

# Judging Guidelines

## KAB Radio and Television Student Awards

Thank you for helping the KAB by judging our student award entries. We appreciate your assistance by accepting this task.

Past competitions have shown there is a wide range of interpretation when the judges do not have a basic "standard" to use in scoring the entries. In an effort to make the judging easier and more standardized, we have put together these guidelines and judge's scorecard for each entry.

1. Judging should be completed and the **KAB office notified of the results by March 12**
2. We have provided judges' scorecards to facilitate judging. Judges, **please complete a single scorecard for each entry**. Because these will be returned to the students, please add your comments about each entry at the top of the scorecard. This will be helpful to the students.
  - A) Each entry should be assumed to start with a mid-range score of "6" points in each area of the scorecard.
  - B) The various aspects of each entry then determine if points are subtracted from or added to the beginning "6" points.
  - C) The points for each area of the scorecard are then totaled to determine 1st & 2nd place winner(s) for each category.
3. Awards are to be given in each category of each division unless, in the opinion of the judges, no award is deserved. **I hope that doesn't happen, but if in your STRONG opinion, there is no deserving entry in a particular category, that is OK and should be noted.**
  - A) A second place award should be given
  - B) An Honorable Mention should be given if either of the following conditions applies:
    - 1) The entry has good overall concept, but earned a lower score because of technical quality.
    - 2) The entry has very good technical quality, but is weak on overall concept.
  - C) Ties are strongly discouraged, although allowed in rare cases. If two or more entries receive the same score, please go back over the entries and attempt to determine if there is a factor which was missed that would provide a "tie breaker".
  - D) At the completion of judging, please **note on the master list the points for each entry AND the first place, second place, and honorable mentions.**
4. **Please separate the FIRST PLACE entries from the others and return ONLY the FIRST PLACE entries and ALL scorecards**  
to KAB, 214 SW 6thSt., Suite 300 Topeka, KS 66603

KANSAS ASSOCIATION OF BROADCASTERS

JUDGE'S SCORECARD FOR

**Commercials, Public Service, Donor and Station Promotion Announcements**

SCORE: \_\_\_\_\_

SCHOOL \_\_\_\_\_

CATEGORY: \_\_\_\_\_

ENTRY TITLE: \_\_\_\_\_

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**SCORING:**

1--2--3--4--5--6--7--8--9--10 OPENING -- arouses immediate attention, interest

1--2--3--4--5--6--7--8--9--10 CLOSING -- adequate to identify sponsor or cause

1--2--3--4--5--6--7--8--9--10 THEME -- unified, rememberable, catchy, well-stated

1--2--3--4--5--6--7--8--9--10 PHRASING & DELIVERY -- well-chosen, precise words; diction

1--2--3--4--5--6--7--8--9--10 CONCENTRATION -- says enough, but not too much

1--2--3--4--5--6--7--8--9--10 SALESMANSHIP -- convinces, creates a desire, promotes action

1--2--3--4--5--6--7--8--9--10 TECHNICAL -- professional sound; close, tight production

1--2--3--4--5--6--7--8--9--10 SHOWBIZ -- music, voice(s), sound effects, novelty, gimmicks, rhymes, humor,  
and other outstanding special characteristics

\_\_\_\_\_ TOTAL SCORE (from points above - possible score 80 points)

Please write score in blank at top of this page also.

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**Judge's comments**

KANSAS ASSOCIATION OF BROADCASTERS

JUDGE'S SCORECARD FOR

**NEWS, SPORTS, Performance and Program Entries**

SCORE: \_\_\_\_\_

CATEGORY \_\_\_\_\_

SCHOOL \_\_\_\_\_

ENTRY TITLE: \_\_\_\_\_

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**SCORING:**

1--2--3--4--5--6--7--8--9--10 CONTENT -- (What is said)

As applicable: theme/issue/topic addressed; interviewer questions; supplemental materials used; how well a game is described; stories and tape use in news and sportscasts; structure of performance or program;

Other: \_\_\_\_\_

1--2--3--4--5--6--7--8--9--10 PERFORMANCE -- (How it is said)

Voice, phrasing, delivery, enunciation, diction, etc. of air talent or program host; interview techniques; announcing style; etc. as applicable

Other: \_\_\_\_\_

1--2--3--4--5--6--7--8--9--10 TECHNICAL -- (How it all comes together)

Professional sound; close, tight production

1--2--3--4--5--6--7--8--9--10 OPENING -- arouse immediate attention or interest

1--2--3--4--5--6--7--8--9--10 SHOWBIZ -- music, voice(s), sound effects, novelty, gimmicks, rhymes, humor, and other outstanding special characteristics

\_\_\_\_\_ TOTAL SCORE (from points above - possible score 50 points)

Please write the score in the blank at the top of this page.

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**Judge's Comments**

KANSAS ASSOCIATION OF BROADCASTERS

JUDGE'S SCORECARD FOR (*Website*)

SCORE: \_\_\_\_\_

(Please enter this score on master list next to entry)

CATEGORY: \_\_\_\_\_

SCHOOL \_\_\_\_\_

ENTRY TITLE: \_\_\_\_\_

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**SCORING:**

1--2--3--4--5--6--7--8--9--10 CONTENT --

Is it primarily generated by the school? It can be supplemented by wire services or networks.

Other: \_\_\_\_\_

1--2--3--4--5--6--7--8--9--10 INOVATION --

What did they do to grab the attention of the audience?

Other: \_\_\_\_\_

1--2--3--4--5--6--7--8--9--10 VISUAL APPEARANCE --

Is the site visually appealing and cool or is it cluttered and busy? Perhaps too stark and bland? Is it organized in a logical manner?

Other: \_\_\_\_\_

1--2--3--4--5--6--7--8--9--10 EASE OF NAVIGATION --

How intuitive is the site? Does it function as intended? Do all the elements work (links, tabs, etc)?

Other: \_\_\_\_\_

\_\_\_\_\_ TOTAL SCORE (from points above - possible score 50 points)

Please write the score in the blank at the top of this page.

**JUDGE'S COMMENTS:**