

COLLEGE BROADCASTERS INC.

2021 NATIONAL STUDENT PRODUCTION AWARDS CONTEST

Entry Deadline: FRIDAY, MAY 14, 2021 at www.askcbi.org

Entry is FREE for CBI member stations.

*****AUDIO CATEGORIES*****

BEST DJ

The entry should resemble a DJ aircheck and highlight the on-air announcing skills of exceptional radio talent(s). The entry may feature a show team with single or multiple on-air personalities. 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 a 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.**

Judges will consider personality, delivery, use of audio and identification of self and media outlet.

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 their campus media outlet. In addition, entries should include name of the station. **The entry must be 90 seconds or less.**

Judges will consider content, writing, editing, and use of audio.

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 and not 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.

Judges will consider content, writing, editing, and use of audio.

BEST NEWSCAST

The entry must be a single, regularly scheduled newscast no more than five (5) 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, delivery, and presentation.

BEST HARD NEWS REPORTING

This category is for hard news packages (no sports) 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.**

Judging for the BEST HARD NEWS REPORTING will be based on content and service to the community. Considerations will include writing, editing, news judgment, delivery, and presentation.

BEST FEATURE NEWS REPORTING

This category is for feature or soft news packages (no sports) 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.**

Judging for the BEST FEATURE NEWS REPORTING will be based on content and service to the community. Considerations will include writing, editing, news judgment, delivery, and presentation.

BEST SPORTS REPORTING

This category is for sports packages that would air during any regularly scheduled newscast or sportscast or be featured on a station's website. An entry is a single sports story which features interview/sound to enhance the package. **An entry must be no longer than three minutes thirty seconds (3:30) in length.** Audio sports play-by-play segments are NOT permissible in this category.

Judging for the BEST SPORTS REPORTING will be based on content and service to the community. Considerations will include writing, editing, news judgment, knowledge of sport, delivery, presentation, and use of audio.

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.

Judges will consider game knowledge and analysis, presentation, delivery, and interaction.

BEST SPORTSCAST

The entry must be a single, regularly scheduled sportscast or sports themed show. Special segments, such as pre-produced features or syndicated reports, may be included in the sportscast, but they will not be considered by the judges for the purpose of this award unless such segments are locally produced.

Judging for the BEST SPORTSCAST will be based on content, delivery, sports news judgment and knowledge. **The entry must be no longer than thirty (30) minutes, although the program may have been longer in its entirety.** Audio SPORTS PLAY-BY-PLAY (see SPORTS PLAY-BY-PLAY category) segments or full game coverage are NOT permissible in this category.

BEST SPECIAL BROADCAST

The entry must be a locally originated stand-alone program or long format filler program of a one-time or annual nature that is NOT a sports event or part of a regularly scheduled program.

Judging will be based on creativity, writing, editing, delivery, presentation, and use of audio. **The entry must be a minimum of ten (10) minutes in length.**

BEST DOCUMENTARY

The entry must be a program dealing with an issue of public interest explored in-depth with multiple credible sources. Subject matter can include (but is not limited to) investigations, examinations of social issues, and historical retrospectives. 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. Considerations will include writing, creativity, delivery, and use of audio. **The entry must be no longer than thirty (30) minutes, although the program may have been longer in its entirety.**

BEST PODCAST

This is a unique audio program intended for an online audience. Please include SPECIFIC page url(s) where content is posted. **The entry must be no longer than ten (10) minutes, although the program may have been longer in its entirety.**

Judges will consider content, delivery, editing, use of audio, and interest to online audience.

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 thirty (30) minutes, although the original may have been longer.**

Judges will consider writing, delivery of talent, editing, originality and use of audio. New Category Descriptions:

*****VIDEO CATEGORIES*****

BEST COMEDY

Weekly or regularly scheduled comedy-based program. **The segment submitted can be no longer than thirty (30) minutes** though the original program may have been longer. The entry must contain at least 2 scenes from the show.

Judging will be based on acting, writing, and production elements such as editing, camera and audio.

BEST STATION PROMO

Creative use of voice, music, sound effects, video footage, graphics, and other visuals are to be implemented in any combination to form an announcement used to promote the contestant's media outlet. In addition, entries should include name of the station. **The entry must be 90 seconds or less.**

Judges will consider content, writing, editing, graphics, and use of audio and video.

