

Broadcast Journalism Rating Sheet

Project Usability	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Video plays successfully	Media not usable	Media usable but not submitted according to event guidelines	Media usable but not plug and play	Media usable in multiple players	
	0	1-3	4-7	8-10	

Broadcast Content

Fully address the concept and/or topic	Concept and/or topic are not followed	Concept and/or topic not fully developed	Fully addresses the concept and/or topic	User with no knowledge of the concept and/or topic can identify based on video	
	0	1-14	15-21	22-30	
Video contains multiple elements providing evidence of production skill	No evidence of video production skill demonstrated	Video is designed using limited video editing skills	Video contains transitions and use of multiple technologies	Video contains advanced features such as animation	
	0	1-14	15-21	22-30	
Grammar, spelling, and punctuation	Video contain grammar or spelling errors	Video contains 3 or less spelling or grammar errors	Video contains one grammar and no spelling errors	Video is grammar and spelling error free	
	0	1-7	8-14	15-20	
Copyright information is noted and documented	Copyright information not addressed or addressed incorrectly		Substantiated compliance to copyright regulations using visual representation		
	0		20		

Project Evaluation

Broadcast has logical flow of information	Flow of video does not seem logical	Flow does not connect each element of the video	Flow is logical and appears sequenced with beginning, middle, and end	Presentation is logical and includes a call to action at the end	
	0	1-14	15-21	22-30	
Quality of editing and transition	There are no transitions or evidence of video editing incorporated	Transitions exist but are rough and do not flow easily	Transitions flow seamlessly and serves as a logical component of the video	Multiple types of transitions are used and all flow seamlessly	
	0	1-7	8-14	15-20	
Audio and visual elements are coordinated	Audio and Visual elements are limited	Audio and Visual elements do not include variety	Audio uses a variety of sources including direct audio and dubbed audio; visual includes multiple camera angles and techniques	Audio and visual includes special effects	
	0	1-7	8-14	15-20	
Use of video technology	Video technology use not evident	Video incorporates use of technology	Video incorporates advanced use of technology such as special effects	Video contains multiple advanced features such as special effects	
	0	1-7	8-14	15-20	
Performance Subtotal (100 max)					

Penalty Points

Project Guidelines not followed	-5	Total Penalty	-
		Performance Grand Total	

Name(s) _____

School: _____

Judge's Signature: _____

Date: _____

Judge's Comments: _____