

AM&I Storytelling Scorecard

Fall 2015

| Story Selection and Composition: | Possible points | Points earned | |
|--|-----------------|---------------|--|
| Factual | 5 | | |
| Focused (TRT within 1-3 minutes) | 5 | | |
| Beginning, middle and end | 5 | | |
| Script follows video and utilizes AM&I format | 5 | | |
| Script is professional (no grammar and spelling errors) | 5 | | |
| Story inspires, motivates or educates | 5 | | |
| Story has "Wow" factor = memorable | 5 | | |
| Captures appropriate energy, tone | 5 | | |
| Withholds info to create tension | 5 | | |
| Videography: | | | |
| Strong opening/closing shots | 5 | | |
| Sense of setting (exterior and WS) | 5 | | |
| Creative shooting (uses variety of angles/shots: WS, MS, CU, low) | 5 | | |
| B-Roll: quality, in focus, captures emotion, adds to story | 5 | | |
| Uses cutaways; 5-7 second rule to help piece move, has a rhythm | 5 | | |
| Interview framing: close to subject, in focus, look off-camera (most cases) | 5 | | |
| Audio: | | | |
| Track is conversational, clear, concise, active voice, factual; consistent audio levels (track optional) | 5 | | |
| SOTS: quality, captures emotion, adds to story | 5 | | |
| Write to video; use solid transitions, plays off SOTS (track optional) | 5 | | |
| Natural sound | 5 | | |
| Music: adds emotion, fits piece | 5 | | |
| TOTAL | 100 | | |

* Late stories will lose a grade value