**Radio Script Rubric (Overall grade for group)**

**Introduction and closing (20 points)**

1. Speakers introduced their radio station name and frequency.
2. The speakers introduce themselves as their (Fictional) DJ names.
3. Speakers grab the attention of the audience.
4. Speakers make it exciting so the listener does not change the channel.
5. Wrapped up the radio report, restated DJ names, radio station, and city of broadcast.

**News Stories (15 points; 5 pts per story)**

1. Stories were not more than 30 days old.
2. Speakers made the news stories interesting.
3. Speakers included All the important parts of the story to the audience and it was fully understood.
4. News stories are a combination of local and national news.

**Entertainment Stories (15 points; 5 pts per story)**

1. Stories were interesting and real (Not made up).

**Weather (5 points)**

1. Weather made since for the location of the broadcast of the radio program.
2. Included “Today’s” weather and “tomorrow’s” weather.

**Sports (10 points; 5 pts for story, 5 pts for scores)**

1. Sports score was made interesting, and was more than just listing the score of a game.
2. Sports story was current and fully developed.

**Creative Stories (20 points; 10 pts per story)**

1. Funny, original, and creative.
2. Written in your own words.

**Commercial (10 points)**

1. Advertises a fictional company’s services or products.
2. Uses persuasive techniques to market the product.

**Overall [25 points; #19 – 5 pts; #20 – 5 pts; #21 – 15 pts (5 pts each)]**

1. The target audience the radio station was trying to reach was clear and precise.
2. Transitions were added to the radio script to help the overall flow of the radio program.
3. All 3 news stories were cited using the correct format. (15 points)

**Total: /120**

**Name:**

The speaking parts divided up equally 1 2 3 4 5

During in-class work time you were on task and productive 1 2 3 4 5

Speaker was heard well in the radio speaking performance 1 2 3 4 5

Speaker added appropriate excitement and inflection in voice 1 2 3 4 5

The phrasing brought out the meaning of the news 1 2 3 4 5

The reading was clearly articulated 1 2 3 4 5

Pronunciation was accurate and enunciation distinct and appropriate to the speaker 1 2 3 4 5

Fillers were not used (uh, um, etc) 1 2 3 4 5

The speaker effectively utilize the full time with a minimum of "dead air" or overtime 1 2 3 4 5

Group member was a team player according to other team members 1 2 3 4 5

Worked well with group members 1 2 3 4 5 6 7 8 9 10

 Total: /60

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