

Broadcast News Production Team (445)

Technical Scoring Rubric

Required Elements (If any question results in a NO, please assign a score of 0)				
Team followed the topic.				<input type="checkbox"/> Y <input type="checkbox"/> N
Team followed the Copyright and/or Fair Use Guidelines.				<input type="checkbox"/> Y <input type="checkbox"/> N
If answered no to either question, please stop scoring and provide a brief reason for the <i>disqualification</i> :				
Submission and Formatting (All points or none are awarded by the technical judge)				
Team submitted the correct information, in the correct format, as one (1) PDF file. 1. Clickable URL to Broadcast 2. Script/Creative Brief 3. Works Cited (formatted in accordance with the <i>Style & Reference Manual</i>) 4. BPA Release Form(s)				/10
Introduction				/10
News story and weather segment				/10
Segue (seg-way) between the news stories				/10
Outro (music) with credits/sources				/10
15-30 second promo/tease				/10
Broadcast News Production made effective use of time and was within the video time limit of 3-5 minutes.				/10
Evaluation Criteria	Below Expectations 0-5 points	Meets Expectations 6-10 points	Above Expectations 11-20 points	Points Awarded
Originality of Content	Lacks originality; heavily derivative or copied.	Some original ideas present; partially creative.	Highly original and creative; shows unique perspective.	/20
Developed Storyline (B-roll & Interviews)	Storyline is disjointed or underdeveloped; B-roll/interviews poorly integrated.	Storyline is mostly coherent; B-roll and interviews support the narrative.	Storyline is compelling and well-developed; B-roll and interviews enhance the message.	/20
Segue Usage	Segues are missing or confusing; transitions are abrupt.	Segues are present and mostly effective.	Segues are smooth, purposeful, and enhance flow.	/20
Onscreen Talent Presence	Talent appears uncomfortable or unprepared; lacks confidence.	Talent is generally confident with minor issues in delivery.	Talent is highly confident, engaging, and professional.	/20
Talent Voice Effectiveness	Voice is unclear, mumbled, or lacks projection.	Voice is mostly clear and audible with minor issues.	Voice is clear, well-enunciated, and confidently projected.	/20
Green Screen Technology Use	Green screen is poorly used or distracting.	Green screen is used appropriately with minor flaws.	Green screen is seamlessly integrated and enhances the production.	/20
Video Quality	Video is often out of focus, shaky, or lacks variety.	Video is mostly steady and in focus with some variety.	Video is consistently sharp, steady, and visually dynamic.	/20
Lighting Quality	Lighting is poor or inconsistent; subjects are hard to see.	Lighting is adequate with minor inconsistencies.	Lighting is professional, consistent, and enhances visuals.	/20
Color Quality	Colors are dull, off-balance, or inconsistent.	Colors are mostly accurate and consistent.	Colors are vibrant, well-balanced, and visually appealing.	/20

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Audio Quality	Audio is unclear, unbalanced, or distracting.	Audio is mostly clear with minor issues.	Audio is crisp, well-leveled, and enhances the experience.	/20
TOTAL TECHNICAL POINTS				/270



JUDGES COMMENTS

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Contestant ID | Team Number _____ Judge Number _____

COMMENTS: (to be viewed by contestant)

(Judges: Please provide constructive feedback, highlighting both strengths and areas for improvement in your analysis of the competitor.)

AREAS FOR IMPROVEMENT:

REASON FOR DISQUALIFICATION: (if applicable)