



# High School and College Audio 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 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. Daily Newscast/News Feature** - A newscast or news feature that is no more than ten minutes in length.  
*Entries should include:* No more than ten minutes of a continuous selection newscast or news feature.  
*Criteria to be judged on:* Presentation, production value, interest of stories presented, and overall impact.
- 3. NEW! Editorial** - A production 45 to 60 seconds in length which showcases the broadcaster's opinion on a matter of interest to the audience. Opinions should be ethically resourced if confronting controversial topics.  
*Entries should include:* 45 to 60 seconds of live or edited in post-production content. A disclaimer is optional and may allow the entry to extend beyond the sixty second limit.  
*Criteria to be judged on:* Knowledge of topic, presentation of facts, thoroughness, and delivery.
- 4. NEW! 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. NEW! Music Feature or Special** - A music-focused special program, feature, interview, or feature story that is no more than 30 minutes in length.  
*Entries should include:* Up to a 30 minute continuous musical programming that is not aired as part of a regular newscast or music programming block.  
*Criteria to be judged on:* Presentation, entertainment value, creativity, and use of audio.
- 6. On-Air Personality or Team** - Best on-air broadcast personality or broadcast team. The maximum length of entry is five minutes.  
*Entries should include:* Up to a five minute compilation of representative moments from multiple broadcasts.  
*Criteria to be judged on:* Production value, effectiveness, and creativity.
- 7. Promotional Announcement** - A single spot promoting school, station, programs, or community event that is no more than three minutes in length.  
*Entries should include:* Up to a three minute continuous announcement 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** - 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.
- 9. NEW! Sportscast** - Best locally originated regularly scheduled sportscast or sports themed show, no more than 30 minutes in length. Pre-produced sports features, special segments, or syndicated reports should be entered in the Sports



## Entry Deadline

Tuesday, December 12, 2023 | 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 12, 2023.

For complete details & to enter visit [MichiganMedia.com/student-awards](https://MichiganMedia.com/student-awards)





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Feature category. In-game content should be submitted in the Live Sports Coverage category.

Entries should include: No more than 30 minutes of a continuous selection sportscast or sports programming. Program contents may include game recaps or excerpts from live broadcasts, no edited compilations will be accepted.

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

**10. NEW! 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** - A talk show program that is no more than 30 minutes in length that can be a topic of choice.

Entries should include: Up to a 30 minute full show, no edited compilations will be accepted.

Criteria to be judged on: Presentation, production value, and overall impact.

**12. Use of Social Media** - 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. **Each school program will be limited to 1 entry.**

Entries should include: Content such as video/audio clips, screen shots, pictures, and more, edited into one presentation file such as PowerPoint, Google Slides, or equivalent, with audio included.

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](http://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. NEW! High School Only: Public Service Announcement – Sponsored by MASSP & MDHHS** – An announcement discouraging students and young people from using tobacco products, including e-cigarettes/vapes. The audio 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.

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



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