

COLLEGE BROADCASTERS INC.
2010 NATIONAL STUDENT PRODUCTION AWARDS CONTEST
OFFICIAL ENTRY FORM

RADIO DIVISION TELEVISION DIVISION COMBINED DIVISION

Entry Deadline: FRIDAY, MAY 21, 2010 at www.askcbi.org

Please fill out one Official Entry per entry

Category Number and Name List date the material being entered was broadcast or produced for class credit.

(Stations/Media outlets are limited to two entries per category)

List station/media outlet and school where broadcast. If entry was produced for a class, please list school, department, class number, and class title in which the entry was a required assignment.

Length of the entry.

Total length of the production if only a segment was entered.

Title of the entry.

Name(s) of up to ten (10) student(s) directly responsible for writing, performing, and producing this entry. Please provide pronunciations for all names listed. Attach an additional sheet if necessary.

Contact name and telephone number for this station/student media outlet.

Complete school mailing address.

City, State, Zip Code.

Name and address of student newspaper

Entry is FREE for CBI member stations. All others see below for fee. This form gives CBI permission to make entry available for use at the convention and on the CBI website.

Contact Person Signature

Date

THERE IS NO ENTRY FEE FOR CBI MEMBERS TO ENTER THIS CONTEST.

Entry Fee for **nonmembers** is **\$50.00** per entry per category.

Number of entries submitted: _____ X \$ 50.00 = _____

Please Note: There will be a \$7 per category shipping fee added for award winners and/or finalists who do not pick up their awards at the Awards Ceremony Friday, October 29, 2010 at the National Student Media convention in Louisville, Kentucky.

ALL ENTRIES MUST BE SUBMITTED BY MAY 21, 2010. Follow the instructions at www.askcbi.org.

Radio

1. **BEST DJ**—The entry should highlight the on-air announcing skills of an exceptional radio talent(s). The entry in the DJ Aircheck may feature a show team with single or multiple on-air personalities accepted. A DJ Aircheck consists of only breaks taken by the announcer(s). Whole songs, PSAs, or promos which do not feature the announcer(s) talents are not to be included but a few seconds of each song, PSA, or promo are allowable to establish the transition between breaks. Original comedy skits and telephone escapades (with the subjects' permission of course) are allowable. The entry must be a collection of highlights or a resume tape made by the announcer(s). The entry submitted may be no longer than five (5) minutes in length.

2. **BEST STATION PROMO**—Creative use of voice, music and/or sound effects are to be combined in any combination to form an announcement used to promote a campus media outlet. In addition, entries should include call letters or name of the station, if applicable. The entry must be the standard length of 15, 30, or 60 seconds. Time limits will be strictly enforced by the judges.

3. **BEST PUBLIC SERVICE ANNOUNCEMENT**—Creative use of voice, music and/or sound effects are to be combined in any combination to form a public service announcement used to provide public service to the campus community and the city of license which the media outlet serves. The public service announcement should be localized to the community the student media outlet serves, not to be entirely national in scope. The entry must be a standard length of 15, 30, or 60 seconds. Time limits will be strictly enforced by the judges. Subject cannot be the media outlet or college/university itself.

4. **BEST NEWSCAST**—The entry must be a single, regularly scheduled newscast no more than five minutes in length. Special segments such as pre-produced features or investigative reports may be included in the newscast but will not be considered by the judges for the purpose of this award unless such segments are locally produced by the station or media outlet. Judging for the BEST NEWSCAST will be based on content and service to the community. Considerations will include writing, editing, news judgment, and use of audio.

5. **BEST NEWS REPORTING**—This category is for hard or soft news packages that would air during any regularly scheduled newscast or during a magazine show segment. An entry is a single news story that features sound to enhance package. The entry must be no longer than three minutes thirty seconds (3:30) in length.

6. **BEST FEATURE SHOW OR BROADCAST**—The entry must be a locally originated non-DJ program dealing with a subject of human interest. Judges will consider creativity and the degree of interest generated by the presentation. The entry must be no longer than thirty (30) minutes in length.

