

## CRITERIA FOR RADIO BROADCASTING AND SCRIPTWRITING

<b><u>Anchor</u></b>	<b>Percentage</b>	<b>Total Score</b>
Voice Quality	40	
Voice Projection	40	
Enunciation	20	
<b><u>News Presenter</u></b>		
Voice Quality	40	
Voice Projection	40	
Enunciation	20	
<b><u>Infomercial</u></b>		
Creativity	30	
Content	40	
Persuasion/Impact	30	
<b><u>Technical Application</u></b>		
Juxtaposition	40	
Fidelity	30	
Timing and Precision	30	
<b><u>Script</u></b>		
Content	40	
Clarity of Instructions	40	
Neatness	20	
<b><u>Radio Production</u></b>		
Anchor	25	
Technical Application	25	
Script	20	
Infomercial	20	
Timing and Precision	5	
Impact	5	