

# NHSPA

Nebraska High School Press Association

## ONLINE MEDIA EVALUATION

### SCHOOL INFORMATION SHEET 2019-2020

**POSTMARK DEADLINE FOR INFORMATION SHEET AND PAYMENT: JULY 6, 2020**

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 FOUR PARTS:
  1. **COVERAGE & CONTENT:** HOW WELL THE WEBSITE COVERS ALL AREAS OF SCHOOL AND COMMUNITY.
  2. **WRITING:** HOW WELL STUDENTS USE JOURNALISTIC STYLE AS IT APPLIES TO ONLINE COPY AND CAPTIONS.
  3. **DESIGN & NAVIGATION:** HOW WELL STUDENTS FOLLOW DESIGN GUIDELINES AND UTILIZE DESIGN TO COMMUNICATE COVERAGE AND MOVE READERS/VIEWERS THROUGH THE SITE.
  4. **RICH MEDIA:** HOW WELL STUDENTS UTILIZE AND MULTIMEDIA AND GRAPHIC OF TECHNICAL QUALITY AND DYNAMIC CONTENT.
- 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 PUBLICATION DOES NOT INCLUDE ADS OR, AND WILL NOT REDUCE A PUBLICATION'S SCORE.
- WHEN PROVIDING ANNOTATIONS FOR BOTH POSITIVE AND NEGATIVE ELEMENTS JUDGES WILL PROVIDE SPECIFIC EXAMPLES AND LOCATIONS SO THE STAFF CAN EASILY RECOGNIZE THE REMARKS.
- NOT ALL SCHOOLS REQUIRE STUDENTS TO PUBLISH CONTENT DURING THE SUMMER MONTHS THEREFORE SCORES SHOULD NOT BE AFFECTED.
- JUDGES WILL INCLUDE COMMENTS RELEVANT TO EACH DIVISION AND THEREFORE EACH SECTION IN THE SPACE ON THE PAGE PROVIDED. IN ADDITION, THEY WILL INCLUDE SUPPLEMENTARY COMMENTS EXPLAINING THEIR OVERALL IMPRESSIONS.
- 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.