Whether you want an award or just feedback, the critical services provide both. Year after year, they recognize outstanding quality and provide feedback based on the journalistic fundamentals they promote.

Most services use judges who have years of experience and who have produced award-winning publications. The services encourage judges to be open-minded about new trends. As a result, most allow judges some leeway in scoring publications.

Include a letter to the judge when you submit your publication. Explain any unusual circumstances or traditions that control elements of your book. If you took the judge's advice last year and made changes, explain the changes you made. (See sample letter.)

Coverage	
1. Cover the year rather than nine months.	3. Balance coverage of school life, student life and students.
2. Highlight unique aspects of this one year.	4. Focus on students, not teachers.
Student Life (25% to 30%)	**People (25% to 30%)**
• Covered in copy, captions, headlines • Not just moments of glory, but also day-to-day activities • Emphasis on candid photos • Something for everyone • Secondary coverage enhances concept • National, state, local news covered • Standard events covered in unique way • Special design technique to identify section • Story-telling quotes	• Covered in copy, captions, headlines • Balanced among all grades and faculty • Senior credits can be read and understood • Administration/faculty do not dominate • Details accomplishment of each class • Coverage includes candid photos • Design uses modular blocks for portraits • Faculty identifications include full name, title, teaching, coaching and advising assignments
Academics (15% to 18%)	**Sports (15% to 18%)**
• Covered in copy, captions, headlines • Emphasis on candid photos • Complete overview of all classes • Features unique aspects of academic life • Covers academics outside of classroom • Secondary coverage enhances concept • No curriculum goals or course descriptions • Student quotes help tell academic story • Avoids focus on faculty	• Covered in copy, captions, headlines • Emphasis on candid photos • Balanced among all sports • Records successes and struggles • Team photo of every team • Complete scoreboard with season record • Focus on current season • No predictions about the coming year • Individual sports covered
Clubs (10% to 13%)	**Ads/Community**
• Covered in copy, captions, headlines • Balanced coverage based on club activities • Emphasis on candid photos • Complete overview of all clubs • Secondary coverage enhances concept • No club goals or objectives • Group photo of every club	• Includes students working, shopping and/or playing • Contemporary ad design • Photographs, copy and/or graphics used in ads