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| **Category** | **Very Good – 5 points**  | **Okay – But Needs Improvement – 3 points**  | **Unacceptable -- 0-1 points**  |
| Content & Angle Selection [Reporting & Writing] | * High interest for viewers.
* Tells a good story by selecting rather than compressing. Sets Stage, Builds Empathy, Context
* Contains more news elements than proximity & timeliness, particularly emotion and conflict.
* presents information that goes below the surface and is new to a majority of the viewers as a result of research and/or varied questions.
 | * Of general interest to viewers.
* Built around proximity and timeliness. Much information may already be common knowledge.
* Little disclosure of information that goes beyond general knowledge.
* Little evidence of research or probing questions that solicit storytelling.
 | Lacking in any engagement elements. |
| Introduction  | * Story begins with a “grabber” - A surprising or clever VO or SOT with compelling video you have to develop the 1) setting, 2) character(s) and main idea of the story.
* It says to the reader **“HEY”** look over here!
* t keeps them watching and they are genuinely intrigued.
 | * Introduction is one or two sentences of general information. Does not establish setting, main idea and/or elements of character and conflict
* Setting or b-roll not really related to topic.
 | * Uses unacceptable language such as “Hi, I’m….” or “I’m here
* Does not establish elements of character or conflict or setting.
* Setting or b-roll totally unconnected to topic.
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| Reporter VO Track - WRITING | * Reporter’s VO’s are well-written to move the “plot” forward by giving detailed information and showing relationships between facts/comments. The VO helps to establish the main conflict or angle.
* They say **“YOU” and “SEE”** – They show the viewer the connection to their own lives and inspire connection and empathy.
* \*Then they let the viewer **SEE** by showing compelling video of the subject in action and great SOT’s and Sound bites from the subjects.
* They are also able to **SEE** the unique angle, the *two or three facts* the reporter found to help them connect and care.
 | * Bridges connect talking heads by making reference to what came before and then leading into next one, but may not effectively compel the viewer to feel a connection or empathy.
* The conflict and the YOU and SEE may be lacking.
* Video is appropriate but are little more than one sentence introducing next talking head.
* Establishing or action shots may be too late in the package or not appropriate for the story.
* The viewer loses the connection quickly.
 | * Doesn’t follow broadcast style in writing.
* poor grammar.
* Opinionated, bias.
* Vague.
* Missing one or more reporter shots.
* Fails to establish the YOU and SEE- no connection made.
 |
| SOT- Teacher on-camera interview shots | * SOTs give comments which are best made by that person rather than paraphrased by reporter, usually opinion or prediction, storytelling.
* The viewer feels a connection to the subjects because they hear them.
* They follow logically after the reporter’s VOs.
* They are brief and to the point unless words are so gripping that they merit length due to pauses or emotion.
* Sound bites over B-roll footage are appropriate and related to what viewer sees on screen.
* The subject’s words and opinions are solicited through great questioning techniques during the interview & reporting. We get the **“SO” (What)**
 | * Gives general information that could just as well be given by the reporter.
* Long and rambling.
* Sound bites may be inconsistent with footage or come at the wrong time.
 | * Reporter’s questions (other than those associated with on-camera reporter shot) can be heard.
* Not structured to follow logically after an introduction or bridge.
 |
| Conclusion | * Those tuning in mid-story know the focus of the story.
* Gives a memorable, perhaps even surprising, end to the story through video and/or word choice
* Video w/natural sound may be used to add a last touch.
* Strength of conclusion may be giving perspective or looking forward to the “next step”.
* We get the **“SO”** of the piece and the connection or call to action. If there is a resolution it is clear. If not, the conflict and connection is clear.
 | * Conclusion brief such as a predictable summary and a sign off.
* Story is told in such a way that those tuning in mid-story would not know what is happening.
 | * No air of finality, no sense of closing. No sign off.
 |
| Videography  | * Steady not shaky –
* Lighting is taken in to consideration and offers exceptional visibility and framing.
* Zooms, pans or tilts only to follow action or focus attention
* B Roll and SOT has various and appropriate camera angles (high, low, etc)
* Variety of wide, medium and tight shots in B Roll
* Proper sequencing of wide, medium and tight. No jump cuts.
* Proper composition for SOTs – Rule of 3rds, talking space head room, etc.
* Video is essential to moving story forward. (Hey, You , See , So)
* Uses the following camera techniques and cinematography skillfully: rule of thirds, head room, talking space, Wide, medium and tight shots, establishing shots, cut-away, basic shot sequence, tilt, pan, zoom.
 | * Some unnecessary camera movement.
* Shot composition may include too much profile or too much background.
* Uses primarily eye-level shots, lacks variety in angle and framing.
* Does not use proper transitions.
* May be missing some of the basic elements of videography.
 | * Basic errors such as bad lighting, shake, chronic zoom, poor shot composition in angle and head room. Lacks transitions.
 |
| Editing | * One or two seconds of pad at beginning and end to allow for in-show switching.
* Continuous audio at consistent and appropriate levels…no long silences.
* Good mix of audio tracks. Video matches audio
* No jump cuts.
* All SOTs titled at first appearance in package (Lower thirds)
* Sequencing is appropriate (wide, medium, tight) helps tell the story
* Headline and tag (deck) are present at the beginning and end
* Logo tags are present at beginning and end
* Credits are full and roll/ stamp at the end
* No copyrighted music, photography or footage is used. It’s all original or used with express written consent from the creator and the creator is credited in the credits.
 | * Head and tail are black cutting very close to words.
* Gaps in audio.
* Some variation in audio levels.
* Some people not titled.
* Design of super not appropriate.
* Missing lower thirds or they are confusing.
 | * Missing head and/or tail.
* Jump Cuts.
* Video and audio don’t match. Major variation in audio.
* Audio distorted or too low.
* No titling or error in spelling/ information in supers.
 |
| Sound | * High Quality NAT sound
* SOTs have great sound and levels. It’s clear an external microphone was used.
* VOs are clear, clean, and match audio levels
* Good decisions on what audio to include during specific parts of the story. VO, SOT, NAT sound. The audio always help move the story along.
 | * Missing sound patterns\
* Sound levels inconsistent
* Sound distracting at times
* May be too loud of too soft
 | * Did not get any NAT sound
* Cannot hear the interview
* Sound issues impede story
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