BEST PUBLIC SERVICE ANNOUNCEMENT

Creative use of voice, music, sound effects, video footage, graphics, and other visuals in any combination to form a public service announcement, which is programming used to provide information for the good of the public which the media outlet serves. The public service announcement should not be entirely national in scope but be localized to the community the student media outlet serves. **The entry must be a standard length of 15, 30, 60, or 90 seconds.** Time limits will be strictly enforced by the judges. The PSA subject should not be self-promoting or promote the media outlet's school/college/university, however a program or an event sponsored by the aforementioned establishments that addresses the public good is allowed.

Judges will consider content, writing, editing, graphics and use of audio and video.

BEST NEWSCAST

The entry must be a single, regularly scheduled newscast over five (5) minutes in length. Special segments such as pre-produced features, national or regional reporting from outside of the media organization, 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. Sports and weather segments should not be longer than one-third of entire broadcast, respectively.

Judging for the BEST NEWSCAST will be based on locally generated content, localizing national/regional events with an engaging approach, and service to the community. Considerations will include creative and effective writing, editing, news judgment, delivery, presentation, graphics (chyron), and use of audio and video.

BEST HARD NEWS REPORTING

This category is for hard news packages (no sports) that would air during any regularly scheduled newscast or be featured on a station's website. An entry is a single news story that features dramatic video and sound to enhance the package with at least one interview sound on tape (SOT) as an element of the story. **The entry must be no longer than five minutes (5) in length.**

Judging for the BEST NEWS REPORTING will be based on locally generated content, localizing national/regional events with an engaging approach, and service to the community. Considerations will include creative and effective writing, editing, news judgment, delivery, presentation, graphics (chyron), and use of audio and video.

BEST FEATURE NEWS REPORTING

This category is for feature or soft news packages (no sports) that would air during any regularly scheduled newscast or be featured on a station's website. An entry is a single news story that features video and sound to enhance the package with at least one interview sound on tape (SOT) as an element of the story. **The entry must be no longer than five minutes (5) in length.**

Judging for the BEST FEATURE NEWS REPORTING will be based on locally generated content, localizing national/regional events with an engaging approach, and service to the community. Considerations will include creative and effective writing, editing, news judgment, delivery, presentation, graphics (chyron), and use of audio and video.

BEST SPORTS REPORTING

This category is for sports packages that would air during any regularly scheduled newscast, sportscast or be featured on a station's website. An entry is a single sports story which features video and sound to enhance the package with at least one interview sound on tape (SOT) as an element of the story. **An entry must be no longer than five minutes (5) in length.**

Judging for the BEST SPORTS REPORTING will be based on content and service to the community. Considerations will include writing, editing, news judgment, knowledge of sport, delivery, presentation, graphics (chyron) and use of audio and video.

BEST SPORTSCAST

The entry must be a single, regularly scheduled sportscast or sports themed show. Special segments, such as pre-produced features or syndicated reports, may be included in the sportscast, but they will not be considered by the judges for the purpose of this award unless such segments are locally produced or is localizing a national story over a VO bed. Video sports play-by-play segments or full game coverage are NOT permissible in this category. **The entry must be no longer than thirty (30) minutes, although the program may have been longer in its entirety.**

Judging for the BEST SPORTSCAST will be based on content, delivery, sports news judgment and knowledge, and use of audio and video.

BEST LIVE SPORTS BROADCAST

The entry must be a locally broadcast program of a live or live-to-tape coverage of a live sporting event. The live shot may use single or multiple cameras. The entry must have been produced entirely by students in live or live-to-tape production. **The entry should be a continual block and should not exceed thirty minutes (30), although the program may have been longer in its entirety.** Video SPORTSCAST (see SPORTSCAST category) are NOT permissible in this category.

Judging considerations will include technical proficiency with single or multiple cameras, directing, content, creative sound engineering, and demonstrated production values, as well as game knowledge and analysis, presentation, delivery and interaction.

BEST SPECIAL BROADCAST

The entry must be a locally originated stand-alone program or long format filler program of a one-time or annual nature that is NOT a sports event or part of a regularly scheduled program. **The entry must be a minimum of ten (10) minutes in length.**

Judges will consider creativity and the story development to engage the audience of the presentation. Considerations will include creative and effective writing, editing, delivery, presentation, and use of audio and video.

