

## Broadcast News Program Evaluation

### School

### Program Name

### School Year

### Link to Show

*All-Florida* publications consistently exhibit most skills across multiple issues.

*Gold* publications frequently exhibit most of the skills, but not all, across multiple issues.

*Silver* publications usually exhibit some skills, but lack a few or are inconsistent in exhibiting skills.

*Bronze* publications sometimes exhibit skills, but need improvement in more than one area.

*Merit* publications occasionally exhibit some of the skills expected of a scholastic publication.

The Florida Scholastic Press Association's mission is to educate, train and support scholastic journalism statewide. FSPA offers a variety of services to assist journalism students and advisers, including an evaluation service for publications and broadcast programs.

For many advisers and staffs, asking an outsider to evaluate their publication is not easy. Egos are fragile. While most of us concede the value of constructive criticism, we seldom enjoy having our "pride and joy" assessed by someone who didn't endure the grind of producing the work.

We need to remember that awards are not the only rewards of critiquing work. Most notably, another benefit is the role critiques play in helping programs grow stronger from valuable feedback.

This revised evaluation instrument aims to capture the demands of producing campus news programs, with new sections devoted specifically to coverage and law/ethics. An FSPA Broadcast Critique consists of three episodes, with one each reviewed by an evaluator.

The evaluator scores the publication as All-Florida, Gold, Silver, Bronze or

Merit on each element of the critique, with average scores per category used to determine the overall rating of the show.

The three judges' ratings are then averaged to determine an overall rating for the program.

The top All-Florida winners are then considered for the Sunshine Standout award given to the best of the best shows.

This evaluation is divided into five sections:

- On-Air Presence
- Writing
- Technical Excellence
- Coverage
- Law/Ethics

# ON-AIR PRESENCE

*All-Florida*

## **On-air presence, anchors**

*Gold*

*Silver*

*Bronze*

*Merit*

Anchors are appropriately attired, poised, professional and able to clearly deliver the news. They demonstrate an ability to “chat” with co-anchors and reporters. They use proper pacing and grammar. They make eye contact with the camera but also their co-anchors when appropriate.

*All-Florida*

## **On-air presence, reporters**

*Gold*

*Silver*

*Bronze*

*Merit*

Reporters are appropriately attired, poised, professional and able to clearly deliver the news. They demonstrate an ability to “chat” with anchors. They use proper pacing and grammar. They make eye contact with the camera. They are comfortable/at ease on camera and demonstrate proper microphone placement. They ask appropriate questions that yield thoughtful responses. Interview subjects address reporters, not the camera directly.

## On-Air Presence, overall rating and written feedback

*All-Florida*

*Gold*

*Silver*

*Bronze*

*Merit*

# WRITING

*All-Florida*  
*Gold*  
*Silver*  
*Bronze*  
*Merit*

## **Writing Style**

Reporters and anchors use a short, conversational writing, active verbs, relevant information and minimal cliches. Scripts should be understandable, interesting and “written for the ear.” Tosses and tags make sense and add value rather than just repeating information.

*All-Florida*  
*Gold*  
*Silver*  
*Bronze*  
*Merit*

## **Objectivity**

Stories -- unless clearly labeled as opinion -- are balanced with a variety of viewpoints and presented in an objective voice. Cheerleading and editorializing are avoided, including in sports coverage.

## Writing, overall rating and written feedback

*All-Florida*  
*Gold*  
*Silver*  
*Bronze*  
*Merit*

# TECHNICAL EXCELLENCE

*All-Florida*

## **Lighting**

*Gold*

Shots are appropriately lit and white balanced.

*Silver*

*Bronze*

*Merit*

*All-Florida*

## **Camera Work**

*Gold*

Pictures are steady and level unless there is a strong reason for camera movement. Shots are in focus. Zooms, pans used sparingly and for effect. Moves have a clear starting and ending place. Shots are framed properly. Strong composition is maintained, keeping in mind basic photographic principles such as rule of thirds, headroom, eye flow, leading lines, nose room, etc.

