**Sports Production Rubric**

Importance of Topic/Event (15 points)

There are sporting events happening on a near daily basis at a high school, but out of all the events consider what makes this one unique. Is it a high stakes game? A chance for revenge against an archrival? If you are doing a profile story about an athlete, establish what is interesting and compelling about their story.

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)

Comprehensive Coverage (35 points)

Give us the full picture of your event or story. Provide us with backstory and go as in depth with your topic as possible so that we are invested in the story. If you’re doing highlights of a game, give us a full recap much like Sportscenter anchors would. 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 section:

29-35 points—Decidedly Superior (meets practice 80%-100 % of the time)

22-28 points—Above Average (meets practice 60%-80 % of the time)

15-22 points—Average (meets practice 40%-60% of the time)

8-14 points—Below Average (meets practice 20%-40% of the time)

1-7 points—Decidedly Inferior (meets practice 0%-20% of the time)

Creativity (20 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:

17-20 points—Decidedly Superior (meets practice 80%-100 % of the time)

13-17 points—Above Average (meets practice 60%-80 % of the time)

9-12 points—Average (meets practice 40%-60% of the time)

5-8 points—Below Average (meets practice 20%-40% of the time)

1-4 points—Decidedly Inferior (meets practice 0%-20% of the time)

Technical Merit (30 points)

* Sound clarity and volume – *6 points*
* Camera work (steadiness, proper framing, creativity) – *6 points*
* Appropriate lighting and color balance – *6 points*
* Video and audio editing – *6 points*
* Graphics (including lower thirds) – *6 points*