**Creating a Student Broadcast Rubric**

Having seen multiple examples of award-winning student broadcast programs, it’s time to figure out how our program should not only structure our broadcast, but set the expectations for what is considered an excellent broadcast.

Directions: Based on the “Analyzing Student Work” handout and subsequent discussion, choose five factors on which to grade student broadcasts from our program. Complete the rubric below to indicate what an excellent broadcast would look like, an average broadcast, and a poor broadcast. As you complete your descriptions, try to describe what each category would actually look like, not what it does NOT look like (i.e. say what it is, rather than what it isn’t). A sample category has been completed for you.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Excellent** | **Average** | **Poor** |
| Sample Category: **Anchors** | Anchors are not only clear in their delivery of content through speech, they also demonstrate a passion for broadcast journalism through quality of reporting, facial expressions, and body language. They appear friendly and approachable. | Anchors are clear in their delivery of content. They may seem uncomfortable or nervous at times, but generally perform in a manner that shows confidence in their ability. | Anchors may appear robotic and clarity of speech makes it difficult to understand the content conveyed. Delivery is unprofessional. |
| Category 1: |  |  |  |
| Category 2: |  |  |  |
| Category 3: |  |  |  |
| Category 4: |  |  |  |
| Category 5: |  |  |  |

**What is one specific strength of the broadcast?**

**What is one specific area for improvement?**