



2017 College Competition Criteria and Rules

1. 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.
2. 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.
3. With the exception of the music video, outside video footage may be used but must be credited.
4. All entries, radio/audio and television/video must be uploaded to the IASB Contest Portal at IASB.submittable.com/submit according to the instructions on the site. To begin, click on a category and create an account. 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, 2017 and ending February 10, 2017.
5. Entries must have been completed after February 12, 2016 and not have been entered in any previous IASB contest.
6. Payment of \$10 per entry is required to be postmarked or emailed no later than February 17, 2017. Checks and purchase orders are accepted. Send checks to Indiana Association of School Broadcasters, 7915 South Emerson Avenue, #316, Indianapolis, IN 46237-9708, or email purchase orders to wmeasley@gmail.com.
7. Entries which encourage negative behavior, including, but not limited to, sex, nudity, use of alcohol or illegal drugs, violence or mayhem, and/or profane, indecent, or obscene language are prohibited. Violation of this provision will result in disqualification.
8. 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.

9. Judges, at their discretion, may view or listen to only portions of an entry for evaluation.
10. One plaque will be awarded for 1st place winners. One certificate for the school and 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.
11. 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.
12. Decisions of the judges and/or IASB Officials are final.
13. Instructors and student contestants grant permission to IASB to use entry submissions for promotional and teaching purposes.
14. **DEADLINE:** All entries must be submitted online by midnight, February 10, 2017. Entries will not be accepted from a school that has not paid its membership dues or that owes IASB previous fees as of December 15, 2016.

Radio and TV Copywriting Copy Points

Client: Indiana Broadcasters Association

Title: We Are Broadcasters

Radio: 60-second script (See Contest Rules for specific requirements)

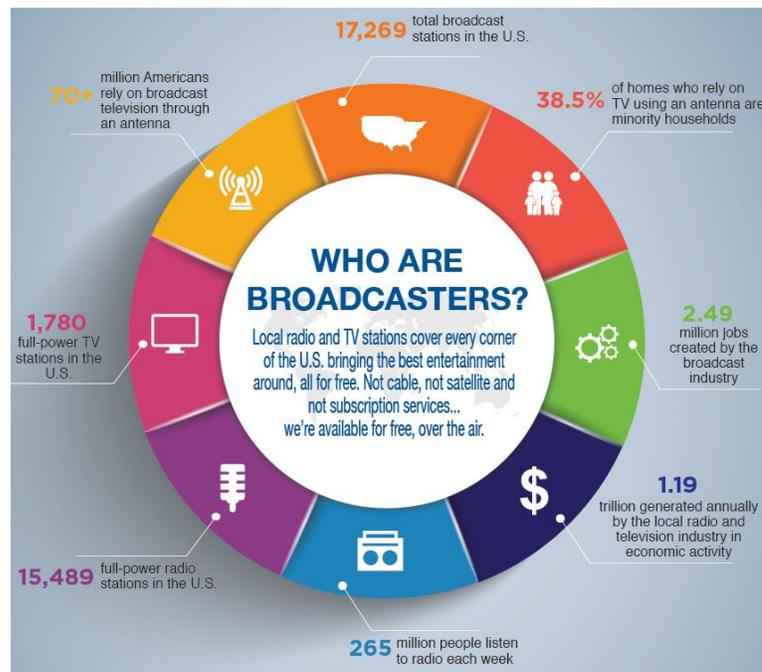
TV: 30-second script, two-column format (See Contest Rules for specific requirements)

Target Audience: General

Marketing Slogan: Always On, Always There

Copy Points: America’s broadcasters are your local television and radio stations that bring you news and entertainment and keep you connected to your community. Unlike cable, satellite or streaming services, broadcast radio and TV are free – all you need is an antenna. No matter your device, broadcasters are at your fingertips – anytime of the day – delivering the breaking news and emergency information you rely on and providing the music and shows that you love most.

As a vital part of the community, local TV and radio stations donate immense resources – on and off air – to raise money for charities and help their neighbors. And stations’ investigative journalists spend countless hours uncovering corruption and standing up for consumers on the issues that affect their lives.



Requirements: Must end with “This message brought to you by the Indiana Broadcasters Association and the Indiana Association of School Broadcasters.”

