

2012 High School Competition Criteria and Rules

1. All work must be completed by a student or students from a member school.
2. With the exception of the music video, outside video footage may be used but must be credited
3. Only CD's will be accepted for radio entries. Only one entry per disc. Additional entries on the same disc will not be judged. Entries must play in a traditional CD player. Data files and .mp3s will not be judged.
4. Only DVDs will be accepted for the video competition and should be prepared for viewing in the 4:3 aspect ratio. Additional entries on the same disc will not be judged. DVD entries should be checked on multiple DVD players to ensure compatibility. DVDs that do not play on the judging players will be disqualified.
5. Entries must have been completed after February 4, 2011 and not have been entered in any previous IASB contest.
6. Each entry must be clearly labeled (word processed) with correct Category (**including category number**), Title (if applicable), and Name(s) of contestants and Name of School. Improper labeling will disqualify the entry this includes handwritten entry labels.
7. DO NOT SEND CHECKS WITH YOUR ENTRIES – the school will be invoiced \$10 per entry.
8. If judges or IASB officials determine an entry has been entered in the wrong category, the entry will be disqualified.
9. If six or fewer entries are received in any category, the judges or IASB reserve the right to combine categories.
10. Judges, at their discretion, may view or listen to only portions of an entry for evaluation.
11. Decisions of the judges and/or IASB Officials are final.
12. One plaque and certificate will be awarded for 1st place winners. Certificates will be awarded for 2nd and 3rd places. Duplicate plaques may be purchased after the contest.
13. To reduce scheduling conflicts, students cannot enter more than two of the “live” events: Radio Newscasting, Radio Air Personality, and TV Newscasting.
14. The radio and television “School of the Year” awards will be determined by each school’s point total in the respective areas. Three points will be awarded for a 1st place, two points for 2nd place and one point for 3rd place. In the event of a tie, “Co-School of the Year” awards will be given.

DEADLINE: All entries must be postmarked by midnight, February 3, 2012. Entries will not be accepted from a school that has not paid its membership dues or that owes previous contest fees as of this date.

SEND ENTRIES TO: Scott Uecker, University of Indianapolis, 1400 East Hanna Avenue, Indianapolis, IN 46227-3697

High School Television / Video Categories

- 1.) News Anchor (LIVE) - two entries per school (A student may enter this category only once).

Using a script and/or a teleprompter, contestants will deliver a newscast of up to five minutes of anchoring. Remove all but the first and last line of any other production element, such as packages, commercials, promos etc. Six finalists will be chosen to compete at the state finals. In the finals, contestants will use a script and a studio teleprompter. Contestants will be at the anchor desk and deliver a three-minute newscast. The script will be provided to the contestant shortly before the event. Entries will be judged upon delivery of opening, story transitions, talking to audience, vocal credibility, gestures and mannerisms, delivery of closing, and overall impression.

- 2.) Copywriting - two entries per school (A student may enter this category only once).

IASB will provide each member school with a client fact sheet. Contestants are to use the information to write one thirty-second spot. Entries will be judged upon the lead, holding the audience's attention, creation of interest and desire, call to action, creativity, and timing.

- 3.) Spot Production - two entries per school maximum (A student may enter this category only once).

Submit an original commercial, public service announcement or promotional announcement. All video must be original. Length: 15, 30 or 60 seconds. Entries will be judged upon opening, video and audio quality, script, presentation of information, closing, timing, and overall impact.

- 4.) Music Video - two entries per school maximum (A student may enter this category only once).

Submit a music video produced from original or pre-recorded music, and all ORIGINAL video. Entries may include individuals or groups lip syncing to a music track or a series of pictures synchronized to a music track. Videos which encourage negative behavior, including but not limited to, sex, use of alcohol or illegal drugs, violence or mayhem are prohibited. Violation of this provision will result in disqualification. Entries will be judged upon creativity, quality of audio and video, thematic interpretation, editing, and overall impact.

- 5.) Video Magazine - one entry per school

Submit a video magazine. Topics should be informational rather than entertaining in content and may include studio guests, as well as on-location packages. Scope all commercial/PSA breaks and news packages not produced in-house. All stories must be from a single news magazine program. All stories must be included in their entirety. Live-on-tape programs are not eligible for this category. Judges will view up to 10 consecutive minutes. Entries will be judged upon opening sequence, story order, story lead-ins, packages, audio and video quality, credibility of talent and overall impression.

- 6.) Package - two entries per school (A student may enter this category only once).

Submit a stand-alone news or sports package suitable for inclusion in a newscast or magazine format program including elements such as reporter standup, interviews, and b-roll footage. This category does not include voice-over only stories. Length should not exceed two minutes. Entries will be judged upon opening, originality, credibility, storyline, audio and video quality, pacing, closing and overall impression.

- 7.) Videography - two entries per school (A student may enter this category only once).

Submit a stand-alone news, sports, or feature package which uses elements such as b-roll, natural sound, and interviews to tell a story. Narration and reporter standups may also be included. The length should not exceed four minutes. Entries will be judged upon photography, editing, audio and video quality, production values and creativity.

8.) School Newscast - one entry per school

Submit a live or pre-recorded school newscast. This should take the form of a regularly scheduled "morning/weekly announcements" program or a school newscast program. It may include anchors, announcers, reporters, and news packages. Submit entire newscast with the commercial breaks removed. Entries will be graded upon opening sequence, story order, story lead-ins, news packages, audio and video quality, credibility of talent and overall impression.

9.) Video In-Depth - two entries per school (A student may enter this category only once).

Submit a news, sports or feature story. Length must be at least two minutes. This is similar to a news package but longer for in-depth coverage. Entries will be judged upon opening, story organization, originality, credibility, storyline, audio and video quality, pacing, closing and overall impression.

