



20th Annual Polk County Schools Video Awards



Middle/Senior Daily News Show Judging Rubric

Motivational Elements (Possible 25 points)

— Entertaining aspects like music, creative approaches to stories, the use of humor, and a lively pace

- 0 = no entertaining aspects
- 1 = a single entertaining aspect
- 2 = two entertaining aspects
- 3 = three entertaining aspects
- 4 = four entertaining aspects
- 5 = five or more entertaining aspects

— Large numbers of students featured on camera

- 0 = no students appear on camera
- 1 = only anchors or reporters appear on camera
- 2 = anchors or reporters and less than five students appear on camera
- 3 = anchors or reporters and more than 5 students appear on camera
- 4 = anchors or reporters and more than 5 students appear on camera, with at least one of them featured
- 5 = anchors or reporters and more than 10 students appear on camera, with at least one of them featured

— Using anchors and reporters with personality and charisma

- 0 = no anchors or reporters used
- 1 = anchors or reporters seen too briefly to impact the audience
- 2 = anchors or reporters seen throughout the show but reflect little charisma or personality
- 3 = anchors featured in much of the show, and reflect moderate personality and charisma
- 4 = anchors or reporters seen throughout the show and reflect a high level of personality and charisma
- 5 = anchors or reporters seen throughout the show, reflect a high level of personality and charisma & engage the audience

— Going on location outside the studio with a report or video clips

- 0 = no video clips or reports from outside the studio
- 1 = outside filming is limited to music video or slide show
- 2 = scenes from non-studio locations shown as b-roll while anchors talk
- 3 = at least one report or interview is shot outside the studio
- 4 = majority of show is filmed on location but anchors filmed in the studio
- 5 = entire show is filmed on location (chroma key weather reports are accepted)

— Inclusion of segments that would be of high interest to students, including reports, interviews, and polls

- 0 = no announcements, clips, reports, scenes b-roll, polls or interviews
- 1 = one announcement, clip, report, poll, or scene of high interest to students
- 2 = two announcements, clips, reports, polls, or scenes of high interest to students
- 3 = three announcements, clips, reports, polls, or scenes of high interest to students
- 4 = four announcements, clips, reports, polls, or scenes of high interest to students
- 5 = five announcements, clips, reports, polls, or scenes of high interest to students

Technical Merit (Possible 25 points)

— Sound clarity and volume

- 0 = show has no audio or is completely incomprehensible
- 1 = entire news show has significant audio problems, but is comprehensible
- 2 = audio problems persist throughout the majority of the news show
- 3 = audio problems persist intermittently throughout the news show
- 4 = show has one or two moments of audio distortion or sound level problems
- 5 = sound clarity and volume are uniform

- _ Tripod-steady but creative camera work, including proper framing, lead room, nose room, headroom
 - 0 = no tripod use and virtually no proper camera framing, lead room, nose room, or head room*
 - 1 = little evidence of tripod use or proper framing throughout show*
 - 2 = tripod-steadiness evident throughout the show, but show has instances of improper framing, nose room, lead room or headroom*
 - 3 = tripod-steadiness and proper framing, nose room, lead room, and headroom throughout show*
 - 4 = tripod-steadiness, proper framing, nose room, lead room, headroom, and smooth camera movements throughout show*
 - 5 = tripod-steadiness, proper framing, nose room, lead room, headroom, smooth camera movements, throughout show, & at least one creative camera angle*
- _ Appropriate lighting, including the avoidance of silhouettes
 - 0 = scenes filmed with bright backgrounds that result in silhouettes or no natural or man-made lighting*
 - 1 = little evidence of appropriate lighting*
 - 2 = frequent or persistent lighting issues*
 - 3 = a few lighting issues*
 - 4 = only one lighting issue*
 - 5 = appropriate lighting throughout show*
- _ Audio and Video Editing Smoothness
 - 0 = no signs that anything was edited*
 - 1 = frequent rough edit points like video jump cuts & abrupt sound changes*
 - 2 = 3-5 rough edit points*
 - 3 = 1-2 rough edit points*
 - 4 = no editing problems*
 - 5 = no editing problems; use of creative editing elements like natural transitions*
- _ Special effects and news sets, including the backgrounds chosen for stand-up segments on location
 - 0 = no special effects or news sets other than a table or desk*
 - 1 = little or very poor use of special effects and news sets*
 - 2 = mediocre use of special effects and news sets*
 - 3 = good use of special effects and news sets*
 - 4 = excellent use of special effects and news sets*
 - 5 = exceptionally creative use of special effects and news sets*

