



Online Media Critique 2020

Florida Scholastic Press Association

Offices

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Purpose

This guide is designed to be an educational tool to improve the quality of a publication's website. Thank you to the Colorado Scholastic Press Association whose evaluation guide was the basis of the format of this document.

Judging

Judges are encouraged to be specific in offering recommendations to identify strengths and weaknesses. Judges should make comments that reflect current trends and give specific suggestions for improvement.

Ranking

Publications are evaluated by ranking each of the four categories. Judges will provide category-specific feedback at the end of each category. The judge gives each category a score based on criteria within each category. The final score is determined by averaging the scores from each category. Judges are also expected to give summative feedback on the publication as a whole at the conclusion of the guidebook. Each section's rating is as follows:

- 5: All Florida
- 4: Gold
- 3: Silver
- 2: Bronze
- 1: Merit

Space is provided at the end of each category for judges to include category-specific comments and feedback. Judges

Awards

All-Florida awards are announced at the FSPA state convention each spring. Staffs will receive award certificates and plaques.

Website Title: _____

School Name: _____

School Address: _____

City and Zip Code: _____

Adviser: _____

Adviser Email: _____

School Enrollment: _____

Website's URL: _____

Judge: _____

Content/Coverage Criteria

Content on the site is updated daily with stories that are of interest to the student body; content is updated and/or followed-up as more information becomes available to reporters

If the site contains a printed version, the site includes web-only content, including: interactive elements, video/audio components, blogs, etc.

Coverage consists of focus on numerous aspects of high school life and local community: clubs and organizations, sports, academics, student life, etc.

Site's coverage reflects diversity of school population and aims to include all voices of publication stakeholders; coverage is balanced and fair.

Content is engaging, informative and/or entertaining and is thoroughly reported and researched.

Site refrains from repeating content across media platforms and instead coordinates with each platform contributing a different part of the story

All writing is of interest to the school or local community; local, state and national news is covered as it applies to the student body through coverage of reaction or consequences.

Writing shows evidence of proper journalistic style and grammar with emphasis on varied leads, story-telling quotes, and careful attention to proofreading; writing does not include editorializing, with the exception of opinion pieces

Coverage makes use of a variety of story-telling formats, including: news, features, in-depth, sports, opinions, columns, etc.

Legal and ethical standards are followed; all content should be adequately attributed and instances of use of outside materials should reflect permission to use material

Content/Coverage Rating *Average the scores from each above item and award the appropriate rating*

_____ All Florida (5)

_____ Gold (4)

_____ Silver (3)

_____ Bronze (2)

_____ Merit (1)

Judge's Comments

Design/Navigation Criteria

The site, despite management platform, shows customized design and modifications to create a distinctive and unique site.

Navigation should be clean and clear enough to assist readers in moving through the site to find appropriate content; sections of the site (news, sports, entertainment, etc.) are prominently displayed

Reader can clearly tell which site is the most up-to-date; oldest stories are archived in an easy-to-use format

Site provides a site map and/or search function to allow readers to find needed content.

All clickable links lead to relevant content; dead links and/or orphan pages are avoided

The site is optimized for mobile and tablet device navigation; consistency is maintained across web browsers.

The site carefully considers advertising placement so as not to interfere with news content and/or create confusion for reader

The site makes use of colors, graphics and other visual elements to unify every aspect of the site.

Design/Navigation Rating *Average the scores from each above item and award the appropriate rating*

_____ All Florida (5)

_____ Gold (4)

_____ Silver (3)

_____ Bronze (2)

_____ Merit (1)

Judge's Comments

Multimedia Content Criteria

The site uses a variety of multimedia content, including audio, video, slideshows, audio slideshows, podcasts, live coverage, etc.; each element tells a story

Multimedia elements work to enhance content and tell a story rather than acting as filler content

Special projects and collaborative projects are packaged as such and designed to help readers move through content

The site takes advantage of web platform by choosing multimedia platforms that tell the best and most interesting story

Photos demonstrate variety of composition techniques, proper lighting; captions are included when the need dictates

Audio/video content demonstrates proper use of equipment and editing techniques; quality of sound is clear

Crossover content from print publications is enhanced with the use of varying multimedia elements

The site takes risks and tries new or emerging multimedia platforms

Readers can interact with content without leaving the page; off-site content is embedded and dead links are avoided

Multimedia Rating *Average the scores from each above item and award the appropriate rating*

_____ All Florida (5)

_____ Gold (4)

_____ Silver (3)

_____ Bronze (2)

_____ Merit (1)

Judge's Comments

Community/Interactivity Criteria

The site should provide multiple opportunities for readers to engage with staff via comment boxes, galleries, polls, contests, discussion boards, etc.

Content provides links to relevant off-site information that enhances the story

The site takes advantage of social networking, including Facebook, Twitter, Instagram and/or Pinterest; social networking sites provide further information and guides readers back to the site

Social networking sites are updated frequently and provide readers further information/updates that guide reader back to the site

The site features content submitted by readers, including photos, video, stories, etc.

Readers have the opportunity to suggest story ideas or request coverage

Space on the site is devoted to giving readers information on how to contact the staff for a variety of reasons--letters to the editor, contacting a reporter, buying advertising, how to join the staff, etc.

Community/Interactivity Rating *Average the scores from each above item and award the appropriate rating*

_____ All Florida (5)

_____ Gold (4)

_____ Silver (3)

_____ Bronze (2)

_____ Merit (1)

Judge's Comments

Overall Final Evaluation

Add up the score from each section to determine the overall evaluation score

_____ **All Florida (18-20)**

_____ **Gold (15-17)**

_____ **Silver (12-14)**

_____ **Bronze (9-11)**

_____ **Merit (0-8)**

Judge's Summary Comments