PORTFOLIO ASSESSMENT RUBRIC
RTV 101 Introduction to Broadcasting

Directions: Rate each category on a scale of 10 (excellent) to 0 (failure). Place score in pencil at the left side of each requirement assessed.

Portfolio was turned in on time: Yes 10 or not 0
Personal Identification: Yes 10 or no 0
Letter from the student to the instructor: Yes 10 or No 0
Table of Contents: Excellent (10): Complete and agrees w/ locations of all work.
   Failure (0): No Table of Contents
   Failure (0): Work is disorganized and poorly displayed.

Chapter Reviews --- Top 10’s: All required items are included, with a significant number of additions:
Excellent (10): Chapter reviews clearly demonstrate the desired learning outcomes have been achieved. It is clear that the student has gained a significant understanding of the concepts and applications of the text’s content.
Failure (0): No work submitted

Impact Papers --- Review of at least 15 class lectures.
Excellent (10): Reviews are topical and the student’s reflections are well constructed demonstrating great accuracy and a deep understanding of the lecture’s purpose.
Failure (0): No Impact Papers submitted

35 Articles Current Events: Articles from mass media must be about the broadcasting industry.
Excellent (10): Articles are current and the content is vitally important. Articles broaden the student’s understanding of this industry’s importance and impact upon regional, national, global events. Articles are summarized, reviewed and criticized.
Failure (0): Less than 35 articles. Articles that are displayed are not about contemporary broadcast operations in any way. Articles are displayed without comment and or the student’s reflections illustrate no ability to review and critique submitted articles.

Research Papers:
1) Media Technology: A three page research paper with at least three citations explaining and illustrating how an end item used within the broadcasting industry works. Example: How electricity is produced; how radio works; illustrate the difference between analog and digital.
Excellent (10): Student has illustrated a significant understanding of the topic.
Failure (0): No work submitted.
2) **Bio-Sketch:** A three page research paper with a minimum of three citations about a famous person in the broadcasting industry. Example: Brian Williams, David Sarnoff, William S. Paley.
Excellent (10): Paper illustrates a deep understanding of the person’s contributions to or impact upon modern broadcasting.
Failure (0): No work submitted.

3) **Critical Issue Impacting the ‘wellness’ of modern broadcasting.** A three page research paper with at least three citations identifying, explaining the issue and steps to be taken to fix the issue. Example: Copyright infringement, privacy, racism in programming.
Excellent (10): Paper’s topic is timely and vitally important to the wellness of the broadcasting business. Writing is clear, constructive and illustrates the student has gained a significant understanding of the issue and its applications.
Failure (0): No work submitted.

**Oral Presentation:** The topic of a five minute presentation is the student’s choice. However, topic must relate to the holistic concept of the course. Example: Presentations could speak to one of the three required research papers. Example: The Bio-sketche, Media Technology or Issue.
Excellent (10): Presentation was very well organized, engaging and delivered professionally.
Failure (0): Student failed to deliver an oral presentation.

**SCORING:**
120-100 = A
99-90 = B+
89-80 = B
79-70 = C
69-60 = D+
59-50 = D
49-00 = F
Portfolio Assessment Rubric

RTV 101 COURSE OBJECTIVES

While reviewing and assessing a student’s portfolios for final grading, the following Course Content Objectives should be found in the student’s writings/work.

Illustrate examples of how broadcasting involves an array of mediums and comprehends the relationship between: print, telegraphy, telephone, social media, computers, internet, radio, over-the-air television, cable television and satellite television.

Comprehend the rhetorical/political/commercial power of broadcasting to effect change.

Illustrate how broadcasting affects the behavior of the public.

Comprehend the historical timeline of broadcasting’s development and persons primarily responsible for the creation, development and management of broadcasting.

Illustrate the socio-cultural, economic and political responsibilities today’s broadcasters over watch to insure the American republic remains viable.

Illustrate examples of the ‘media ecological’ impact broadcasting has had on the technological, industrial, cultural and sociological development of the USA.

Illustrate the relationship between the broadcaster and its advertisers/sponsors and publics in general.

Comprehend how one enters the broadcasting industry.

Find evidence that the student has a clear understanding of the ethics required in the broadcasting business.

Illustrate an awareness of the complexities surrounding today’s broadcasters when confronted with criticism.

Student’s selection of articles must illustrate a broad literate range of contemporary issues that define the broadcaster’s role and responsibilities.

Contemporary articles that illustrate how modern American broadcasters support America’s response to fundamentalist terrorism.

Student’s letter understands the value of completing this project and lists major lessons learned.