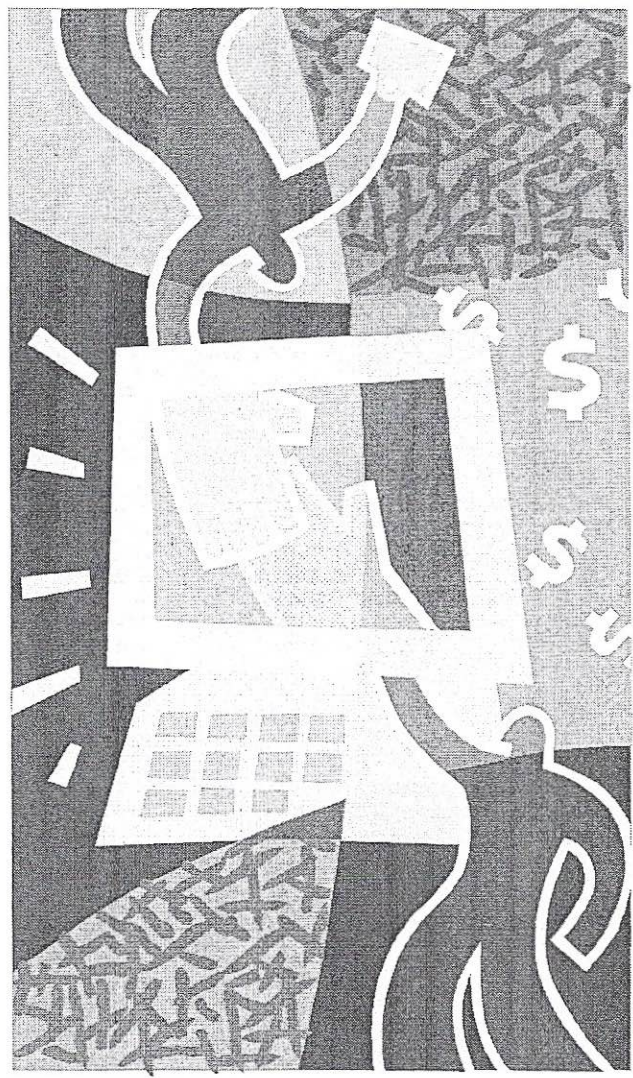


Vidal

ONLINE NEWSPAPER EVALUATION



ILPC
Interscholastic League
Press Conference

EVALUATION GUIDE

Web site Name The Magnet Tribune

Web site Address https://magnettribune.org

School Vidal M. Treviño

School Address 2102 East Lyon St, Laredo 78043

Adviser Mark Webber

Rating Division Distinguished Merit

General Instructions to Judge:

- 1) Rank each category as Distinguished Merit, Achievement, Honor, Merit.
- 2) Please use room available for suggestions and comments to help the school understand concerns and problem areas. Please be constructive in the critique and also highlight areas of success.
- 3) Please summarize critique/rating on the final page.
- 4) Tally results for each category and give overall rating.

*Special thanks to the Michigan Interscholastic Press Association, Cindy Royal, assistant professor at Texas State University, Andrea Lorenz and Leland Mallett for providing framework and contributions for this guide.

• Coverage •

Judge's comments

*You have lots
of entertaining
and informative
coverage.
The VB Throwback
and other hash-
tagged categories
have some
unique stories.
Each category
seems to have
up-to-date
packages.
I especially like
the trending stories
widget. Lots of
hours of gathering
news is obvious.*

Overall coverage

- Informs and entertains the student body and also is informational for outside community.
- Has articles written specifically for the online publication but connects to a print edition (if a print edition exists).
- Has separate pages for each section.
- Coverage includes news events, feature stories, sports stories, columns, editorials and in-depth packages. *I assume that you do not have sports*
- Coverage is geared toward a student audience and larger school community
- Uses journalistic style in writing — consistent copy style, active voice, avoids cliches, clear, concise writing and correct point of view. Consistent style is used throughout the stories.
- External links are used to link research, studies or related stories.
- Internal links are used to link to similar stories within the site.
- Story publication dates for stories are clear and identifiable throughout the site.
- Site is updated on a regular and timely basis including inside pages.
- Short-term items (day-to-day) activities and events are covered.
- Follow up stories are used.
- Top stories are up-to-date and recent.
- Specific dates are used rather than vague date references (i.e.- days of the week, next week, tomorrow, etc...)

