



## 2022 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 entries, audio, video, multimedia, 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. The portal will accept entries beginning January 3, 2022 and ending February 11, 2022.
7. Entries must have been completed after February 12, 2021 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 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> 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/audio and video “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 1<sup>st</sup> place, two points for 2<sup>nd</sup> place and one point for 3<sup>rd</sup> place. 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.

**DEADLINE:** All entries must be submitted online by midnight, February 11, 2022. **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, 2021.**

### **College Multimedia**

131. Student Media Website - two entries per school (A student may enter category once)  
\*\*\* Note: Awards in this category do not count toward radio or video school of the year. \*\*\*

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.

132. Social Media Presence - two entries per school (A student may enter the category once)  
\*\*\* Note: Awards in this category do not count toward radio or video school of the year. \*\*\*  
\*\*\* 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.

## College Video Categories

101. 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.

102. 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 thirty-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.

103. 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.

104. 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.

105. Package - two entries per school (A student may enter this 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. This category does not include voice-over only stories. Length of report should not exceed two-and-a-half minutes. Entries will be judged upon opening, originality, credibility, storyline, audio and video quality, editing, pacing, closing and overall impression.

106. 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 opening, originality, credibility, storyline, audio and video quality, editing, pacing, closing and overall impression.

107. 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.

108. 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, and camera movement.

109. News Program - two entries per school (A student may enter category once)

\*\*\* 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.

110. Sports Program - two entries per school (A student may enter category once)

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

Submit a live or pre-recorded student 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 the commercial breaks removed. 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.

111. 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.

112. Non-News/Sports Program - two entries per school (A student may enter category once)

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

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.

113. 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. Must obtain and disclose copyright permission to use music. Entries will be judged upon opening, originality, creativity, audio, cinematography, lighting, editing, storyline, and overall impact.

114. 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 the audio to the video provided. Audio should include sound effects, music and dialogue. 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.

115. 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 three minutes and no more than 15 minutes, that tells a narrative story. Must obtain and disclose copyright permission to use music. Entries will be judged upon originality, creativity, audio, storyline, and overall impact.

116. 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.

### **College Radio/Audio Categories**

117. 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.

118. 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.

119. 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, originality, credibility, storyline, pacing, closing and impact.

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

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.

121. Interview - two entries per school (A student may enter category once)

Submit an 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.

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

\*\*\* Note: Entries should be spoken-word, non-music, programs (Ex: Sports, politics, etc.). \*\*\*

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.

123. 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 news or sports must be entered in Talk Show category \*\*\*

Submit a scoped aircheck of five to seven minutes (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.

124. 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, reports, theme music and jingles. Entries will be judged upon story order, writing, delivery, energy, articulation, pronunciation, pacing, transitions, and credibility.

125. Play-by-Play - two entries school (A student may enter category once)

\*\*\* Note: A student may enter category once as the play-by-play announcer. \*\*\*

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

126. Sporting Event Broadcast – 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, 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.

127. 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 60-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.

128. 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).

129. 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.

130. Audio Podcast – two entries per school (A student may enter the category once)

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, vocal performance, and closing.