

KEMPA Online Critique

Kettle Moraine Press Association

Fall 2011

Online Publication URL _____

Online Publication Name _____

Adviser's Name _____

School _____

Address _____

City _____ State _____ Zip _____

Scores:	Maximum Score	Your score
Coverage & Content	150	_____
Breaking News	100	_____
Design & Navigation	125	_____
Interactivity & Community	125	_____
Rich Media	100	_____
Total	600	_____

Ratings:

All-KEMPA 540-600

First Class 480-539

Second Class 420-479

Third Class 380-419

The guidelines in this evaluation form were based on the 2009 Multimedia Guidebook from the National Scholastic Press Association. They were used with permission.

All KEMPA newspapers are critiqued by non-member judges located in geographic areas outside of Wisconsin and Illinois. KEMPA judges are qualified professional journalists or past or present advisers of top-rated publications.

For the Judge

Thank you for taking the time to judge the KEMPA websites this year. KEMPA encourages leadership, responsibility and objectivity for all newspaper staff members. This critique is just one of the ways in which KEMPA promotes quality scholastic publications.

Judging period

Judging should take place **between Sept. 20 and Oct. 20**. We would like you to look at the sites at least 10 different times during this time period, this will help give you a feel of how the staffs are updating and what kind of changes they are making, as well as gauging the frequency of their updates. We would like to have critique sheets returned by **Oct. 30**.

This move online has been a relatively new one for most schools, and most staffs are working to create these sites in addition to the work they are doing with their staff newspaper, yearbook or broadcast. Please let schools know what they are doing well and praise the good that is being done. But also offer some constructive criticism and give schools some practical ways they can grow. For example, just telling a school, “You need to get into multimedia,” isn’t as helpful as giving them a couple, practical ways they could make this happen – even in cheap, easy ways. The critique form outlines a few helpful guides for each section.

Copyright

Simply attributing work to its creator is not the same as receiving consent to publish. Photos, graphics and art republished with permission should be credited with “Photo used with permission of...” or a similar statement. Using “Photo courtesy of” does not tell readers or judges whether they have permission. They should not use “Used with permission” unless they have permission. *Use of apparently copyrighted materials without permission will result in disqualification from receiving an ALL-KEMPA rating.*

Plagiarism

Plagiarism might be as unintentional as failing to attribute a quote to its source or as deliberate as submitting a movie review downloaded from the Web. If you find evidence of plagiarism in an entry, reduce the score in that area with an explanation noted. Furthermore, *that publication is disqualified from receiving an ALL-KEMPA rating.* High quality student work with a range of expert sources does not necessarily point to plagiarism.

Please send completed critiques to: Kettle Moraine Press Association, UW-Whitewater, Continuing Education Services, 2005 Roseman Hall, Whitewater, WI 53190.

If you have any questions, please contact Linda Barrington who will work to help clarify anything that is unclear. She can be reached at lbarring@wi.rr.com.

Thanks so much for agreeing to help with this. Please let us know if you need anything.

Guidelines for Judging Scholastic Websites

Part One: Coverage & Content

The website should use a variety of ways to get information to their readers: stories and photos, but also such web-exclusive elements as blogs, video, audio and interactive elements. The site may also include stories from the print edition. The website should strive to have a variety of content and coverage from opinion and news to sports and features. Stories should have balanced, thoroughly researched content, written in journalistic style. Judges may reward sites that demonstrate a spirit of experimentation by taking risks and trying new things.

Score out of 150_____

Strengths:

Weaknesses/Recommendations for improvement:

Part Two: Breaking News

Sites should be updated frequently with new information and stories of interest to the school population. Important news events are reported in a timely way and may use text, photos, video, audio and graphics. Coverage, such as notification of school closing in the event of bad weather or an emergency, includes useful information for readers. News is accurate, even if the information is incomplete.

Score out of 100_____

Strengths:

Weaknesses/Recommendations for improvement:

Part Three: Design & Navigation

Just as the printed page has a dominant piece of art, so should the web page. Visual elements enhance the content of stories. Multiple elements of a story are packaged together into an integrated unit. Bullets, fonts, boxes and other design elements are used to facilitate reading and navigation. The website is easy to navigate, steering the reader toward the newest and most important information and drawing readers into stories. Readers can easily find what they are looking for. The site provides links to relevant resources, such as the high school website, and to related content on the site. Tabs clearly direct readers to different sections of the publication, such as news, sports, entertainment and opinion.

Score out of 125 _____

Strengths:

Weaknesses/Recommendations for improvement:

Part Four: Interactivity & Community

The website lets readers interact with the publication in several ways, which may include comment boxes, social networks, interactive chats, contests and polls. Games, polls, quizzes, interactive maps and other interactive tools are used to engage the reader with the news. Readers are invited to submit story ideas and given a way (either a story submission form or an e mail address) to do so. Contact information is provided for readers who want to write a letter to the editor, buy an ad or contact the adviser and staff.

Score out of 125 _____

Strengths:

Weaknesses/Recommendations for improvement:

Part Five: Rich Media

The website should provide a number of ways to deliver information, like audio, video, slide shows and/or audio, text and graphics. These non-traditional components should enhance content and help tell stories rather than simply add flashy elements to the site. In action and video, a variety of photos, candid, long shots and detail shots are used. In audio reports, sound quality is clear; voices are easy to understand. Audio reports make use of ambient and natural sound as well as interviews. Graphics are clear and easy to understand.

Score out of 100_____

Strengths:

Weaknesses/Recommendations for improvement:

Overall Comments from the Judge: