

# The Roar

[nvroar.com](http://nvroar.com)

Northview High School, Grand Rapids

*The following information is provided by the adviser to help the critique judge better understand the media program. Please review this information before you enter your comments into the critique form.*

**Adviser:** Matt Howe

**Editor:** Brooke Gunderson

## IN THIS CRITIQUE, WE WOULD LIKE TO KNOW:

*To help ensure the student staff and adviser get information from their critique that they can use right away, we ask them to provide up to three specific questions they have for you. We ask that you address these questions at some point in your critique - either in the specific area of the critique guide where it best fits and/or in comments at the end. This staff asks:*

Are we keeping up with current styles and trends?

What are the weak points in our writing and publications?

Recommendations to expand, what could we add?

## ABOUT THE SCHOOL

- This school is a **Senior High**
- **School Enrollment:** 1100
- **Is the website produced as part of a class or club?** as a class activity
- **Staff Size:** 20

## ABOUT THE WEBSITE

- **Frequency of Website Updates:** Weekly
- **Is this website a standalone entity, or produced in connection with other student media formats (please list other formats)?** Standalone
- **Does the website contain paid advertising?** Yes

## Website Technical Information

- **Web Service Provider:** Commercial provider (such as SNO, GoDaddy, etc.)
- **Hosting Site/Service Provider:** BlueHost
- **Web Publishing Software/Platform:** Word Press

## Website Analytics

*This is MIPA's first time asking our members for analytics data that can be reviewed by critique judges. We hope this information helps the judge better understand this program. If any of these metrics is blank, please do not hold that against the program.*

- **What tools do you use to measure traffic on your website? If you do not use analytics tools on your site, please note that here. none**

### **Analytics Traffic Data for this Website**

For the current academic year, from Aug. 1 to present, please provide analytics data for your website on the following items. Please provide comparable data for the same period last academic year.

- **Pageviews - Current Year:**
- **Pageviews - Last Year:**
- **Unique Pageviews - Current Year:**
- **Unique Pageviews - Last Year:**
- **Average Time on Page - Current Year:**
- **Average Time on Page - Last Year:**
- **Bounce Rate - Current Year:**
- **Bounce Rate - Last Year:**

### **User Acquisition**

For the current academic year, please provide analytics data for your website on:

- **Organic Search:**
- **Social Media:**
- **Direct to Website:**
- **Email:**
- **Referral:**
- **Other:**

### **User Acquisition from Social Media Channels to Website**

For the current academic year, from Aug. 1 to present, please provide analytics data for your website on how many users are acquired for each of the following social media platforms. Please provide comparable data for the same period for last academic year.

- **Facebook - Current Academic Year:**
- **Facebook - Last Academic Year:**
- **Twitter - Current Academic Year:**
- **Twitter - Last Academic Year:**
- **Instagram - Current Academic Year:**
- **Instagram - Last Academic Year:**

### **Social Media Platforms & Followers**

For each of the following social media platforms that your student media program REGULARLY USES, please provide the user name or a link to the student media program's social media page and information on followers on that platform. If your program does not use any of the listed platforms, leave those fields blank.

- **Facebook:**
  - Followers:
- **Twitter:**
  - Followers:
- **Instagram:** thenvroar
  - Followers: 1292
- **Snapchat:**
  - Followers:

## Social Media Strategy

*Please provide a short summary of how this student media program utilizes social media. Consider: How often is new content posted? Is there a type of content you reserve for specific platforms? Who on the staff is responsible for posting?*

Instagram is used to promote articles and other school events.

Youtube used to host multimedia content dual posted on roar website.

Editor is in charge of both accounts.

## Website Analytics & Social Media Notes

*Is there anything else you wish the judge to know about analytics or social media use by the student media program?*

## Expenses & Income

**Income: How do you pay for expenses?**

- **Advertising:** \$
- **School/Budget:** \$
- **Fundraising:** \$500
- **Grants:** \$
- **Other:** \$
- **Total Income:** \$

**Expenses: Describe any costs related to the website**

- **Website Hosting/CMS:** \$300
- **Supplies:** \$
- **Technology/Equipment:** \$200
- **Training, Workshops and Conferences (paid by the program):** \$
- **Other:** \$
- **Total Expenses:** \$