RATING FOR coverage:

- DISTINGUISHED MERIT (EXCELLENT)
- ACHIEVEMENT (GOOD)
- HONOR (AVERAGE)
- MERIT (WEAK)



STAR POTENTIAL?

Check here if this section is star quality.

• Writing •

Judge's comments

Your stories
and captions
are excellent
in all categories.
The staff has
shorter news
briefs paired
with longer stories
such as the one about
the old downtown
campus. The
personal reflections
in the staff blog
helped me know
your student body better.

- AP: Check format
for abbreviations
of months, Easter
holiday misspelled

- News stories are fair and balanced.
- News and sports stories are updated weekly. News focuses on the newest element and unique angles.
- Feature stories show unique stories of student body and school-related topics.
- Uses quotes liberally — quotes that focus on the “why” and the “how.” Avoids the obvious quotes.
- Leads capture the reader and bring him/her into the story.
- Attribution is cited. Sources are cited. Sources are appropriate for stories. Does not overuse internet or other publications as sources.
- Uses proper grammar, spelling and mechanics. Copy is clean and error-free.
- Stories show reader new information, offer new insight, etc.
- Headlines show consistency in style and are used with every story.
- Headlines follow journalistic style – present tense, active voice, convey tone of story.
- Headlines are written for SEO. (Search Engine Optimization) Specific, key words are used in headlines for search engines.
- Captions contain at least two sentences and answer five Ws and H without stating the obvious. Captions do not editorialize.
- Captions provide information preceding or following event in photo and show evidence of research.

RATING FOR writing:

- DISTINGUISHED MERIT (EXCELLENT)
- ACHIEVEMENT (GOOD)
- HONOR (AVERAGE)
- MERIT (WEAK)



STAR POTENTIAL?

Check here if this section is star quality.

• Navigation •

Judge's comments

Everything
ended to work
as it should
with all your
links. I like
your featuring
your Twitter
feed on the
side of your
layout along
with the other
coverage there.

Navigation ease

- Content is divided into logical sections.
- Buttons and bars are easy to understand and use.
- Navigation is consistent throughout the publication.
- Buttons and bars provide the visitor with a clue as to where they are (what page of the site they are currently on).
- Past stories are archived and can be accessed by search bar.
- All pages should link somewhere. No dead links.
- Page titles explain what the page is about.
- Links are clear about where they will take the reader.
- Drop down menus are related items.

RATING FOR navigation:

- DISTINGUISHED MERIT (EXCELLENT)
- ACHIEVEMENT (GOOD)
- HONOR (AVERAGE)
- MERIT (WEAK)



STAR POTENTIAL?

Check here if this section is star quality.

• Design/Graphics •

Judge's comments

The publication

is so well done,

however, the

home header really

frustrates me - some

of the type is

extremely small,

and the space

seems so crowded.

Maybe if you put

the graphic + name

of paper to one

side and the

other information

beside it, that

area would

be more

visually appealing

and balanced.

The color scheme is

unique and

draws the eye

where it should go.

Design and Graphics

- Home page offers compelling photos, graphics and stories.
- The site's header contains the school name and location.
- The home page is not cluttered with a lot of information and stories but welcomes the reader to different sections.
- Offers an electronic means (e-mail) to contact key staff members and the adviser.
- Has a means for interactivity — letters to the editor, comments (as an open forum for the student body to discuss current events and give feedback), online contests, polls/surveys, etc.
- Pages download quickly and function in different browsers.
- Good use of graphic elements (photos, subheads, pull quotes) to break up large areas of text.
- Design follows a consistent style. Pages look similar throughout site.
- An easy-to-read color scheme is used.
- Clip art is not used.
- Inside section page design varies depending upon content.
- Inside pages have sidebars that are relevant to the story as well as take the reader further into the site.
- A staff page (possibly with photos) with biographies and e-mail addresses is included.
- Makes effective use of text, images, info graphics, sound, social media and video.
- Backgrounds are avoided.
- Text is legible and easy to read.
- Text does not have centered type over flush left body copy.
- Text is not in all caps, centered, bold or italic.
- Site does not have underlined text that is not a link.

