

North Pointe Now

<https://northpointenow.org/>

Grosse Pointe North High School, Grosse Pointe Woods

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: Allison Dunn

Editor: Katie Madigan

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:

1. Are our Adobe photostories engaging? We are trying to find a way to best showcase our work and help our audience interact with our platforms.
2. Should we increase the number of videos that are embedded? We are unsure what is in good taste to link if we did not create it - like movie trailers.
3. We are currently trying to utilize knightlab. Are there any other suggestions for how to incorporate multimedia that are easy/free resources?

ABOUT THE SCHOOL

- This school is a **Senior High**
- **School Enrollment:** 953
- **Is the website produced as part of a class or club?** as a class activity
- **Staff Size:** 44

ABOUT THE WEBSITE

- **Frequency of Website Updates:** Other We upload print stories on a monthly schedule, but web only stories can go up as soon as they are finished
- **Is this website a standalone entity, or produced in connection with other student media formats (please list other formats)?** Print Newspaper
- **Does the website contain paid advertising?** No

Website Technical Information

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

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.** We do not measure traffic on our website. The only analytics that I know how to access are SNO and I am including that information here.

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:** 7961
- **Pageviews - Last Year:** 7524
- **Unique Pageviews - Current Year:**
- **Unique Pageviews - Last Year:**
- **Average Time on Page - Current Year:** 175.02 seconds
- **Average Time on Page - Last Year:** 93.10 seconds
- **Bounce Rate - Current Year:** 50.92
- **Bounce Rate - Last Year:** 64.22

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:** @gpnorthpointenow
 - Followers: 830
- **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?

We use student media as a way to draw readers to our website and print paper. We have two social media editors who are responsible for all uploads. Our Instagram standing elements include: weekly quote collections and Faces in the Crowd, monthly Trends on Pointe videos, briefs, photostories and calendar posts. This year, they redesigned our Faces in the Crowd and quote collections and introduced Pointe's Pics for behind the scenes type coverage. We also post stories to try and engage our readers in our playlists, polls and Google Form surveys.

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?

Instagram is our largest following and so we put almost all of our social media energy into that. We have a Spotify account that is active, but we have inactive X, Soundcloud, and Facebook accounts. This year, we uploaded several videos to YouTube, including 2 recorded interviews. It has been difficult for us to maintain several platforms while maintaining the journalistic nature of our posts. This year, we focused on using social media as a way to elevate our print and online publications. However, with an "off and out of sight policy" at school and an ever changing list of blocked websites, it is hard to upload during class time.

Expenses & Income

Income: How do you pay for expenses?

- **Advertising:** \$0
- **School/Budget:** \$0
- **Fundraising:** \$0
- **Grants:** \$0
- **Other:** \$0
- **Total Income:** \$0

Expenses: Describe any costs related to the website

- **Website Hosting/CMS:** \$500
- **Supplies:** \$0
- **Technology/Equipment:** \$0
- **Training, Workshops and Conferences (paid by the program):** \$0
- **Other:** \$0
- **Total Expenses:** \$500

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**: 100%

Copywriting Completed by **Adviser**: 0%

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

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

Editing of Copy Completed by **Students**: 80%

Editing Completed by **Adviser**: 20%

Editing Completed by **Website Host/CMS Service**: 0%

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

Headlines and Cutlines Completed by **Students**: 95%

Headlines/Cutlines Completed by **Adviser**: 5%

Headlines/Cutlines Completed by **Website Host/CMS Service**: 0%

Headlines/Cutlines Completed by **Other** - : 0%

Photography Completed by **Students**: 90%

Photography Completed by **Adviser**: 0%

Photography Completed by **Website Host/CMS Service**: 0%

Photography Completed by **Other - Courtesy of source**: 10%

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**: 100%

Multimedia Completed by **Adviser**: 0%

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**: 90%

Website Design & Management Completed by **Adviser**: 10%

Website Design & Management Completed by **Website Host/CMS Service**: 0%

Website Design & Management Completed by **Other** - : 0%

Coverage Decisions

How does the program staff determine what to cover?

Each month, our staff works in small groups to pitch stories for every section of the paper and social media. They detail topics, angles, and potential sources. These pitches are considered by the Managing Editors and Editor-in-Chief and stories are selected for print, web, or social media based on their timeliness, potential for multimedia enhancements, and depth of impact. Additionally, we keep a running list of evergreen stories and ideas that can be considered to fill in any unexpected holes. This year, we tried to focus on making our paper and website more interactive, and more cohesive.

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.

We have not had any censorship problems and are grateful for a smooth transition to an all new administrative team (Principal and 2 Assistant Principals) in the building who support our program.

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

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?

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

This year, our program consists of 44 students across 2 sections and 23 of them are brand new to the program. We utilize a student mentoring system to help foster strong communication and provide team building opportunities throughout the year. Our new students write stories for publication starting in October so we are teaching them in conjunction with publishing. We have 2 web editors and 2 social media editors which is twice as many as we had last year. We had to navigate dividing responsibilities and communicating across two different class hours. Our Executive Board created the following vision statement which we used as our focus for the year: "This year, we are pursuing a more elevated version of our current designs and stories together. We are working towards a more interactive publication and digital platform that values inclusiveness, creativity, and timeliness. We will support one another on this adventure by communicating as a team, developing journalistic skills early on, and setting clear and understandable guidelines for all staff members to uphold journalistic integrity." Our biggest issue has been trying to accommodate all of the multimedia. If a story is published in the paper, then we also put it online, but then it can appear stale. If we add more elements to elevate it, like a video or gallery, students can become overwhelmed with the amount of work that they need to do in a short amount of time. We definitely utilize hyperlinks and embedded videos, posts, and playlists but struggle to create innovative work beyond that. We have grand ideas of doing more, but time is limited and balancing print, web, and social media is a lot of moving pieces.

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