



Stand ups

The most effective stand-up usually advances the story. Your delivery must support the importance and intent of the segment and must be natural, conversational and animated. Work in the environment in ways that challenge the viewer to pay close attention. When there is no choice but to stand and deliver, you sustain attention by your animation, your force of focus, and your commitment to communicate.

NEEDS IMPROVEMENT					EXEMPLARY PERFORMANCE				
1	2	3	4	5	6	7	8	9	10
Stand-ups generally do not contribute visually to the story.			Stand-ups occasionally add visually to the understanding of the story.			Stand-ups consistently contribute visually to the understanding of the story.			
The stand-up does not convey any new energy or attract viewer involvement.			Stand-ups show some creativity and energy but they do not yet challenge viewer to participate in the story.			Talent finds unique ways to use the environment and to challenge the viewer to participate in the story.			
There is no evidence that the talent understands the power of physical focus and concentration.			The talent demonstrates some understanding of the power of physical focus and concentration.			The stand up is evidence of the talent's commitment to connect the viewer with the story.			
There is little or no movement, talent tends to use stick mike, does not gesture, or looks stiff.			There is natural movement, even when talent is simply addressing the camera.			In all cases, talent is animated, interested, and confident – demanding attention.			
The stand ups are ineffective or even distracting because the talent does not talk easily and naturally to the camera.			There is evidence of the ability to talk easily and naturally to the camera, although it is not demonstrated consistently.			Stand-ups are consistently powerful and effective as the talent talks easily and naturally to the camera.			
There is little or no creative photography.			There is some creative photography and direction.			Creative photography with pictures aiding story telling.			

Exemplary achievement in these areas:

Increased effectiveness needed in these areas: