**Reporting Feature Rubric (adopted from Polk County ITV)**

Importance of Topic (25 points)

While any (appropriately handled) topic is welcome, projects which focus on influential people/events or serious issues enjoy the most success. Topics should be of significance to the audience within your school and can include anything of interest happening at your school or in the community. Aim for topics that you can investigate and research information about locally rather than rehashing major current events already being reported on in the media (unless you provide a new angle to the story).

Comprehensive Coverage (25 points)

Subjects should be treated thoroughly. In-depth, yet focused, research is required to achieve comprehensiveness. Seek out multiple subjects to record an interview with about your topic. Don’t just rely upon one interviewee, especially if your topic is something controversial in which case you should make every effort to provide information from both sides. Provide relevant B-roll (video footage placed overtop of interviews and voice-over). Someone once said: *Say Bear, See Bear*. In other words, if you’re talking about a bear, show us a video/picture of that bear!

The following ranges will be used when deciding points in the above sections:

21-25 points—Decidedly Superior (meets practice 80%-100 % of the time)

16-20 points—Above Average (meets practice 60%-80 % of the time)

11-15 points—Average (meets practice 40%-60% of the time)

6-10 points—Below Average (meets practice 20%-40% of the time)

1-5 points—Decidedly Inferior (meets practice 0%-20% of the time)

Reporter Talent (15 points)

The television and film industries have long believed that actors and/or reporters and

anchors make or break news shows and movies, which is why they are the highest paid

employees in both industries. Following the same logic, students are going to be much

more motivated to watch reporting features if the reporters they see display personality and charisma as well as an ability to engage the audience.

The following ranges will be used when deciding points in the above section:

13-15 points—Decidedly Superior (meets practice 80%-100 % of the time)

10-12 points—Above Average (meets practice 60%-80 % of the time)

7-9 points—Average (meets practice 40%-60% of the time)

4-6 points—Below Average (meets practice 20%-40% of the time)

1-3 points—Decidedly Inferior (meets practice 0%-20% of the time)

Creativity (10 points)

What unique approach are you going to take in telling your story? How is it going captivate us? Is your script interesting? What’s interesting or unique about your b-roll and graphics? These are all important questions to consider when doing a reporting feature. You want to grab your audience’s attention somehow and there’s numerous ways you can do it. Consider unique techniques you can use to make your work stand out.

The following ranges will be used when deciding points in the above section:

9-10 points—Decidedly Superior (meets practice 80%-100 % of the time)

7-8 points—Above Average (meets practice 60%-80 % of the time)

5-6 points—Average (meets practice 40%-60% of the time)

3-4 points—Below Average (meets practice 20%-40% of the time)

1-2 points—Decidedly Inferior (meets practice 0%-20% of the time)

Technical Merit (25 points)

* Sound clarity and volume – *5 points*
* Camera work (steadiness, proper framing, creativity) – *5 points*
* Appropriate lighting and color balance – *5 points*
* Video and audio editing – *5 points*
* Graphics (including lower thirds) – *5 points*