Rubric for Radio Script/Live Presentation

		3	2	1
1	Format/ Proper Abbreviations	Script is typed up in the proper format, using all of the proper abbreviations	There are 2 things wrong with the format and/or abbreviations of the script	There are 3 or more things wrong with the format and/or abbreviations of the script
2	Call to Action	Call to action is repeated at least 2 times; "warn" the audience before announcing the call to action	Call to action is included at least 1 time and the audience is "warned" beforehand	Call to action is included at least 1 time, but the audience is not "warned" beforehand
3	Rule of 6 Repeats	Repeated the main message at least 6 times	Repeated the main message at least 4 times	Repeated the main message at least 3 times
4	Length	Radio spot is :60 in length (+/-10 seconds)		Radio spot is less than :50 or more than 1:10
5	Flow	The script flows well; good transitions between pitch/situation/song/etc.; call to action and main message are smoothly placed within the script. It is written the say people SPEAK.	The script and/or transitions are a little choppy.	The script does not flow well.
6	Script (x3)	The script/goal of the program is clear, interesting, and effective (powerful message) throughout the entire program.	The script/goal of the program is a little unclear throughout the spot, but ends with a clear, powerful message	The script/goal of the program is unclear and ineffective
7	Presentation (x3)	Each person included has a copy of the typed script; presentation flows smoothly and is organized, well-rehearsed, and delivered well.		Not enough scripts and/or there is evidence that presentation is not organized, not rehearsed, and/or the delivery is not clear and smooth.
8	More on Presentation		Each TALENT has their own copy of the script	There are copies of the script but not for each one of the TALENT

Totals (out of 35):