Broadcast Rubric

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| General Outline | Points | Earned |
| Introduce the Story | 1-5 |  |
| Answered the who, what, when, where, why, and how  *(Includes transition from reporter to interviewee)* | 1-30 |  |
| Presentation includes an effective opening, body, and conclusion | 1-10 |  |
| Topic fully and properly research and demonstrated | 1-10 |  |
| Video is clean and concise  (follow length guidelines, don’t bore the audience) | 1-10 |  |
| Video shows creativity and originality, properly planned | 1-10 |  |
| Titles/graphics enhance overall quality of the video | 1-5 |  |
| Other Criteria |  |  |
| Length | 1-5 |  |
| Lighting | 1-5 |  |
| Voice Quality/Voice Projection | 1-5 |  |
| Camera Shots/Angles | 1-5 |  |
| Overall Script, creativity and flow | 1-10 |  |
| Total Possible Points | 110 |  |

Notes on Segment

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