



N.D. Communication Arts Program

# Mass Media Presentation

## Evaluation Form

Title of Presentation \_\_\_\_\_

Name of Presenter \_\_\_\_\_  Junior  Senior

Age \_\_\_\_\_ Years in 4-H \_\_\_\_\_ County \_\_\_\_\_ Placing \_\_\_\_\_

Individual  Team

Broadcast Radio  Broadcast Television  Commercial Time \_\_\_\_\_

(Junior – Broadcast 2 to 12 minutes, Commercial 1 to 3 minutes; Senior – Broadcast 4 to 12 minutes, Commercial 1 to 3 minutes)

Material Organization (35 points)	Score	Things Done Well	Things That Could Be Improved
Introduction (10) – Attention getter – Preview of main points			
Body (15) – Accurate up-to-date information – Complete, knowledge of subject – Logical order			
Conclusion (10) – Summary and closing statement			
Delivery and Presentation (65 points)	Score	Things Done Well	Things That Could Be Improved
Vocal (25 for television and commercial, 50 for radio) – Voice, volume, sincerity – Enunciation, clarity, pronunciation – Conversational style, rate and pitch – Emphasis where needed – Grammar			
Visual (25) (television, commercial) – Look at audience or camera – Facial expression, professional appearance – Mannerisms, poise – Handling and use of papers/notes/props			
Overall Effectiveness (15) – Appeal and impression – Appropriate for audience			
Team (10 if applicable) – Shared roles – Transitions			

Deductions for time, subtract 1 point for each 30 seconds over or under time limit – \_\_\_\_\_

Total \_\_\_\_\_

Total points = 100 for Individual or 110 for teams

General Comments: