

SHOW Grading Rubric

Using the following rubric, grade the show by filling out the separate “Grading Form”.

Area	Excellent - 5	Good - 4	Average - 3	Poor - 2	Unacceptable - 1
Content of show	Contains a great variety of topics for anchors as well as taped packages; information presented is not common knowledge, accurate and detailed; contains many news elements	Some variety in topics; some information goes beyond common knowledge; accurate but omits some details; contains only some news elements	Topic choice is predictable but pertinent; information summarizes common knowledge with little additional research; accurate but gives only general overview ; contains some news elements	Little variety in topics, perhaps only one or two covered; predictable; common knowledge; lacks detail; general and vague; contains few news elements	Topics totally predictable, trite, old, or unsuited for audience; stories very short and general with almost no detail; contains few if any news elements
Technical quality (studio shoot)	Glitch-free, good lighting and sound; smooth execution of a/v switches; consistent shot composition	Glitch-free, good lighting and sound; some lag in execution of a/v switches; good shot composition	Glitch-free, some improvement needed in lighting and/or sound; lag and/or mistakes in a/v switches; inconsistent shot composition	Tape of studio shoot must be edited before airing due to mistakes in a/v switches, crew mistakes, etc.	Visible glitches and/or poor sound quality in the final product
Pre-produced Packages	Correct format with fades in/out; mistake-free videography; complete thought with intro, middle and conclusion; tight editing with reporter presenting some basic info in stand-up and/or voice over b-roll; short, pertinent comments from sound bites (SOT's) which could not be given as well by reporter; smooth flow of audio.	Correct format with fades in/out; very few minor mistakes in videography; intro, middle and conclusion; editing includes voice over b-roll and few gaps in audio (silence); sound bites (SOT's) contribute to story	Correct format with fades in/out; some minor mistakes in videography; intro, middle and conclusion; good basic editing; trite comments from sound bites (SOT's); no b-roll with voice-over.	Incorrect format; distracting mistakes in videography; poor editing resulting in spaces in audio or cut-off words and hearing of the reporter's questions; lack of progression/transition in thought; perhaps missing intro or conclusion	Visible glitches and/or poor sound quality; factual inaccuracies; biased
Graphics	Contains title screen and credits with high degree of creativity; titles sharp, readable, not touching sides of screen, placed properly; enhance/reinforce what's being heard; used to identify ALL people appearing on screen	Contains title screen and credits with some degree of creativity; titles sharp, readable, not touching sides of screen, placed properly; enhance/reinforce what's being heard; used to identify all people appearing on screen	Contains title screen and credits with basic font, movement and placement; titles minimal during show for identification only but clear and readable; all people identified by either title or audio	Missing title screen or credits; poor choice of color/font; titles late in appearing or in going down; some people appearing on screen not identified by either title or audio	Missing title screen and credits; misspellings; choice of color and font too hard to read; titles don't fit on screen

<p>On-air personnel</p>	<p>Excellent delivery techniques (conversational, good pronunciation and grammar, eye contact, voice inflection and emphasis, body language); proper clothing; ability to deal with the unexpected so viewer is almost unaware of change</p>	<p>Good delivery techniques (conversational correcting any stumbles, good pronunciation and grammar, eye contact, , body language); Voice inflection and emphasis may need improvement proper clothing; ability to deal with the unexpected although may call attention to the change thus making the audience aware of problem.</p>	<p>Delivery somewhat stilted and stiff but good eye contact and body language; some mistakes but corrected and continued; becomes visibly flustered at the unexpected; few problems with pronunciation and grammar. Some improvement needed in clothing</p>	<p>Clothing is unacceptable; frequent delivery problems—stumbling over words; unconversational; major mistakes which cause tape to be edited before air time.</p>	<p>Problems in dress, delivery and handling unexpected mistakes are not corrected and remain in final product</p>
<p>Scripting/Directing</p>	<p>Script completed in correct format before rehearsal and in teleprompter; Rundown complete; creative anchor leads and tags; logical switching; director's timing smooth</p>	<p>Script completed in correct format before rehearsal and in teleprompter; Rundown complete; sufficient anchor leads and tags; logical switching; director's timing smooth in most cases</p>	<p>Script completed in correct format before rehearsal; many changes required, creative anchor leads and tags; some missing pieces in Rundown; some switching not logical; director's timing needs improvement</p>	<p>Script/Rundown/telepr. Incomplete at start of rehearsal</p>	<p>No script resulting in unorganized chaos and taping is incomplete at deadline.</p>