



# COMMENTS FROM 2010 NEWSPAPER PACEMAKER JUDGES

Judges spent two days looking at hundreds of high school newspapers and newsmagazines. Here's a summary of their suggestions.

**1** **▶ CONTENT IS KING.**  
Cover the lives of your readers through brevity and depth. Start with the fundamentals (sports, theater, debate and Homecoming). Expand on the issues (the recession, substance abuse, sexual identity and crime). Bring the national and international stories home with local angles in news and commentary.

**2** **▶ VISUALS SUPPORT THE CONTENT.**  
Give each section front a powerful visual (usually photos, but also illustrations). Develop concepts. Take risks. Crop secondary photos tightly.

**3** **▶ DESIGN INTRODUCES THE CONTENT.**  
High school readers expect and deserve clean, simple, spacious design that shows off visuals and content. Play those lead visuals big and secondary visuals smaller.  
If the presentation is complicated and tight, you lose readers.

**4** **▶ TYPOGRAPHY AND WHITE SPACE ARE THE NAVIGATION.**  
Type and space distinguish the winners. Text type should be simple and silent, with no gaping letterspacing or wordspacing.  
Frame your lead packages with white space. That takes some bravery — but pays huge dividends for readers.

See additional characteristics and tips on next page.



THE HARBINGER  
Shawnee Mission East HS  
Prairie Village, Kan.



THE PROWL  
Coral Glades HS  
Coral Springs, Fla.



## Why reinvent the wheel?

NSPA has an ever-growing library of resources available on its Web site at <http://studentpress.org/nspa/wheel>

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