NSPA Web Site Critique Form

New for 2009

Introducing the NSPA Multimedia Guidebook. To meet the increasing needs of student media staffs and advisers, NSPA invested in the development of a set of standards for multimedia.

Similar to Guidebooks for print publications, the new Guidebook follows the same basic format but provides this new tool in a format that is both useful for students and teachers but also "walks the talk" of multimedia. It's an interactive digital document using Adobe PDF and designed for display on a computer screen (or printed for student texts).

The Multimedia Guidebook includes tips on news gathering and Web site management, and it sets standards in five categories:

- Coverage and Content
- Interactivity/Community Tools
- Breaking News
- Design and Navigation
- Rich Media

Get your Web site critiqued. NSPA critiques are judged by experienced media advisers or educators and media professionals. If you're already an NSPA member, just add $80 for a critique.

- Judges provide feedback and scoring for five categories. An NSPA rating recognizes your achievement and serves as a benchmark for improvement.
- Web sites can qualify for the NSPA Hall of Fame by earning 10 All-American ratings within an 11-year span.
- If you're a media educator or professional with online experience, NSPA is looking for you to help judge for our Web site critique services. Judges are paid an honorarium per publication with an option to donate to NSPA scholarship funds. E-mail kathy@studentpress.org for further information on judging.

Even if you are just starting up your publication Web site, NSPA's critique services can provide valuable ideas, tips and suggestions for improvement to help you plan for your Web site's growth.

Complete the form below and send with the site's URL and your payment to NSPA Web Site Critiques, 2221 University Ave. SE, Suite 121, Minneapolis, MN 55414.

NSPA Web Site Critique Service Entry Form

Name of Publication

School Name

School Address

City State Zip

Adviser(s)

Office Phone

E-mail address

Web Site URL (please print carefully!)

http://

Instructions for a Web site critique entry:

2008-2009 Web critique entries must be received by **Dec. 1, 2009.**

If you would like your critique sent to an address other than the school, include that information with your entry. Please allow 10-12 weeks for an evaluation. Supercritiques are not available for Web site critiques.

NSPA reserves the right to reprint in NSPA publications and promotions, in print or online, any portion of publications entered in this critique service.

Payment:

❑ Check # _____ ❑ Purchase Order # _____

❑ Visa/MC/AmEx/Discover # _____ Exp. /

Signature x _____

About your staff:

No. of students on Web production staff: _____

Check one: ❑ for credit, academic class ❑ noncredit, volunteer/extracurricular

Student work record:

Estimate percent of work done by students. This information will be used in determining the score for your publication. Failure to include any of this information will result in a loss of points. Attach a letter describing any special circumstances that will assist the judge in giving you a fair and helpful evaluation.

_____% Site Design _____% Photography

_____% Writing/Editing _____% Art/Graphics/Multimedia

Frequency of update:

❑ Multiple times/day ❑ Daily ❑ 2-4 times/week

❑ Once per week ❑ Less than once per week

Content Management System (CMS) used:

❑ WordPress ❑ Drupal ❑ Other _____

Do students design 100 percent of the site? _____

If not, did students customize a pre-formatted template? _____

❑ Check this box to verify that all content on site was created by students or was used under appropriate fair use or license