

AMP Story Evaluation

Story Selection and Composition:	Possible points	Points earned	
Factual	5		
Focused (TRT within 2:30-3:30 minutes)	5		
Beginning, middle and end	5		
Script follows video and utilizes AMP format	5		
Script is professional (no grammar and spelling errors)	5		
Story inspires, motivates, 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 keep piece moving, has a rhythm	5		
Interview framing: close to subject, in focus, look off-camera (most cases)	5		
Audio:			
SOTS: consistent audio levels, minimal background noise (utilizes lav mics)	5		
SOTS: conversational, clear, concise, factual, captures emotion, adds to story	5		
Use b-roll, music, and nat sound to create transitions that play off of SOTS	5		
Natural sound	5		
Music: adds emotion, fits piece (optional)	5		
TOTAL	100		

* Late stories will lose a grade value