7. **BEST DOCUMENTARY**—The entry must be a program dealing with an issue of public interest explored in-depth with multiple sources. Extensive use of sound to enhance the content is required. The documentary must have been produced entirely by students. Judges will evaluate the quality of production and journalistic skills demonstrated in presentation and editing. The entry must be no longer than thirty (30) minutes, although the program may have been longer in its entirety.

8. **BEST TECHNICAL PRODUCTION**—The entry must be a single program that demonstrates innovative or unusual usage of production elements for fictional or non-fictional programming. Technical execution will be the paramount consideration of the judges and secondary focus will be on content. The segment submitted must be at least three (3) minutes and no longer than fifteen (15) minutes, although the program may have been longer in its entirety. Any entry longer than five (5) minutes should contain a five minute scope and then the full piece.

9. **BEST SPORTS REPORTING**—This category is for shorter sports packages or any regularly-scheduled sportscast. An entry could be a single sports story which features sound used to enhance package or could be a sportscast that is no longer than three minutes thirty seconds (3:30) in length. Radio sports play-by-play segments are not permissible in this category.

10. **BEST SPORTS PLAY-BY-PLAY**— Entry must be play-by-play coverage of a sports event. The entry must be the program as broadcast, except that the segment submitted may be no longer than thirty (30) minutes. In addition, the segment entered shall be "consecutive minutes", not several samples of scoped material.

11. **BEST REGULARLY SCHEDULED ENTERTAINMENT PROGRAM**—Entry must be of a weekly or regularly scheduled program such as comedy, soap opera, talk show or other show of non-news or sports content. One or multiple talent(s) is acceptable. The segment submitted can be no longer than 30 minutes though the original may have been longer.

12. **BEST STATION PROMOTION**—Demonstrate your ability to successfully promote your station. Radio-thons, parades, concerts, community events; the breadth of this category is up to your imagination. All material to be considered must be contained in an envelope no larger than 9x11 inches.

TELEVISION

1. **BEST COMEDY**—Weekly or regularly scheduled television comedy-based program. The segment submitted can be no longer than 30 minutes though the original may have been longer. Judging will be based on acting, writing, and production elements.

2. **BEST STATION PROMO**—Creative use of voice, music, sound effects, video footage, graphics, and other visuals are to be combined in any combination to form an announcement used to promote a campus media outlet. In addition, entries should include channel name and if applicable call letters and channel number. The entry must be the standard length of either 15, 30, or 60 seconds. Time limits will be strictly enforced by the judges.

3. **BEST PUBLIC SERVICE ANNOUNCEMENT**—Creative use of voice, music, sound effects, video footage, graphics, and other visuals are to be combined in any combination to form a public service announcement used to provide public service to the campus community which the media outlet serves. The public service announcement should be localized to the community the student media outlet serves, not to be entirely national in scope. The entry must be the standard length of 15, 30 or 60 seconds. Time limits will be strictly enforced by the judges. Subject cannot be the media outlet or college/university itself.

4. **BEST NEWSCAST**—The entry must be a single, regularly scheduled newscast (no sports) over five minutes in length. Special segments such as pre-produced features or investigative reports may be included in the newscast, but they will not be considered by the judges for the purpose of this award unless such segments are locally produced by the station or media outlet. Judging for the BEST NEWSCAST will be based on content and service to the community. Considerations will include writing, editing, news judgment, and use of audio and video.

5. **BEST NEWS REPORTING**—This category is for hard or soft news packages (no sports) that would air during any regularly scheduled newscast. An entry is a single news story that features sound and/or dramatic video used to enhance the package. The entry must be no longer than three minutes thirty seconds (3:30) in length.

6. **BEST SPECIAL BROADCAST**—The entry must be a locally originated program of a one-time or annual non-sports nature. Judges will consider creativity and the degree of interest generated by the presentation. The entry must be a minimum of ten (10) minutes in length.

7. **BEST TECHNICAL PRODUCTION**—