

## News Package Rubric

Points	4	3	2	1
Reporter Track	The news package has all of the following attributes: 1. well-narrated 2. provides the story with information that isn't included in the soundbites 3. info in the VO is important to the story. 4. The reporter's voice is confident. 5. The reporter is easy to understand.	The news package has 4 of the 5 following attributes: 1. well-narrated 2. provides the story with information that isn't included in the soundbites 3. info in the VO is important to the story. 4. The reporter's voice is confident. 5. The reporter is easy to understand.	The news package has 3 of the 5 following attributes: 1. well-narrated 2. provides the story with information that isn't included in the soundbites 3. info in the VO is important to the story. 4. The reporter's voice is confident. 5. The reporter is easy to understand.	The news package has 2 or fewer of the 5 following attributes: 1. well-narrated 2. provides the story with information that isn't included in the soundbites 3. info in the VO is important to the story. 4. The reporter's voice is confident. 5. The reporter is easy to understand.
B-roll	The news package has b-roll that has all of the following attributes: 1. A variety of clips that relate to the story being told. 2. The clips captivate the interest of the audience. 3. The clips are shot with a great variety of frames and angles. 4. Each of the clips is unique (no repeating clips)	The news package has b-roll that has 3 of the following attributes: 1. A variety of clips that relate to the story being told. 2. The clips captivate the interest of the audience. 3. The clips are shot with a great variety of frames and angles. 4. Each of the clips is unique (no repeating clips)	The news package has b-roll that has 2 or fewer of the following attributes: 1. A variety of clips that relate to the story being told. 2. The clips captivate the interest of the audience. 3. The clips are shot with a great variety of frames and angles. 4. Each of the clips is unique (no repeating clips)	The news package has no b-roll.
Sound bites	The news package has soundbites with all of the following attributes: 1. They add something important to the story. 2. They have good framing. 3. They have good lighting. 4. They have clear, high-quality audio. 5. Multiple soundbites each add something unique to the news package.	The news package has soundbites with 3 or 4 of the following attributes: 1. They add something important to the story. 2. They have good framing. 3. They have good lighting. 4. They have clear, high-quality audio. 5. Multiple soundbites each add something unique to the news package.	The news package has soundbites with 1 or 2 of the following attributes: 1. They add something important to the story. 2. They have good framing. 3. They have good lighting. 4. They have clear, high-quality audio. 5. Multiple soundbites each add something unique to the news package.	The news package has no sound bites.
Graphics	The news package has graphics that introduce all of the people in the news package that are easy to see and have proper spelling and capitalization	The news package has graphics that introduce some of the people in the news package that are easy to see and have proper spelling and capitalization	The news package has graphics that contain spelling and capitalization errors.	The news package has no graphics
Shot Quality	All shots are filmed well with a steady camera, excellent headroom, rule of thirds and look/lead room and good lighting.	Most shots are filmed well with a steady camera, excellent headroom, rule of thirds and look/lead room and good lighting.	Some shots are filmed well with a steady camera, excellent headroom, rule of thirds and look/lead room and good lighting	Few shots are filmed well with a steady camera, excellent headroom, rule of thirds and look/lead room and good lighting.
Editing	The entire news package is well edited with no jump cuts, no gaps and excellent pacing. All audio levels are even.	Most of the news package is well edited with no jump cuts, no gaps and excellent pacing. All audio levels are even.	Some of the news package is well edited with no jump cuts, no gaps and excellent pacing. All audio levels are even.	Little of the news package is well edited with no jump cuts, no gaps and excellent pacing. All audio levels are even.
Story Quality	The news package story is about a story that is timely, unusual, interesting, significant or about people AND It contains information that supports and develops the story.	The news package story is about a story that is timely, unusual, interesting, significant or about people OR It contains information that supports and develops the story.	The news package story is about neither timely, unusual, interesting, significant nor about people AND It is lacking information that supports and develops the story.	The package story does not tell a story
Production Quality	All of the elements of the news package are filmed with a steady camera, excellent composition, even audio levels and consistent lighting.	Most of the elements of the news package are filmed with a steady camera, excellent composition, even audio levels and consistent lighting.	Some of the elements of the news package are filmed with a steady camera, excellent composition, even audio levels and consistent lighting.	Few of the elements of the news package are filmed with a steady camera, excellent composition, even audio levels and consistent lighting.