



TIPS FOR EVALUATORS – MEDIA

Welcome to Texas Youth and Government! Thank you for volunteering your time and expertise to help our students as an Evaluator!

What is Texas Youth and Government?

Since 1936, YMCA Youth and Government has offered students across the country the opportunity to serve their schools, communities, states and nation through model government, civic engagement, advocacy, leadership and character development, service-learning, and other opportunities to amplify youth voice and strengthen youth civic health.

Students may participate in any of our five sections which include Legislative, State Affairs Forum, Media, Mock Trial, and Appeals Court.

What is Media?

The Media section allows students to gain meaningful, real-life experience in journalism through the publication of a newspaper, social media content, and a news broadcast at the District and State Conferences.

The newspaper, various social media posts, and broadcasts are entirely the work of the student participants from story assignments to production to distribution. Our goal for our Media participants is for them to fully understand and practice the relationship between media with the government. Students learn to meet deadlines, gain valuable skills like headline writing and interviewing, understand the layout and graphic design tools used by media personnel, and more.

YMCA Core Values

In 1994, the Y defined "character" as the demonstration of four core values: caring, honesty, respect and responsibility. Today, these values continue to guide everything we do and are the standard to which we hold the students who participate in our program. We expect our students, volunteers, and staff to show a sincere concern for others, be truthful in what they say and do, treat each other as we'd all like to be treated, and be accountable for promises and actions.

- Respect: Respect other delegates, value diverse perspectives, and treat others as we'd like to be treated.
- Responsibility: Be accountable for your promises and actions.
- Caring: Show compassion, kindness, and concern for others.
- Honesty: Be honest and truthful to ensure integrity in every conversation.

Best Practices for Evaluators

The media section is meant to provide students with real-world opportunities to practice their writing, understand how to best engage an audience, and how to best use your voice as a citizen. When evaluating students in this section it's important to be consistent and objective with your scoring.



A Media Delegates total score will be comprised of two parts. The first will be a score based on their portfolio provided to evaluators during the District Conference. This portfolio should include four total assignments given to the students in the weeks leading up to the conference. These assignments include a TX YG Promo video, an Op-Ed, a club profile, and a research short. Each assignment will receive its own score, which will be totaled when we determine rank. Additionally, at the Conference students will be expected to submit two assignments that are due by the end of the conference day. This includes writing, editing, and producing a publish-worthy assignment for evaluators to assess. Please remember only 25 delegates will be chosen to attend the State conference, so your scoring is extremely important in determining who those 25 delegates will be.

Questions to consider while evaluating:

- Did the delegate use proper language, grammar, and organization when writing or producing their assignment?
- Was the story or argument produced by the delegate compelling?
- Did the delegate demonstrate a firm understanding of the subject matter of their assignments? Did they support their claims or opinions with research and data? (Mostly relevant for the research short)
- Is the assignment edited to make it easy for the audience to view? For example, is the format for written assignments readable, or does the video have smooth transitions? Are photos relevant and in focus?
- Does the delegate use visuals and graphics to entice readers to view their media?
- Does the delegate exemplify the YMCA Core Values of honesty, caring, respect and responsibility in their practice as a journalist? Do they present facts with honesty? Do they portray fellow delegates in a caring and respectful manner? Did they meet the deadlines and fulfill all assignment requirements responsibly?
- Does the delegate approach their storytelling in a creative way that highlights their unique voice on the topic?



Rubric

Please note all scoring is done on a scale on 1-4, and each assignment must be scored individually.

<p>One - Incomplete</p> <ul style="list-style-type: none">• Overall: Did not have many interactions or negative interactions with Media leads and fellow peers. Completed no requirements on time. If on camera, shows no personality and has a negative attitude. Not on task.• Grammar/Journalistic Style: Language and verbiage not appropriate for platform. Names are incorrectly spelled/displayed. No AP style, incomplete thoughts, many grammatical errors. Not told in third person.• Photos/Multimedia Content: Not focused, has no relation to actual content displayed in caption, audience cannot understand the correlation between story and caption.• Voice: No creative point of view used regarding word choices or color, no clear angle or very bland storytelling. Doesn't communicate the overall message of the Texas Youth and Government Program through delivery.
<p>Two - Developing/Satisfactory</p> <ul style="list-style-type: none">• Overall: Good or okay interactions with all Media leads and fellow peers. Completed some to little requirements on time. If on camera, shows no personality and okay attitude. Not always on task.• Grammar/Journalistic Style: Language and verbiage not appropriate for platform. Names are correctly spelled/displayed. AP style used in certain sections, incomplete thoughts, little grammatical errors. Not told in third person.• Photos/Multimedia Content: Although focused, the audience still cannot understand the correlation between story and caption.• Voice: Basic creative point of view used regarding creative direction (including word choices or colors). Has a direct angle and basic outline of storytelling, and somewhat communicates the overall message of the Texas Youth and Government Program through delivery.
<p>Three - Accomplished</p> <ul style="list-style-type: none">• Overall: Shows leadership qualities through interactions with all Media leads and fellow peers. Completed some requirements on time. If on camera, shows personality and good attitude. Somewhat to always on task.• Grammar/Journalistic Style: Language and verbiage appropriate for platform. Names are correctly spelled/displayed. AP style used overall, complete thoughts, little to no grammatical errors. Told in third person.• Photos/Multimedia Content: Focus is fairly clear, but one or two areas detract from the primary angle. The audience can understand the correlation between the story and captions. Good quality.• Voice: Average to great creative point of view used regarding creative direction (including but not limited to word choices, color, graphics, stickers, music, etc.). Has direct angle and basic outline of storytelling, effectively communicates the overall message of the Texas Youth and Government Program through delivery.
<p>Four - Outstanding</p> <ul style="list-style-type: none">• Overall: Shows leadership qualities through interactions with all Media leads and fellow peers. Completed all requirements on time, if on camera, shows personality and great attitude. Always on task.• Grammar/Journalistic Style: Language and verbiage highly appropriate for platform. Names are correctly spelled/displayed. AP style used overall, complete thoughts, no grammatical errors. Told in third person and other points of view if necessary.• Photos/Multimedia Content: Focus is completely clear with attraction to primary angle centered. The audience can understand the correlation between the story and captions. Amazing quality.• Voice: Outstanding creative point of view used regarding creative direction (including but not limited to word choices, color, graphics, stickers, music, etc.). Has direct angle and easy to track rehearsed outline of storytelling and effective communication of the overall