



## 2023 College Competition Criteria and Rules

1. The purpose of the competition is to recognize excellence in student work. IASB expects all members to follow these rules in good faith.
2. All work for entries must be completed by an undergraduate student or students from a member school. A faculty member may serve in the role of producer or executive producer overseeing the work, but all production and post-production work must be completed by students.
3. All entries must have been produced as part of a class, for a student media organization, or for a college sponsored/owned media entity using member school equipment/facilities or a student's personal technology. Work created during internships, workshops, classes taken at non-IASB member schools, or work for hire is not eligible.
4. With the exception of the music video, outside video footage may be used but must be credited.
5. Entries may not be duplicated and entered in another category, even with minor modifications. Only limited material from an entry may be reused for an entry submitted in another category. (i.e. An entry for Package could not be resubmitted into Photojournalism, an interview cannot be submitted as a Podcast, etc.)
6. All audio, video and multimedia entries must be uploaded to the IASB Contest Portal by instructors according to instructions provided by IASB. The only acceptable audio file format is .mp3. The only acceptable video file format is .mp4. Scripts and other written documentation must be submitted as .pdf files. Image files must be submitted as .jpg files. The portal will accept entries beginning January 3, 2023 and ending February 10, 2023.
7. Entries must have been completed after February 11, 2022 and not have been entered in any previous IASB contest.
8. IASB will invoice schools via email at a cost of \$12 per entry no later than February 14, 2022. Payment is required to be postmarked, emailed, or electronically submitted no later than February 18, 2022. Checks, credit cards, and purchase orders are accepted. Follow the link on the school's invoice to pay by credit card. Send checks to Indiana Association of School

Broadcasters, 7915 South Emerson Avenue, #316, Indianapolis, IN 46237-9708. Email purchase orders to [treasurer@IASBOnline.org](mailto:treasurer@IASBOnline.org).

9. Entries which encourage or glorify negative behavior, including, but not limited to use of alcohol, violence or mayhem, and/or profane, indecent, or obscene language are prohibited. Entries including sex, nudity, or illegal drugs are prohibited. Violation of this provision will result in disqualification.
10. If judges or IASB officials determine an entry has been entered in the wrong category, or if the length of the entry does not meet the stated category requirements, the entry will be disqualified. If a school or individual submits more entries than allowed in a category, IASB officials will disqualify entries submitted after the limit was reached.
11. Judges, at their discretion, may view or listen to only portions of an entry for evaluation.
12. One plaque will be awarded for 1st place winners. One certificate per entrant (up to four) for each place will be awarded for 1st, 2nd and 3rd places. Duplicate plaques may be purchased after the contest by the school from the vendor. Vendor contact information is on the back of each plaque.
13. The Radio, TV/Video, News Broadcasting, Sports Broadcasting and Emerging Media “School of the Year” awards will be determined by each school’s point total in the respective divisions. Three points will be awarded for a 1st place, two points for a 2nd place, and one point for a 3rd place. First and second runner–up awards will be given. In the event of a tie, “Co-School of the Year” awards will be given.
14. Instructors and student contestants grant permission to IASB to use entry submissions for promotional and teaching purposes.
15. Decisions of the judges and/or IASB Officials are final.
16. A limit of 55 entries may be submitted by one college or university. Any entries submitted after 55 will automatically be disqualified.

**DEADLINE:** All entries must be submitted online by midnight, February 10, 2023. IASB will not accept entries from a school that has not paid its membership dues or that owes IASB previous fees as of December 1, 2022.

# COLLEGE CONTEST DIVISIONS

 <p><b>COLLEGE</b></p> <p>Each Division's Competition Rules and Criteria can be found later within this document.</p>	<b>RADIO</b>	<b>VIDEO</b>
<b>NEWS</b>	<b>SPORTS</b>	<b>EMERGING MEDIA</b>
CN1. Radio Newscast CN2. Radio News Report CN3. Radio In-Depth CN4. TV News Anchor CN5. Video News Program CN6. Video Package CN7. Video In-Depth CN8. Photojournalism	CR1. Air Personality CR2. Radio Talk Show CR3. Radio Show CR4. Spot Production CR5. Imaging CR6. Copywriting CR7. Interview  CS1. Radio Sportscast CS2. Radio Sports Talk Show CS3. Basketball Play-By-Play CS4. Football Play-By-Play CS5. Sporting Event Broadcast CS6. Video Live Sports CS7. Video Sports Program	CV1. Spot Production CV2. Music Video CV3. Non New/Sports Program CV4. Corporate Video CV5. Cinematography CV6. Short Film CV7. Video Copywriting  CM1. Student Media Website CM2. Social Media Presence CM3. Podcast CM4. Vodcast CM5. Video Show Open CM6. Sound Design CM7. Animated Story CM8. Motion Graphics

**CR1. Radio Air Personality** - two entries per school (A student may enter category once)\*\*\*

\*\*\*Note: Entry must be single-student performance. \*\*\*

\*\*\* Submit team entries in Radio Show category. \*\*\*

Submit a scoped air check of up to four minutes (music removed) in length. Entries will be judged upon voice quality, ad-libbing, content, appropriate energy, pacing, phrasing, getting in and out of breaks, overall delivery and connecting with the audience.

