

OSMA Rubric for Judging Websites

Writing & Reporting

- Do articles show evidence of in-depth reporting?
- Are articles thoroughly reported with numerous credible sources?
- Is the writing of a high quality? Does it follow AP style? Is it free of mechanical errors?

Strengths:

Weaknesses:

Score: /40

Content & Coverage

- Does the site cover a variety of stories appealing to diverse student interests and needs?
- Is coverage specific to the student body?
- Does the site include a variety of coverage categories? (i.e. news, features, opinion, arts and sports)
- Does the site include long-form, in-depth reporting?

Strengths:

Weaknesses:

Score: /40

Design and Navigation

- Most importantly, do links and multimedia features work?
- Is the site easy to navigate? Are stories organized or prioritized for readers?
- Is the site user-friendly on both web and mobile platforms?

- Whatever content management system, design software or template used, does the site
- stand out with a unique and consistent style?
- Does the site feature creative and attractive design elements?

Strengths:

Weaknesses:

Score: /20

Interactivity & Community

- Does the site engage its audience in a number of ways? (e.g. social media, comments, discussion boards, blog links, live chats, user submissions, etc.)
- Are audience engagement elements journalistic in focus and appropriate for platform purpose?
- Does the site show evidence of community engagement through posted comments and other means?
- Do articles include active hyperlinks to relevant stories within the publication and around the web?

Strengths:

Weaknesses:

Score: /20

Breaking News

- Is the site updated daily or weekly, in line with an online news cycle?
- Does content seem timely and relevant?
- Does the site provide fresh, original content designed for the web?
- Does the writing and reporting seem geared to an online audience?

Strengths:

Weaknesses:

Score: /20

Rich Media

- Does the site take advantage of online storytelling tools, using a variety of media forms? (i.e. text, photos, audio and video)
- Are the tools original?
- Do they tell stories that are newsworthy?
- Does the site show high quality across each type of media used?

Strengths:

Weaknesses:

Score: /20

Law & Ethics

- Does the site violate copyright rules in use of images, text, or audio?
- Does the site include clear policies about corrections, comments, takedown requests as well as prior review and censorship?

Strengths:

Weaknesses:

Score: /20

Overall Score: /180

Overall Comments: