



TENNESSEE HIGH SCHOOL PRESS ASSOCIATION
AT LIPSCOMB UNIVERSITY

BROADCAST

EVALUATION GUIDE

SCHOOL _____

BROADCAST: _____

ENROLLMENT: _____

STREET ADDRESS: _____

CITY: _____

ZIP CODE _____

RATING

TENNESSEE HIGH SCHOOL PRESS ASSOCIATION

AT LIPSCOMB UNIVERSITY

ONE UNIVERSITY PARK DRIVE
NASHVILLE, TN 37204-3951

FORMAT, SCRIPT AND STYLE

Guidelines

- Topics are approached with a unique angle in mind.
- Coverage may extend beyond the school, but it appeals to a student audience.
- Video has a beginning, middle and end. Appropriate segues, dissolves/fades indicate changes in scenes and time.
- Entries should be examples of high-quality journalism in terms of color balance, audio quality and visual appeal.
- Production should demonstrate thorough and careful planning and preparation. Ties video together.
- Copy should be appropriate for topic and it leads the viewer/listener through the production. Hooks entice viewers into the stories.
- Good selection of content and sound bites (interviews).
- Length of production should be determined by depth of idea, thus avoiding obvious padding or stretching to achieve predetermined running time.
- Video tells story. Script does not overwhelm or detract from what is being shown.
- Information is straight-forward and delivered without bias or personal opinion (except for content where announcer makes it clear it is opinion).

Comments and Suggestions

TECHNICAL QUALITY

Guidelines

- Audio levels are correct—not too soft or distorted.
- Voice over is clear, well-paced, not distorted.
- Editing is excellent. Choppiness is eliminated.
- Graphics used add to the broadcast.
- Audio leads the listener through the production with appropriate narration and/or music. Sound bites are clear.
- Video production features adequate and appropriate lighting.
- Production demonstrates careful, thoughtful editing and mixing.
- Graphics use typeface which is easy to read and is the proper size. Credits are easy to read.
- Color balance is consistent.
- Appropriate backgrounds and stage setting are used.
- Cameras have been held steady—no wavering.
- Special effects are done for a purpose.
- Show indicates originality with a variety of angles.

Comments and Suggestions

ETHICS

Guidelines

- Productions should treat topics in a manner appropriate for use with a high school audience.
- Reporters give credit to sources.
- Program avoids racial, sexual, religious or ethnic stereotypes.
- Offensive and biased language has been avoided.
- Program is not merely an adaptation of ideas, programs, skits or sketches from national media. There is no unauthorized use of copyrighted material.

Comments and Suggestions

QUALITY OF TALENT

Guidelines

- Anchors and reporters wear appropriate attire.
- Anchors and reporters demonstrate they were prepared for their presentations.
- Anchors and reporters have appropriate eye contact.
- Anchors and reporters appear poised and professional, demonstrating a high degree of confidence and stage presence.
- Phrasing, diction and pacing demonstrate a reasonable attempt to adapt to standard broadcast style.

Comments and Suggestions



OVERALL EVALUATION RATING

ALL-TENNESSEE RATING

This is THSPA's highest rating. All-Tennessee publications demonstrate excellence in all areas of production. These broadcast programs effectively integrate writing, design and visuals.

SUPERIOR RATING

Publications receiving this rating demonstrate excellence in most areas of production. They consistently integrate writing, design and visuals into the broadcast, but they are lacking in at least one area of overall execution.

EXCELLENT RATING

This rating indicates that the broadcast staff has a basic understanding of general journalistic standards. They consistently integrate writing, design and visuals into their broadcast, but they lack in the overall execution that makes for a Superior broadcast.

MERIT RATING

These broadcasts meet general journalistic standards, but they lack necessary depth in writing and excellence in design and visuals.

SECTION

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OVERALL RATING

ALL-TENNESSEE

SUPERIOR

EXCELLENT

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