BEST DOCUMENTARY

The entry must be a program dealing with an issue of public interest explored in-depth with multiple credible sources. Subject matter can include (but is not limited to) investigations, examinations of social issues, and historical retrospectives. The documentary must have been produced entirely by students. **The entry must be no longer than thirty (30) minutes, although the program may have been longer in its entirety.**

Judges will evaluate the quality of production and journalistic skills demonstrated in presentation and editing. Considerations will include content, editing, lighting, graphics, writing, and use of audio and video.

BEST GENERAL ENTERTAINMENT PROGRAM

Entry must be of a recurring program such as magazines, drama, reality and game shows or other shows of non-news or non-sports content. One or multiple talent is acceptable. The segment submitted can be no longer than thirty (30) minutes, although the original may have been longer.

Judges will consider writing, delivery of talent, editing, originality and use of audio and video.

BEST LIVE PRODUCTION

The entry must be a locally broadcast program of a live or live-to-tape performance, variety show, event, or studio production that includes music, talk, or other non-news or non-sports content. This may include but is not limited to performances of a band or entertainer, game show, talk show or other public interest programming. The live shot may use single or multiple cameras. The entry must have been produced entirely by students in live or live-to-tape production. **The entry should be a continual block and should not exceed ten (10) minutes, although the program may have been longer in its entirety.**

Judging considerations will include technical proficiency with single or multiple cameras, directing, content, creative sound engineering, and demonstrated production values.

*******COMBINED CATEGORIES*******

BEST STUDENT MEDIA WEBSITE

Students who are making the best effort to provide solid internet strategy for their campus media outlet should submit their URL to enter.

Entries will be judged on content, presentation, ease of navigation, interaction, usability and resources provided to the site's visitors.

BEST SOCIAL MEDIA PRESENCE

Students who are using Social Media as a way to engage their station's audience and the community at large should enter their Social Media platform(s) (Facebook, Twitter, Instagram, etc.) page URL.

Judges will look at a station's overall Social Media presence based on their platform(s) and will consider as pluses the following: Quality of posts – grammar, use of hyperlinks, use of hashtags, quality of media used in posts (videos, graphics, photos, etc.); creativity of posts and media; incorporation of station imaging and media; as well as overall engagement with audience.

BEST STATION IMAGING

This category is open to station IDs, promos, sweepers, liners, jingles, and any other creative use of voice, music, sound effects, video footage, and graphics/visuals to promote and enhance a campus station's brand/image/identity. **Individual spots or an entire campaign may be entered, but total time of audio or video submission package cannot exceed five (5) minutes.** Imaging produced by any outside firm or professional is ineligible. All submissions in the Best Station Imaging category must have been produced in-house by student staff.

Judges will consider content, editing and branding.

*******HIGH SCHOOL DIVISION*******

BEST AUDIO NEWSCAST

The entry must be a single, regularly scheduled newscast no more than five **(5) 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 AUDIO NEWSCAST will be based on content and service to the community. Considerations will include writing, editing, news judgment, delivery, and presentation.

BEST AUDIO NEWS REPORTING

This category is for hard, soft or sports 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 the package. **The entry must be no longer than five minutes (5) in length.**

Judging for the BEST AUDIO NEWS REPORTING will be based on content and service to the community. Considerations will include writing, editing, news judgment, delivery, and presentation.

BEST AUDIO ENTERTAINMENT PRODUCTION

This category is for any entertainment production such as comedy, soap opera, talkshow or other show of non-news or sports content. One or multiple talent(s) is acceptable. The segment submitted can be no longer than thirty (30) minutes, though the original may have been longer.

Judges will consider writing, delivery of talent, editing, originality and use of audio.

BEST VIDEO NEWSCAST

The entry must be a single, regularly scheduled newscast over five (5) 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. Sports segment should not be longer than one-third of entire broadcast.

Judging for the BEST VIDEO NEWSCAST will be based on content and service to the community. Considerations will include writing, editing, news judgment, delivery, presentation, graphics (chyron), and use of audio and video.