10.) Live Telecast - two entries per school

Submit an entire program televised live or recorded live. Judges will view up to seven minutes including the program's beginning, an excerpt from the middle, and the program conclusion. The program may include pre-production, but may not have any post-production editing. Entries could be sports play-by-play, telethons, convocations, live studio programs including newscasts, live drama, etc. Entries will be judged upon opening, creativity, program flow, audio and video quality, switching, closing, and overall impression. Entries in this category may not be entered in any other category in the contest.

11.) Corporate Video - two entries per school

Submit a corporate video suitable for training or instructing staff or students or promoting company or school facilities or services. This category could also be described as industrial or instructional television. Entries in this category are primarily for closed circuit or in-house viewing and not for general broadcast. The script may be provided by the client (non-student written). Please attach a note identifying the client and the source of the script. This program should be condensed to less than ten minutes to include the program's beginning, an excerpt from the middle, and the program's conclusion. Entries will be judged upon opening, creativity, program flow, script, audio and video quality, editing, use of graphics, closing, and overall effect.

12.) Entertainment Video - two entries per school (A student may enter this category only once)

Submit a short feature including, but is not limited to, a skit, drama, computer animation, or claymation. This entertainment piece must have a storyline and all original script, video, and production. Music need not be original, however, this is not a music video category. This should be shot single-camera film style. Postproduction editing is required. Live-on-tape programs are not eligible for this category (see Other Live Telecast). Entries should be condensed to less than 10 minutes. Entries will be judged upon opening, originality, quality of audio and video, editing, thematic significance, closing and overall impact.

13.) Show Open or Close - two entries per school (A student may enter this category only once)

Submit either a show open or close, but not both. This is open to news, sports, feature or other programming. All video, voice and editing must be student produced. Entries will be judged upon beginning, video and audio quality, script, presentation of information, ending, and overall impact.

High School Radio Categories

14.) Air Personality (LIVE) - two entries per school (A student may enter this category only once)

Submit a three-minute air check (music removed). The top six contestants will be invited to compete at the state finals. All finalists will perform live for 18 minutes. A single student or a team of two students may enter this category. Entries will be judged upon voice quality, ad-libbing, content, energy, word color, getting in and out of breaks, and overall delivery.

15.) News Anchor (LIVE) - two entries per school (A student may enter this category only once)

Submit a newscast up to 5 minutes in length. The newscast may include sounders, sound bites, theme music and jingles. The entry should be from a single newscast. The top six contestants will be invited to the state finals. At the contest, finalists will be given 30 minutes to prepare a two-minute newscast from news copy provided. Students will perform a two-minute newscast (without sounders, sound bites, theme music, or jingles). Entries will be judged upon lead, story order, delivery, energy, articulation, pronunciation, pacing, transitions, closing, and credibility.

16.) Copywriting - two entries per school (A student may enter this category only once)

IASB will provide each member school with a client fact sheet. Contestants are to use the information to write one sixty-second spot. Entries will be judged upon the lead, holding the audience's attention, creation of interest and desire, call to action, creativity, and timing.

17.) Interview - two entries per school (A student may enter this category only once)

Submit an unedited interview three to five minutes in length. Cannot include characterizations or fictional characters. Entries will be judged upon introduction, question order, depth and quality of questions, delivery, articulation, enunciation, pronunciation, conversational style, and closing.

18.) Sportscast - two entries per school (A student may enter this category only once)

Submit a sportscast up to three minutes in length. The sportscast may include sounders, sound bites, theme music and jingles. Entries will be judged upon opening, story order, delivery, energy, articulation, enunciation, pronunciation, transitions, credibility, pacing, and closing.

19.) Spot Production - two entries per school (A student may enter this category only once)

Submit an original commercial, public service announcement or station promo 30 or 60 seconds in length. Entries will be judged upon opening, voice, delivery, script, effective use of sound, creativity, production value, closing, and timing.

20.) Imaging - one entry per school (A student may enter this category only once)

Submit a sample of station imaging productions. This category is limited to sweepers, drop-ins and jingles. Multiple productions should be included in this entry. Total length must not exceed two minutes. NOTE: student(s) must perform voice work. Entries will be judged upon consistency of branding, execution, effective use of sound, creativity, production value, use of voices, pacing, and overall effect.

21.) In-Depth - two entries per school (A student may enter this category only once)

Submit a news story, feature story, or editorial. Entries in this category must be two minutes or longer. Judges will listen to selected excerpts at their discretion for evaluation. Entries will be judged upon introduction, delivery, articulation, enunciation, pronunciation, transitions, word choice, storytelling, treatment of topic, creativity, and closing.

22.) Drama or skit - two entries per school

Submit a drama, condensed to less than seven minutes to include the program's beginning, an excerpt from the middle, and the program conclusion. This could be a production of an original script or a production of professionally written script. Judges will listen to selected excerpts at their discretion for evaluation. Entries will be judged upon opening, delivery, articulation, enunciation, pronunciation, transition of scenes, acting, use of music and/or SFX, and conclusion.

23.) Play-By-Play Basketball - two entries per school (A student may enter this category only once as the play-by-play announcer)

Submit five consecutive unedited minutes of play-by-play of a basketball game. Entries will be judged upon energy, enthusiasm, delivery, articulation, enunciation, pronunciation, use of terminology, description of the game, fluency in style, ad-lib, filling time, and professionalism.

24.) Play-By-Play Football & Other - two entries per school (A student may enter this category only once as the play-by-play announcer)

Submit five consecutive unedited minutes of play-by-play of a football or other game (wrestling, baseball, volleyball, etc.). Entries will be judged upon energy, enthusiasm, delivery, articulation, enunciation, pronunciation, use of terminology, description of the game, fluency in style, ad-lib, filling time, and professionalism.