



Expectations key:
 ✓ Meets
 — Doesn't meet

Notes:

2012 EXPECTATIONS

Below is a breakdown of production expectations used when grading newspapers.

DIGITAL EVALUATION

Website updates: Newspapers need to produce unique updates that are relevant to that day, not print content held from the previous day. Some print content can go online, but this doesn't qualify as a "news now" update.

1-2 staff members:	6-19 staff members:
0-1: —	Fewer than 10: —
2 or more: ✓	10 or more: ✓
3-5 staff members:	Staff of 20 or more:
Fewer than 5: —	Fewer than 15: —
5 or more: ✓	15 or more: ✓

Photo galleries: Based on one week

1-2 staff members:	6-19 staff members:
0: —	0-2: —
1: ✓	3 or more: ✓
3-5 staff members:	Staff of 20 or more:
0-1: —	0-4 : —
2 or more: ✓	5 or more: ✓

Social media: Newspapers should post content to their Facebook page Mondays-Fridays.

Requirements are the same for all newspapers:
 0-1 post per day, Monday-Friday: —
 2 posts per day, Monday-Friday: ✓

Video: Produce consistent video every week.

1-2 staff members:	6-19 staff members:
0 per week: —	0-2 per week: —
1 per week: ✓	3 per week: ✓
3-5 staff members:	Staff of 20 or more:
0-1 per week: —	0-4 per week: —
2 per week: ✓	5 per week: ✓

Community blogging: Every blog should be updated at least twice every seven days. Blogs need to be fed into Zope, not just linked to from your website.

1-2 staff members:	6-19 staff members:
0-1 bloggers: —	0-2 bloggers: —
2 bloggers: ✓	3 bloggers: ✓
3-5 staff members:	Staff of 20 or more:
0-1 bloggers: —	0-5 bloggers: —
2 bloggers: ✓	6 bloggers: ✓

Platform-appropriate publishing: Tease in your newspaper content like blogs and video that are only on the website.

Requirements are the same for all newspapers:
 Tease fewer than one piece of content that's only online in each edition: —
 Tease in print two pieces of content that are only online in each edition: ✓

PRINT EVALUATION

Community partner journalism/Public service journalism: Newspapers must have weekly anchored positions for community profiles (volunteers, students and coaches of the week) OR for public service journalism formats ("what's your problem" and "what's going on here"). Newspapers have to produce one CPJ or one PSJ a week, not both.

Requirements are the same for all newspapers:
 None: —
 1: ✓

Reader involvement: Newspapers must anchor reader callouts in every edition.

Requirements are the same for all newspapers:
 None: —
 1: ✓

Platform-appropriate publishing: Tease stories in print and online that will only appear in the print product.

Requirements are the same for all newspapers:
 Tease fewer than two stories in each edition and each day online that are print only: —
 Tease three stories in each edition and each day online that are print only: ✓