

Anytown News feedback

FROM: David Stoeffler		
Grade		
Local content		COMMENTS
A	Strong local/local coverage (news about your local community/neighborhood).	Obvious emphasis in all sections, including features
C	Covers local police, crime and court news, including information to enhance personal safety.	Heavy on crime and courts; little crime prevention info
C	Provides news about education and the local schools.	Process-oriented coverage focused on officials; no features this week
C	Strong coverage of local government news, including making government responsive to the public and encouraging citizen involvement and participation.	Again, on top of events, but very official coverage; missed many opportunities for ordinary people approaches
B	Covers local business and economic development news.	Strong on developments and some good people/small biz features
B	Provides local features in key areas including health/medical, spirituality, entertainment and home life.	Good consistent features
C	Covers local high school and college sports.	May have been a down week following HS tournaments
Local emphasis		
A	Lets local stories and photos dominate the front page and other cover pages.	Commitment to local is clear
B	Has a local enterprise package for page one most days.	Good effort most days
B	Has a local enterprise in-depth package for page one every Sunday.	Good for the Sunday I saw
C	Regularly breaks stories, doesn't just wait for the news to come to them.	Most of this week seemed reactive
NA	Can mobilize when a big story breaks, develop and execute a coverage plan in a tight time frame.	Nothing this week
NA	Responds quickly on major national/international stories to look for local angles and provide depth (background, analysis, graphics) readers can't get from TV.	Nothing this week
NA	Regularly offers in-depth and detailed explorations of the biggest local issues to help readers make sense of these often-complex issues. Reports trends before they become obvious.	Difficult to assess from this week
A	Provides daily local editorials on local subjects.	Good series of topics this week
A	Has a steady flow of letters to the editor about a wide range of topics.	Seems to get good reader interaction
Reader oriented		
C	Looks every day for a front page story that provides a change-of-pace or balance to the news of the day with special attention to use of positive stories on Page 1.	Not an obvious emphasis
B	Uses break-out devices (maps, graphics, Q&A, fact boxes, timelines, etc.) whenever possible.	Good on cover pages, but not inside
A	Is organized in a consistent way with regular pages and features anchored to allow readers, even those not familiar with it, to navigate easily.	Easy to follow
A	Offers information about places to go and things to do.	Consistently strong
A	Offers readers numerous calendars that are well-organized and easy to find.	Very good calendars, especially in features
A	Develops local personalities by having staff write columns and stories reflecting personal interests.	Good mix of local columnists
B	Is a mirror to the racial, ethnic, cultural, religious, economic and lifestyle diversity of the community. This is reflected in stories and photos throughout all sections of the paper.	Variety of people and faces; concern about sensitivity to Hispanics in crime coverage
C	Has a good mixture of writing styles, not relying too heavily on the inverted pyramid. Leads are crisp and grab readers' attention -- and are funny and bright in appropriate places.	Excellent in spots and very disappointing in others, most often in government coverage
D	Makes extra effort to ensure governmental reporting is easily accessible through use of people and explanations of why this story is important to the typical reader.	Not much effort this week
C	Gives extra attention to refers on page 1 (skyboxes, indexes, etc.) to help sell the paper and to be certain they do not become static and forgettable.	Inconsistent, changeable design; sports heavy but not always obvious this will sell the paper

B	Publishes obituaries in same place each day; run in standard body type; runs free basic obit and charges for full obit; writes story obits about interesting people; run obits on Web site for a fee.	Did not see any feature obituaries
A	Lets readers know about upcoming stories through in-paper promotion.	Strong in-editorial space and in advertisements
Quality		COMMENTS
B	Is good at the basics – spelling, grammar and structure.	Nothing major stood out as a problem
B	Insists that most stories are based on information from two or more sources.	Yes, but heavy reliance on official sources in news and sports
C	Insists photos tie in directly to a story and rarely relies on wild art for the main photo on a cover page.	Often relies on standalone photos
C	Has local photos that are well composed with a clear, story-telling subject matter.	Uneven this week
C	Has local photos that are technically well done, with good lighting and toning.	Uneven this week
C	Headlines are accurate, engage readers, use active verbs. Clear hierarchy to heads on the page.	Workmanlinke; relies often on label heads on packages
A	Expects cover pages to be built around dominant art (one image twice the size of other images).	
Online		
A	Has a Web site that loads quickly and consistently.	
B	Has an easy-to-use navigation scheme with engaging and rich content. Design is attractive, but minimizes clutter or distractions. Audio is used generally only when the user enables it or expects it.	Some static feel to the site; could use larger photo display;
B	Emphasizes local news and other content that makes the site distinct from any other town.	Certain sameness about the site, probably due to hosting
NA	Updates news consistently throughout the day.	Did not see this in limited number of checks
B	Promotes user interactivity and develops online community.	Blogs, reader submissions requested
A	Integrates photos and videos.	Photo slide shows, video webcasts, AP video, etc.
B	Provides teasers to the next-day's print content.	In Webcasts; excellent cross-promo from print to the web
A	Offers information on how to contact newsroom staff, including an e-mail link to the editor.	Easy to find