

## NEWS PACKAGE RUBRIC

| CATEGORY       | 4                                                                                                                                    | 3                                                                                                           | 2                                                                                                                       | 1                                                                                             |
|----------------|--------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| Camera Work    | Camera movements are clear and follow proper camera techniques.                                                                      | Most all camera movements are appropriate. Proper camera techniques not used.                               | Some erratic camera movements in video. Camera techniques need improvement.                                             | Erratic camera movements in video. Proper camera techniques not used.                         |
| Audio Quality  | Audio is clear and easy to listen to. It is the same level throughout the entire broadcast.                                          | Audio has minor errors. Audio dialog or sound effects typically sync with audio.                            | Some audio is sufficient and sometimes hard to hear. Occasionally audio dialog or sound effects do not sync with video. | Audio is distorted and/or hard to hear. Audio dialog or sound effects do not sync with video. |
| Graphics       | Graphics are used to tell the story. They are well placed and used throughout. They are not distracting to viewer.                   | Graphics are used when needed but they take away from the finished product.                                 | Graphics are used sometimes. They help reinforce the information.                                                       | Some use of graphics. Some words are misspelled.                                              |
| Required Shots | The news package contains all necessary elements, sound bites, voice over, video that matches the audio, and tells a complete story. | The news package tells a story with sound bites, voice overs, and some video that helps convey the message. | The news package answers some questions. There are sound bites from interviews.                                         | The news package leaves you asking more questions after it is over. Does not tell a story.    |
| Time Limit     | The news package is 1:30 - 2:00 in length                                                                                            | The news package was at or less than 5 seconds over/ under                                                  | The news package was less than 30 seconds over                                                                          | The news package was more than 30 seconds over.                                               |