

“The Lookout”

Lansing Community College

<https://lookout.lcc.edu/index.html>

Judge’s comments: “This website has great potential for growth and for service. It offers a nice blend of content in the six-story grid at the top; however, I would suggest adding section “teases” or labels on the stories that reflect the tags listed at the bottom of the home page to provide full transparency for readers as to the nature of the story they will be reading. (On the issue of transparency, it is an interesting and informative idea to list the most frequently used tags at the bottom of the page. That is helpful for readers to understand and be informed about the ethic and ethos of the outlet, something that readers tell us they appreciate.) The section heads at the top of the page are helpful, and each section provides a range of interesting concepts. I noticed some stories are appropriately cross-tagged to different sections, a decision that makes sense for the stories in question.

If I may offer two quick suggestions on potential growth opportunities, they would be: (1) to add buttons to the outlet’s social media profiles so consumers can find and follow your work; and (2) to post stories more frequently. One of the great strengths of the digital realm is it provides critical news and information your campus needs between print publication dates. Work with your teams to think digital-first and this product will soar!”