



# 2019 Scholastic Press Corps - VIDEO

School: \_\_\_\_\_

Judge: \_\_\_\_\_

Final Score: /270

Directions: Please score each of the following bullet points by assigning a number which corresponds to the following:

**5 Exemplary 4 Advanced 3 Proficient 2 Developing 1 Needs Improvement**

- Write the number on the blank to the left of each item.
- Tally each section for a subtotal.
- Write comments that give the students a reason for the score with suggested improvements.
- Use 'Section 1. Required Content' as an example of what to do with Sections 2 through 5.

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## 1. REQUIRED CONTENT:

- \_\_\_\_\_ The required LEAD story topic is \_\_\_\_\_
- \_\_\_\_\_ The LEAD story met the required length of 85-95 seconds.
- \_\_\_\_\_ The assigned AGRICULTURE story topic is \_\_\_\_\_
- \_\_\_\_\_ The assigned AGRICULTURE story met the required length of 55-65 seconds.
- \_\_\_\_\_ The FREE CHOICE story met the required length of 25-35 seconds.
- Topic: \_\_\_\_\_
- \_\_\_\_\_ The entire video package is 4 minutes in length (Rolling credits are **NOT** part of the 4 minute video. Schools should go to black screen at the end of 4 minutes before rolling credits.)
- \_\_\_\_\_ The KSF logo and theme words "Celebrating All Things Kansas" appear in the opening to the 4 minute video.
- \_\_\_\_\_ **SUBTOTAL out of 35 points.**

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## 2. LEAD STORY: The topic is \_\_\_\_\_

### Video quality of the LEAD story:

- \_\_\_\_\_ Live footage, stills, and edits seamlessly flow and enhance the ideas presented.
- \_\_\_\_\_ Artistic lighting effectively and creatively enhances the story package.
- \_\_\_\_\_ Camera techniques (pans, zooms, close-ups, etc.) compellingly and creatively enhance the story package.
- \_\_\_\_\_ Editing enhances story.

### JUDGE'S COMMENTS:

### Sound quality of the LEAD story:

- \_\_\_\_\_ Sound effects and/or music inextricably enhance story.
- \_\_\_\_\_ No background noise detracts from the message.
- \_\_\_\_\_ Volume adequately contributes to story.

### JUDGE'S COMMENTS:

**JUDGES! Note that evaluation of LEAD story continues on the next page.**

**Presentation of LEAD story: Continued from page 1**

- \_\_\_\_\_ Presenter(s) provide an adequate **(Interesting???) Catchy?)** intro to the story /topic.
- \_\_\_\_\_ Presenter(s) had a clear, energetic, relaxed and confident delivery.
- \_\_\_\_\_ Presenter(s) was clearly prepared and excellently communicated ideas.
- \_\_\_\_\_ Voice, eye contact, and pacing captured and maintained the attention of the audience.
- \_\_\_\_\_ Oral presentations (voice-overs, announcers, interviewees) provide info that educates the audience about the topic while captivating its interest.
- \_\_\_\_\_ Presenter(s) provide a clear conclusion to the story and transition clearly to the next story.

**JUDGE'S COMMENTS:**

\_\_\_\_\_ **SUBTOTAL for LEAD story out of 65 points.**

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**3. ASSIGNED AGRICULTURE STORY:** The topic is \_\_\_\_\_

**Video quality of the AGRICULTURE story:**

- \_\_\_\_\_ Live footage, stills, and edits seamlessly flow and enhance the ideas presented.
- \_\_\_\_\_ Artistic lighting effectively and creatively enhances the story package.
- \_\_\_\_\_ Camera techniques (pans, zooms, close-ups, etc.) compellingly and creatively enhance the story package.
- \_\_\_\_\_ Editing enhances story.

**JUDGE'S COMMENTS:**

**Sound quality of the AGRICULTURE story:**

- \_\_\_\_\_ Sound effects and/or music inextricably enhance story.
- \_\_\_\_\_ No background noise detracts from the message.
- \_\_\_\_\_ Volume adequately contributes to story.

**JUDGE'S COMMENTS:**

**Presentation of AGRICULTURE story:**

- \_\_\_\_\_ Presenter(s) provide an adequate **(Interesting? Catchy?)** intro to the story/topic.
- \_\_\_\_\_ Presenter(s) had a clear, energetic, relaxed and confident delivery.
- \_\_\_\_\_ Presenter(s) was clearly prepared and excellently communicated ideas.
- \_\_\_\_\_ Voice, eye contact, and pacing captured and maintained the attention of the audience.
- \_\_\_\_\_ Oral presentations (voice-overs, announcers, interviewees) provide info that educates the audience about the topic while captivating its interest.
- \_\_\_\_\_ Presenter(s) provide a clear conclusion to the story and transition clearly to the next story.

**JUDGE'S COMMENTS:**

\_\_\_\_\_ **SUBTOTAL for AGRICULTURE story out of 65 points.**

4. **FREE CHOICE STORY:** Topic is \_\_\_\_\_

**Video quality of the FREE CHOICE story:**

- \_\_\_\_\_ Live footage, stills, and edits seamlessly flow and enhance the ideas presented.
- \_\_\_\_\_ Artistic lighting effectively and creatively enhances the story package.
- \_\_\_\_\_ Camera techniques (pans, zooms, close-ups, etc.) compellingly and creatively enhance the story package.
- \_\_\_\_\_ Editing enhances story.

**JUDGE'S COMMENTS:**

**Sound quality of the FREE CHOICE story:**

- \_\_\_\_\_ Sound effects and/or music inextricably enhance story.
- \_\_\_\_\_ No background noise detracts from the message.
- \_\_\_\_\_ Volume adequately contributes to story.

**JUDGE'S COMMENTS:**

**Presentation of FREE CHOICE story:**

- \_\_\_\_\_ Presenter(s) provide an adequate **(Interesting? Catchy?)** intro to the story/topic.
- \_\_\_\_\_ Presenter(s) had a clear, energetic, relaxed and confident delivery.
- \_\_\_\_\_ Presenter(s) was clearly prepared and excellently communicated ideas.
- \_\_\_\_\_ Voice, eye contact, and pacing captured and maintained the attention of the audience.
- \_\_\_\_\_ Oral presentations (voice-overs, announcers, interviewees) provide info that educates the audience about the topic while captivating its interest.
- \_\_\_\_\_ Presenter(s) provide a clear conclusion to the story and transition clearly to the next story.

**JUDGE'S COMMENTS:**

\_\_\_\_\_ **SUBTOTAL for FREE CHOICE story out of 65 points.**

**5. STRUCTURE, ORGANIZATION, AND CREATIVITY OF VIDEO:**

- \_\_\_\_\_ Order and flow of material enhances overall video and captivates audience.
- \_\_\_\_\_ Video begins with an intro that clearly denotes that it is either a promotional video for the KSF or a news/feature broadcast about the KSF.
- \_\_\_\_\_ Intros and outros of the individual stories captivate, compel, and inform.
- \_\_\_\_\_ Transitions between stories flow effectively and smoothly.
- \_\_\_\_\_ Product shows a great deal of originality.
- \_\_\_\_\_ Special effects, graphics, backgrounds, etc. greatly enhance the final product.
- \_\_\_\_\_ Video has an appropriate closing (outro) rather than ending abruptly after the last story.
- \_\_\_\_\_ Video contains no spelling, grammar, or punctuation errors in any text.

**JUDGE'S COMMENTS:**

\_\_\_\_\_ **SUBTOTAL for STRUCTURE, ORGANIZATION, and CREATIVITY out of 35 points.**