



BROADCAST

PUBLICATION NAME:

SCHOOL:

ADDRESS:

AWARD:

SELECT ONE ▾

Pennsylvania School Press Association

Annual Evaluation Service

The Pennsylvania School Press Association sponsors this online evaluation as a service to student journalists and their advisers. Each scorebook provides commendations and recommendations to staffs for improvement as well as to include guidelines and trends in online journalism.

Each summer PSPA offers an evaluation service for publications. Advisers may submit student publications to be evaluated. Publications are eligible for recognition as follows: gold, silver, and bronze. PSPA announces All-State awards in the spring of each school year. All Gold Award-winning publications are automatically entered into a second round of judging to determine All-State Awards. This second round of judging is completed by an out-of-state judge.

PSPA uses a holistic approach to scoring publications. The scorebooks are designed to maximize the feedback received from the judge.

While PSPA strives to promote good journalism, it does not want to dictate policy to individual publications. Judges are instructed to approach each publication on its own terms, according to its editorial philosophy. If your staff has chosen to explore new journalistic territory or to contradict commonly held standards, it is important that you explain the reason for these ventures in the comments you share with the entry. Note that junior high and middle school publications are held to age-appropriate standards.

A GOLD AWARD publication consistently demonstrates mastery of journalistic standards in terms of content, writing, design, and photography. The publication need not be perfect, nor need to represent the state-of-the-art trends, but must exemplify ideals of scholastic journalism.

A SILVER AWARD publication demonstrates an understanding of the basic principles of journalism, but may have one or two problem areas which keep it from overall excellence. The publication may not have a distinct "personality," or it may simply need to perfect its execution of a few problem areas.

A BRONZE AWARD demonstrates an incomplete or inconsistent mastery of journalistic concepts. Publication shows an understanding of some principles of journalism, but may have several problem areas, which keep it from consistent excellence.

ADVISER'S NOTES ON SPECIAL CIRCUMSTANCES: (If blank, none submitted.)

FOUR CATEGORIES:

- **TECHNICAL ELEMENTS**
- **GRAPHICS & VIDEO ELEMENTS**
- **PURPOSE & COVERAGE**
- **PROFESSIONAL & ON-CAMERA PERFORMANCES**

FOR EACH CRITERIA:

- **ABOVE STANDARD**
- **AT STANDARD**
- **BELOW STANDARD**
- **NOTES ON COMMENDATIONS & RECOMMENDATIONS**

SECTION: TECHNICAL ELEMENTS

STANDARD	ABOVE STANDARD	AT STANDARD	BELOW STANDARD	COMMENDATIONS FOR THIS SECTION	RECOMMENDATIONS FOR THIS SECTION
Audio - Audio levels are consistent and near zero db. No unexplained noises are heard during the broadcast. Audio levels are balanced.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Lighting - The lighting is used effectively. Shadows are limited.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Composition - Composition of the frame is pleasing to the eye and follows basic composition rules. Proper lead and head room is used. Camera is at eye level.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Transitions - Transitions between segments happen at the proper time, so nothing is lost.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

SECTION: GRAPHICS AND VIDEO ELEMENTS

STANDARD	ABOVE STANDARD	AT STANDARD	BELOW STANDARD	COMMENDATIONS FOR THIS SECTION	RECOMMENDATIONS FOR THIS SECTION
Graphics - Graphics are in the lower-third of the screen. Graphics provide important information, including the on-camera talent's name. The program's name may be on screen. Proper spelling, capitalization, and spacing are used.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Stand-up - The package includes a stand-up at an appropriate time of the video.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Video package - Video package is informative and entertaining. Video package follows guidelines: 90 seconds to 3 minutes, answers who, what, when, where, and why, uses natural sound, gets interviews, has voiceover narration, has a lead in and tag, uses on screen graphics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Transitions - Transitions between segments happen at the proper time, so nothing is lost.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

SECTION: PURPOSE & COVERAGE

STANDARD	ABOVE STANDARD	AT STANDARD	BELOW STANDARD	COMMENDATIONS FOR THIS SECTION	RECOMMENDATIONS FOR THIS SECTION
Informative - Relevant information is conveyed to the viewer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Entertaining - The combination of all the elements creates a broadcast that is enjoyable to watch. Various segments are present.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Coverage - Broadcast covers a variety of people and groups.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Writing Style - The script is written in proper broadcast style: short, declarative sentences, present tense, Rule of Threes, casual language, Inverted Pyramid (most important info first)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

SECTION: PROFESSIONAL & ON-CAMERA PERFORMANCES

STANDARD	ABOVE STANDARD	AT STANDARD	BELOW STANDARD	COMMENDATIONS FOR THIS SECTION	RECOMMENDATIONS FOR THIS SECTION
Professionalism - Broadcast avoids copyrighted materials.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
On-camera performances - Students are well-dressed and act professionally. Students are confident, fluent, relaxed, have good posture, pleasant, use inflection and comfortable pacing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

JUDGE'S OVERALL COMMENTS AND RECOMMENDATIONS: