

ITV Evaluation Rubric for Elementary Daily News Show **Total Points: 0/70+**

Name of School:

Date of Show: [Click here to enter a date.](#)

Evaluation: [Click here to enter text.](#)

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 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

Strengths:

Suggestions for Improvement:

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 and abrupt sound changes
 - 2 = 3-5 rough edit points
 - 3 = 1-2 rough edit points
 - 4 = no editing problems
 - 5 = no editing problems; creative editing elements like the use of 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

Strengths: [Click here](#) to enter text.

Suggestions for Improvement:

Graphics (Possible 25 points) 0

- _ 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

Strengths:

Suggestions for Improvement:

Comprehensiveness (Possible 25 points) 0

— Academics covered (**POSSIBILITY OF 10 POINTS**)

0 = no announcements, reports, interviews or segments on academics
3 = one announcement, report, interview, or segment on academics
6 = two announcements, reports, interviews, or segments on academic
10 = three or more announcements, reports, interviews, or segments on academics

— Extracurricular, sports, health, community, state, or national topics (**POSSIBILITY OF 5 POINTS**)

0 = no announcements, features, reports, or segments about any of the above
3 = at least one announcement about any of the above
5 = at least one feature, report, or segment about any of the above

— Reports included (as opposed to show consisting only of anchors and graphics) (**POSSIBILITY OF 10 POINTS**)

0 = no reports
5 = at least one report
10 = at least two reports

Strengths:

Suggestions for Improvement: