

Mobile Package Grading Sheet*

■ Each element of the package is graded using the scale below. Each score is then added up and averaged for a total and final score on the overall package. Multiply the score by 10.

- 10: Exceptional
- 9: Very good
- 8: Good
- 7: Average
- 6: Poor

**Your story must be produced with your smartphone or tablet. Remember: That's the point of this class. If you can't produce a package in the field with your mobile device, you're not becoming proficient in mobile journalism. Becoming proficient is the goal. A grade is only a means to that end. – Professor Brunson*

_____ **NEWS VALUE:** The overall package exhibits news values of immediacy, impact, proximity, prominence, novelty, conflict/controversy or human interest. The more of these values present, the higher the score. Stories that are deemed newsworthy enough to be posted to the Knightly News website earn higher scores. Also, the package tells a coherent story.

_____ **TEXT:** This portion of the package is a minimum of 250 words and contains information based on interviews with two or more sources. The story is accurate, factual, complete and fair. The story starts with clear, concise summary lead. The rest of the story is characterized by writing that is clear, concise and conversational, with short sentences and paragraphs, and where appropriate, bulleted lists and/or subheads that “chunk” the text into scannable, digestible bites. The story is topped with an SEO-friendly headline.

_____ **PHOTO:** Adds visual interest to the overall story with a photo (not including mug shots) that is clear, well-composed and well-focused. The photo makes use of natural lighting and the rule of thirds. It adds unique value to the story by showing details not in the text or video.

_____ **VIDEO:** This portion of the package adds a distinctive and unique contribution to the user's understanding of the story. The video is 1 minute to 1:15 minutes long and contains distinctive sound bites and a variety of shots (B-roll) that are wide, medium and tight. The video follows the essential SAVE elements of good video (sound, action, voice and emotion) and exhibits good technical quality (audio, sequencing, steadiness and lighting).

_____ **OVERALL SCORE**

COMMENTS: _____