## Breakdown of Student vs. Non-student Work

*It takes a team to publish a news website. The following information is provided to help us understand more about this program and the team of people who worked on it. Advisers are asked to estimate the amount of work done on the following elements by the student, adviser or others. There is no right or wrong answer here. Advisers may provide additional information about their selections in other areas of the entry form, including in the adviser's statement.*

**Copywriting** Completed by **Students:** 90%

Copywriting Completed by **Adviser:** 10%

Copy Writing Completed by **Website Host/CMS Service:** 0%

Copywriting Completed by **Other - :** 0%

**Editing of Copy** Completed by **Students:** 25%  
Editing Completed by **Adviser:** 40%  
Editing Completed by **Website Host/CMS Service:** 0%  
Editing Completed by **Other - editor:** 35%

**Headlines and Cutlines** Completed by **Students:** 100%  
Headlines/Cutlines Completed by **Adviser:** 0%  
Headlines/Cutlines Completed by **Website Host/CMS Service:** 0%  
Headlines/Cutlines Completed by **Other - :** 0%

**Photography** Completed by **Students:** 100%  
Photography Completed by **Adviser:** 0%  
Photography Completed by **Website Host/CMS Service:** 0%  
Photography Completed by **Other - :** 0%

**Photo Editing & Photoshop Work** Completed by **Students:** 100%  
Photo Editing & Photoshop Work Completed by **Adviser:** 0%  
Photo Editing & Photoshop Work Completed by **Website Host/CMS Service:** 0%  
Photo Editing & Photoshop Work Completed by **Other - :** 0%

**Multimedia** Completed by **Students:** 90%  
Multimedia Completed by **Adviser:** 10%  
Multimedia Completed by **Website Host/CMS Service:** 0%  
Multimedia Completed by **Other - :** 0%

**Social Media Strategy, Content Production and Posting** Completed by **Students:** 100%  
Social Media Completed by **Adviser:** 0%  
Social Media Completed by **Website Host/CMS Service:** 0%  
Social Media Completed by **Other - :** 0%

**Website Design & Management** Completed by **Students:** 20%  
Website Design & Management Completed by **Adviser:** 0%  
Website Design & Management Completed by **Website Host/CMS Service:** 80%  
Website Design & Management Completed by **Other - :** 0%

## **Coverage Decisions**

*How does the program staff determine what to cover?*

Monthly "bull pens" where staff brainstorms ideas and then pick up stories.

## **STUDENT PRESS FREEDOM**

***Judge:** Students should not be penalized for censorship/press freedom issues by school administrators, but please feel free to offer suggestions to how to handle any circumstances reported here.*

**Have you had any censorship problems with your website? If so, please explain.**

In the past... we just really must frame anything "negative" about our school in a opinion piece or in all sides of the story equally told news piece.

Does your administration exercise prior review? No

## **COPYRIGHT & PLAGIARISM**

We take copyright issues seriously. MIPA has developed a [Copyright and Plagiarism Policy](#) governing copyright violations and plagiarism in contest entries. Programs may be penalized for violating copyright or failing to credit work that is not their own. Please contact the MIPA director if you have any questions.

**Has the adviser reviewed [MIPA's Copyright and Plagiarism Policy](#)?** I have read MIPA's Copyright and Plagiarism policy

**To the best of the adviser's knowledge knowledge, is this website free of copyright infringement and plagiarism?**

Yes

**What are your media program's sources of non-student photographs or other visuals?**

Contributed by non-staff students, teachers or school personnel, Local professional media, used with permission

**If you have a subscription to a photo service, what service(s) do you use?**

**If you use Creative Commons-licensed materials ...** Creative Commons has numerous licenses that restrict under what circumstances a work can be used and how it should be attributed. Have you verified that the terms of the specific Creative Commons license are being followed? **No**

## **ADVISER'S STATEMENT**

*The adviser has provided a brief statement for additional background on this media program. This statement may describe any special concerns, school situations or other circumstances the adviser and/or staff may have encountered. We hope this information will help you, as the judge, understand reasons why things were done in certain ways. **Critique judges are under no obligation to change scores because of the adviser statement** (standards do not change just because an adviser has an explanation for why they were not followed), but we do hope the adviser statement will help guide comments in the critique.*

### **Adviser's Statement - Additional Program Background**

We sail a pretty smooth ship.

Main issue is often helping motivate struggle staffers to actively chase stories and push through the writing process on three week schedules.

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