**CR2. Talk Show** - two entries per school (A student / team may enter category once)

\*\*\* Note: Entries should be spoken-word, non-music, programs (i.e. Opinions, Reviews, Politics, etc.). \*\*\*

\*\*\*Sports-themed Talk Shows should be submitted in the Sports Talk Show category\*\*\*

Submit a scoped aircheck of five to seven minutes that best represents a talk show as presented to the audience and features a variety of elements such as opinion, interviews, and interaction. Entries will be judged upon knowledge, content, ad-libbing, introduction of topic/guest, appropriate energy, interaction, delivery, production elements and overall impression.

**CR3. Radio Show** - two entries per school (A student/team may enter category once)

\*\*\* Note: Entries should be teams producing an entertainment program for music format. \*\*\*

\*\*\* Single student performances must be entered in Air Personality category. \*\*\*

\*\*\* Programs focused on opinions, politics or reviews must be entered in Talk Show category \*\*\*

Submit a scoped aircheck of five to seven minutes (with music removed) of a radio show as presented to the audience. Entries will be judged upon content, announcer interaction, delivery, connecting with the audience, production elements and overall impression.

**CR4. Spot Production** - two entries per school (A student may enter category once)

Submit an original commercial, public service announcement or station promo of 30 or 60 seconds in length. Entries will be judged upon concept, production value, opening, voice(s), delivery, script, use of sound, creativity, closing and timing (:29.0 - :30.0 or :59.0 - :60.0).

## **CR5. Imaging** - one entry per school

*\*\*\* Note: Student(s) must perform voice work. \*\*\**

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

## **R6. Copywriting** - two entries per school (A student may enter category once)

*\*\*\* Note: Student must complete and submit competition agreement. \*\*\**

*\*\*\* Submit a word-processed script, not a completed audio production. \*\*\**

IASB has provided a client fact sheet, which is available at [IASBOnline.org](http://IASBOnline.org). Contestants are to use the information to write one 30-second spot. Script must note talent roles, use of music and sound effects and specific production directions. Entries will be judged upon the lead, holding the audience's attention, creation of interest and desire, delivering client's message, call to action, creativity and timing.

## **R7. Interview** - two entries per school (A student may enter category once)

*\*\*\*Podcasts cannot be entered in this category\*\*\**

Submit an audio interview of any length. Cannot include characterizations or fictional characters. Entries will be judged upon introduction, question order, quality and depth of questions, delivery, style and conclusion.

**CV1. Spot Production** - two entries per school (A student may enter category once)

Submit an original commercial, public service announcement or promotional announcement. All video must be original. Length: 30 seconds. Entries will be judged upon video and audio quality, editing, script, holding audience's attention, creation of interest and desire, timing (:29.0 - :30.0), and overall impact.

**CV2. Music Video** - two entries per school (A student may enter category once)

*\*\*\* Note: Review rule nine in the competition rules prior to submission. \*\*\**

Submit a music video produced from original or pre-recorded music, and all ORIGINAL video. Entries must be performance and/or narrative based. Entries will be judged upon creativity, quality of audio and video, interpretation, editing, originality and overall impact.

**CV3. Non News/Sports Program** - two entries per school

*\*\*\* Note: A school may not submit two different episodes of the same program\*\*\**

*\*\*\*Programs focused on news or sports should be entered in the News Program or Sports Program categories\*\*\**

Submit excerpts of a program, condensed to eight to 12 minutes. Must include at least the opening 30 seconds and a minimum of two-additional excerpts. Entries will be judged upon creativity, opening, program flow, audio and video quality, switching and overall impression.

**CV4. Corporate Video** - two entries per school (A student may enter category once)

Submit a corporate video, which is suitable for training or instructing staff or students, or promoting a company, community, nonprofit organization, or school facilities or services. No parodies. This category could also be described as industrial or instructional television. The script may be provided by the client (non-student written). Condense the program 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.

**CV5. Cinematography** - two entries per school (A student may enter category once)

Submit a variety of examples of a student's best original camera work. It cannot be video from a news or sports package. **Do not include editing effects.** Color-corrected video is acceptable. **The length should not exceed two minutes.** Entries will be judged upon variety of shots, composition, framing, lighting, camera movement and creativity.

**CV6. Short Film** - two entries per school (A student may enter category once)

Submit a non-animated short film of at least three minutes and no more than 10 minutes that must have a storyline, original script, video, and production. Music does not need to be original. Entries will be judged upon opening, originality, creativity, audio, cinematography, lighting, editing, storyline and overall impact.