BEST VIDEO NEWS REPORTING

This category is for hard, soft or sports news packages that would air during any regularly scheduled newscast or be featured on a station's website. An entry is a single news story that features dramatic video and sound to enhance the package. **The entry must be no longer than five minutes (5) in length.**

Judging for the BEST VIDEO NEWS REPORTING will be based on content and service to the community. Considerations will include writing, editing, news judgment, delivery, presentation, graphics (chyron), and use of audio and video.

BEST VIDEO ENTERTAINMENT PRODUCTION

This category is for any entertainment production such as magazines, comedy, drama, reality and game shows or other shows of non-news or sports content. One or multiple talent(s) is acceptable. **The segment submitted can be no longer than thirty (30) minutes, although the original may have been longer.**

Judges will consider writing, delivery of talent, editing, originality and use of audio and video.

*******VISUAL MEDIA FESTIVAL*******

SHORT FILM FICTION

This category is designed for fiction films or videos that are **between three (3) and ten (10) minutes in length.**

Judging will be based on acting, writing, and production elements such as editing, camera and audio.

SHORT FILM NON-FICTION

This category is designed for non-fiction films or videos that are between three (3) and ten (10) minutes in length.

Judges will be based on content and production elements such as acting, editing, lighting, and the use of audio and video.

DIGITAL SHORTS

This category was created for creative films that are no longer than three (3) minutes in length.

Judges will be based on content and production elements such as acting, editing, lighting, and the use of audio and video.

TV PILOT

This category is designed for the pilot episode of a television-based show (broadcast or internet) that is no longer than 30 minutes.

Judging will be based on originality, acting, writing, and production elements such as editing, camera and audio.

OFFICIAL RULES

The CBI board of directors is the final authority on all matters involving the contest. The contest is open to all campus radio stations (over-the-air, Internet and cable/closed circuit) television facilities, and other student media outlets. Finalists and winning entries may be posted on the CBI website or other site of its choosing and at its discretion. Rules may be amended by the CBI board of directors at any time.

- Entries must be submitted electronically.
- All entries must be submitted as originally broadcast or produced for a class between May 16, 2020, and May 14, 2021.
- Entry fee for non-members is \$65 per entry with payment to be processed online at the time of submission.
- MP3 is the recommended file format for Audio entries.
- MP4 or MOV are the recommended file formats for Video entries.
- The official online entry form must be used. An entry form is to be filled out individually with each entry. Each entry must be placed in the correct subsection (Audio or Video or Combined) and in the correct category or it will not be considered.
- Each entry must be completely identified to show the name and call letters of the station (if applicable); name and mailing address of the school and/or station; email of the school newspaper or PR office; competition category; title of the entry; the name of the person(s) involved with production of the entry (limit to 10 students); the air/production date; and the length of the entry.
- Entries are limited to two per category per station.
- The same audio/video piece may only be entered in one category each contest year.
- Entries submitted in previous years, including entries in the Fall 2019 Visual Media Festival, are not eligible, with the exception of the Student Media Website and Social Media Presence categories. Entries in these categories are expected to have new content within the eligibility period to remain eligible for the competition.
- Entries are to be original work by students (totally student-produced) for a campus media outlet or college credit courses. This work cannot be done for professional broadcasting stations or related organizations, including student-produced work for organizations such as NPR/PBS, Fox Sports/ESPN. Such entries will be automatically disqualified.
- Programs produced with significant resources outside of the student community are not accepted.
- Use of professional or commercial announcers, or voice-over talent or elements are not allowed.
- All entries must affirm copyright permission for any material not covered by a campus or institutional agreement with ASCAP, BMI, SESAC, or other licensing organization.

- All commercials, public service announcements, and promotional announcements must be edited out of all program entries.
- Each entry may include supplemental data in the comments section for the judges. This supplemental material may include, but is not limited to, a summary of the entry, an explanation of how the topic was selected, the goals achieved, any hurdles that were overcome, and the quantity and quality of audience feedback received. This supplemental material is optional, not required.
- The judges for the contest will be professionals in the field and journalism and mass communications faculty/staff members. They will have the authority to place an entry in a different category than the one in which it was entered.
- Violation of these rules will result in disqualification of a station's entry from any award consideration by the judges in the category in which the violation occurs.
- CBI is not responsible for reprinting costs associated with submission entry information misspellings.