

20 MICHIGAN STUDENT 22 BROADCAST AWARDS

ENTRY DEADLINE
TUESDAY, DEC 07, 2021
3:00 P.M.

QUESTIONS?
Email: mabf@michmab.com
Call: 517-484-7444

For complete details and to
enter your submissions, visit
StudentBroadcastAwards.com

HIGH SCHOOL & COLLEGE TELEVISION CATEGORIES

All visual projects including on-air broadcasts, film projects, YouTube submissions, 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. DOCUMENTARY - A program focused on a single topic up to sixty (60) minutes in length. Judges may only watch portions of entry.

Criteria: Significance, resourcefulness, comprehensiveness, thoroughness of research, and production value.

3. HARD NEWS - Coverage of a significant event affecting the community, no more than five (5) minutes in length.

Criteria: Significance, presentation of facts, thoroughness, and delivery.

4. NEWS FEATURE - A single report which may have aired in a newscast as relief or contrast to serious reporting or a long form program that is no more than ten (10) minutes in length.

Criteria: Human interest, subject portrayal, creative writing, entertainment value, and production value.

5. NEWSCAST- Best locally originated newscast, approximately thirty (30) minutes in length. Judges will be asked to view at least 30 minutes of each entry and no penalty will be given for entries that extend beyond 30 minutes. **Each school program will be limited to three (3) entries.**

Criteria: Presentation, production value, interest of stories presented, and overall impact.

6. 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.

7. 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.

8. SPORTSCAST - Best locally originated sportscast, no more than 30 minutes in length.

Criteria: Presentation, production value, interest of stories presented, and overall impact.

9. TALK SHOW/SCRIPTED SHOW- A program that is no more than thirty (30) minutes in length that can be a topic of choice.

Criteria: Resourcefulness, creativity, comprehensiveness, thoroughness of research, and production value

10. USE OF MULTIMEDIA - Showcase how your program is using multi-media to enhance the viewer's experience. Show how your team takes a story, or other programming, and promotes it using various social platforms like Facebook, Twitter, Instagram, TikTok, etc. For instance, how would you promote or provide additional content of a story, or other programming, on these multimedia platforms? Entries could include stand-up teases; bonus content like raw interviews or outtakes; or mini versions of stories (:30-1:00) that help promote the main story using music, graphics, natural sound or soundbites, but no narration. They can be more "content" based, vs. strict teases. An entry consists of one specific PKG and a minimum of three (3) social components surrounding that story (with links and screenshots) along with a short description, up to 200 words, of what your entry entails (how these components complement the original story), and how your program approaches multi-media storytelling.

Criteria: Creativity, overall impact, presentation, and production value.

11. 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.