

BROADCAST

Individual Achievement Award
Competition



Interscholastic League Press Conference

Individual Achievement Awards

Submit two (2) entries in each of the following categories. The length of each entry is designated for each contest. Any entry going over the maximum time limit will be disqualified.

1. News broadcast (15 minutes) - entry should be your complete broadcast. Criteria may include (but not limited to): • *Is program properly stacked?* • *Do the stories flow, and is the segue written compellingly?* • *Overall anchor presentation;* • *Video in vo/sot written to match text;* • *Good audio with anchor mics and in pkgs;* • *Good use of natural sound when applicable;* • *Graphics are appropriate and help tell the story;* • *Supers (lower thirds) identify anchors, locations and sound bytes;* • *Boxes (float beside anchor heads) are appropriate (no gun pointing at anchor, etc.)*
2. General news story (2 minutes) - an entry that combines news-gathering skills and presents the latest or most complete information in a logical sequence. Criteria may include: • *Story is well written;* • *Use of video that matches the text, and natural sound when possible;* • *If no video, use of boxes and/or graphics which match the content and are appropriate*
3. General news/feature/sports report writing - the story written for the broadcast.
4. Feature story (3 minutes) - Personality profiles or human-interest general features. Emphasis should be rich in detail, with liberal use of sound and sound-bites through the use of interviews and other natural sounds, and proper camera techniques, as well as employing creative writing techniques. Criteria may include: • *Video matches audio (reporter track);* • *Sound bytes are appropriate;* • *Reporter track, or anchor intro/tag tells who, what, when, where, why and how;* • *Stand up- is there action in the shot, and is the stand up applicable?;* • *Supers (lower thirds) identify reporter, locations and sound bytes;* • *Use of emotion, humor or stories that tug at the heart-strings*
5. General sports story (2 minutes) - Either coverage of past or present game(s) or a season summary. Play-by-play rehashes should be avoided. Criteria may include: • *Video matches audio (reporter track);* • *Sound bytes are appropriate;* • *Reporter track, or anchor intro/tag tells who, what, when, where, why and how;* • *Stand up- is there action in the shot, and is the stand up applicable?;* • *Supers (lower thirds) identify reporter, locations and sound bytes;* • *Use of emotion- sports should be exciting, compelling;* • *Use of graphics when appropriate to show scores*
6. Sports Feature Story (2 minutes) - Personality profiles or human-interest sports features. Emphasis should be rich in detail, liberal use of quotes, and proper camera techniques. Criteria may include: • *Video matches audio (reporter track);* • *Sound bytes are appropriate;* • *Reporter track, or anchor intro/tag tells who, what, when, where, why and how;* • *Stand up- is there action in the shot, and is the stand up applicable?;* • *Supers (lower thirds) identify reporter, locations and sound bytes;* • *Use of emotion, humor, or stories that tug at the heart strings*
7. Sports play-by-play (5 minute segment) - If you broadcast a game, send in five minutes including the actual game footage along with any color you include. The entries will be judged based on the both the play-by-play announcer, the color announcer and how the camera shots follow the game while the announcer and color person are announcing the game.
9. Anchor presentation (2 minutes) - the best two minutes of your anchor's presentation. Criteria may include: • *Appearance is professional;* • *Reading pace and fluctuation is appropriate and compelling;* • *Interaction between anchors is comfortable;* • *Use of ad lib is appropriate;* • *Good balance between use of the prompter and reflection of scripts;* • *Good demonstration of camera turns*
10. Editing (2 minutes) - two minutes that show your editors know what to include and what to leave out. Criteria may include: • *Video matches audio;* • *Video is presented in sequence;* • *No jump cuts;* • *Good use of natural sound and good audio throughout the piece;* • *Dissolves and other transitions are appropriate and not used because they are there;* • *Avoid white flashes for edit points*
11. Graphics (1 minute) - the best graphics you have for any certain story or presentation. Criteria may include: • *Within safe title;* • *Matches text;* • *Good font selection (clean/easy to read);* • *Good use of art when appropriate;* • *Spelling and content accuracy*
12. Promotion/commercial (30 seconds) - a promotion of your broadcast or your school or a PSA or some other type of commercial.
13. Photography - two minutes of the best videography/photography your staff has produced. Criteria may include: • *Video is white balanced and colors are clear;* • *Action video is captured;* • *Good audio, both interviews and nat sound;* • *Video could tell the story w/o the audio*
14. Directing - five minutes to show you have the best directing around. Criteria may include: • *Good punching- director/camera is leading the anchors;* • *Interesting, clear shots;* • *Good transitions that dissolve and other effects are appropriate and not overused;* • *Supers are inserted properly and in a timely manner*

Broadcast IAA Entry Form

CLIP, DUPLICATE, COMPLETE AND ATTACH ONE COPY OF THIS FORM TO EACH ENTRY. This form must be typed or printed clearly and attached to each card stock sleeve or plastic sleeve. Two entries per school from each category. **DEADLINE:** Entries must be postmarked by Feb. 2.



Name of category _____ category # _____

Type or print the names of all persons who created this entry:

School _____ Software used _____

Adviser's name _____

Name of station/broadcast _____ Date of airing _____

To the best of my knowledge, this is the work of the student(s) named. If this entry is judged a winner, I give permission for this entry to be used by ILPC as an example of superior student achievement.

Adviser's name _____ date _____

Do NOT attach to actual video cassette or CD/DVD.



Name of category _____ category # _____

Type or print the names of all persons who created this entry:

School _____ Software used _____

Adviser's name _____

Name of station/broadcast _____ Date of airing _____

To the best of my knowledge, this is the work of the student(s) named. If this entry is judged a winner, I give permission for this entry to be used by ILPC as an example of superior student achievement.

Adviser's name _____ date _____

Do NOT attach to actual video cassette or CD/DVD.

Contest Rules

- Entries must have been aired in the 2008-2009 school year.
- The work must be that of the student(s) named.
- All entries become the property of ILPC, may be used in any fashion and cannot be returned.
- Entries must be submitted on VHS tape or DVD/CD with each entry submitted on a separate tape. You must indicate the computer program used if you are sending in a CD. If the entry is a DVD, please also indicate.
- Entries must be identified with the attached submission form. The form must include name of the student(s), school, name of broadcast/show, city and airing date. The adviser must also sign the form acknowledging that the student(s) involved did the piece.
- All entries will be divided into two categories: small school and large schools. We will not separate broadcast entries into the different conferences at this time.
- All entries from your school must be mailed in one container and clearly marked BROADCAST IAA ENTRIES. Submit all entries to:

ILPC
P. O. Box 8028
Austin, TX 78713-8028

If using FedEx, UPS or other carrier, send to:
University Interscholastic League
1701 Manor Rd.
Austin, TX 78722

Decisions of the judges are final. At this time, there will be no Tops in Texas for broadcast.