



iVIE Broadcast Journalism Judging Guidelines* (Total Possible 30 pts)

Elements	Limited (1- 3 pts)	Developed (4- 7 pts)	Exemplar (8- 10 pts)	Score
Journalistic Quality	<ul style="list-style-type: none"> - Story is lacking critical information -Story is biased -Story's facts are from questionable or only personal sources 	<ul style="list-style-type: none"> - Story is fair and unbiased -Story includes facts from reliable sources. -Story includes pertinent information 	<ul style="list-style-type: none"> - Story does an above average job of investigation - Story is fair and unbiased -Story includes facts from reliable sources. -Story includes all pertinent information -Story reveals new and interesting information 	
Story telling	<ul style="list-style-type: none"> - Story used dull visuals does not enhance story - Story is arranged in confusing manner 	<ul style="list-style-type: none"> - Story used good visuals to enhance story - Story is arranged in manner that builds suspense and interest -Story answers some questions but leaves some critical information missing 	<ul style="list-style-type: none"> - Story uses imaginative and effective visuals to enhance story - Story is arranged in manner that builds suspense and interest -Story asks and answers question that viewers are thinking. 	
Technical	Video, audio or lighting unpredictable or detracted from the production (see examples below)	Video, audio or lighting used appropriately, showing satisfactory technical skills, with few distractions	Video, audio or lighting used at a high technical level, without distractions or gratuitous use of effects	
<ul style="list-style-type: none"> a. Lighting b. Audio/Sound c. Photography d. Editing e. Graphics/Titles 	<ul style="list-style-type: none"> a. Lighting negatively impacted the video b. Inconsistent audio/sound c. Camera occasionally out of focus or shaky d. Editing pieces of video are not placed in logical order and/or do not support message. e. Graphics/titles unrelated or poorly done 	<ul style="list-style-type: none"> a. Lighting appropriate for message b. Audio consistent and conformed to acceptability c. Camera work suitable for message d. Editing is logical and unobtrusive (Transitions used with purpose) e. Graphics/titles are original and appropriate 	<ul style="list-style-type: none"> a. Lighting creatively and effectively used b. Audio is flawless and well balanced using ambient sound, music and/or sound effects effectively. c. Camera work is outstanding using shots and angles to provide impact. d. Editing is effectively used to enhance message. e. Graphics/titles are used to enhance the topic or message. 	
TOTAL				