• Design/Graphics •

Judge's comments

Even though the accent colors are light, the teasers and headlines in gold are easily read.

You do have some awkward spacing in "stories" that are primarily a photo. There are medium sized photos with no story which seems to

cause the "holes" in the design.

Roll results sidebar is an informative section for your readers

- Color combinations of text and background do not make the text hard to read.
- Consistent fonts are used throughout the site.
- Graphics are used into enhance story coverage.
- Animated graphics are not used.
- Graphic files are small and load quickly.
- Does not have multiple scrolling elements on the same page.
- Graphics are well-planned and executed. Graphics follow fundamental design principles.
- Typography in graphics is clear and not pixelated.
- Graphics are used to expand in-depth news and larger stories.
- The site responds to different mobile devices.

Rating For design:

- DISTINGUISHED MERIT (EXCELLENT)
- ACHIEVEMENT (GOOD)
- HONOR (AVERAGE)
- MERIT (WEAK)



STAR POTENTIAL?

Check here if this section is star quality.

• Multimedia •

Judge's comments

Watch out for
too many posed
shots. Try to
find some more
exciting action
shots to accompany
stories.

You have several
slideshows +
videos that
expand coverage,
but I don't
see any photo
galleries.
Videos have
strong audio
and camera work.

Look at adding
more true multimedia
packages w/
video, story, headline,
& still photos.

Photography

- Each photo tells a story and enhances coverage.
- Photos have captions.
- Posed photos are limited and are used with discretion.
- Photos have good focus and composition. Photos have a clear strong element and show action.
- Photos are in focus and cropped effectively.
- Photos have been edited for optimal color contrast.
- Photo galleries are used to tell stories. *You do have several slideshows that function somewhat like galleries.*

Audio/Video

- Sound slides, slide shows and audio interviews give the reader a different means of getting information.
- Video plays quickly. Information about special plug-ins is available, if necessary.
- Audio interviews, if used, enhance a story and are audible and easy to understand.
- Multimedia packages should include a written component, photos, video, photo galleries, etc...
- Information, graphics, videos and images (and other content) does not infringe on U.S. copyright laws.

RATING FOR multimedia:

- DISTINGUISHED MERIT (EXCELLENT)
- ACHIEVEMENT (GOOD)
- HONOR (AVERAGE)
- MERIT (WEAK)

★ STAR POTENTIAL?
Check here if this section is star quality.

• Marketing/Social Media •

Judge's comments

Your advertising matches your site and seems to be well designed.

Social media sites are up-to-date with lots of tweets and posts that are entertaining and helpful for students. Mobile site is easy to read and navigate.

Marketing/advertisements

- Ads, if used, are not intrusive or dominating.
- Ads are well-designed and not the focus of the page.
- Ads promote student-related material or ideas.
- Ads match the design and look of the site.
- Ads link to the advertiser's website or social media account.

Social Media

- Site promotes itself through social networking sites like Facebook, Twitter, YouTube, Instagram etc.
- Headlines used in social media are professional and fact-based and don't include opinions (i.e. congrats, go team, etc...).
- Short-term items or briefs are used in social media (usually with a story follow up).
- Photos are included in social media updates.
- All social media outlets are updated regularly.

RATING FOR marketing/ social media:

DISTINGUISHED MERIT (EXCELLENT)

ACHIEVEMENT (GOOD)

HONOR (AVERAGE)

MERIT (WEAK)



STAR POTENTIAL?

Check here if this section is star quality.

• Summary of Evaluation •

| Section: | DISTINGUISHED MERIT | ACHIEVEMENT | HONOR | MERIT |
|------------------------|-------------------------------------|--------------------------|--------------------------|--------------------------|
| Coverage | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Writing | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Navigation | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Design/Graphics | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Multimedia | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Marketing/Social Media | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Summary of Evaluation:

- DISTINGUISHED MERIT (EXCELLENT)
- ACHIEVEMENT (GOOD)
- HONOR (AVERAGE)
- MERIT (WEAK)

★ This publication is nominated for Star competition. (At least three categories are marked for Star potential.) yes no

Final comments: *I really enjoyed judging your online newspaper. It is technically sound, and the writing, design and photography are top notch. It seems that you have a knowledgeable staff with a strong work ethic at a wonderful school. Keep up the good work!*