

Narrative Broadcast Rubric

	Pre-Production/Research			
	4	3	2	1
Topic 4 Points	Student(s) properly generate questions and or problems around a topic . Use 5Ws and How questions.	Student(s) generate questions and or problems. Use most of 5Ws and How questions.	Student(s) require prompts to generate questions and or problems. Use some of 5Ws or How questions.	Questions or problems are teacher generated. Use little of 5Ws or How questions.
Interview Preparation 4 Points	Student(s) generate informed questions and set up appointments.	Student(s) generate questions and set up appointments.	Student(s) generate questions for interviews or set up appointments.	Questions or appointments are teacher generated .
Interview Script 8 Points	<ul style="list-style-type: none"> Script is complete, well written and clearly tells the story. Sound bites are introduced smoothly. Stand up summary statement is strong. 	<ul style="list-style-type: none"> Script is complete, tells the story but jumps around a bit. Sound bites introduced but may be incorrectly phrased. Stand up relates to story. 	<ul style="list-style-type: none"> Script is complete but poorly written, and/or Soundbites introduced incorrectly and/or stand up incomplete. 	<ul style="list-style-type: none"> Script isn't complete and/or soundbites not introduced and/or stand up not done.
Shot List 4 Points	Shot list is detailed and organized. Students included all the information needed.	Shot list was generated and mostly used.	Shot list was poorly generated and/or not followed.	Shot list was not complete.
TOTAL 20	SCORE:			
	Production			
Framing Techniques 4 Points	Information is in logical , interesting sequence which the reader can follow.	Student(s) present information in logical .	The reader has difficulty following work.	Sequence of information is difficult to follow.
Interview Setup 8 points	All 5W's and How are accurately and logically answered.	5/6 questions accurately and logically answered.	4/6 questions are accurately and logically answered.	3/6 or less are answered.
Conducting Interviews 4 Points	Student(s) conduct three interviews, generate informed questions and set up appointments.	Student(s) accurately conduct three interviews.	Student(s) conduct two or less interviews.	Student(s) conduct one interview and/or it is conducted immaturely and inaccurately.

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Location of Shots 4 Points	Sources are accurately cited and spelling is correct.	Sources are accurately cited and there is one error in spelling.	Sources are accurately cited and there are two or more errors in spelling.	Sources are inaccurately cited and there are three or more errors in spelling.
TOTAL 20	SCORE:			
	Post Production			
Cover Shots 4 Points	Accurately describes the article and generates reader interest.	Generates reader interest .	Describes article but does not generate reader interest.	Does not describe article and does not generate reader interest.
B-Roll 8 Points	<ul style="list-style-type: none"> Accurately describes the soundbites, reporter track, or stand up at that moment of interview. Consists of balance between production coverage and stripped B-roll from an outside source. 	<ul style="list-style-type: none"> Generally describes the soundbites, reporter track, or stand up at that moment of interview. and/or balance between production coverage and stripped B-roll is stripped B-roll heavy. 	<ul style="list-style-type: none"> Weakly describes the soundbites, reporter track, or stand up at that moment of interview. and/or B-roll is predominantly stripped material. 	<ul style="list-style-type: none"> Does not describe the soundbites, reporter track, or stand up at that moment of interview. and/or B-roll is all stripped from B-roll or lacks B-roll altogether.
Voice Overs 4 Points	<ul style="list-style-type: none"> Information is in logical, interesting sequence which the reader can follow. Reporter tracks and soundbites are accurately balanced throughout the story. 	<ul style="list-style-type: none"> Student(s) present information in logical sequence which the reader can follow. and/or balance between reporter tracks and soundbites are oddly balanced. 	<ul style="list-style-type: none"> Audience has difficulty following the story b/c information is illogical. and/or balance between reporter tracks and soundbites are non-existent. 	<ul style="list-style-type: none"> Sequence of information is erratic and incomprehensible. and/or there are no real reporter tracks or soundbites.
Natural Sound 4 Points	Ambient sound strongly aids the building of interest in the story.	Reporters miss opportunities to utilize ambient sound that may help create an interesting story.	Ambient sound is poorly captured or produced.	Ambient sound is poorly produced or non-existent.
Lower Thirds 4 Points	Lower thirds are demonstrated with full knowledge and aid completely the audience in understanding the story.	Lower thirds demonstrate good knowledge but incorporate aesthetically displeasing headings.	<ul style="list-style-type: none"> Lower thirds headings are used sparingly and/or are sloppy. Heading make no real connection to the visuals. 	Lower third headings are non-existent.

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Editing Precision 8 points	Punctuation and capitalization are all correct.	There is one error in punctuation and/or capitalization.	There are two or three errors in punctuation and/or capitalization.	There are four or more errors in punctuation and/or capitalization.
TOTAL 32	SCORE:			
	Story Content			
Attention Grabbing Lead 4 Points	Accurately describes the article and generates reader interest.	Generates reader interest .	Describes article but does not generate reader interest.	Does not describe article and does not generate reader interest.
Inform and Educate Audience 4 Points	Information is in logical , interesting sequence which the reader can follow.	Student(s) present information in logical sequence which the reader can follow.	The reader has difficulty following work because student jumps around.	Sequence of information is difficult to follow.
Stand Up 4 Points	<ul style="list-style-type: none"> Stand up is properly used to move the narrative forward. Props are used if necessary. Unique shot angles are used for point of emphasis or interest. 	<ul style="list-style-type: none"> Stand up is fairly well used and advances the narrative. and/or props are used but are not relevant. and/or different shot angles are used but out of place and don't add emphasis or interest. 	<ul style="list-style-type: none"> Stand up is weakly incorporated into the story. No real use of emphasizing shots. 	Stand up is non-existent or unusable.
TOTAL 12	SCORE:			
	Creativity			
Artistic Technique 4 Points	<ul style="list-style-type: none"> Original. Visually and aurally poetic. Engaging. Style compliments and enhances the narrative. 	<ul style="list-style-type: none"> Unique style is present but overused. Style overshadows substance. 	<ul style="list-style-type: none"> Approach is formulaic. Lacks individual creativity. 	<ul style="list-style-type: none"> Lacks all personal style. Aesthetically unappealing and uninteresting.

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Effective Message 8 points	<ul style="list-style-type: none"> • Story unfolds in a logical and intriguing manner. • Demonstrates original thinking and careful scripting. • Video attracts attention, reflects script and enhances message. 	<ul style="list-style-type: none"> • Story follows a logical thread and holds audiences' interest. • Video reflects script and supports message. 	<ul style="list-style-type: none"> • Story follows a logical thread but fails to hold audiences' interest. • Video is logical but doesn't reflect the script. 	<ul style="list-style-type: none"> • Story is disjointed and hard to follow. • Information is confusing. • Video doesn't support script or is incomplete.
Airing Quality 4 Points	News story is appropriate, visually and technically correct and will be aired.	News story is appropriate, visually ready to air but needs technical work.	News story lacks in content and needs technical work to be aired.	News story is unable to air due to lack of/ or inappropriate content. Technically incomplete.
TOTAL 16	SCORE:			
TOTAL 100	SCORE:	GRADE:		