

PROBE BULLETIN CONTEST
___ BETY ___ IBC



LAYOUT & REPRODUCTION
Score sheet

District _____ Year _____ TOTAL SCORE _____
Bulletin _____ Issues _____ | _____ | _____
Editor(s) _____ Chapter _____
Judge _____ Tel. No. (optional) _____
Address _____
E-Mail Address _____

INSTRUCTIONS TO JUDGES

The L&R Category carries 600 points, or 300 points per issue, of the total 2,000 points in the contest. If you wish, you may use one score sheet for two issues in a district (BETY) contest, hence the two columns at the left margin.
You are judging the "Presentation" of the bulletin. Score each question according to the way you feel the editor met its requirements

Numbers in brackets within the questions are the point ranges for that portion of the question. Note that point deductions are appropriate in Sections C and F.
In your critique, be constructive and offer suggestions for ways the editor might improve his bulletins. Be encouraging! Feel free to mark on the bulletins to illustrate your points, but write your critique in the space provided on this form, or on a separate sheet.

A. NAMEPLATE [page one requirement] (15%, possible 46 points)

- ___ ___ 1. Does the nameplate attract and announce with impact? It should take up no more than one-third of page one [0-6].
___ ___ May be split, top and bottom of front page. Does the use of color make an impact? [0-4]
___ ___ 2. Does the bulletin look like a barbershop singing publication? Some indication of quartet [7], singing [5], music?
___ ___ [4].
___ ___ 3. Is the Society's logo [5], name [4], or initials [2] in the nameplate? (Maximum of 7 points)
___ ___ 4. Is there a chapter logo featured in the nameplate? [5]
___ ___ 5. Is the volume number [1], issue number [2], and date [5] clearly shown?

subtotal

B. MASTHEAD [page one, two, or last page] (12.5%, possible 37 points)

- ___ ___ 1. Is the chapter name [4], city [4], state [3], and district [3] identified?
___ ___ 2. Is the chapter meeting place [3], day of the week [3], and time [3] shown?
___ ___ 3. Is the editor's name [4], address [4], phone number [3], and e-mail address [3] clearly shown?

subtotal

C. READABILITY (17%, possible 51 points)

- ___ ___ 1. Balance: White space is important to readability and page balance. Solid type looks hard to read and may be
___ ___ skipped over. White space should appear between stories [0-8], between columns [0-7], between paragraphs [0-7],
___ ___ and as adequate (1/4 inch) margins [0-8]. Is it used well?
___ ___ 2. Too much white space can detract from readability. If this is a problem, deduct up to seven [-7] points
___ ___ 3. Layout: Does the editor avoid across-the-page copy? For layout purposes he may open with full-page, but go to
___ ___ columns after one-third page. Across-the-page copy is deadly. Deduct one [-1] point for each page with more than
___ ___ one-third page of across-the-page copy. (Maximum of -7).
___ ___ 4. Are the most important articles in a prominent place-generally on page one or two? [0-7]
___ ___ 5. Does the editor avoid long paragraphs where possible? [0-7]

Does the page exhibit variety in paragraph length, thus looking like interesting reading? [0-7]

- ___ ___ 6. In left and right (fully) justified columns, deduct up to seven [0-7] points for excessive use of hyphens or extra
___ ___ spaces between words to attain justification.
___ ___ 7. Left-justified columns should be as even as possible. Deduct up to seven [0-7] points if columns are excessively
___ ___ ragged.

subtotal

D. HEADLINES (17.5%, possible 53 points)

- ___ ___ 1. Does the editor use headlines for every story, and appropriate titles for lists, short filler items, etc? [0-15]
___ ___ 2. Do headlines create interest in reading further?[0-15] Is an action word used in each headline? [0-15]
___ ___ 3. Does the editor use a different typeface for headlines? [0-8] Even if hand-drawn, double-spaced caps, or typeset,
___ ___ headlines should stand out.

Subtotal

E. ILLUSTRATIONS (17.5%, possible 53 points)

- _____ 1. Does the editor use photos consistent with the printing method? [0-9]
- _____ 2. Does the editor use line art consistent with the printing method? [0-9]
- _____ 3. Has the editor avoided dull plain pages, using artwork or photos on most pages? [0-9]
- _____ 4. Are photos and line art used in balance to enhance the look and design of the page, not placed haphazardly or in bunches? [0-14]
- _____ 5. Do photos contain captions (what, when, and where)? [0-4] Are individuals clearly identified? [0-3]
- _____ 6. Is original (or borrowed) artwork (not clip-art) identified and credited? [0-5]

subtotal

F. REPRODUCTION (This is a debit section. Deduct up to five [-8] points)

- _____ 1. Do all characters print clearly? Is the type even? *Deduct* one [-1] point for each occurrence.
- _____ 2. Did the editor do a good job of laying out his masters? Is it a good, clean paste-up and is copy free from shadow lines? Are there strike-overs? *Deduct* one [-1] point for each occurrence.
- _____ 3. Is it an acceptable printing job? *Deduct* one [-1] point for each occurrence of poor reproduction.
- _____ 4. Is the type clear and large enough to be easily read? If not, or if text has been excessively photo reduced, *deduct* up to seven [-7] points.

Subtotal

G. MISCELLANEOUS (20%, possible 60 points)

- _____ 1. Are page numbers and the bulletin's name on each page (needn't number first page or last page if it is an address page)? [0-8]
- _____ 2. Are photos and line art matched (appropriate) to copy? [0-9]
- _____ 3. Are lists and tabulations, when used, interspersed through bulletin, not all together? [0-8]
- _____ 4. Does the editor make good use of special emphasis materials such as underlining [0-3], italics [0-3], boxes [0-3], capitals [0-3], and highlighting (or bold face) [0-3] without overuse?
- _____ 5. When a story is continued on another page, is it clear where to look for it? If not, *deduct* one [-1] point for each occurrence. Do not deduct for stories continued from one column to the next on the same page or on the next page unless it is done in a confusing manner. (-7 maximum)
- _____ 6. If some items employed by the editor have pleased you, award up to 20 bonus points [0-20] and explain in your written comments

subtotal

JUDGE'S COMMENTS
(Use additional sheets if necessary)

Judge's signature

Date