

HOOSIER STAR EVALUATION SERVICE



**BROADCAST
GUIDEBOOK**

IHSPA
INDIANA HIGH SCHOOL PRESS ASSOCIATION

SCHOOL NAME

BROADCAST NAME

SCHOOL YEAR & STAFF SIZE

EDITOR(S)/
PRODUCER(S)

FACULTY ADVISER(S)

EVALUATION CATEGORY

DIVISION I:
Under 1,000 enrollment

DIVISION II:
1,000-2,000 enrollment

DIVISION III:
2,000+ enrollment

BACKGROUND & INFORMATION

NOTE: STAFFS SHOULD COMPLETE THE HOOSIER STAR APPLICATION (IHSPA.NET/FORMS-CENTRAL) TO SUPPLY BACKGROUND INFORMATION FOR JUDGE.

The Indiana High School Press Association hopes staffs will use this guidebook and resulting judge's critique to enhance the overall quality of their student media outlet. Students and their advisers are encouraged to utilize the feedback during planning sessions and workshops to set high standards for their journalism program and better serve their audience.

The Hoosier Star rating is established by an evaluation of superior, excellent, good, average or in need of improvement. Journalistic works are judged against established standards of excellence and criteria that are included in this guidebook, and then are compared to other student media in respective enrollment divisions for IHSPA awards and honors. Judges may also recognize specific content and/or ideas as "special distinction" and identify the student-produced material that earned this honor.

Judges are asked to review this entire guidebook before beginning the evaluation and rate each of the criteria accordingly. Additionally, they are instructed to provide written feedback in a manner that encourages staffs to improve by using the guidelines. The IHSPA requires that comments be written in a constructive manner and not in a way that is deemed overly critical or unrealistic. However, anyone who believes their evaluation and/or rating to be unfair may request a second critique at no cost.

Overall, judges will be looking for student media outlets that:

1. *Combine a variety of storytelling formats to give the audience a well-rounded insight into the school and community;*
2. *Enhance the appearance with visuals appropriate for the format, incorporating current design trends;*
3. *Coordinate the overall coverage and content so a consistent, attractive and reader-friendly appearance is established and maintained throughout the school year;*
4. *Follow the highest standards of legal and ethical behavior such as those set forth by the Society of Professional Journalists, First Amendment of the U.S. Constitution and Indiana academic standards for the Journalism and Student Media courses (<http://bit.ly/IndJourStandards>);*
5. *Adhere to the Indiana High School Press Association's core values of truth, courage, integrity and freedom.*

HOOSIER STAR & DISTINCTIONS

All "superior" and "excellent" ranked submissions are exceptionally well done. These student media outlets are entered into the Hoosier Star competition, the IHSPA's annual program that awards Indiana's very best in scholastic journalism. Judges other than those who conduct the initial evaluation determine Hoosier Star winners for each of the three divisions. Judges may also award "Special Distinction" status to any section deemed to be innovative.

SPECIAL THANKS

This guidebook is modeled after the All-Kansas Video News Critique Booklet created by the Kansas Scholastic Press Association, and is being used for the IHSPA Broadcast Hoosier Star Evaluation with the permission of the KSPA and its executive director, Eric Thomas. The original document may be viewed at <http://bit.ly/KSPAvideo> on the KSPA website.

COVERAGE & CONTENT

Does the program include a variety of news stories, including features, breaking news, issues and newsworthy profiles?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are the stories relevant to the primary audience, whether it's just students and faculty, or whether it extends to the greater community and beyond via cable and/or the web?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are the day-to-day lives of students reflected in the stories? Do stories cover timely issues of interest to student viewers and others?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does news take precedent over features and sports, unless it's appropriate for it not to?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do reporters place an emphasis on the "why" and "how" of stories?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are feature stories varied to include both school-sponsored and non-school activities?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do both sports and features include a mix of breaking news, issue stories, and profiles?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Is the subject matter significant and appropriate for the time allotted?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

- Special distinction earned*

JUDGE'S COMMENTS

WRITING & EDITING

Do stories have strong opens that entice viewers?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are scripts in active voice, emphasizing simple sentences with one thought per sentence?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are transitions effective? Do they make the object of the previous sentence the subject of the next sentence or vice versa?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do writers effectively use devices like repetition of key words to help readers understand?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do writers write to the video, using “hit-and-run” writing to remind viewers of the relationship of the words to the pictures? Do writers then “run” from the video by providing additional information in the script?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do scripts exhibit the hallmarks of grammatical writing that follows AP broadcast style?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

In VOs, do writers still remember to attribute information to a source?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

In VO/SOTs, do writers properly balance VOs with sound bites, not relying on sound bites to tell the entire story?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are sound bites effective and revealing of the subject or the issue at hand?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do stories have strong “closes” that effectively summarize the story and remind viewers of the important points in the stories? Do the closes avoid stating the reporters’ opinions?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

WRITING & EDITING

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of
improvement*

- Special
distinction
earned*

JUDGE'S COMMENTS

ON-AIR PERFORMANCE & CONTINUITY

Does the show have an effective open that clearly brands the program as something of value to the primary audiences?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does the staff report on important news, sports and features from program to program in a consistent manner?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Is there continuity also from story to story in the manner it's introduced and presented by anchors and reporters?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are more-important stories given more time and prominent placement in the run-down than less-important stories?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Is there continuity within a story (meaning stories flow smoothly, pictures and words match, and all stories have beginnings, middles and ends)?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are stories balanced, with all credible sides presented? Are stories objective in their choice of words and pictures?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are anchors confident and do they appear natural in front of the camera?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are sound bites effective and revealing of the subject or the issue at hand?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does all "talent" speak in a concise, clear, authoritative manner and at a proper pace so that the audience can understand what is being said?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

In the event of interviews, is there a proper balance between shots of the interviewer and the interviewee? Are questions fair and easy to understand?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

ON-AIR PERFORMANCE & CONTINUITY

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

- Special distinction earned*

JUDGE'S COMMENTS

PHOTOGRAPHY

Are all shots steady and is it clear that photographers (almost always) used tripods to capture images?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are shots in focus and properly white-balanced?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Is there proper contrast in all shots, and are subjects properly lit?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do photographers capture compelling establishing shots that immediately capture the viewer's attention?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do photographers use a variety of shots (close-ups, medium and wide shots) to provide different perspectives for the audience?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do photographers limit gimmick shots like zooms and pans, and if they do use them, do they do them effectively?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do photographers effectively use the rule-of-thirds to create a center of visual interest for their subjects?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

In shooting sports, do photographers capture the event's pivotal moments?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are shots edited to avoid jump-cuts in the story?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

When editing, do photographers allow shots to remain on screen for the proper amount of time: long enough for viewers to understand, but not so long that they become bored?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

PHOTOGRAPHY

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of
improvement*

- Special
distinction
earned*

JUDGE'S COMMENTS

TECHNICAL QUALITY

Does the staff take advantage of a studio to provide a “home” for the show, even if the show goes “on location” for a show?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Is the studio set up, no matter how rudimentary, appropriate to the tone and quality of the show?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does studio lighting provide proper contrast, accurate color reproduction and proper exposure?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does lighting for all stories provide proper contract, accurate color reproduction and proper exposure?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Does the staff take advantage of post-production to enhance the viewer’s understanding of stories?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are video editing techniques consistent from one story to another?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are audio levels clear and crisp and properly balanced in the studio?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are audio levels consistent from source to source and from story to story?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Are transitions from story to story appropriate and glitch free?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

Do graphics – both OTS graphics and lower-third graphics – enhance stories and explain significance to viewers?

NEVER SOMETIMES USUALLY FREQUENTLY ALWAYS

TECHNICAL QUALITY

RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of
improvement*

- Special
distinction
earned*

JUDGE'S COMMENTS

SECTION RATINGS

COVERAGE & CONTENT

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

WRITING & EDITING

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

ON-AIR PERFORMANCE & CONTINUITY

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

PHOTOGRAPHY

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

TECHNICAL QUALITY

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

AREAS OF DISTINCTION

- Coverage & Content*
- Writing & Editing*
- On-Air Performance & Continuity*
- Photography*
- Technical Quality*

OVERALL RATING

- Superior*
- Excellent*
- Good*
- Average*
- In need of improvement*

JUDGE'S FINAL FEEDBACK

THREE KEY METHODS FOR IMPROVEMENT

1.

2.

3.

OVERALL COMMENTS

JUDGE _____



IHSPA

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