



# OK Student Media Festival Newscast Judging Criteria

Program Title: \_\_\_\_\_ Category: \_\_\_\_\_

Entry Number: \_\_\_\_\_

Target Audience: \_\_\_\_\_

Communication Objective: \_\_\_\_\_

MESSAGE DESIGN ELEMENTS	POOR	FAIR	AVG.	GOOD	EXCEL	TOTAL
<b>Objectives:</b> To what degree does the program accomplish its stated objectives? If necessary re-read the program objectives.	1 2 3	4 5 6	7 8 9	10 11 12	13 14 15	
<b>Design Strategy:</b> Are good principles of communication of instruction applied to the development of the material? Is the content organized? Is there a logical, understandable flow?	1 2 3	4 5 6	7 8 9	10 11 12	13 14 15	
<b>Treatment:</b> Are appropriate production techniques used to focus on the critical components of message design?	1 2 3	4 5 6	7 8 9	10 11 12	13 14 15	

CREATIVE	POOR	FAIR	AVG.	GOOD	EXCEL	TOTAL
<b>Writing:</b> Is the script clear and understandable? Are the news stories clear and concise? Is the writing appropriate for the target audience? Does each new story have an effective introduction, body and close?	1	2 3	4 5	6 7	8 9 10	
<b>Direction:</b> To what degree did the director successfully manage the integration of all program elements to achieve the stated objectives? Does the newscast flow smoothly from one segment to the next?	1	2 3	4 5	6 7	8 9 10	
<b>Editing (b-roll/segment):</b> To what degree did the editing techniques contribute to the program's effectiveness (pacing, shot selection, flow, etc.)?	1	2 3	4 5	6 7	8 9 10	

PRODUCTION ELEMENTS	POOR	FAIR	AVG.	GOOD	EXCEL	TOTAL
<b>Camera:</b> To what degree was the videography effective? Was the camera steady? Were the moves smooth? Was the exposure correct?	1	2	3	4	5	
<b>Lighting:</b> To what degree did the lighting contribute to the overall effectiveness of the program? Was there the proper ratio of key, back, fill, etc.? Was lighting consistent from scene to scene?	1	2	3	4	5	
<b>Graphics/CG/Titling:</b> Were the graphics formatted correctly? Were spelling and punctuation correct? Were they framed correctly?	1	2	3	4	5	
<b>Audio:</b> Was there distortion? Was there appropriate balance between level of music, narration and effects? If used, were sound effects or music effective and appropriate? Did presence level match shot perspective? Where appropriate, does unique treatment of sound track (e.g. where music, sound effects or narration only are used) add to the effectiveness of the program?	1	2	3	4	5	
<b>Talent:</b> To what degree did the talent's performance contribute to the program's effectiveness? Did the anchor(s) maintain eye contact with audience? Did the talent transition smoothly to other reporters or anchors? Was talent Dressed appropriately for the setting?	1	2	3	4	5	

**NOTE: Newscast Entries should be recorded live with no editing. B-Roll and news segment may be edited in support of a news item.**