# FBLA Broadcast Journalism

## Performance Rating Sheet

### Preliminary Round

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

### Delivery Skills

- **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 | 0 | 3 | 0 | 7 | 0 | 10 | 0 |
- **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 | 0 | 3 | 0 | 7 | 0 | 10 | 0 |
- **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 | 0 | 3 | 0 | 7 | 0 | 10 | 0 |

### Penalty Points (Mark all that apply)

- **Time over 7 minutes**
  - -0.5
- **Dress Code not followed**
  - -5
- **Event Guidelines not followed**
  - -5

<table>
<thead>
<tr>
<th>Penalty Points</th>
<th>Total Penalty</th>
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<tr>
<td>Time over 7 minutes</td>
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<tr>
<th>Performance Grand Total</th>
</tr>
</thead>
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**Name(s):**  
**School:**  
**Judge’s Signature:**  
**State:**  
**Date:**