



Website Evaluation

Website Name _____ URL _____

Adviser's Name _____ Year _____

School _____

To have your website evaluated, either it or your print publication must be a current KEMPA member.

CATEGORY	TOTAL POINTS	
Coverage & Content (20 percent)	_____ /200	<input type="checkbox"/> AII-KEMPA 900-1,000
Writing & Editing (35 percent)	_____ /350	<input type="checkbox"/> FIRST PLACE 800-899
Design & Navigation (20 percent)	_____ /200	<input type="checkbox"/> SECOND PLACE 700-799
Breaking News (15 percent)	_____ /150	<input type="checkbox"/> THIRD PLACE 0-699
Interactivity & Multimedea (10 percent)	_____ /100	
Total	_____ /1,000	

OVERVIEW OF EVALUATION

This evaluation form is designed to provide a framework for the judge in evaluating the website, to reward the staff for creativity and accomplishment and to provide suggestions for improvement for the future. We have tried to make this guide as open-ended as possible to allow the judge to consider all aspects of the student website and its audience.

KEMPA judges have earned a JEA Critique Training badge and are listed in JEA's national judging database. Scoring decisions are made against basic standards of scholastic journalism. Occasionally, staffs choose to ignore certain standards. That editorial decision is the privilege of the staff. In evaluating a publication, however, a judge cannot make scoring exceptions because the staff made a decision to follow a certain "tradition" of the school. The judge is obligated to score each website against set standards.

A publication's evaluation is intended to be helpful, fair and well-substantiated.

If you have any concerns or comments about the scoring you received or suggestions for improvement of this scoring booklet, please contact KEMPA at KEMPAjournalism@gmail.com.

GENERAL INSTRUCTIONS TO THE JUDGE

Judging should take place between Sept. 20 and Oct. 20. Look at the site at least five different times during the critique window; this will give you a feel of how the staff are updating and what kind of changes they are making, as well as gauging the frequency of their updates. We would like critiques to be returned by Nov. 1.

If you find evidence of plagiarism in an entry, reduce the score in that area with an explanation. Plagiarism and/or use of apparently copyrighted materials without permission will result in disqualification from receiving an ALL-KEMPA rating.

Please use the space provided for suggestions and comments that will help the staff understand concerns and problem areas and how they might be improved. Be sure to point out areas of excellence to let the staff know where they have excelled.

If you have questions, please contact KEMPA at KEMPAjournalism@gmail.com.

Acknowledgements

KEMPA thanks the Kansas Scholastic Press Association for allowing us to borrow items from its critique booklet. All KEMPA publications are critiqued by non-member judges located in geographic areas outside of Wisconsin and Illinois.

CONTENT & COVERAGE

STANDARD: Coverage is complete and thorough, and it includes several digital and multimedia elements that enrich readers' experiences.

OVERALL CONTENT & COVERAGE

- The publication attempts to reach the whole school community, is comprehensible to outside readers and emphasizes materials of interest and consequence to most students.
- The website centers on school news, yet seeks to show how other information about the community, regional, national and international events affects students.
- Front page content has either significant news value or provides a mix of news and features.
- Minority groups and diversity issues within a school or community are presented.
- Fairness is crucial. All sides of controversial issues are covered. Accuracy is stressed.
- Staff and contact information is up-to-date.

Overall Content & Coverage Strengths:

Overall Content & Coverage Recommendations:

NEWS COVERAGE

- A variety of news sources is evidenced.
- Student organizations are covered (government, clubs, activities, etc.).
- All aspects of on-campus student life — curriculum, interests, controversies — are thoroughly researched and presented with a strong, relevant angle.
- When aspects of off-campus news — local to international — are covered, they are thoroughly researched and presented with a strong, relevant angle.

News Coverage Strengths:

News Coverage Recommendations:

CONTENT & COVERAGE, cont.

FEATURE/ARTS COVERAGE

- Blogs may update breaking news, provide coverage of often-overlooked stories or add perspective to news and feature stories.
- Personality features are varied and include some or all of these types: human interest, informational, instructional, entertainment preview and humor.
- The website covers students' interests and concerns, balanced, when appropriate, with community-related activities.
- Staff expands coverage of single subjects and special themes that reflect problems, actions and views of members of the school community.

Feature/Arts Coverage Strengths:

Feature/Arts Coverage Recommendations:

SPORTS COVERAGE

- Content reflects diversity of competitive team sports, individual sports and leisure activities.
- Schools without competitive team sports provide stories on intramurals and/or individual sports and leisure activities.
- The website provides well-rounded season coverage.
- Coverage is original and includes related interviews, personality profiles, surveys and other feature material.
- Some statistics and summaries are provided. Some briefs exist. Playoff, league and conference results are evidenced.

Sports Coverage Strengths:

Sports Coverage Recommendations:

Score for Coverage

0	100	140	170	200	
Needs improvement		Average/Good	Very Good	Excellent	

Judges: The numbers above are just markers. You may give any number of points up to 200.

WRITING & EDITING

STANDARD: The staff understands that writing for online media is different than writing for print media. Stories are crisply told and feature all the hallmarks of good web presentation.

BASIC PRINCIPLES

- Content should be written in an easy-to-read, conversational style, keeping the audience in mind.
- The most important content is in the first paragraph.
- Headers allow readers to navigate content, describing the content in each section of the story.
- Paragraphs vary in length and are short. Successive paragraphs in a story do not repeat same words in the beginning. Sentences are clear, varied. Journalistic writing style is consistent.
- For SEO (Search Engine Optimization), writers use the same words and phrases that readers do. When creating page titles, headers, list items, and links, the keywords are carefully chosen and used consistently.
- Lists are used, when appropriate, to make content easier to scan.
- Writing is concise and relevant, using short sentences and action verbs.
- Correct spelling, punctuation and grammar are used.
- Attributions are used appropriately. Third person and active voice predominate. Transitions are evident.

