

High School & College Visual Categories

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

1. Current Events Story

A current events story covering significant events of local or national interest.

Entries should include: Up to five minutes of one continuous story. Edited compilations will not be accepted.

2. Documentary

A program focused on a single topic. Judges may only watch portions of the entry.

Entries should include: Up to 60 minutes of one full documentary. Edited compilations will not be accepted.

3. Hard News

Coverage of a significant event affecting the community.

Entries should include: Up to five minutes of one unedited, continuous selection that aired independently or as part of a broadcast. Edited compilations will not be accepted.

4. Live Sports Coverage

Broadcast coverage of an individual or team at a sporting event.

Entries should include: Up to five minutes of representative moments from one single sporting game or event. Entries may be edited compilations.

5. News Feature

A single report that may have aired in a newscast as relief or contrast to serious reporting or as part of a long-form program.

Entries should include: Up to 10 minutes of one unedited, continuous selection that aired independently or as part of a broadcast. Edited compilations will not be accepted.

6. Newscast

Best locally originated newscast. Each school program is limited to three entries.

Entries should include: Up to 30 minutes of one single newscast.

7. Public Service Announcement

An announcement of general public interest that raises awareness of a cause or topic.

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

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8. PSA - 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 announcement must be written, produced, and aired by your school program.



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

Links to resources can be found at MichiganMedia.com/Student-Awards

9. PSA - Sponsored by the MI Department of Environment, Great Lakes, & Energy

An original PSA encouraging residents to test and/or mitigate their homes for radon. The entry must address one or more of the following topics: what radon is; where radon comes from; how radon gets into homes; the connection between radon and lung cancer; testing your home for radon; or mitigating radon in your home.



Entries should include: An original 30-second, commercial-style public service announcement that is written and produced by the student and encourages residents to test and/or mitigate their homes for radon. The entry must include a call to action, such as "Visit Michigan.gov/radon or call 1-800-723-6642 for more information.'

The winning entry will be submitted by the Michigan Department of Environment, Great Lakes, and Energy (EGLE) for consideration in the 2027 National Radon Video Contest, where the national winner will receive a \$1,000 scholarship. The winning student will work with EGLE to ensure the video meets all national contest requirements before it is submitted for national consideration. All entries become the property of EGLE and may be used for promotional purposes.

Links to resources and examples of past national contest winners can be found at MichiganMedia.com/Student-Awards

10. Sportscast

Best locally originated, regularly scheduled sportscast or sports-themed show. Pre-produced sports features, special segments, 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: Up to 30 minutes of one continuous sportscast or sports program. Program content may include game recaps or excerpts from live broadcasts. Edited compilations will not be accepted.

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11. Sports Feature

A single report or story that may have aired independently or as part of a newscast or sportscast. Content may include journalistic sports stories, athlete features, or sports human interest stories.

Entries should include: Up to 10 minutes of one continuous selection.

12. Talk Show/Scripted Show

A talk show or program on a topic of choice.

Entries should include: Up to 30 minutes of one continuous program. Edited compilations will not be accepted.

13. Use of Social Media

*Showcase the ways your program uses social media across a variety of platforms to enhance the listener's experience. Demonstrate how you are connecting with your target audience and local community through social media to promote stories, programming, newscasts, sports, and/or events. **Each school program is limited to one entry.***

Entries should include: Up to 10 minutes of content such as video/audio clips, screenshots, pictures, and more, edited into one presentation file such as PowerPoint, Google Slides, or equivalent.

14. High School Only - Sports Public Service Announcement

A PSA promoting sportsmanship and officials recruitment.

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

15. 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 announcement must be written, produced, and aired by your school program. Visit ok2say.com for topic suggestions.



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

ENTRY DEADLINE: DECEMBER 15, 2026 | 3:00 PM EST

All Michigan high school, college, & post secondary education students may enter. Projects must have been completed between January 1 - December 15, 2026.

For complete category details & to enter, visit MichiganMedia.com/Student-Awards