

## Broadcast Journalism Story Production Rubric

	1 (Inadequate)	2 (Novice)	3 (Good)	4 (Excellent)	Total
<b>Overall Organization</b>	No logical sequence of information. Some content appears to be random. Missing essential information.	Some good sequences of information. Portions of the story are presented logically. Some crucial information is present.	Logical sequence is well done. Information is presented in a clear and direct manner. Most important information is present.	Logical, intuitive sequence of information. All information is clearly and directly presented. No apparent gaps in information.	
<b>Story Topic Selection</b>	Story fails to demonstrate a proper understanding of news selection criteria.	The essence of the story has possibilities, but is not properly developed to convey the importance of the issue.	Story appears to have merit on its own, but only partially justifies its importance throughout the entire piece.	Excellent selection of topic. It is timely and makes important connections to society and/or the community.	
<b>Selection of Visuals</b>	Visuals weaken the message and interfere with the communication of content. Visuals do not contribute to telling the story. Much use of wallpaper.	Some contribution of visuals to telling the news story. Other visuals are simply used as filler.	Most visuals contribute to the news story. Most of the shots are meaningful and contribute to the story.	Superior selection of visuals that creatively tell the story. Does not contain meaningless video segments.	
<b>Camera Work</b>	Contains many errors in focusing, framing and camera movement. Video is static, with no camera or lens movement when needed.	Story contains a few critical problems regarding the shooting techniques. Few uses of lens and camera movement when required to tell the story.	Most shots evidence skillful camera set up and operation. Periodically incorporates lens and camera movement when needed.	Story evidences skillful camera set up and operation. This includes using lens and camera movement to depict various elements of the story when needed.	
<b>Editing</b>	Many errors in editing, including jump cuts, pacing (slide show), cutting on motion.	Story contains several editing errors, including pacing and cutting shots too soon so that the edit point does not match the story.	Evidences good editing abilities, including pacing and clean edit points. Editing points are appropriate.	Evidences excellence in editing, including pacing and clean edit points.	

<b>Lighting</b>	Poor lighting throughout the story. Failure to consider backlighting ( sun or windows). Failure to use portable lights for low lighting conditions. Failure to white balance.	Lighting is inconsistent. Some parts of the story have appropriate lighting, such as not lighting inside shots. Still shows problems with consistency in white balance for each scene.	Fairly good lighting. Most scenes appear to be lit correctly. Reporter uses lighting kit when needed for inside shots.	Demonstrates excellence knowledge of lighting issues, including lighting inside shots, compensating for backlighting and white balancing.	
<b>Audio</b>	Many inconsistencies in audio levels. Failure to compensate for wind and other environmental noises and distractions. Poor mike placement for talent.	Minor audio inconsistencies. Environmental noise is present, but less of an issue. Mic placement is a problem.	Demonstrates basic audio skills. Most noises and other distractions are at a minimum. Mic placement is correct.	High quality audio production. Talent voice is clear. No inconsistencies in sound levels.	
<b>Writing</b>	Many errors in writing, including composition and content. Does not follow proper grammatical and structural rules or correct broadcast style.	Script has some merit, but still contains errors in writing and broadcast journalism style.	Most of the story follows correct broadcast writing style.	Evidences superior ability in grammar, structure, and broadcast journalism style.	
<b>Performance</b>	Lacks energy and animation. Reporter seems uninterested in the story. Standup is routine with no movement.	Energy is present, but seems over-done. The standup has some movement, but it appears to be contrived. Standup has no logical relation to the story.	Good energy with a standup that provides animation to the story.	Appropriate energy for the story. Demonstrates professional level skills in creating a standup that creatively contributes to the story.	
<b>Speaking</b>	Poor speaking ability, with inconsistent pacing and rhythm. Poor articulation and pronunciation. Many errors, including hesitancy, uncertainty and incorrect emphasis on words.	Speaking demonstrates basic ability to put words together. Lacks expression and feeling. Minor errors in articulation and pronunciation.	Good speaking ability on camera. Expression is mostly appropriate for the story. Good articulation and pronunciation.	Excellent articulation and pronunciation. Very smooth delivery with no hesitation. Tone of voice fits the story. No errors in speaking, including pacing and rhythm.	
				<b>Total Points</b>	