



Oklahoma Scholastic Media

▶ scholastic ▶ collegiate ▶ professional

The Official  
**Online Publication**  
**2022 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	_____
<b>Total Possible</b>	<b>1000 Points</b>	
	<b>Total</b>	_____

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