

2008

Michigan Press Association Best Web site Contest Winners



Division A

1st Place- *Lansing State Journal*

Good photo rotation, could be better keyed to stories. Flash screen between pages unreadable, too fast and wordy! Almost no sign of interactivity, no comments on any story.

2nd Place- *Detroit Metro Times*

The information has a definite voice and point of view. Information is presented in an interesting manner that leaves the reader wanting more. Would love to see more than one featured story in the six news boxes on the homepage. The site is structured well. Everything is laid out in a concise manner. It does not feel overcrowded at all. My only complaint is that the second level of the navigation is a bit too sensitive. The visual design is next to perfect. It is eye-catching and streamlined. It is presented in a manner that feels neat, tidy and user friendly. The color works wonderfully. It's neat how the user can add restaurants and clubs. There is user commenting, but I don't think it is promoted heavily enough. The site has a strong sense of community. It feels very hip and urban. It seems to hit the target demo as well as site of this variety possibly can. It feels quite personal.

3rd Place- *LA View*

This site feels very rough around the edges. There seems to be potential for a more dynamic offering. The serif font wasn't working for me. It's just not as easy on the eyes as a sans serif would be. The presentation is neat and tidy though, but perhaps a bit too sparse. It seems like there is no paid advertising whatsoever and little brand awareness for paper. The site does provide a strong sense of community, which is your strong suit. Also, the implementation of user commenting and/or community photos would be a big step in the right direction as well. I don't see a lot of interactivity on the site.

Division B

1st Place- *Livingston County Daily Press & Argus*

No comments given.

2nd Place- *The Mining Journal, Marquette*

No comments given.

3rd Place- *Midland Daily News*

No comments given.

Division C

1st Place (Tie)- *Ludington Daily News*

Very easy on the eye! Balance of dominant (rotating) art and read in lead and headlines. Reporters' photo bylines and story indexes with each story. Pan tilt zoom camera!

1st Place (Tie)- *Tecumseh Herald*

Well illustrated stories, lots of content. Modular ads, good use of colors. Would like a dominant element and more hierarchy in stories on the front, but otherwise very good.

2nd Place- *Greenville Daily News*

Wonderfully deep site, from staff blogs to Sudoku to a map link on "about us". Good incorporation of blogs into community news. The visual design is strong and dear. Keep working to incorporate photos and video everywhere. On the classified front, how about a rotating display of featured ads by category. Maybe you could sell that portion and it would make the page livelier.

3rd Place- *Allegan County News*

Clean front, great photo play. Why no photos in related news story? Calendar has lots of stuff.

Questions on the website contest email
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