

# NHSPA

Nebraska High School Press Association

## ONLINE MEDIA EVALUATION

### SCHOOL INFORMATION SHEET 2018-2019

NAME OF ONLINE SITE: \_\_\_\_\_ ADVISER: \_\_\_\_\_

SCHOOL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_

SIZE OF STAFF: \_\_\_\_\_ HOW OFTEN DOES YOUR STAFF UPDATE YOUR SITE? \_\_\_\_\_

OUR ONLINE SITE IS PRODUCED USING THE FOLLOWING SOFTWARE: (EXAMPLE: SNO, WORDPRESS, WEEBLY, ETC.)  
\_\_\_\_\_  
\_\_\_\_\_

ONLINE MEDIA URL: \_\_\_\_\_

#### INDICATE WHAT BEST DESCRIBES YOUR SITUATION

OUR ONLINE MEDIA IS CREATED:

- AS PART OF A REGULAR JOURNALISM CURRICULUM
- AS PART OF PROGRESSIVE CLASS STRUCTURE (EXAMPLE: JOURNALISM I, II, III, ETC.)
- DURING THE SCHOOL DAY BY STUDENTS WHO ARE TAUGHT A BASIC JOURNALISM COURSE WHILE PRODUCING A WEBSITE
- OUTSIDE OF THE SCHOOL DAY AS AN EXTRACURRICULAR ACTIVITY
- OTHER (PLEASE EXPLAIN):

ADVERTISING IS:

- NOT ALLOWED ON OUR SITE BY SCHOOL BOARD POLICY
- SOLD AND ADS ARE STUDENT CREATED
- OTHER (PLEASE EXPLAIN):

## EXPLANATION OF EVALUATION SYSTEM

- THIS EVALUATION IS DIVIDED INTO FIVE PARTS:
  1. **COVERAGE & CONTENT:** VARIETY OF WAYS SITE GETS INFORMATION TO READERS/VIEWERS
  2. **BREAKING NEWS:** FREQUENT, DAILY WEB EXCLUSIVE STORIES
  3. **DESIGN & NAVIGATION:** SHOULD BE CLEAR AND AIR READERS IN MOVING THROUGH THE SITE
  4. **INTERACTIVITY & COMMUNITY:** HOW WELL SITE ENGAGES AUDIENCE IN MULTIPLE WAYS (POLLS, GALLERIES, BLOGS, ETC.)
  5. **RICH MEDIA:** HOW WELL SITE USES VARIETY OF MEDIA – STORIES, PHOTOS, AUDIO AND VIDEO – TO DISSEMINATE INFORMATION
- EACH OF THE ABOVE SECTIONS IS RATED AS SUPERIOR (ALWAYS), EXCELLENT (FREQUENTLY), GOOD (USUALLY), AVERAGE (SOMETIMES), OR NEEDS IMPROVEMENT (NEVER).
- JUDGES WILL DISREGARD EVALUATIONS WHICH RELATE TO ADVERTISING IF THE ONLINE MEDIA DOES NOT INCLUDE ADS OR, AND WILL NOT REDUCE A SITE'S SCORE.
- JUDGES WILL AWARD ONE OR TWO GOLDEN KERNEL AWARDS TO A STAFF FOR ANY SPECIAL STRENGTH THEY SEE IN ANY ONE OR TWO BULLETED ITEMS OF THE EVALUATION.
- PUBLICATIONS WILL BE AWARDED ONE OF THE FOLLOWING CLASS RATINGS:
  - CORNHUSKER
  - SUPERIOR
  - DISTINCTION
  - MERIT
- IF A PUBLICATION RECEIVES NO OFFICIAL RATING, THE JUDGE WILL PROVIDE SPECIFIC RECOMMENDATIONS ALONG WITH A DETAILED EVALUATION.

## TO THE JUDGE

THIS IS THE PLACE FOR THE ONLINE STAFF TO INFORM THE JUDGE OF ANY SPECIAL CIRCUMSTANCES, UNUSUAL CHALLENGES, OR UNEXPECTED PROBLEMS THE STAFF ENCOUNTERED THAT MAY HELP THE JUDGE GIVE A MORE INFORMED EVALUATION OF THE SITE.