

# 2021 MICHIGAN STUDENT BROADCAST AWARDS

**ENTRY DEADLINE**  
**TUESDAY, DECEMBER 08, 2020**  
**3:00 P.M.**

**QUESTIONS?**  
Email: [mabf@michmab.com](mailto:mabf@michmab.com)  
Call: **517-484-7444**

For complete details and to  
enter your submissions, visit  
[StudentBroadcastAwards.com](http://StudentBroadcastAwards.com)

## RADIO CATEGORIES

*All audio projects including over-the-air broadcasts, podcasts, internet radio, etc.*

**NEW!! Current Events Story** - Current events story that is no more than five (5) minutes in length. Content may include current events or political events such as the COVID-19 Pandemic, national protests, or the 2020 election cycle. Criteria to be judged on: human interest, subject portrayal, presentation of facts and production value.

**Daily Newscast/News Feature** - A newscast, sportscast or news feature that is no more than ten (10) minutes in length. Criteria to be judged on: presentation, production value, interest of stories presented and overall impact.

**On-Air Personality or Team** - Best on-air broadcast personality or broadcast team. Maximum length of entry is five (5) minutes. Criteria to be judged on: production value, effectiveness and creativity.

**NEW!! Pandemic Production** - This category is intended to showcase how schools were able to creatively produce news, entertainment, or sports broadcasts during the Coronavirus Pandemic. How did students produce programs with creative production techniques and storytelling with socially distanced guidelines and other limitations when schools went virtual in the Spring? Entries should include one broadcast or parts of multiple broadcasts edited together (with clear edit points and an audio transition with the date of each broadcast to indicate a different segment, edits within each segment are OK and do not need to be marked). Entries should also include a short description (500 words or less) of how students completed production. **Entries should not go over thirty (30) minutes and judges reserve the right to stop listening after 30 minutes.** Criteria to be judged on: presentation, production value, creativity and storytelling related to the challenges of a virtual production. Entries are limited to two per school- one from the Spring Semester (March-June 2020) and one from the Fall (September-December 2020). They will be judged as separate categories.

**Promotional Announcement** - A single spot promoting school, station, program or community event that is no more than three (3) minutes in length. Criteria to be judged on: creativity, effectiveness and production value.

**Public Service Announcement** - An announcement of general public interest not more than :60 seconds in length. Must be written, produced and aired on your station. Criteria to be judged on: creativity, effectiveness and production value.

**Sports Announcing Team** - Broadcast of a sports announcing team at a sporting event that is no more than five (5) minutes in length. Criteria to be judged on: presentation and production value.

**Talk Show** - A talk show program that is no more than 30 minutes in length featuring issues of social importance, how-to programming or sports talk. Criteria to be judged on: presentation, production value and overall impact.

**NEW!! Use of Multimedia** - Showcase how your program is using multi-media to enhance the audience's experience. Show how your team takes a story, event or other programming, and promotes it using a website or various social platforms like Facebook, Twitter, Instagram, TikTok, YouTube, etc. For instance, how would you promote or provide additional content of a story, event, or other programming on other platforms? Entries could include teases with video or photos; bonus content like raw interviews, podcasts or material not part of the original story; listener engagement through social media; or mini versions of stories (:30-1:00) that help promote the main story using music, graphics, natural sound, video, photos or sound-bites, but no narration. They can be more "content" based vs. strict teases. An entry consists of one specific story, event or other programming with a minimum of three (3) web/social components surrounding that main element (with links and screenshots), along with a short description, up to 200 words, of what your entry entails (like how these components complement the original story), and how your program approaches multi-media storytelling. Criteria to be judged on: Creativity, Overall Impact, Presentation and Production Value.

**High School Only: Sports Public Service Announcement** - A PSA that is :30 seconds in length promoting sportsmanship and officials recruitment. Criteria to be judged on: creativity, effectiveness and production value.