

BROADCAST MEDIA EVALUATION

SCHOOL INFORMATION SHEET 2022-2023

POSTMARK DEADLINE FOR INFORMATION SHEET AND PAYMENT: JUNE 12, 2023

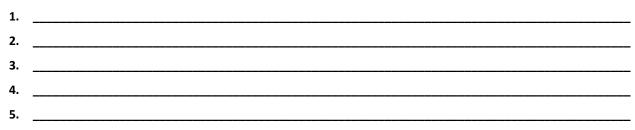
NAME OF BROADCAST/STATION:	ADVISE	ADVISER:			
SCHOOL:					
	ZIP:				
SIZE OF STAFF: HO	W OFTEN DOES YOUR STAFF PRODUCE A BROADCAST? (CIRCL	E): DAILY	WEEKLY	MONTHLY	
OUR BROADCAST MEDIA IS PROE	DUCED USING THE FOLLOWING SOFTWARE: (EXAMPLE: STRIV,	NFHS, IMOV	ΊΕ, ETC.)		

BROADCAST MEDIA LINK(S)/URL/YouTube Channel: ______

PLEASE PROVIDE THE JUDGE WITH 3 LINKS TO <u>SHOWS</u> THAT YOU WOULD LIKE THEM TO CRITIQUE

*PLEASE KEEP IN MIND THAT SOME SCHOOLS MAY NOT PRODUCE AN ENTIRE BROADCAST SHOW BUT INSTEAD MAY PRODUCE INDIVIDUAL PIECES.

ARE THERE ANY SPECIFIC STORY PACKAGES YOU WOULD LIKE THE JUDGE TO CRITIQUE?



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):

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
 - o 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.