FBLA BROADCAST JOURNALISM

Performance Rating Sheet ❑ Preliminary Round ❑ Final Round

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
Demonstrates understanding of the event topic	No understanding of topic as it relates to the event guidelines or wrong topic		Identifies event topic, but does not demonstrate understanding		Identifies and demonstrates understanding of event topic		Uses industry terminology to demonstrate the understanding of the event topic			
	0	O	5	O	10	O	15	O		
Researches quality and related information to the topic	No research done with 3 or more inaccurate statements		Research is unrelated to the topic and 1-2 inaccurate statements		All research is accurate		All research is accurate with supporting evidence			
	0	O	7	O	14	O	20	O		
Quality writing related to the topic	Writing lacks a clear voice and original style. Lead is neither original nor catchy, is overused or boring.		Writing is rather bland; lacks a clear voice and/or sense of originality. Lead is adequate but not extremely catchy or original.		Writing is adequate but not extremely compelling, is wordy or voice is unclear. Lead is appropriate to story and fairly effective at attention.		Writing is strong and effective with a clear voice and active verbs. Lead is original and catchy and invites readers to piece.			
	0	O	7	O	14	O	20	O		
Quality of news broadcast	Broadcast was not complete. No graphics used, no creativity in production/product.		Does not fully resemble a news broadcast. Little to no creativity in production/product. Limited graphics and support.		Over half of the performance/product resembles a news broadcast. Some creativity present. Graphics present and effective.		Impressive overall broadcast. Clear balance of creativity/realism. Production graphics well done. Balanced team effort.			
	0	O	5	O	10	O	15	O		

Delivery Skills

	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
Statements are well-organized and clearly stated with use of industry language	Presenter(s) did not appear prepared		Presenter(s) were prepared, but flow was not logical		Presentation flowed in logical sequence		Presentation flowed in a logical sequence, statements were well organized			
	0	O	3	O	7	O	10	O		
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence		Presenter(s) demonstrated self-confidence and poise		Presenter(s) demonstrated self-confidence, poise, and good voice projection		Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness			
	0	O	3	O	7	O	10	O		
Demonstrates the ability to effectively answer questions	Unable to answer questions		Does not completely answer questions		Completely answers questions		Interacted with the judges in the process of completely answering questions			
	0	O	3	O	7	O	10	O		
						Performance Subtotal (100 max)				

Penalty Points (Mark all that apply)

Time over 7 minutes	-5	O	Dress Code not followed	-5	O	Event Guidelines not followed	-5	O	**Total Penalty**	-	
									Performance Grand Total		

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____