**CV7. Video Copywriting** - two entries per school (A student may enter category once)

*\*\*\* Note: Student must complete and submit competition agreement. \*\*\**

*\*\*\* Submit a word-processed script, not a completed video production. \*\*\**

IASB has provided a client fact sheet, which is available at [IASBOnline.org](http://IASBOnline.org). Contestants are to use the information to write one 30-second spot. Entries will be judged upon holding the audience's attention, creation of interest and desire, call to action, creativity, delivering client's message and timing.

**CN1. Radio Newscast** - two entries per school (A student may enter category once)

Submit a single newscast up to five minutes in length. The newscast may include sounders, sound bites, reports, theme music and jingles. Entries will be judged upon story order, writing, delivery, energy, articulation, pronunciation, pacing, transitions and credibility.

**CN2. Radio In-Depth** - two entries per school (A student may enter category once)

*\*\*\*Podcasts cannot be entered in this category\*\*\**

Submit a news or feature story addressing a single topic. 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 opening, content, originality, creativity, credibility, storyline, pacing, closing and impact.

**CN3. Radio News Report** - two entries per school (A student may enter category once)

Submit a news, sports or feature story. Entries in this category cannot exceed two minutes. Entries will be judged upon opening, content, delivery, audio quality, credibility, writing, pacing, closing and impact.

**CN4. TV News Anchor** - two entries per school (A student may enter category once)

Using a script and/or a teleprompter, contestants will deliver a single newscast. Submit up to three minutes of anchoring. Remove all but the first and last line of any other production element, such as packages, commercials, promos, etc. Entries will be judged upon delivery, story transitions, talking to audience, vocal credibility, gestures and mannerisms, confidence, professional appearance and overall impression.

**CN5. Video News Program** - two entries per school

*\*\*\* Note: A school may not submit two episodes of the same program. \*\*\**

Submit an entire student newscast, magazine, or other news program with the commercial breaks removed. The program may include anchors, announcers, reporters, and news packages. Entries will be judged upon opening sequence, story order, story lead-ins, writing, show elements, audio and video quality, credibility of talent and overall impression.

**CN6. Video Package** - two entries per school (A student may enter category once)

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

**CN7. Video In-Depth** - two entries per school (A student may enter category once).

Submit a news, sports or feature story or documentary. Length must be at least two-and-a-half minutes. This is similar to a news package but longer for in-depth coverage. Entries will be judged upon writing, delivery, originality, credibility, storytelling, audio/video quality, editing and overall impression.

**CN8. Photojournalism** - two entries per school (A student may enter category once).

Submit a variety of examples of a student's best original camera work from multiple news or sports packages. B-roll and natural sound should be included. Interviews may be included. The length should not exceed two minutes. Entries will be judged upon variety of shots, composition, framing, audio quality, video quality and camera movement.

**CS1. Radio Sportscast** - two entries per school (A student may enter category once)

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

**CS2. Sports Talk Radio Show** - two entries per school (A single student or team of students may enter this category only once)

Submit a scoped aircheck up to five minutes that best represents a sports-themed talk show as presented to the audience and features a variety of elements such as opinion, interviews, and audience interaction. Entries will be judged upon knowledge, content, ad-libbing, introduction of topic/guest, appropriate energy, interaction, delivery, production elements and overall impression.

**CS3. Basketball Play-By-Play (Audio)** - two entries per school (A student may enter category once).

*\*\*\* Note: Please submit the play-by-play student's name only on your entry \*\*\**

*\*\*\*A student may enter category once as the play-by-play announcer, but could be in a different commentating role on a separate entry \*\*\**

Submit a minimum of four and a maximum of five consecutive unedited minutes of play-by-play originating from the sport of Basketball. As only the play-by-play announcer will be judged, it is acceptable to have a non-student fill the role as color commentator. Entries will be judged upon game descriptions, energy, delivery, use of terminology, fluency in style, ad-libbing, filling time and professionalism.

**CS4. Football Play-By-Play (Audio)** - two entries per school (A student may enter category once).

*\*\*\* Note: Please submit the play-by-play student's name only on your entry \*\*\**

*\*\*\*A student may enter category once as the play-by-play announcer, but could be in a different commentating role on a separate entry \*\*\**

Submit a minimum of four and a maximum of five consecutive unedited minutes of play-by-play originating from the sport of Football. As only the play-by-play announcer will be judged, it is acceptable to have a non-student fill the role as color commentator. Entries will be judged upon game descriptions, energy, delivery, use of terminology, fluency in style, ad-libbing, filling time and professionalism.

