

ITV Evaluation Rubric for Secondary 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)

0 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

0 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

0 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

0 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)

0 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) **0**

0 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

0 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

0 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

0 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

0 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

0 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

0 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

0 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

0 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

0 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

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

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

0 Extracurricular, sports, health, community, state, or national topics (**POSSIBILITY OF 7 POINTS**)

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

0 Reports included (as opposed to show consisting only of anchors and graphics) (**POSSIBILITY OF 8 POINTS**)

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

Strengths:

Suggestions for Improvement: