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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. |
| 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 |