Digital Blue Banner Newspaper Critique Sheet

Newspaper:	**Category**　　1　　2　　3
City and State:	

In order to qualify as a Blue Banner website, a publication must receive 80% of the available points.

Summary:

	Maximum Score	Your Score
Coverage and Content	30	_____
Design and Navigation	30	_____
Rich Media	20	_____
Interactivity and Community	20	_____
Total Score	100	_____

Blue Banner Recipient　　　　　yes　　　　　　no

Coverage and Content _____
(Excellent: 25-30; Good: 20-25; Fair: 15-20; Poor: 15 and below)

Criteria	Rating	Comments:
Content •school news dominates and non-school news localized •content coordinated to package-related news, pictures, video and audio •different media contribute different parts of the story rather than repeating the same information. •breaking news reports updated as information comes in using multiple media	excellent good needs work not applicable	
Coverage •coverage is timely and includes regular website updates, preferably daily •comprehensive coverage including clubs, academics, faculty, admin, student affairs, etc. •sports goes beyond game coverage •well-rounded, in-season sports coverage that includes all levels of play [frosh, JV, varsity] •sports coverage is current and comprehensive, including scores, statistics, records and game highlights •fair, accurate and balanced •includes useful information for readers, such as school closing in the event of bad weather or an emergency.	excellent good needs work not applicable	
Writing •multiple types	excellent good	

	needs work not applicable	
•relevant topics •incorporates solid angle •dependence on local sources over the internet •engaging, informative and to the point •free of inappropriate opinions or cheerleading •Headlines, captions and teasers are accurate and engaging, draw- ing readers into the material. •correctly identifies all persons •solid quotations with proper attribution •consistently follows publication's style manual or AP style		
Opinion •editorial relate to issue covered elsewhere •provides leadership •opinions diverse •topics significant •evidence of research when appropriate to style	excellent good needs work not applicable	
Multimedia •Web-exclusive content Such as blogs, interactive elements, video, audio, breaking news •Special reports and in-depth coverage is well planned and includes multimedia components	excellent good needs work not applicable	

Design and Navigation _____
(Excellent: 25-30; Good: 20-25; Fair: 15-20; Poor: 15 and below)

Criteria	Rating	Comments:
Design •homepage is simple, uncluttered •follows good principles of design •dominant images anchor	excellent good needs work not applicable	

Criteria	Rating	Comments:
each page •visual images enhance coverage of content rather than serve as decoration •shows awareness of news values by more prominently featuring important stories •multiple elements of a story are packaged		
Navigation •users can quickly and easily find what they are looking for •tabs clearly direct readers to different sections •bullets, fonts, boxes, other design elements are used to facilitate navigation •links provide access to related content on the site •Special projects, packages well organized and designed to help readers navigate through the content	excellent good needs work not applicable	

Rich Media_____
(Excellent: 18-20; Good: 15-18; Fair: 10-15; Poor: 10 and below)

Criteria	Rating	Comments:
Photo content •content does not violate copyright law •variety among photos in angle, distance, etc. •all photos credited [mug shots exempt from this requirement] •focused, adequately lit and correctly composed. • photo illustrations are clearly labeled.	excellent good needs work not applicable	
Audio/Video Content •includes a variety of shots	excellent good	

•video is correctly packaged •sound quality is clear; voices are easy to understand • make use of ambient and natural sound as well as interviews	needs work not applicable	
Informational Graphics •clear, appropriate art that does not violate copyright law • reliable and attributed source •clear function •solid design •information not repeated elsewhere	excellent good needs work not applicable	
Overall use of media •uses a variety of media, which may include audio, video, slide shows and/or audio slide shows, text and graphics. •all media enhances content •each piece of media tells a story •copyright laws clearly understood and respected; only original content or copyright-free material (music, photos, videos, etc.) is used	excellent good needs work not applicable	

Interactivity and Community_____
(Excellent: 18-20; Good: 15-18; Fair: 10-15; Poor: 10 and below)

Criteria	Rating	Comments
Interactivity •readers can interact with in numerous ways, which may include comment functions, discussion boards, polls •social networking and community tools (such as	excellent good needs work not applicable	

links to other information and guides to community services) are used to empower readers. • games, polls, quizzes, interactive maps, etc. engage the reader		
Community •readers can easily submit story ideas •contact information is provided •publication makes use of reader-generated content, which may include stories, photos, videos •links direct readers to other sites with useful and credible information that enhances the story	excellent good needs work not applicable	