

NHSPA

Nebraska High School Press Association

BROADCAST MEDIA EVALUATION

SCHOOL INFORMATION SHEET 2018-2019

NAME OF BROADCAST/STATION: _____ ADVISER: _____

SCHOOL: _____

ADDRESS: _____

CITY: _____ ZIP: _____

SIZE OF STAFF: _____ HOW OFTEN DOES YOUR STAFF UPDATE YOUR SITE/PRODUCE A BROADCAST? _____

OUR BROADCAST MEDIA IS PRODUCED USING THE FOLLOWING SOFTWARE: (EXAMPLE: STRIV, NFHS, IMOVIE, ETC.)

BROADCAST MEDIA LINK(S)/URL: _____

1. _____
2. _____
3. _____

INDICATE WHAT BEST DESCRIBES YOUR SITUATION

OUR BROADCAST MEDIA IS CREATED:

- _____ AS PART OF A REGULAR JOURNALISM CURRICULUM
_____ AS PART OF PROGRESSIVE CLASS STRUCTURE (EXAMPLE: JOURNALISM I, II, III, ETC.)
_____ DURING THE SCHOOL DAY BY STUDENTS WHO ARE TAUGHT A BASIC JOURNALISM COURSE WHILE PRODUCING A WEBSITE
_____ OUTSIDE OF THE SCHOOL DAY AS AN EXTRACURRICULAR ACTIVITY
_____ OTHER (PLEASE EXPLAIN):

ADVERTISING IS:

- _____ NOT ALLOWED ON OUR SITE BY SCHOOL BOARD POLICY
_____ SOLD AND ADS ARE STUDENT CREATED
_____ OTHER (PLEASE EXPLAIN):

EXPLANATION OF EVALUATION SYSTEM

- THIS EVALUATION IS DIVIDED INTO FOUR PARTS:
 1. **VERBAL:** VARIETY OF SHOWS GET INFORMATION TO VIEWERS/AUDIENCE
 2. **VISUALS:** HOW EFFECTIVELY TYPE, GRAPHICS AND DESIGN ARE USED TO ENHANCE VERBAL CONTENT
 3. **AUDIO:** CLARITY AND NARRATION ARE EASILY UNDERSTANDABLE AND ADD TO PRODUCTION
 4. **TALENT:** APPEARANCE PROVIDES PROFESSIONALISM TO PRODUCTION
- EACH OF THE ABOVE SECTIONS IS RATED AS SUPERIOR (ALWAYS), EXCELLENT (FREQUENTLY), GOOD (USUALLY), AVERAGE (SOMETIMES), OR NEEDS IMPROVEMENT (NEVER).
- JUDGES WILL DISREGARD EVALUATIONS WHICH RELATE TO ADVERTISING IF THE BROADCAST MEDIA DOES NOT INCLUDE ADS OR, AND WILL NOT REDUCE A PRODUCTION'S SCORE.
- 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.
- BROADCASTS WILL BE AWARDED ONE OF THE FOLLOWING CLASS RATINGS:
 - CORNHUSKER
 - SUPERIOR
 - DISTINCTION
 - MERIT
- IF A BROADCAST RECEIVES NO OFFICIAL RATING, THE JUDGE WILL PROVIDE SPECIFIC RECOMMENDATIONS ALONG WITH A DETAILED EVALUATION.

TO THE JUDGE

THIS IS THE PLACE FOR THE BROADCAST STAFF TO INFORM THE JUDGE OF ANY SPECIAL CIRCUMSTANCES, UNUSUAL CHALLENGES, OR UNEXPECTED PROBLEMS THE STAFF ENCOUNTERED THAT MAY HELP THE JUDGE GIVE A MORE INFORMED EVALUATION OF THE PRODUCTIONS.