

20 MICHIGAN STUDENT 23 BROADCAST AWARDS HIGH SCHOOL & COLLEGE VISUAL CATEGORIES

All visual projects including on-air broadcasts, film projects, YouTube submissions, etc.

- 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. Judging Criteria: Human Interest, Presentation of Facts, Subject Portrayal, & Production Value.
- DOCUMENTARY** - A program focused on a single topic up to sixty (60) minutes in length. Judges may only watch portions of entry. Judging Criteria: Significance, Resourcefulness, Comprehensiveness, Thoroughness of Research & Production Value.
- HARD NEWS** - Coverage of a significant event affecting the community, no more than five (5) minutes in length. Judging Criteria: Significance, Presentation of Facts, Thoroughness & Delivery.
- 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. Judging Criteria: Human Interest, Subject Portrayal, Creative Writing, Entertainment Value & Production Value.
- 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. Judging Criteria: Presentation, Production Value, Interest of Stories Presented, & Overall Impact of the Newscast.
- 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. Judging Criteria: Creativity, Effectiveness, & 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. Judging Criteria: Presentation & Production Value.
- SPORTSCAST** - Best locally originated sportscast, no more than thirty (30) minutes in length. Judging Criteria: Presentation, Production Value, Interest of Stories Presented, & Overall Impact of the Sportscast.
- TALK SHOW/SCRIPTED SHOW** - A program that is no more than thirty (30) minutes in length that can be a topic of choice. Criteria to be judged on: Resourcefulness, Creativity, Comprehensiveness, Thoroughness of Research & Production Value.
- USE OF SOCIAL MEDIA [NEW!]** - Showcase all the ways your program is using social media within a variety of platforms to enhance the listener's experience. Demonstrate how you are connecting with your target audience and local community using social media to promote stories, programming, newscasts, sports, and/or events. Entry content such as video/audio clips, screen shots, pictures, and more should be edited into one video submission. Each school program will be limited to 1 entry. Judging Criteria: Creativity, Effectiveness
- High School Only: SPORTS PUBLIC SERVICE ANNOUNCEMENT** - A PSA that is :30 seconds in length promoting sportsmanship and officials recruitment. Judging Criteria: Creativity, Effectiveness, & Production Value.
- High School Only: PUBLIC SERVICE ANNOUNCEMENT, SPONSORED BY OK2SAY** - An announcement encouraging students to utilize OK2SAY, Michigan's Student Safety Program, if they have a concern about their safety or the safety of another. The video should not be more than :60 seconds in length. Must be written, produced, and aired by your school program. Visit www.ok2say.com for topic suggestions. Judging Criteria: Creativity, Effectiveness, & Production Value.



ENTRY DEADLINE

Thursday, December 15, 2022 | 3:00 p.m. EST

ELIGIBILITY

All Michigan high school, college, & post secondary education students may enter. Projects must have been completed between January 01 & December 15, 2022.

For complete details & to enter visit
StudentBroadcastAwards.com