### **CS5. Sporting Event Broadcast (Audio)** - one entry per school

Submit up to ten minutes of a single sporting event broadcast. Entry must include at least three, but no more than four, minutes of unedited game action. Must include excerpts of pre-game, half-time (if applicable), and post-game shows. Entries will be judged upon game presentation, game description, analysis, ad-libbing, interaction between announcers, use of production elements, additional content elements and professionalism. As the entire broadcast will be judged, students must fill all announcing roles.

### **CS6. Video Live Sports** - two entries per school (A single student or team of students may enter this category only once)

Submit excerpts of a live sports play-by-play broadcast that is condensed to between eight and 12 minutes. Must include at least the opening 30 seconds and a minimum of two-additional excerpts, one of which includes three minutes of unedited coverage. The program may include pre-production, but may not have any post-production editing. The majority of the broadcast roles should be performed by students. Any roles not performed by students must be disclosed in the online submission form. Entries will be judged upon opening, play-by-play announcing, commentary, video game presentation, use of production elements, audio and video quality, switching and overall impression.

### **CS7. Video Sports Program** - two entries per school (A single student or team of students may enter this category only once)

Submit a live or pre-recorded student-led sportscast, sports talk show, or other non-play-by-play sports program. The program may include anchors, announcers, interviews, reporters, and packages. Submit entire sports program with any commercial breaks or content not part of the program removed. Entries will be judged upon opening sequence, story order, story lead-ins, writing, production value, show elements, audio and video quality, credibility of talent, delivery and overall impression.



## **CM1. Student Media Website** - two entries per school (A student may enter category once)

Provide a link to station or program website. Entries will be judged upon design, ease of navigation, functionality, quality and variety of content, promotional value, timeliness and overall impression.

## **CM2. Social Media Presence** - two entries per school (A student may enter the category once)

*\*\*\* While a school may enter category twice, specific station or program may only enter once \*\*\**

Provide link(s) to a station or program social media platform(s) (Facebook, Twitter, and/or Instagram). Schools do not need to submit all three. Entries will be judged upon how well students use appropriate hyperlinks and hashtags, quality of media in posts (videos, graphics, photos, etc.), variety of content, creativity of posts, consistency of posts, incorporation of imaging and branding, tagging and overall engagement with the station or program audiences.

## **CM3. Podcast** - two entries per school (A student may enter the category once)

*\*\*\* Note: Audio from a submitted Vodcast can't be entered here \*\*\**

*\*\*\*Submissions are required to upload the show's corresponding thumbnail (cover art) as a .jpg file\*\*\**

Submit an audio podcast of at least five minutes, but no longer than 15 minutes. Entry should utilize music, and production elements to create a compelling audio experience. Content must be school appropriate in terms of language and copyright laws. Entries will be judged on demonstrated pre-planning, opening, effective and efficient storytelling, creativity, originality, production quality, vocal performance and closing.

## **CM4. Vodcast** – two entries per school (A student may enter the category once)

*\*\*\* Note: A video-recording from a submitted Podcast can't be entered here \*\*\**

*\*\*\*Submissions are required to upload the show's corresponding thumbnail (cover art) as a .jpg file\*\*\**

Submit a video podcast of at least five minutes, but no longer than 15 minutes. Entry should utilize music, and production elements to create a compelling audio experience. Content must be school appropriate in terms of language and copyright laws. Entries will be judged on demonstrated pre-planning, opening, effective and efficient storytelling, creativity, originality, production quality, camera framing and shot variety, vocal performance and closing.

**CM5. Video Show Open** - two entries per school (A student may enter category once)

*\*\*\* Note: Premade templates for Opens are not acceptable \*\*\**

Submit a show open for a news, sports, feature or other program. All video, voice, and editing must be student-produced. Entries will be judged upon original content, video and audio quality, text, motion graphics, special effects, presentation of information and overall impact.

**CM6. Sound Design** - two entries per school (A student may enter category once)

IASB will provide each member school with the video and script of the dialogue to be used in this category (available from IASBonline.org). Contestants must add audio to the video provided. Audio should include sound effects, music and dialogue (if applicable). Copyrighted material may not be used. Sound effects and music from licensed or royalty free libraries are acceptable. Entries will be judged upon appropriate use of sound, synchronization, segues, creativity, flow, pacing and ambiance.

**CM7. Animated Story** - two entries per school (A student may enter category once)

Submit a short, completely, animated film in any format (2D, 3D, Stop Motion) of at least 15 seconds in length, that tells a narrative story. Music does not need to be original. Entries will be judged upon originality, creativity, audio, storyline and overall impact.

**CM8. Motion Graphics** - two entries per school (A student may enter category once)

*\*\*\* Note: Premade templates are not acceptable \*\*\**

Submit an original 2D or 3D motion graphics project that includes motion or movement as a major element to communicate information. Entries may include creative titles, typography, compositing and animation of still images and graphic elements. Judging will be based upon originality, creativity, use of text motion, graphic design and overall creative impact.