



20th Annual Polk County Schools Video Awards



Judging Rubric for Category 4: Solo Male Announcer/Reporter

Entries in this category showcase the talents of male announcers and reporters. Schools submit ten clips of the same announcer, each one approximately 1-2 minutes long. Judging criteria are as follows:

Eye Contact (25 points)

In our culture, no aspect of public speaking, whether that speaking occurs before a live audience or before a camera, is more important than eye contact. Reporters and anchors should look right into the lens unless a b-roll/voice over combination is being used. Glancing at note cards is acceptable but should be kept to a minimum. Likewise, co-anchors would be expected to look at each other as well as at the camera. The same is true for reporters talking to interviewees.

Enthusiasm/Personality (25 points)

There is no question that we like to look at and listen to announcers who have charisma and personality rather than lifeless robots. For many years, news anchors and reporters were judged solely by their grandfatherly and staid on-camera presence (think Walter Cronkite or Edward R. Murrow). Modern audiences, especially younger ones, wish to be entertained at the same time they are informed and therefore put more weight on the charisma of on-air personalities, which is not to say they cannot be professional at the same time.

Versatility (25 points)

Those seeking jobs in the television industry never know what they are going to be called on to do in a studio, at a production house, or on location, so versatility is a valuable skill. (The same could actually be said for the entire job market.) Schools are encouraged to showcase their nominees for best anchor in a variety of settings rather than submit all 10 entries with someone sitting at a news desk.

Voice Inflection and Clarity (25 points)

If eye contact is number one, then voice inflection and clarity are a close second. Although movie and television actor Ben Stein has made a handsome living speaking in a monotone as a spokesman for Visine and as a teacher in *Ferris Bueller's Day Off*, his success is the exception and an integral part of his comedic style. Polished anchors and reporters speak clearly, slowly and with significant inflection in their voice.