Graphics (Possible 25 points)

- _ Number of Graphics Utilized in the News Show (including the opening graphic and credits)
 - 0 = virtually no graphics are utilized in the entirety of the news show*
 - 1 = approximately 25% of the announcements, reports, personnel and segments have graphics*
 - 2 = approximately 50% of the announcements, reports, personnel and segments have graphics*
 - 3 = approximately 75% of the announcements, reports, personnel and segments have graphics*
 - 4 = almost all announcements, reports, personnel and segments have graphics*
 - 5 = all announcements, reports, personnel and segments have graphics*
- _ Size, Font Style & Legibility (graphics must be visible from the back of a classroom)
 - 0 = no graphics at all or no legible graphics*
 - 1 = approximately 25% of graphics are legible*
 - 2 = approximately 50% of graphics are legible*
 - 3 = approximately 75% of graphics are legible*
 - 4 = all graphics are well-designed in terms of size, font style and legibility*
- _ Proper use of colors so that graphical elements contrast with background
 - 0 = no graphics at all or no graphics with proper color combinations*
 - 1 = approximately 25% of graphics use proper color combinations*
 - 2 = approximately 50% of graphics use proper color combinations*
 - 3 = approximately 75% of graphics use proper color combinations*
 - 4 = all graphics use proper color combinations*
- _ The use of visual elements like clip art or pictures where appropriate
 - 0 = no clip art or pictures used in graphics*
 - 1 = approximately 25% of graphics include clip art or pictures used in graphics*

- 2 = approximately 50% of graphics include clip art or pictures used in graphics*
- 3 = approximately 75% of graphics include clip art or pictures used in graphics*
- 4 = all graphics include clip art or pictures used in graphics*

— Animated graphics (static graphics are not in style in the television industry)

- 0 = no animated graphics*
- 1 = approximately 25% of graphics include animations*
- 2 = approximately 50% of graphics include animations*
- 3 = approximately 75% of graphics include animations*
- 4 = all graphics include animations*

— Creative Styling (themed graphics that mesh with show or segment topics)

- 0 = no creative styling*
- 1 = approximately 25% of graphics include creative styling*
- 2 = approximately 50% of graphics include creative styling*
- 3 = approximately 75% of graphics include creative styling*
- 4 = all graphics include creative styling*

Comprehensiveness (Possible 25 points)

— Academics covered

- 0 = no announcement, report, interview, or segment on academics*
- 2 = one announcement, report, interview, or segment on academics*
- 4 = two announcements, reports, interviews, or segments on academic*
- 6 = three announcements, reports, interviews, or segments on academics*
- 8 = four announcements, reports, interviews, or segments on academics*
- 10 = five or more announcements, reports, interviews, or segments on academics*

— Extracurricular, sports, health, community, state, or national topics

- 0 = no announcement, feature, report, or segment that covers any of the above*
- 3 = one announcement, feature, report, or segment that covers any of the above*
- 5 = two announcements, features, reports, or segments that cover any of the above*
- 7 = three or more announcements, features, reports, or segments that cover any of the above*

— Reports included (as opposed to show consisting only of anchors and graphics)

- 0 = no reports*
- 4 = one report*
- 8 = two or more reports*