provides feedback to contestant. This form is limited in its ability to effectively rank entries, but it helps judges to note special creative elements that might push an entry over another. A high score does not necessarily mean a high finish in the category.

COMMENTS

Well-written grammatically	1	2	3	4					
Shows evidence of subject matter	1	2	3	4					
Carefully polished and concise	1	2	3	4					
Interesting manner	1	2	3	4					
Secondary and primary headlines	1	2	3	4					
Suitable to the subject	1	2	3	4					
Increases readers understanding	1	2	3	4					
Informative and specific	1	2	3	4					
Overall Appeal	1	2	3	4	5	6	7	8	

TOTAL: /40

SUGGESTIONS