



19th Annual Polk County Schools Video Awards



Motivational Elements (Possible 25 points)

- _ Entertaining aspects like music, creative approaches to stories, the use of humor, and a lively pace.
 - 1 to 2 = one or two instances of the above*
 - 3 = 3 instances with basic entertaining aspects*
 - 4 to 5 = four to five instances of the above*
- _ Large numbers of students featured on camera (not the reporters)
 - 1 to 2 = few students*
 - 3 to 4 = moderate to large number of students*
 - 5 = large number of students and at least one student featured in a report or interview*
- _ Using anchors and reporters with personality and charisma
 - 1 to 2 = anchors rarely seen*
 - 3 = anchors featured in much of the show, but personality and charisma need improvement*
 - 4 to 5 = talented anchors who introduce segments with poise, good eye-contact, voice inflexion, spontaneity and enthusiasm*
- _ Going on location outside the studio
 - 1 = a music video or slideshow shot outside the studio featuring campus locations or students*
 - 2 = scenes from non-studio locations shown while anchors talk*
 - 3 = one or two reports/interviews are filmed outside the studio*
 - 4 to 5 = Well-produced news show taped inside and/or outside the studio on location with many reports*
- _ Inclusion of segments that would be of high interest to viewers
 - 1 to 2 = one report, interview, or announcement of high interest*
 - 3 to 5 = two or more well-produced reports, interviews, or announcements of high interest interviews, or announcements of high interest.*

Technical Merit (Possible 25 points)

- _ Sound clarity and volume, including the proper placement and use of microphones
 - 1 = show has significant audio problems, but is comprehensible*
 - 2 to 3 = audio is easier to understand, but not with every segment*
 - 4 to 5 = sound clarity and volume are uniform with proper placement of microphones*
- _ Tripod-steady but creative camera work, including proper framing, lead room, nose room, headroom
 - 1 = little evidence of tripod use or proper framing throughout show*
 - 2 to 3 = tripod steadiness evident throughout the show, but improper framing exists*
 - 4 = tripod-steady and proper framing throughout show*
 - 5 = tripod-steady, proper framing, and creative camera work*
- _ Appropriate lighting, including the avoidance of silhouettes
 - 1 to 2 = little evidence of appropriate lighting*
 - 3 to 4 = lighting evident throughout the show, but some segments poorly lit*
 - 5 = appropriate lighting throughout show*
- _ Editing smoothness, including consistent sound levels
 - 1 to 2 = some of the segments have jump-cuts and inconsistent sound levels*
 - 3 to 4 = most segments edited properly with consistent sound levels*
 - 5 = all segments edited properly with consistent sound levels*

- _ Special effects and news sets, including the backgrounds chosen for stand-up segments on location
 - 1 to 2 = little use of special effects and news sets (dirty chroma key, plain blue/green wall)*
 - 3 to 4 = adequate use of special effects and news sets*
 - 5 = excellent special effects and news sets (clean chroma key, visually appealing backgrounds, etc)*

Graphics (Possible 25 points)

- _ Size & Legibility (graphics must be visible from the back of a classroom)
 - 1 to 2 = the majority of the graphics are illegible or are too small to be read*
 - 3 = about half of the graphics are legible*
 - 4 = all but one or two graphics are legible*
 - 5 = all graphics are of good size and can be read easily*
- _ Proper use of colors so that graphical elements contrast with background
 - 1 to 2 = the majority of the graphics utilize bad color combinations*
 - 3 = about half of the graphics use good color combinations*
 - 4 = all but one or two of the graphics in the show feature good color combinations*
 - 5 = all graphics contain proper color usage*
- _ The use of visual elements like clip art and pictures
 - 1 to 2 = clip art or pictures only appear once or twice during the newscast*
 - 3 to 4 = adequate to moderate usage of clip art or pictures in the newscast*
 - 5 = clip art and picture usage is prevalent throughout the course of the news show*
- _ Motion (static graphics are not in style in the television industry)
 - 1 to 2 = motion is used only once or twice in the graphics of the news show*
 - 3 = motion is used in about half of the graphics shown in the newscast*
 - 4 to 5 = motion is utilized in nearly every single graphics featured in the news show*
- _ Creative Styling (themed graphics that mesh with show or segment topics)
 - 1 to 2 = all graphics in the show are bland and have little connection to the announcements*
 - 3 to 4 = some graphics are styled to fit the announcement*
 - 5 = all graphics are creatively styled to fit the announcements, segments, or theme of the show.*

Comprehensiveness (Possible 25 points)

- _ Academics covered (can include FCAT preparation)
 - 1 to 2 = one or two announcements regarding academic awareness*
 - 3 to 5 = inclusion of academic segment(s) in the news show that are well produced*
- _ Extracurricular activities covered (can include student hobbies and interests)
 - 1 to 2 = one or two announcements regarding anything involving student hobbies or interests*
 - 3 = adequate to moderate number of extracurricular announcements*
 - 4 to 5 = inclusion of a well-produced feature, report, or segment that covers an extracurricular activity*
- _ Sports covered (can include related topics like health, exercise & fitness)
 - 1 to 2 = one or two announcements regarding sports, fitness, or nutrition*
 - 3 to 5 = inclusion of a well-produced sports or fitness-based segment(s) in the news show*
- _ Community, state, or national topics of interest covered
 - 1 to 2 = brief mention or announcement of community, state, or national news*
 - 3 = more than two community, state, or national topics announced or covered*
 - 4 to 5 = well-produced segment produced concerning community, state, or national topics at age-appropriate levels*
- _ Reports included (as opposed to show consisting only of anchors and graphics)
 - 1 to 2 = one adequately produced reporting segment*
 - 3 to 5 = multiple, high-quality reporting segments or features produced with some interviews*