

Name: _____

Date: _____

Period _____

NEWS BROADCAST PROJECT

Your assignment is to produce a news broadcast. You should coordinate this effort with the members of your group and follow the guidelines below.

Each broadcast must include:

- One commercial break (no more than two commercials)
- Reports on local and/or national companies
 - Two of these stories should be positive publicity for the company.
 - Two of these stories should be negative publicity for the company.
- Weather report
- Traffic report
- Sports report
- One of your reports must have a "live from the scene" correspondent.

Further guidelines:

- Please create props to be used during the broadcast. Be creative! (Ex. A weather map)
- Each group must come up with their own broadcast company name. (i.e. ABC News) Each group should have a sign with their broadcast company name on it to be displayed on camera.
- ALL group members should be actively involved in the preparation AND performance aspects of this project.
- Broadcasts will be taped and should therefore be well-rehearsed, professional, and contain good transitions between stories.
- Remember to be creative and have fun! However, presentations should be professional and therefore "clean."

Scripts for all news stories and a broadcast timeline will be due at the end of the period on _____.

Note: If you make up a story about a company, you must use a fake company name ... we will not be slandering companies in this project!

Taping will be on _____.

Your group will be graded based on your creativity and professionalism.

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NEWS BROADCAST PROJECT RUBRIC

Criteria	Excellent	Good	Fair	Poor	Score
All news stories were examples of positive or negative publicity; were well-written; and appropriate in nature.	10-9	8-7	6-5	4-0	
The commercial was appropriate and was effective in getting its message across to viewers.	10-9	8-7	6-5	4-0	
Weather report was informative and used visuals effectively.	10-9	8-7	6-5	4-0	
Traffic report was informative and professional.	10-9	8-7	6-5	4-0	
Sports report was informative and professional.	10-9	8-7	6-5	4-0	
Live-from-the-scene segment was informative and handled professionally.	10-9	8-7	6-5	4-0	
Transitions between segments were smooth and the presentation appeared well-rehearsed.	10-9	8-7	6-5	4-0	
All props were prepared prior to filming, were professional, and were used effectively to enhance the presentation.	10-9	8-7	6-5	4-0	
All group members appeared in the presentation and demonstrated effective communication and teamwork skills.	10-9	8-7	6-5	4-0	
Group was prepared, well-organized and professional in nature during the filming process.	10-9	8-7	6-5	4-0	
COMMENTS: 					TOTAL SCORE: _____