



ALL-COLORADO VIDEO DIGITAL MEDIA CRITIQUE

2010-11

Colorado High School Press Association

Offices

CHSPA, Colorado State University, Department of Journalism & Technical Communication,
Clark Building, Fort Collins, CO 80523

Jack Kennedy, Executive Director, 9253 Sori Lane, Highlands Ranch CO 80126 / 303-550-4755

www.chspaonline.org

evaluation guide

- This guide is designed to be an educational device to improve the quality of your video media/ broadcast. Many thanks to the Kansas Scholastic Press Association, whose own evaluation guides are the basis for this document, and to various scholastic broadcast media organizations (special thanks to the Radio Television Digital News Foundation and hsj.org).
- This guide is intended to point out positive aspects of your video / digital media program as well as to point out possible deficiencies.
- Judging comments are designed as suggestions for improvement. Keep in mind that these comments represent just one individual's opinion.
- Comments should represent current trends in video / digital media production.
- Judge's comments may not apply to all school situations. Please understand that it would be impossible for your judge to be aware of the specifics of each school.
- Each of the sections contained in this guide book has an overall evaluation where the judge must rate the section according to an overall set of criteria. The final evaluation is based on an average of the section evaluations.
- Each section calls for a specific ranking with a (3) for strong work in the area; a (2) for being adequate, a (1) for needing improvement and an (NA) for not applicable.
- All sections will conclude with a holistic narrative critique, an opportunity for judges to specifically note positives and suggestions for improvement.

Video / Digital Media Title: _____

School Name: _____

School Address: _____

City & Zip Code: _____

Adviser: _____

School Classification: _____

Publication's URL (if applicable): _____

Judge _____

presentation criteria

Is performance professional and creative?

Are there excellent delivery techniques (conversational, good pronunciation and grammar, eye contact, voice inflection and emphasis, body language)?

Is clothing proper/appropriate?

Is there clear skill and mastery of performance concepts?

Is there consistent/appropriate shot composition?

Are reporters' voice-overs or stand-ups well-written to move the "plot" forward by giving detailed information and showing relationships between facts/comments?

Does the story include a strong lead or truth statement which makes the story of interest to a broad audience?

presentation final evaluation

All-Colorado:

Presentation features consistent professionalism while exhibiting creativity and innovation. The staff is obviously aware of the program's diverse audience, and understands news elements, such as timeliness, proximity, prominence, human interest and consequence.

Award of Commendation:

Presentation is generally professional, with occasional flaws. Although generally aware of both the audience and the elements of news, there are parts of the broadcast that don't connect well or that show evidence of hurried production.

Award of Merit:

Presentation is not quite to the level the audience needs. Delivery techniques need some improvement, and news elements sometimes seem forgotten. There is an uneven quality to the broadcasts, with some excellent presentations, but with a significant number of disappointing moments in terms of on-screen presentations as well as story concepts and delivery.

Judge's narrative comments on presentation:

coverage/story content criteria

Is there a logical balance between news, sports and feature coverage?

Is there a variety of topics for anchors as well as taped packages?

Does content achieve high interest for viewers?

Do stories contain more news elements than just proximity and timeliness, particularly emotion and/or conflict?

Are story leads organized, describing the 5 W's with skill and clarity?

Are stories developed in a way that show skill and mastery?

Do stories contain complete thought, with intro, middle and conclusion?

Is there evidence of tight editing with a reporter presenting some basic info in stand-up and/or voice over b-roll?

Do stories feature short, pertinent comments from sound bites which could not be given as well by a reporter?

Do stories present information that goes below the surface and is new to a majority of the viewers because of research and/or varied questions?

Do lead stories begin with a "grabber" which can be a surprising stand-up or the most compelling video you have to develop the setting, characters and main idea of the story?

Do soundbites follow logically after the reporter's words?

Are soundbites brief and to the point unless words are so gripping that they merit length due to pauses or emotion?

For stories not using the traditional news package approach, do they still "tell a story" in ways the audience can connect with?

