

SCSTA COLLEGE FESTIVAL

TELEVISION BROADCASTING

Each broadcaster will present a three (3-4) minute television broadcast containing three items: 90 seconds of News, 60 seconds of Sports, and 30 seconds of Original Commentary. Broadcasters are responsible for writing their own commentary. Broadcasters should wear attire appropriate for professional news broadcast. Broadcasters should introduce themselves at the start of the broadcast and lead into the first story creatively. The broadcaster may create brief transitions between stories and into commentary. Evaluation will be based on presence, voice quality, commentary, organization, overall effectiveness, and adherence to time limit. Timekeeper will keep time for broadcast only. All items must be included in the broadcast. Event host will provide 90 seconds of news copy and 60 seconds of sports copy approx. 1 week before the festival date. Television Broadcasting is Final Round only. Winners will be determined by total points awarded. **Original Commentary: Does the number of social media followers validate a person's credibility?**

TIME LIMIT: (3-4) minutes. Disqualified for over or under time.

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Broadcaster _____

Preliminary Round

School _____

Time: _____ Minutes (*Limit 3-4 Minutes*)
Disqualified for over or under time.

Criteria	Superior	Advanced	Proficient	Basic	Emerging
	5 Points	4 Points	3 Points	2 Points	1 Point
Camera Presence / Delivery	Strong presence; Dynamic delivery and strong connection to audience; Sounds and looks professional and credible, including broadcast attire	Good presence; Effective delivery and strong connection to audience; Sounds and looks credible, but may not wear professional broadcast attire	Good presence; Good delivery and connection to audience; Sounds and looks credible, but may not wear professional broadcast attire	Unimpressive presence; Basic delivery and connection to audience; May not sound or look credible and may not wear professional broadcast attire	Weak presence; Ineffective delivery and connection to audience; May not sound or look credible and does not wear professional broadcast attire
Voice Quality	All words correctly pronounced; Pleasant voice; Dynamic and appropriate vocal variation inc. pauses, emphasis, phrasing, and rate; All sounds are articulate, clear, and not overdone	Most words correctly pronounced; Good voice; Effective and appropriate vocal variation inc. pauses, emphasis, phrasing, and rate; All sounds are articulate, clear, and not overdone	Most words correctly pronounced; Good voice; Appropriate vocal variation inc. pauses, emphasis, phrasing, and rate; Most sounds are articulate, clear, and not overdone	Some words mispronounced; Good voice; Basic vocal variation with some pauses, emphasis, phrasing, and rate; Clarity of speech needs improvement	Mispronunciations; Unpleasant vocal qualities; Lack of vocal variation inc. pauses, emphasis, phrasing, rate; Noticeable challenges with clarity of speech
30-second Commentary	Relevant and opinionated; Dynamic oral style for persuasive commentary; Strengthened with a creative, effective transition from prepared copy	Relevant and opinionated; Effective oral style for persuasive commentary; Strengthened with a creative, effective transition from prepared copy	Relevant and opinionated; Effective oral style for persuasive commentary; Transition from prepared copy may not be creative or effective	May not be relevant and/or opinionated; Oral style may not be effective for Persuasive commentary; Transition from prepared copy may not be creative or effective	Commentary sounds more informative than persuasive; Oral style may not be effective for persuasive commentary; Transition from prepared copy may not be included or is not creative or effective
Organization of Broadcast	Announcer moved smoothly between stories with planned, creative, transitions delivered professionally and with dynamic vocal variation; Easy to follow	Announcer moved smoothly between stories with planned, creative, transitions delivered effectively; Easy to follow	Announcer moved smoothly between stories with transitions that may not be planned or creative or delivered effectively; Easy to follow	Transitions between stories may not be smooth, planned or creative or delivered effectively; Viewer can follow, but not easily	Transitions missing between stories or delivered poorly; Viewer can follow, but not easily
Overall Effectiveness	Approached with integrity and professionalism; Demonstrates poise; Exhibits original approach; Includes dynamic, creative intro and closing	Approached with integrity and professionalism; Demonstrates poise; Exhibits some originality in approach; Includes effective intro and closing	Approached with integrity and professionalism; Mostly poised; Exhibits some originality in approach; Includes clear intro and closing	Approach may lack integrity or professionalism; Somewhat poised; Exhibits minimal originality in approach; May not include intro or closing	Approach may lack integrity or professionalism; Lacks poise; Exhibits minimal originality in approach; Does not include intro or closing

_____ **TOTAL POINTS (25 possible)**

Comments:

Judge _____

Affiliation: _____

FOR TALLY ROOM ONLY

Disqualified for over or under time