*Silver*

*Bronze*

*Merit*

*All-Florida*

## **Video Variety**

*Gold*

A wide variety of camera angles are used, and used in proper sequence. Video work also shows a variety of appropriate shot locations. Show avoids staging.

*Silver*

*Bronze*

*Merit*

*All-Florida*

## **Editing**

*Gold*

Program is properly paced. Jump cuts are avoided. Audio and video match.

*Silver*

*Bronze*

*Merit*

*All-Florida*

## **Audio**

*Gold*

Appropriate audio levels are used. Not too soft, not distorted and consistent throughout the program. Voiceovers are clear and concise. Natural sounds are utilized in packages, cold opens, bumps and VO-SOTs.

*Silver*

*Bronze*

*Merit*

*All-Florida*

## **Graphics**

*Gold*

Appropriate audio levels are used. Not too soft, not distorted and consistent throughout the program. Voiceovers are clear and concise. Natural sounds are utilized in packages, cold opens, bumps and VO-SOTs.

*Silver*

*Bronze*

*Merit*

# TECHNICAL EXCELLENCE

## Technical Expertise, overall rating and written feedback

*All-Florida*

*Gold*

*Silver*

*Bronze*

*Merit*

# COVERAGE

*All-Florida*  
*Gold*  
*Silver*  
*Bronze*  
*Merit*

## **Reporting and Depth**

Multiple sources are quoted in packages. Episode includes stories of significance with enterprise/in-depth reporting.

*All-Florida*  
*Gold*  
*Silver*  
*Bronze*  
*Merit*

## **Variety and Diversity**

A variety of aspects of school and student life are covered such as the arts, sports, clubs and academics. Story selection and sources reflect the diversity of the school and its community.

*All-Florida*  
*Gold*  
*Silver*  
*Bronze*  
*Merit*

## **Timeliness**

Stories cover recent events in a timely manner or preview upcoming events.

*All-Florida*  
*Gold*  
*Silver*  
*Bronze*  
*Merit*

## **Creativity**

Fresh angles are found for coverage of routine events such as home-coming, spirit week, the school play and holidays. Topics are timely and not overused. The broadcast takes risks in its coverage, writing and visual presentation. Fresh angles and approaches are used.

# COVERAGE

## Coverage, overall rating and written feedback

*All-Florida*

*Gold*

*Silver*

*Bronze*

*Merit*

# LAW & ETHICS

*All-Florida*  
*Gold*  
*Silver*  
*Bronze*  
*Merit*

## **Copyright and credits**

All copyright guidelines are observed. Footage and music are used only within the guidelines of copyright law and fair use. Proper credits are given.

*All-Florida*  
*Gold*  
*Silver*  
*Bronze*  
*Merit*

## **Editorial leadership**

The broadcast reflects maturity and responsibility in story choice, coverage and opinion. News values (conflict, proximity, timeliness, consequence, human interest, prominence, impact) shape coverage and news judgment is sound.

*All-Florida*  
*Gold*  
*Silver*  
*Bronze*  
*Merit*

## **Advertising (if included)**

Advertising is appropriate to the audience and clearly presented as non-editorial content.

## Law & Ethics, overall rating and written feedback

*All-Florida*  
*Gold*  
*Silver*  
*Bronze*  
*Merit*



# SHOW SUMMARY

## Show summary, written feedback

### ON-AIR PRESENCE

All-Florida  
Gold  
Silver  
Bronze  
Merit

### WRITING

All-Florida  
Gold  
Silver  
Bronze  
Merit

### TECHNICAL EXCELLENCE

All-Florida  
Gold  
Silver  
Bronze  
Merit

### COVERAGE

All-Florida  
Gold  
Silver  
Bronze  
Merit

### LAW & ETHICS

All-Florida  
Gold  
Silver  
Bronze  
Merit

### FINAL SHOW RATING

All-Florida  
Gold  
Silver  
Bronze  
Merit

### EVALUATOR