Is there evidence of innovation in story telling, particularly in features?

coverage/story content evaluation

All-Colorado:

Coverage/Story Content is consistently excellent, with a wide range of story telling that makes your school community come alive for a broad audience. Each video/digital media production is unique to the school community, but yours seems to provide excellent balance in presenting all aspects of your community, while also providing innovative ways to tell a variety of stories. Your coverage is immediate and timely, and focuses on human stories.

Award of Commendation:

Coverage/Story Content is normally very good, though there are times when the breadth of coverage seems lacking. There are times when the audience is left with unanswered questions and without complete stories. There is evidence of innovation and in-depth coverage, but some coverage is limited to a focus on events and basic information, rather than focusing on people.

Award of Merit:

Coverage/Story Content is inconsistent, with uneven distribution of your resources in covering the school community. Some areas obviously receive much more coverage than others. Some coverage seems a bit flat, without much creativity evident. The staff needs to devote more time to planning how to effectively tell stories of people in the community, in ways the audience can connect to.

Judge's narrative comments on coverage/story content:

style/editing criteria

Are production and script complete and developed?

Is news style correct, creative and effective?

Are facts in correct order and developed in a creative and entertaining way?

Does broadcast contain title screen and credits with high degree of creativity?

Are titles sharp, readable, not touching sides of screen, placed properly?

Do titles enhance/reinforce what's being heard?

Are titles used to identify ALL people appearing on screen, particularly at first appearance?

Is lighting consistently sufficient/appropriate?

Is sound level consistently sufficient/appropriate?

Have awkward cuts been minimized?

Are zooms used only to follow action or focus attention?

Are a variety of camera angles used?

Does the story include an establishing shot?

Do transitions avoid repeating the soundbite?

Is the truth statement/lead/news "peg" proven/satisfactorily concluded?

style/editing final evaluation

All-Colorado:

Style/Editing is consistently professional and appealing to a broad audience. The broadcast quality allows the stories to be the stars, not the technical wizardry. Consistent sound, appropriate titles, and variety in camera angles combine to give the audience programs that emphasize terrific content without annoying editing glitches. Everything in the video presentations seems carefully crafted with the viewers in mind.

Award of Commendation:

Style/Editing is quite good, though there are times when the audience may become distracted by some awkward editing or technical issues. There are times when the pace of the program can be inappropriate for the audience, and times when the quality the audience expects just isn't there. Overall, the style of the program is strong, but the consistency is not quite there yet.

Award of Merit:

Style/Editing quality is inconsistent, with enough technical glitches to be distracting to most of the audience. At times the basic sound or video quality disappoints, leaving the audience more concerned with those problems than understanding the stories. Video/digital media programs are challenging, with so many possible technical issues. This is an area to continue working to perfect so that story content can really shine.

Judge's narrative comments on style/editing:

overall final evaluation

All-Colorado:

This is a quality video/digital media program that would compete well at any level. Staff demonstrates a solid understanding of the school broadcasts and their place in the curriculum. Videos feature solid reporting and writing skills, a solid grounding in telling great stories, and the technical expertise to appeal to a broad audience. The balance of hard news and innovative feature coverage helps the audience better understand your unique school community.

Award of Commendation:

This video/digital media program represents a work in progress. Staff members indicate an awareness of what a quality broadcast should include but fail to consistently carry out that mission. There are flashes of brilliance in all areas of your broadcasts but some stories lack a necessary consistency, in reporting or in presentation, to be truly effective.

Award of Merit:

Too many flaws keep this video/digital media program from reaching the higher levels of recognition. Staff and adviser should concentrate on basic production concepts. These broadcasts have obviously been produced as a “labor of love.” There are certainly flashes of brilliance and professionalism, but broadcasts tend to be inconsistent in all areas we assessed.

Judge’s Evaluation Summary

Presentation

All-Colorado

Award of Commendation

Award of Merit

Coverage/Story Content

All-Colorado

Award of Commendation

Award of Merit

Style/Editing

All-Colorado

Award of Commendation

Award of Merit