



Program name: _____

School name and address: _____

Adviser: _____

Type of show:

Daily

Twice a week

Once a week

Twice a month

Once a month

Evaluations must be viewed from a computer, not a tablet or mobile device, to read comments by judges.

Evaluation Guide:

- This guide is designed to be an educational device to improve the quality of your video media/broadcast. Many thanks to the Colorado Student Media Association and the Southern Interscholastic Press Association, whose own evaluation guides are the basis for this document, and to various scholastic broadcast media organizations.
- This guide is intended to point out positive aspects of your video/broadcast media program as well as to point out possible deficiencies.
- Judging comments are designed as suggestions for improvement. Keep in mind that these comments represent just one individual's opinion.
- Comments should represent current trends in video/broadcast media production.
- Judge's comments may not apply to all school situations. Please understand that it would be impossible for your judge to be aware of the specifics of each school.
- Each of the sections contained in this guide book has an overall evaluation where the judge must rate the section according to an overall set of criteria. The final evaluation is based on a holistic assessment of the entire broadcast program.
- Each section calls for a specific ranking with a (3) for strong work in the area; a (2) for being adequate, a (1) for needing improvement and an (NA) for not applicable.
- All sections will conclude with a holistic narrative critique, an opportunity for judges to specifically note positives and suggestions for improvement.

NOTE: Programs chose up to three sample broadcasts, which may or may not have been broadcast. These may have been featured on the news website or as complements to other published work.

Broadcast URLs:

Judge: _____

Part I: Verbal

SECTION A: News writing

- News stories should report recent events and happenings.
- Keep the following news elements in mind: proximity, consequence, names, conflict, emotions, unusualness and human interest.
- Find interesting information and angles that will appeal to as many viewers as possible.
- Use short sentences and action verbs in a conversational style.
- Be specific in the information; avoid vague words.
- Do not editorialize. Be objective and address all sides.
- Stories reflect thorough reporting, multiple sources and various points of view.
- There is appropriate use of sound bites.
- Stories should report recent events, happenings and issues that affect the high school student.
- The topic should be approached with a unique angle in mind.

News writing rating:

SECTION B: Feature writing

- A wide variety of features should be used: human interest features, personality profiles, historical features, informational features, etc.
- Topics are approached in a fresh and creative way.
- Research is evident. The reporter is knowledgeable on the subject being covered.
- Feature stories should arouse emotions from the viewer.
- Good feature stories are written as if the reporter were telling a friend a story full of quotes and pictures.
- Vivid details and images are essential to good feature writing. The viewer should feel he/she is actually witnessing the events that are taking place.
- Topic is focused and doesn't overreach.
- Let people tell their own story; use sound bites and the subject's voice as narration.
- Avoid editorializing. Opinions should be in the sound bites.

Feature writing rating:

SECTION C: Sports writing

- The reporter understands the sport he/she is covering.
- Cover the surroundings as well as the event itself.
- Use action verbs and be specific.
- Do not editorialize. Report the actual events without pulling for your team.
- Cover a variety of sports.
- Accepted sports terms are used.
- Stories go behind the scenes to show viewers more than just the event.

Sports writing rating:

Overall **VERBAL** rating:

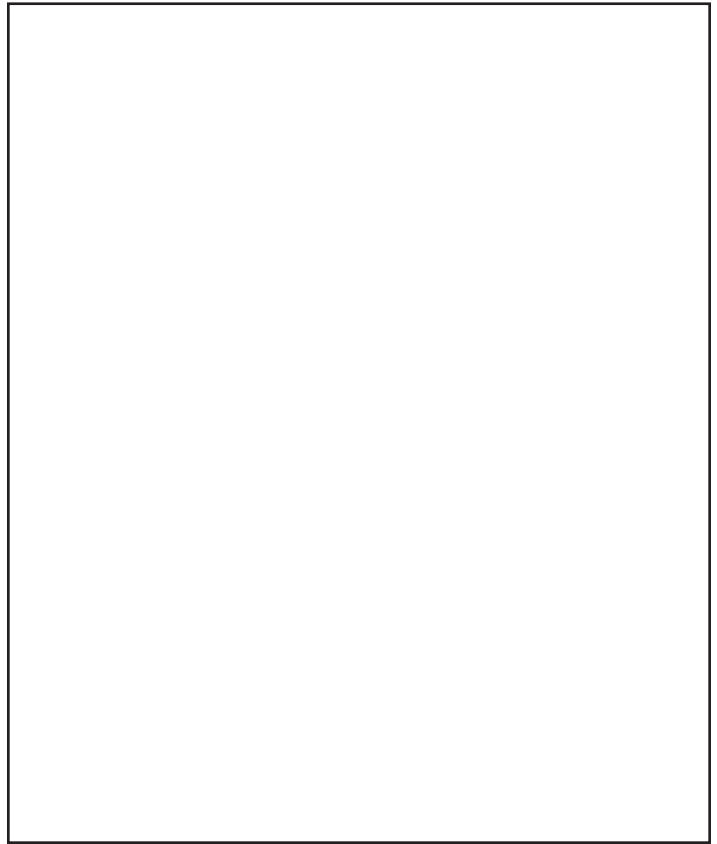
Strengths:

