

## CKTV/FM 97 Radio Projects

Category	4	3	2	1
Scripts	The current information or extra feature change with each script.	The current information or extra feature has been partially copied/reused.	The current information & extra feature have been partially copied/reused.	The current information & extra feature have all been copied/reused.
Point of View - Awareness of Audience	Strong awareness of audience in the design. Students can clearly explain why they felt the vocabulary and audio chosen fit the target audience.	Some awareness of audience in the design. Students can partially explain why they felt the vocabulary and audio chosen fit the target audience.	Some awareness of audience in the design. Students find it difficult to explain how the vocabulary and audio chosen fit the target audience.	Limited awareness of the needs and interests of the target audience.
Voice - Consistency	Voice quality is clear and consistently audible throughout the presentation.	Voice quality is clear and consistently audible throughout the majority (85-95%) of the presentation.	Voice quality is clear and consistently audible through some (70-84%) of the presentation.	Voice quality needs more attention.
Voice - Conversational Style	Uses a conversational style throughout.	Uses a conversational style the majority (85-95%) of the time	Uses a conversational style most (70-84%) of the time.	Presentation style is primarily monologue.
Voice - Pacing	The pace (rhythm and voice punctuation) fits the story line and helps the audience really "get into" the story.	Occasionally speaks too fast or too slowly for the story line. The pacing (rhythm and voice punctuation) is relatively engaging for the audience.	Tries to use pacing (rhythm and voice punctuation), but it is often noticeable that the pacing does not fit the story line. Audience is not consistently engaged.	No attempt to match the pace of the storytelling to the story line or the audience.
Audio Levels	Audio from all sources are level throughout the project.	Audio from all sources are level throughout the project a majority (85-95%) of the time.	Audio from all sources are level throughout the project most (70-84%) of the time.	Audio levels need more attention.
Editing	The completed project is free from any editing mistakes (e.g. clips being cut short) and all clips are in order.	The completed project contains 1 editing mistake and/or 2 clips being out of order.	The completed project contains 2 editing mistakes and/or 3 clips are out of order.	The completed project contains 3 or more editing mistakes and/or 4 or more clips are out of order.
Duration of Presentation	Length of presentation was 2:00 minutes.	Length of presentation was > or < 2:00 minutes by 5 seconds.	Length of presentation was > or < 2:00minutes by 6-10 seconds.	Length of presentation was > or < 2:00 minutes by 11-15 seconds.
Extra Feature	The extra feature is told with exactly the right amount of detail throughout. It does not seem too short nor does it seem too long.	The extra feature composition is typically good, though it seems to drag somewhat OR need slightly more detail.	The extra feature seems to need more editing. It is noticeably too long or too short.	The extra feature needs extensive editing. It is too long or too short to be interesting.
Deadline	The project (all 3 files) are completed by Wednesday afternoon by 3 pm.	The project is completed by Thursday afternoon by 3 pm.	The project is completed by Friday afternoon by 3 pm.	The project is completed on Monday or later in the week after the deadline.