



## 2018 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. All entries, radio/audio and video must be uploaded to the IASB Contest Portal at [IASB.submittable.com/submit](http://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 2, 2018 and ending February 9, 2018.
6. Entries must have been completed after February 10, 2017 and not have been entered in any previous IASB contest.
7. IASB will invoice schools via email at a cost of \$10 per entry no later than February 12, 2018. Payment is required to be postmarked, emailed, or electronically submitted no later than February 20, 2018. 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 [jrinard@impactinstitute.net](mailto:jrinard@impactinstitute.net).
8. 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.

9. 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.
10. Judges, at their discretion, may view or listen to only portions of an entry for evaluation.
11. 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 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.
12. The radio 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.
13. Instructors and student contestants grant permission to IASB to use entry submissions for promotional and teaching purposes.
14. Decisions of the judges and/or IASB Officials are final.

**DEADLINE:** All entries must be submitted online by midnight, February 9, 2018. **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, 2017.**

### **NEW CATEGORY – College Multimedia**

130. 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.

## 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 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 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 - :30.0 or :59.0 - :60.0), and overall impact.

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 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 standup, 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 audio, text, or editing effects. The length should not exceed two minutes. Entries will be judged upon variety of shots, 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 or sports 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 suitable for training or instructing staff or students, or promoting a company, community, 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), 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/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. 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 non-animated short film 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](http://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. Animation – two entries per school (A student may enter category once)

Submit a short animated film in any format (2D, 3D, Stop Motion), no longer than three 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.

## College Radio Categories

116. 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, pacing, phrasing, getting in and out of breaks, overall delivery, and connecting with the audience.

117. 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.

118. 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.

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

Submit a news or feature story. 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.

120. 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.

121. 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.

122. 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.

123. 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.

124. Sporting Event Broadcast – one entry per school

Submit up to ten minutes of a single sporting event broadcast. Entry must include at least five 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, all announcing roles must be filled by students.

125. 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.

126. 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).

127. 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.

128. 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.