Weaknesses:

Part II: Camera work

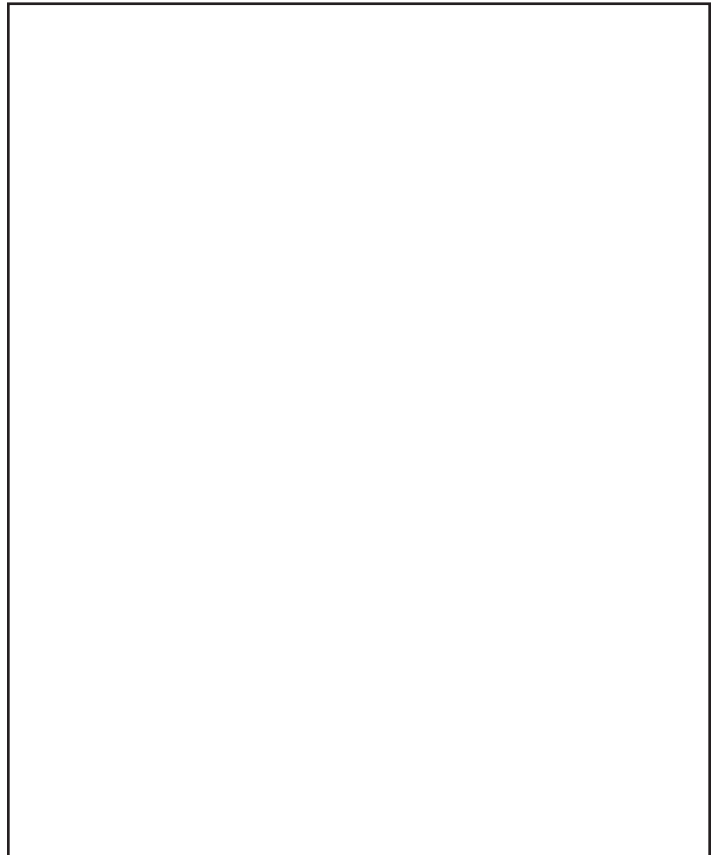
- Tripods are used and shots are steady.
- Video should possess a storytelling quality and match the audio copy that goes with it.
- Focus on natural action; avoid posed shots. Do not stage the news.
- Maintain strong composition, keeping in mind the basic photographic principles; rule of thirds, eye flow, leading lines, framing, etc.
- Use a variety of shot sizes: close ups, medium shots and long shots.
- Video should feature adequate and appropriate lighting.
- Maintain consistent and correct color balance.
- All shots must be properly focused.
- Video has a planned format, with a beginning, middle and end.

Strengths:



Overall **VERBAL** rating:

Weaknesses:



Part III: Audio

- Audio levels are correct and consistent.
- There is appropriate use of natural sound.
- Narration stands out from background sound.
- There is a lack of static and noise.
- There is good levels in sound bites.
- No copyrighted music is used without specific written consent from the artist.
- Voice-over is clear, well-paced, not overdone.
- Sound bites must be clear.
- Natural sound should be part of the story and can often stand alone without narration.
- Correct mic usage is evident.

Strengths:

Overall **AUDIO** rating:

Weaknesses:

Part IV: Graphics & editing

SECTION A: Graphics

- Graphics should be clear and easy to understand. Subjects should be properly identified.
- Graphics enhance the story.
- Avoid whole sentences, all caps and misspellings.
- Use appropriate margins.
- Lower thirds are used for appropriate identification.
- Titles and credits should be easy to read; use appropriate typeface and speed.

Graphics rating:

SECTION B: Editing

- Special effects and transitions must be done for a purpose and not distract the viewer.
- Appropriate transitions--cuts and fades--are used to indicate changes.
- Use sequences: matched action shots edited together to advance the story.
- Avoid jump cuts.
- Editing is fluid.
- Pacing is appropriate and adds to message.

Editing rating:

Overall **GRAPHICS & EDITING** rating:

Strengths:

Weaknesses:

Part V: Talent

- Reporter/anchor should be appropriately dressed for the situation and location.
- The reporter should be secondary to the story. Don't let the reporter overpower the story or the guests.
- The reporter/anchor should be poised, professional and confident.
- Phrasing, diction and pace should demonstrate a reasonable attempt to adapt to standard broadcast style.
- Reading should show that the reporter/anchor understands the story.
- Reporters and anchors speak in a straight-forward manner without bias or personal opinion.
- Reporters make eye contact.
- If there is more than one anchor, cross-talk is at a natural comfort level.
- Makeup and accessories are broadcast news appropriate.
- Any kind of gestures make the broadcast look natural.

Strengths:

Overall **TALENT** rating:

Weaknesses:

Evaluation Summary

Program name:

School:

Adviser:

Final comments from judge: