



High School and College Visual 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 minutes in length. Content may include significant current events of local or national interest.

Entries should include: Up to a five minute continuous story, no edited compilations will be accepted.

Criteria to be judged on: Human interest, presentation of facts, subject portrayal, and production value.

2. Documentary

A program focused on a single topic up to 60 minutes in length. Judges may only watch portions of the entry.

Entries should include: Up to a 60 minute full documentary, no edited compilations will be accepted.

Criteria to be judged on: Significance, resourcefulness, comprehensiveness, thoroughness of research, and production value.

3. Hard News

Coverage of a significant event affecting the community, no more than five minutes in length.

Entries should include: Up to a five minute, unedited, continuous selection which aired independently or from a broadcast, no edited compilations will be accepted.

Criteria to be judged on: Significance, presentation of facts, thoroughness, and delivery.

4. Live Sports Coverage

Broadcast of an individual or team at a sporting event that is no more than five minutes in length.

Entries should include: Up to a five minute compilation of representative moments from one single sporting game or event.

Criteria to be judged on: Presentation and production value.

5. 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 minutes in length.

Entries should include: Up to a ten minute, unedited, continuous selection which aired independently or from a broadcast, no edited compilations will be accepted.

Criteria to be judged on: Human interest, subject portrayal, creative writing, entertainment value, and production value.

6. Newscast

Best locally originated newscast, no more than 30 minutes in length. Each school program will be limited to three entries.

Entries should include: No more than 30 minutes of a single newscast.

Criteria to be judged on: Presentation, production value, interest of stories presented, and overall impact of the newscast.

7. Public Service Announcement

An announcement of general public interest that raises awareness to a cause or topic, not more than 60 seconds in length.

Entries should include: Up to a 60 second continuous spot that is written, produced, and aired on your station or program.

Criteria to be judged on: Creativity, effectiveness, and production value.

8. Public Service Announcement - Sponsored by the Michigan Human Trafficking Commission

An announcement raising awareness about labor and/or sex trafficking in Michigan and encouraging students and communities to recognize warning signs, share resources, and help prevent exploitation.

The video should not be more than 60 seconds in length. Must be written, produced, and aired by your school program. Scan the QR code for links to sources.

Entries should include: Up to a 60-second continuous spot that is written, produced, and aired on your station or program and this closing tag: "If you suspect or have been a victim of human trafficking, contact the National Human Trafficking hotline at 888-373-7888. All calls are anonymous."

Criteria to be judged on: Creativity, effectiveness, production value, and correct tag.



Or click here

9. Sportscast

Best locally originated sportscast or sports themed show, no more than 30 minutes in length. Pre-produced sports features or syndicated reports should be entered in the Sports Feature category. In-game content should be submitted in the Live Sports Coverage category.

Entries should include: No more than 30 minutes of a single sportscast or sports themed show. Program contents may include game recaps or excerpts from live broadcasts.

Criteria to be judged on: Presentation, production value, interest of stories presented and overall impact of the sportscast.

10. Sports Feature

A single report or story which may have aired in a newscast or sportscast that is no more than ten minutes in length.

Entries should include: Up to a ten minute continuous selection which aired independently or as a part of a full newscast or sportscast. Content may include journalistic sports stories, athlete features, or sports human interest stories.

Criteria to be judged on: Writing, editing, knowledge of sport, delivery, and presentation.

11. Talk Show/Scripted Show

A program that is no more than 30 minutes in length that can be a topic of choice.

Entries should include: Up to a thirty minute full show, no edited compilations will be accepted.

Criteria to be judged on: Resourcefulness, creativity, comprehensiveness, thoroughness of research and production value.

12. Use of Social Media

Showcase all the ways your program is using social media within a variety of platforms to enhance the viewer'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. **Each school program will be limited to one entry.**

Entries should include: Content such as video/audio clips, screen shots, pictures, and more, edited into one video submission that is no more than ten minutes in length.

Criteria to be judged on: Creativity and effectiveness.

13. High School Only: Sports Public Service Announcement

A PSA that is 30 seconds in length promoting sportsmanship and officials recruitment.

Entries should include: Up to a 30 second continuous spot that is written, produced, and aired on your station or program.

Criteria to be judged on: Creativity, effectiveness, and production value.

14. 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 audio 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.

Entries should include: Up to a 60 second continuous spot that is written, produced, and aired on your station or program.

Criteria to be judged on: Creativity, effectiveness, and production value.



15. High School Only: Public Service Announcement – Sponsored by MASSP

An announcement discouraging students and young people from using tobacco products, including e-cigarettes/vapes. The video should not be more than 60 seconds in length. Must be written, produced, and aired by your school program.

Entries should include: Up to a 60 second continuous spot that is written, produced and aired on your station or program and a line directing listeners to Michigan.gov/Tobacco or MyLifeMyQuit.com for more information.

Criteria to be judged on: Creativity, effectiveness, production value, and proper tag.



Entry Deadline

Tuesday, December 16, 2025 | 3:00 p.m. EST

Eligibility

All Michigan high school, college, & post secondary education students may enter. Projects must have been completed between January 1 & December 16, 2025.

For complete details & to enter visit MichiganMedia.com/student-awards

