



# 20th Annual Polk County Schools Video Awards



## **Judging Rubric for Category 6: Announcing Team**

Entries in this category showcase the talents of a school's top anchor team. Schools submit ten clips of the same two announcers, each one approximately 1-2 minutes long. Judging criteria are as follows:

### **Eye Contact (20 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 (20 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, however, 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.

### **Voice Inflection and Clarity (20 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.

### **Team Interaction (40 points)**

The two anchor team members should look and act just like that: A TEAM. Interaction should be spontaneous, natural, and frequent. Practicing together as often as possible couldn't help but improve this interaction. Good anchor teams draw their viewers in almost as if they (the viewers) are listening in on and participating in a conversation among friends.