

# 20 MICHIGAN STUDENT 22 BROADCAST AWARDS

**ENTRY DEADLINE**  
TUESDAY, DEC 07, 2021  
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)

## HIGH SCHOOL & COLLEGE RADIO CATEGORIES

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

- 1. CURRENT EVENTS STORY** - Current events story that is no more than five (5) minutes in length. Content may include significant current events of local or national interest.  
Criteria: Human interest, presentation of facts, subject portrayal, and production value.
- 2. DAILY NEWSCAST/NEWS FEATURE** - A newscast, sportscast or news feature that is no more than ten (10) minutes in length.  
Criteria: Presentation, production value, interest of stories presented, and overall impact.
- 3. ON-AIR PERSONALITY OR TEAM** - Best on-air broadcast personality or broadcast team. Maximum length of entry is five (5) minutes.  
Criteria: Production value, effectiveness, and creativity.
- 4. PROMOTIONAL ANNOUNCEMENT** - A single spot promoting school, station, programs or community event that is no more than three (3) minutes in length.  
Criteria: Creativity, effectiveness, and production value.
- 5. 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: Creativity, effectiveness, and production value.
- 6. SPORTS ANNOUNCING TEAM** - Broadcast of a sports announcing team at a sporting event that is no more than five (5) minutes in length.  
Criteria: Presentation and production value.
- 7. TALK SHOW** - A talk show program that is no more than 30 minutes in length that can be a topic of choice, including sports programming.  
Criteria: Presentation, production value, and overall impact.
- 8. 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 teasers 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 soundbites, but no narration. They can be more "content" based vs. strict teasers. 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: Creativity, overall impact, presentation, and production value.
- 9. High School Only: SPORTS PUBLIC SERVICE ANNOUNCEMENT** - A PSA that is :30 seconds in length promoting sportsmanship and officials recruitment.  
Criteria: Creativity, effectiveness, and production value.