

Assessment and Scoring Rubric

What is a Rubric?

A **rubric** is a structured scoring guide used to evaluate a commentator's performance against clear, objective standards.

In our ADC Accreditation Program, the rubric defines *what good looks like* by outlining the specific skills, behaviors, and competencies required at each level.

Using a rubric ensures that every candidate is assessed fairly, consistently, and transparently—no guesswork, no subjectivity.

It's part of our commitment to professional, measurable, and repeatable accreditation.

ADC Accreditation Scoring Rubric — Full Explanation

The scoring rubric is used to evaluate **Level 1, Level 2, Level 3, and Level 4**, as well as **Trainer, Master Trainer, and Assessor** candidates. It ensures consistency, fairness, and clarity across every evaluation.

Each candidate is rated on a series of core competencies using a **1-5 scoring scale**. Scores are combined to create a **composite percentage**, which determines accreditation eligibility.

The Core Scoring Categories

1. Accuracy & Precision

What it measures:

How correctly and consistently the candidate describes observable action.

Assessor looks for:

- Correct player and ball identification
- No speculation or guessing
- Clear description of key events
- No drift into emotion or opinion

Why it matters:

ADC exists to give blind and low-vision fans *reliable* information. Errors break trust immediately.

2. Noise & Pressure Resilience

What it measures:

How well the candidate maintains clarity and control during high-noise or high-speed situations.

Assessor looks for:

- Stable voice during noise surges
- No panic, filler words, or collapse in pacing
- Ability to self-correct calmly

Why it matters:

Stadiums and broadcasts are rarely calm. Professional ADC requires stability under pressure.

3. Prioritization of Complex Action

What it measures:

The ability to identify and communicate the **most important** visual information first.

Assessor looks for:

- Ball-first focus
- Ordered sequencing (near → mid → far field)
- Proper handling of multi-action sequences
- No distraction by irrelevant details

Why it matters:

ADC is not about speaking nonstop—it's about saying **the right thing at the right moment**.

4. Booth Communication (if applicable)

What it measures:

How well the candidate works in a two-voice or multi-voice commentary environment.

Assessor looks for:

- Clean handovers
- No overlapping voices
- Maintaining a natural rhythm
- Professional cueing and timing

Why it matters:

Coordination is crucial during real assignments, especially at higher levels.

5. Long-Form Consistency & Stamina

What it measures:

Whether performance *holds steady* across extended time.

Assessor looks for:

- No drop-off in clarity
- No drift into color commentary
- Controlled pacing throughout slow and fast periods
- Ability to sustain structure and tone

Why it matters:

ADC for Soccer can exceed 90 minutes; NFL and MLB are significantly longer. Fatigue reveals weaknesses.

6. Professional Conduct & Ethical Compliance

What it measures:

Language quality, neutrality, and adherence to accessibility standards.

Assessor looks for:

- Inclusive, bias-free language
- No subjective interpretation or emotional commentary
- Respectful handling of sensitive moments
- Correct use of terminology

Why it matters:

Blind and low-vision listeners must trust the commentator to be accurate, neutral, and safe.

7. Overall Broadcast Readiness

What it measures:

The assessor's holistic judgment of whether the candidate is ready for live deployment.

Assessor looks for:

- Consistent professionalism
- Confident delivery
- Ability to adapt and recover
- No major technical or communication issues

Why it matters:

This final category ensures you feel comfortable putting the candidate on a live assignment.

Scoring Scale (1–5)

- 1 = Not Yet Competent**
- 2 = Emerging Skill, Inconsistent**
- 3 = Competent but Needs Refinement**
- 4 = Strong and Reliable**
- 5 = Professional-Level Excellence**

Pass Thresholds

Level 1 Certification

- Must achieve a consistent improvement across all 5 homework assignments
- Must pass simulated commentary delivery exercises
- Must demonstrate readiness for Level 2
(Exact scoring threshold typically averages **4.0+**)

Level 2 Accreditation

- Composite score of **82% or higher** on the full-match assessment
- All portfolio assignments must meet required standards
- Shows readiness for professional deployment

Levels 3, 4, Trainer, Master Trainer, Assessor

Each level introduces higher expectations for:

- Technical skill
- Delivery discipline
- Teaching or evaluating ability
- Professional reliability

Assessors evaluate whether candidates have mastered not only execution, but also methodology, judgment, and instructional capability.