**SPORTS & ENTERTAINMENT MARKETING**

**ISU RUBRIC**

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| **Category** | **Requirements** | **Excellent (4)** | **Good (3)** | **Adequate (2)** | **Inadequate (1)** |
| Opening & Intro | Clearly, quickly established the focus of the presentation, gained audience attention |  |  |  |  |
| Clarity & Organization | Main headlines clearly stated and explained; logical, smooth organization |  |  |  |  |
| Content | Clearly researched, thorough, knowledgeable, interesting, and engaging. |  |  |  |  |
| Creativity | Newscast displays creativity through all aspects of presentation. Group included props or extras to make newscast life-like. |  |  |  |  |
| Style & Delivery | Audience could see & hear broadcasters clearly. Effective pauses and expression |  |  |  |  |
| Visual Aids | Well-selected images and /or video. Clearly supports the headlines without extraneous info. |  |  |  |  |
| Rehearsed/ Transitions | The newscast appears well rehearsed with smooth transitions between group members. |  |  |  |  |
| Broadcast /40 |  |  |  |  |  |
| Script  /20 | The script is typed, includes all stories, and transitions and there are no grammatical errors |  |  |  |  |
| Reflection  /15 | The reflection covers all headlines and are clearly related to marketing. |  |  |  |  |
| Spelling/ Grammar/ Bibliography /5 | There are no spelling or grammar errors. A Bibliography includes all sources. |  |  |  |  |
| Individual Mark:  /20 | Participated fully and was clearly prepared for the role. Peer Evaluation was positive. |  |  |  |  |

Comments: /100