



Storytelling/Language

Your ability to integrate writing in ways that represent the story truthfully and demand viewer attention creatively defines your power as a journalist. Viewers expect you to construct stories with interesting content and with elements that actively engage their participation. This is effected by your ability to make conscious and full use of audio and video elements.

NEEDS IMPROVEMENT					EXEMPLARY PERFORMANCE				
1	2	3	4	5	6	7	8	9	10
Language is stiff and institutional.			Language somewhat natural.			Language very conversational.			
Stories lack natural progression of thought.			Stories develop with a beginning, middle and end.			Very strong sense of focus and priority.			
Language does not address or engage the viewer directly.			Speaking directly to viewers on some occasions.			Engages and addresses viewer directly whenever possible.			
Little to no attempt to state or demonstrate viewer relationship to the story.			Beginning to make stories relevant, demonstrating their relationship to the viewer.			Consistently finds the story's relevance to the viewer and demonstrates its connections.			
Makes no emotional demands of the viewer.			Beginning to expect viewer participation.			Consistently understands viewer point of view and their participation in the story.			
There is no evidence of a defined personal style or discipline.			There is not yet a strong definable personal style or discipline that shows clear vision for connecting to the viewer.			Personal style and vision for reporting is clear and well connected to the material and to the viewer.			
Language does not interact with other elements – i.e. soundbites and video.			Audio and visuals are linked, but lack full integration into the story and language.			Audio and visuals are fully integrated, giving the story and copy focus and connection.			
There is no emotional variety in the language and story.			The emotional texture of the story and language have not been fully developed.			Stories and language have great emotional variety and depth.			
Stories have little or no variety in their content and focus.			There is some variety in story content and focus.			Obvious ability to effectively create and script stories with varied content and focus.			

Exemplary achievement in these areas:

Increased effectiveness needed in these areas: