



ELECTRONIC MEDIA EVALUATION: Broadcast

May 2014 update
by the NHSPA Board of Directors
Some parts of this critique form were adapted from the National Scholastic Press Association critique scoresheet and guidebook.

Broadcast Evaluation Guide

We hope our NHSPA broadcast judges find this digital evaluation guide user friendly. We want our guides easily used as learning tools. Although awards are nice, helping our advisers and students gain knowledge in scholastic journalism is the primary goal of our evaluation service.

By using this digital format, judges will be able to communicate with broadcast advisers and their students both strengths and weaknesses to make their next programs better in a format that advisers can readily share with their staffs. They can simply project the evaluations from a computer in their classroom and teach from them.

So that our awards ceremony will still have an element of surprise, the actual ratings will be removed before forwarding the evaluation to the advisers. The full evaluation – comments and ratings – will be distributed at the fall conference in Lincoln.

Please send evaluations back by the deadline or sooner.

Please save your file using the name of the program and school name. (Ex: RealTV-Elk-horn HS)

Begin your evaluation below

Program/year: _____

School name: _____

School address: _____

Adviser: _____

Explanation of Evaluation System

- The evaluation is divided into five sections:

Coverage & Content (Variety of ways show gets information to viewers/audience)

Design/Graphics (how effectively type, graphics and layout are used to enhance verbal content)

Rich Media (how creatively and informatively photos are assigned, composed and reproduced)

- Each division in each section is rated as Superior (Always), Excellent (Frequently), Good Usually, Average (Sometimes), or Needs Improvement (Never).

- Judges will include comments relevant to each division and therefore each section in the space on the pages provided. In addition, they will include supplementary comments explaining their overall impressions.

- Judges will award one or two Golden Kernel Awards to a staff for any special strength they see in any one or two bulleted items of the evaluation.

- Publications will be awarded one of the following class ratings:

Cornhusker

Superior

Distinction

Merit

- If a publication receives no official rating, the judge will provide specific recommendations along with a detailed evaluation.

Part I: Verbal

Verbal Section A – NEWS WRITING

CONTENT

- The stories cover recent events, happenings and/or issues affecting.
- The stories include at least five of the following elements of news: proximity, consequences, names, conflict, emotions, unusualness and human interest.

ORIGINALITY

- Stories are told from an interesting angle.

DEVELOPMENT

- Information is presented in a straight-forward manner without bias or personal opinion.
- The stories represent various points of view through sound bites and other sources.
- Sound bites are used to increase the power of the story and not just for reporter narration.
- Language is conversational with short sentences, action verbs and concrete details.

APPEAL

- The stories are of interest to the audience.
- The stories are understandable to the audience.

NEWS WRITING Commendations and Recommendations:

Verbal Section B – FEATURE WRITING

CONTENT

- The stories stays focused on the topic and is not overreaching.
- The stories are relevant to students in some way.

ORIGINALITY

- Stories are told from an interesting angle and are approached in a fresh and creative way.

DEVELOPMENT

- Stories interest the viewer and include vivid details and images.
- Sound bites are used to crease the power of the story and not just for reporter narration.
- Stories are researched thoroughly, and the reporter is knowledgeable on the subject.
- The reporter avoids editorializing and voicing his/her own opinion.

APPEAL

- Stories are understandable to the audience.

FEATURE WRITING Commendations and Recommendations:

Verbal Section C – SPORTS WRITING

CONTENT

- The reporter understands the game/sport he/she is covering.
- Needless jargon is avoided and only acceptable sports terms are used.
- The story stays focused on the topic.

ORIGINALITY

- If appropriate to the type and style of the story, the reporter covers the surroundings and goes behind the scenes as well as covering the event itself.

DEVELOPMENT

- Information is presented in a straight-forward manner without bias or personal opinion.
- Details and images are vivid so the viewer feels he/she is witnessing the events.
- Language is conversational with short sentences, action verbs and concrete details.

APPEAL

- The stories are of interest to the audience.
- The stories are understandable to the audience.

SPORTS WRITING Commendations and Recommendations:

SCORE FOR COVERAGE

0 100 140 170 200

Needs improvement Average/Good Very Good Excellent

Judges: The numbers above are just markers. You may give any number of points up to 200.

VERBAL GENERAL COMMENTS

Part II: Visuals

EDITING

- The video has a storytelling quality and matches the audio copy with it.
- The editing makes the story flow naturally from beginning to end.

FRAMING

- Subjects are properly framed and composed keeping in mind the basic photographic principles: rule of thirds, eye flow, leading lines, framing, etc.

SEQUENCING

- Video has a planned format with a beginning, middle and end.
- There is good use of sequencing to move the story.

IMAGES

- There are a good variety of shots.
- Shots are stable and level unless there is a reason to have camera movement.
- The stories open with a strong visual image to bring the viewer in.
- There are shots of natural action and not posed shots.
- The stories end with a strong visual image.

TECHNICAL

- Video features adequate and appropriate lighting and maintains consistent and correct color balance.
- Graphics are clear and easy to understand.
- Titles and credits are easy to read and use appropriate typeface and speed.
- Special effects and transitions are done for a purpose and do not distract the viewer

SCORE FOR VISUALS

0	100	140	170	200	<input type="text"/>
Needs improvement		Average/Good	Very Good	Excellent	

Judges: The numbers above are just markers. You may give any number of points up to 200.

VERBAL GENERAL COMMENTS

Part III: Audio

CLARITY

- Audio is clear and easy to understand.

NARRATION/VOICE OVER

- Words are pronounced correctly.
- There is proper voice inflection.
- The voice tone is consistent with the meaning of the piece.

EDITING

- Audio elements (VO, narration, natural sound) complement the piece rather than distract the viewer.
- Sound levels are consistent and are not too soft or too distorted.

EFFECTIVENESS

- The audio enhances the story.
- The audio helps lead the viewer through the story with appropriate narration, natural sound and/or music.
- Complimentary ads – those saying “compliments of...” – are avoided.

SCORE FOR AUDIO

0	100	140	170	200	<input type="text"/>
Needs improvement		Average/Good	Very Good	Excellent	

Judges: The numbers above are just markers. You may give any number of points up to 200.

AUDIO GENERAL COMMENTS

Part IV: Talent

PROFESSIONALISM

- The reporter demonstrates an understanding of the story.
- The reporter/anchor exudes a “likeable” personality without appearing overbearing or disingenuous.
- Internal margins are consistent.

MANNER

- The reporter is secondary to the story and does not overpower the story or guest.
- The reporter/anchor is poised, professional and confident with no evidence of distracting behavior (tapping on desk, moving in chair, etc.).

DICTION

- Reporters and anchors speak clearly and audibly.
- Phrasing, diction and pace demonstrate an attempt to adapt to standard broadcast style when reading from Tele-Prompter text.

APPEARANCE

- Reporters and anchors are appropriately dressed for the situation and location. (Does not wear large or distracting jewelry; appears neat and clean)

SCORE FOR TALENT

0 100 140 170 200

Needs improvement Average/Good Very Good Excellent

Judges: The numbers above are just markers. You may give any number of points up to 200.

TALENT GENERAL COMMENTS

SECTION	RATING
VERBAL	_____ /200
VISUALS	_____ /200
AUDIO	_____ /200
TALENT	_____ /200
TOTAL	_____ /800

Cornhusker (750-800)
 Superior (600-749)
 Distinction (450-599)
 Merit (300-449)

OVERALL EVALUATION RATING:

_____ CORNHUSKER

This is NHSPA's highest evaluation rating. Broadcast programs receiving this rating demonstrate excellence in all areas of scholastic broadcast production. These programs effectively integrate writing, video and sound to give viewers an excellent record of school.

_____ SUPERIOR

Broadcast programs receiving this rating demonstrate excellence in most areas of scholastic broadcast production. While they consistently integrate writing, video and sound into the programs, they are lacking in at least one area of overall execution.

_____ DISTINCTION

Broadcast programs receiving this rating demonstrate a basic understanding of general scholastic broadcast standards. These programs consistently integrate writing, video and sound into their broadcasts, but they are lacking in at least two areas of overall execution that makes for a Superior broadcast.

_____ MERIT

Broadcast programs receiving this rating demonstrate meet some general broadcast standards but lack necessary depth in writing, and excellence in use of video and audio.

*** If a publication receives no official rating, the judge will provide specific recommendations along with a detail evaluation.**

Golden Kernel Award

Judges will award one or two Golden Kernel Awards to a staff for any special strength they see in any one or two bulleted items of the evaluation

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OVERALL COMMENTS

Name of School: _____

Size of School/Number of Students: _____