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IASB Radio and TV Copywriting Competition Agreement

(Must be submitted with each copywriting entry)

Each/all contest entrant(s) agree(s) to license any and all submitted materials without compensation, other than the judging necessary to determine each/all winners of the contest, to the Indiana Association of School Broadcasters (IASB) and the Indiana Broadcasters Association for any and all uses it/they shall determine necessary to effectuate the underlying purposes of the contest to which the materials are submitted, including, but not limited to, unlimited copying of, and distribution of, copies of each submitted original work as it/they shall deem necessary by any and all means of distribution currently available, and/or by any means later developed whether printed materials or electronic means.

Further, each/all entrant(s) license(s) the Indiana Association of School Broadcasters and Indiana Broadcasters Association to solicit, copy, and distribute derivative work(s) of any and all original submitted contest materials in the number, type(s) and format(s) as the IASB and/or Indiana Broadcasters Association shall deem advisable and necessary for publication and distribution to any third party it/they shall deem appropriate.

Further each/all contest entrant(s) agree(s) to grant in perpetuity a non-exclusive license to any and all original work(s) and/or derivative work(s) created and submitted to the Indiana Association or School Broadcasters and/or Indiana Broadcasters Association for distribution to any and all third parties for dissemination to the public in any and all formats currently developed and in any and all formats yet to be developed.

Further, each/all contest entrant(s) grants license, without compensation, to any and all persons properly enrolled in any Indiana Association of School Broadcasters member school to create any and all derivative works and to submit any and all derivative works to the IASB/ Indiana Broadcasters Association contest.

I have read and agree to all of the previously written terms and conditions.

(Student Printed Name)

(Student Signature)

(Parent/Guardian Printed Name)

(Parent/Guardian Signature)

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College Television / 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 newscast. Submit 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. Entries will be judged upon delivery, story transitions, talking to audience, vocal credibility, gestures and mannerisms, confidence, professional appearance, and overall impression.

102. 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 or 60 seconds. Entries will be judged upon video and audio quality, editing, script, holding audience's attention, creation of interest and desire, timing (:29.0 - :31.0 or :59.0 - :61.0), and overall impact.

103. 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 included with this competition information. 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.

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

Submit a music video produced from original or pre-recorded music, and all ORIGINAL video. Entries may include individuals or groups lip synching to a music track or a series of pictures synchronized to a music track. Entries will be judged upon creativity, quality of audio and video, interpretation, editing, originality, and overall impact.

105. 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 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.

106. 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 standup, interviews, and b-roll. This category does not include voice-over only stories. Length of report should not exceed two minutes. 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, without audio, of a student's best camera work from original student work. It cannot be video from a news, sports, or in-depth package. The length should not exceed two minutes. Entries will be judged upon composition, framing, lighting, camera movement, creativity, and overall effect.

108. Videography - two entries per school (A student may enter category once)

Submit a stand-alone news, sports, or in-depth 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.

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 a live or pre-recorded student newscast, magazine, or other news program. The program may include anchors, announcers, reporters, and news packages. Submit entire news 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.

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)

*** Note: Each entry must be accompanied by a treatment. See example. ***

Submit a corporate video which is actually suitable for training or instructing staff or students or promoting company or school facilities or services. No parodies. 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), but note on the entry label the client and 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.

112. Non-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 a program, condensed to less than ten minutes to include excerpts of the program's beginning, middle, and conclusion. . Entries will be judged upon creativity, 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 short film 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.

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.

College Radio Categories

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

116. 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.

117. 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.

118. In-Depth - two entries per school (A student may enter category 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 opening, content, originality, creativity, credibility, storyline, pacing, closing and impact.

119. 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.

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

Submit a scoped aircheck of five to seven minutes of a talk show featuring 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 and overall impression.

121. 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.

122. 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 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.

123. 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 included with this competition information. 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.

124. 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 - :31.0 or :59.0 - :61.0).

125. 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, 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.

126. Radio Bit - two entries per school (A student may enter category once)

Submit an original radio bit or other humorous production that is at least two minutes in length, but no longer than five minutes. Entries will be judged upon concept, production values, script, acting, and comedic effect.

127. Radio Show - two entries per school (A student / team may enter category once)
*** Note: Category open to student teams producing an entertainment-oriented program for music format. ***
*** Single student performances should be entered in Air Personality category. ***
*** Programs focused on news or sports should be entered in Talk Show category ***

Submit an air check of up to seven minutes (music removed) in length. Entries will be judged upon content, announcer interaction, delivery, connecting with the audience, and overall impression.