Basic Principles Strengths:

Basic Principles Recommendations:

STORIES

- Leads vary in structure and catch reader's interest.
- Writers provide valuable hyperlinks (either embedded into stories or listed elsewhere) that provide the reader with immediate depth. Writers avoid use of "click here" for links. They use part of a sentence or phrase as the link. (Research shows that users like them to be 4-8 words in length).
- Writers are careful not to underline or use bold, italics, headings and indentations unnecessarily as they may be difficult to read from the users' view.
- Stories reflect sound interviewing and quotes are used effectively.
- Stories stress the "why" and/or "how" element. Stories provide sufficient background and context.
- Writing style is consistent, whether AP or other style.

Stories Strengths:

WRITING & EDITING, cont.

Stories Recommendations:

HEADLINES, CAPTIONS

- Headlines are written with specific words so that search engines easily find and recognize key words.
- Headlines attract reader's attention, reflect information.
- Headlines avoid overuse of school name, abbreviations, repetitions, split-infinitives, separation of adverbs and adjectives from verbs and nouns, separation of preposition from object.
- Varied styles of headlines can and should be used.
- The caption's first sentence is in present tense and the remaining sentence(s) in past tense. Captions avoid clichéd phrases. All people are identified. A caption appears adjacent to each photo.
- Captions say more than what is obvious in the photo.
- Captions avoid "pictured above," "poses for the camera," "left to right."
- All photos and art are credited.

Headlines/Captions Strengths:

Headlines/Captions Recommendations:

Score for Writing and Editing

0 100 200 250 300 350
Needs improvement Average/Good Very Good Excellent

Judges: The numbers above are just markers. You may give any number of points up to 350.

BREAKING NEWS

STANDARD: The staff uses the immediacy of the web to inform readers about important news in a timely and accurate fashion.

BREAKING NEWS

- The staff reports on important news, sports and features in a timely manner.
- The staff seeks to include new content as often as it can, possible daily or even more often.
- The news is accurate, even if the story is incomplete.
- The staff follows breaking news stories for as long as the news changes and is relevant.
- The staff uses multiple media to report breaking news.
- Coverage includes useful information for readers, such as notification of school closings for inclement weather or other emergencies.
- Breaking news coverage also includes news from other sources that may have an impact on the students, staff and community.

Breaking News Strengths:

Breaking News Recommendations:

Score for Breaking News

0 75 100 125 150
Needs improvement Average/Good Very Good Excellent

Judges: The numbers above are just markers. You may give any number of points up to 150.

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DESIGN & NAVIGATION

STANDARD: The staff has created an attractive website that is easy to navigate and points readers toward valuable, fresh and important information. There is good balance between graphic elements and text.

DESIGN & NAVIGATION

- The site balances text and graphics so that both are visible at first view on the computer screen.
- The home page is simple and uncluttered.
- Navigation is easy, presenting readers with only enough options on a single page so that they won't easily become confused or overwhelmed.
- Navigation bars and other content are presented in an F-shaped pattern that mimics how online readers peruse a page.
- Multimedia viewing panes are large enough so that readers can enjoy the multimedia feature, but small enough to not obscure key written elements of the story.
- Visual elements enhance but don't dominate the page.
- Stories are divided into clear categories and sections. The staff has created tabs that direct readers to those sections.
- Multiple elements in any story are placed together in a cohesive package.
- A header image for each story is relevant to the subject matter.

Overall Design & Navigation Strengths:

Overall Design & Navigation Recommendations:

Score for Design & Navigation

0 100 140 170 200
Needs improvement Average/Good Very Good Excellent

Judges: The numbers above are just markers. You may give any number of points up to 200.

INTERACTIVITY & MULTIMEDIA

STANDARD: The staff makes full use of interactive elements to help cover its audience and to involve its audience in the production of news. The staff uses multimedia effectively and strives to meet high standards in its production.

INTERACTIVITY & MULTIMEDIA

- Readers are able to interact with the publication in a number of ways, including comments, discussion boards and/or polls/surveys.
- The staff uses social media tools to market its own work and to provide readers with valuable information.
- Readers are invited to submit photos, stories, blogs and other content that can be used for a stand-alone page or as complementary material to go with the staff's work.
- Reporters and editors use "crowd-sourcing" to not only develop story ideas, but to enhance and enrich stories that have already been published.
- Useful hyperlinks add value to a story by directing readers to other stories or sites with vital information.
- Interactive elements, like games, polls, quizzes, or interactive maps, for example, add value to and complement the coverage they accompany.
- Complementary video and audio add value to the coverage they accompany.
- For photo and video stories, the staff uses a variety of shots and adequate graphics or captions to tell a coherent story.
- For audio reports, the staff records clean sound and uses VO's, natural sound and sound bites to tell a coherent story.
- The staff follows copyright laws, using only original content or copyright-free material and material in the public domain.

Interactivity & Multimedia Strengths:

Interactivity & Multimedia Recommendations:

Score for Interactivity & Multimedia

0 60 70 80 100
Needs improvement Average/Good Very Good Excellent

Judges: The numbers above are just markers. You may give any number of points up to 100.

SUMMARY COMMENTS

Judge's Signature _____

Type name if completing evaluation electronically.

Thank you for evaluating student media for the Kettle Moraine Press Association!