



Oklahoma Scholastic Media

▶ scholastic ▶ collegiate ▶ professional

The Official
Online Publication
2020 Critical Service
Scorebook

Oklahoma Scholastic Media
Serving Scholastic Media Since 1916

Oklahoma Scholastic Media
Gaylord College of Journalism and Mass Communication
395 W. Lindsey, Room 2545
Norman, OK 73019

SCORING TOTALS

Categories	Possible Points	Point Total
Graphics/Design	280 Points	_____
Content/Coverage	270 Points	_____
Writing/Editing	360 Points	_____
Advertising	30 Points	_____
Innovation	60 Points	_____
Total Possible	1000 Points	
	Total	_____

Rating: _____

PREPARED FOR

Publication

School

Adviser

Year

Judge #

Web Design/Graphics/Video

(Maximum Possible Score - 280 Points) 10 points each

Page Design

- _____ Organization is simple and easy to follow
- _____ Art, graphics and photos are used effectively
- _____ Multiple elements of stories are packaged together into cohesive units
- _____ Design does not get in the way of navigation
- _____ Aesthetically pleasing use of color, proportion, balance, contrast and unity.
- _____ Homepage features the latest and most prominent stories
- _____ Online look and feel is appropriate for audience
- _____ Homepage features dominant visual element
- _____ Publication nameplate is visually pleasing and contains necessary information

Typography

- _____ Headlines are consistent font throughout site, no awkward breaks
- _____ No blinking or otherwise distracting font use
- _____ Captions and photo credits are distinct from other fonts

Photography

- _____ All photos cropped to center of interest
- _____ Posed pictures and mug shots minimized, mug shots tight on face
- _____ All pictures in focus
- _____ Effective use of photo galleries
- _____ Photo credits and captions used consistently

Video/Audio

- _____ Videos used to enhance packages
- _____ Video quality is sound
- _____ Audio quality is sound
- _____ Video/audio accompany a variety of stories

Web presence/Interaction

- _____ Evidence of social media use for sharing and interaction
- _____ User interaction is encouraged and simple to do
- _____ Comment policy indicated
- _____ Poll question in use
- _____ Links work, easy to navigate, used frequently
- _____ Audience encouraged to participate in variety of ways
- _____ Easy for audience to contact publication

Score: _____ /280

Content/Coverage

(Maximum Possible Score - 270 Points) 10 points each

News

- _____ Variety of subject matter
- _____ Evidence of breaking news
- _____ Evidence of thorough school and student activity coverage
- _____ Evidence of community-related coverage
- _____ Use of timely updates as appropriate for online publication
- _____ Appropriate links used to enhance story

Feature

- _____ Stereotyped interview articles omitted
- _____ Varied feature content
- _____ Personal narratives, humor, puzzles, jokes minimized
- _____ Story-related visuals used and help tell stories
- _____ Appropriate links used to enhance story

Editorials/Opinion/Blogging

- _____ Evidence of strong, planned editorial campaign
- _____ Presents “pros” and “cons”
- _____ Outside opinions included, encouraged
- _____ Opinion polls used with thought-provoking questions
- _____ Blogging used and contributes to site’s “voice”
- _____ Appropriate links used to enhance story

Entertainment

- _____ Includes variety of reviews (film, books, TV, etc.)
- _____ No “spoilers” or at least give warning of spoilers
- _____ Appropriate links used to enhance story
- _____ Some local entertainment covered

Sports

- _____ Digital media used to enhance stories
- _____ Sports column used for opinionated sports writing
- _____ Individual and women’s sports included in coverage
- _____ Action photography included
- _____ Appropriate links used to enhance story
- _____ Additional sports activities covered

Score: _____ /270

Writing/Editing

(Maximum Possible Score - 360 Points) 10 points each

News Stories/Sports NewsStories

- _____ Leads emphasize 5 “Ws” and “H”
- _____ Important elements stressed
- _____ Written in third person
- _____ Quotes used with proper attribution
- _____ Quality sources used
- _____ Sources add important content to stories
- _____ No date or label openers
- _____ (sports) Avoids overuse of team, school or mascot
- _____ (sports) Game accounts include final score in lead

Feature Stories (including sports features)

- _____ Attention-getting/creative leads
- _____ Third person used
- _____ Proper use of quotes
- _____ Interviews are fresh and interesting
- _____ Writing shows careful research

Editorials/Opinion

- _____ Third person (or editorial “we”) used exclusively in editorials
- _____ To-the-point writing used
- _____ Writer shows knowledge of topics
- _____ Solutions offered
- _____ In columns, writer’s voice is present (not just a news story)

Headlines/Cutlines

- _____ Over-use of school name, slang and dates avoided
- _____ Label headlines avoided
- _____ Facts in headline are taken from story
- _____ Positive and unbiased statements used
- _____ All headlines have verbs, but over-worked verbs avoided
- _____ Complete identifications used in cutlines
- _____ Cutlines answer the readers’ questions about photos

Editing

- _____ Full names used in initial reference
- _____ Grammatically correct
- _____ Spelling errors omitted
- _____ Adherence to AP style
- _____ Cliches and stereotyped phrases avoided
- _____ Short paragraphs used

Sound Online Media Principles

- _____ The site is its own entity--not just a copy of an already established print or broadcast publication
- _____ Adherence to SPJ code of ethics
- _____ Adherence to copyright law
- _____ Proper use of attribution and sourcing

Score: _____ /360

Advertising

(Maximum Possible Score - 30 Points) 10 points each

(If publication lacks advertisements, the final score is totaled without this section.)

- _____ Placement benefits advertisers without distracting from content
- _____ Appropriate ads for audience
- _____ Advertising reflects a variety of products and companies

Score: _____ /30

Innovation

(Maximum Possible Score - 60 Points) (20 points each)

- _____ The site shows openness to and use of new online media possibilities
- _____ The site has personality, is uniquely “your school” and uniquely its own publication (compared to any other publications at your school)
- _____ Creative use of alternative media to tell some stories

Score: _____ /60