



2023 Film Festival Rubric and Scoring - BROADCAST Journalism

Description: In **5 minutes or less**, create an informational show intended for broadcast, such as morning announcements or the daily news. Could contain a single segment or several segments in a “package.”

Sub-Categories:

Broadcast Journalism: Feature Story

Share an in-depth story about a compelling, newsworthy subject that highlights creativity and subjectivity and makes an emotional connection with the viewer.

5 minutes or less

Broadcast Journalism: Sports Feature

Share profile pieces or real-time reporting about athletes in action, whether they’re making a difference on the field, off the field, or both!

3 minutes or less

Broadcast Journalism: Broadcast TV Highlights

We want to see what makes your show shine! Create a careful, comprehensive highlight reel of the best moments from your Broadcast TV program.

3 minutes or less

Broadcast Scoring Rubric

Power of the Script (12 pts – 60%)

Does the show convey **compelling** news stories and/or segments that address the audience’s interest? This represents 60% of your score, and you are encouraged to spend plenty of time to **create a broadcast production that is organized, informative, and creative.**

Technical Aspects (6 pts – 30%)

The focus here is on **meeting basic concerns (appropriate lighting, spoken audio that can be easily understood, balanced volume, etc.)**. While exceptionally well-produced broadcasts do have a small advantage, the key components including the clarity, creativity, and compelling nature of your script.

Titles and Citations (2 pts – 10%)

Does the entry include the use of **titles and citations** and make it clear for the viewer who is responsible for what is used? Are the Computer Graphics and Lower Third elements appropriate for the production? Note that if it is unclear that something has been cited (music that isn't explained in the credits, for example), the film will not be judged.

Types of Broadcasts eligible to enter into the film festival:

- **Live or Recorded Broadcast** - edited, must include beginning and ending graphics and credits
- **News Package** - contains pre-recorded segments along with the daily news.

		4	3	2	1	0
Power of the Production (12 Points Possible)						
Script	The script is organized and guides the broadcast. On-air personalities easily transition when presenting the news. There is a clear format in the sequence of the information presented. There is evidence that the script was practiced (no misspoken words/phrases or correction of a phrase)					
Purpose	Conveys idea(s) to the audience in an effective way. It is compelling and the purpose of the project is clearly accomplished. The content is effectively organized and clear. It has a high production value, and the video clearly met the intent of the category with enthusiasm and impact. Evoked appropriate response from the viewer. The viewer understands the purpose of the broadcast after watching it.					
Creativity	There is evidence of imagination and creativity. There is thoughtfulness to the style and mood that fits the script. The content and ideas are presented in a unique and interesting way, and shows a personal touch. The production has a unique take or perspective.					
Category Total						

Production Feedback	Adjudicator's Comments:
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		2	1	0
Technical Aspects (6 Points Possible)				
Editing	Excellent use of transitions and effects, very smooth blend between scenes; invisible edits. Editing is thorough and tight. Transitions flowed with the story. Effects (if used) were used appropriately.			
Audio/Sound Editing	Audio is balanced between dialogue, music and voice-over. Audio is clear throughout the film. Sounds are balanced and do not compete with other elements of the film. Effective use of sound effects and/or music to topic.			
Film Focus and Lighting	Excellent composition. Uses effective shots. All shots are appropriately focused for the intent of the film. Camera movements are smooth and at appropriate speed. All shots have appropriate lighting. Shots are steady, focused and well-composed.			
Category Total				

		1	0
Titles and Citations (2 Points Possible)			
Titles	Graphics were used appropriately. Textual elements were balanced and grammatically correct. Opening titles added to the strength of the film and the story. Computer Graphics and Lower Third elements were used effectively.		
Citations	All audio and video is properly cited in the credits at the end of the film. Text contains no misspellings or grammatical errors.		
Category Total			

Technical, Titles and Citations Feedback	Adjudicator's Comments:
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