

**COLLEGE BROADCASTERS, INC.
2023 NATIONAL STUDENT PRODUCTION AWARDS**

OFFICIAL ENTRY ANNOUNCEMENT

Entries are to be original work by students (totally student-produced) for a campus media outlet or college credit course. All entries must be submitted via askcbi.org by **Monday, May 15, 2023 at 11:59 p.m. PT**. There is a fee of \$10 per entry for CBI member stations, both college and high school.

The entry fee for **non-member stations** is \$65 per entry, with payment to be processed online at the time of submission. Non-Members must be registered in order to submit for the awards. [Register here to create a non-member account.](#)

It is financially beneficial for non-members (college and high school) who are submitting more than two entries to become members (\$125). CBI members also receive a discount on registration for the National Student Electronic Media Convention. Non-members wishing to become members will be required to pay for membership online during the last week of the submission window. [Become a CBI Member station by following this link.](#)

OFFICIAL RULES

The CBI board of directors are 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 winners 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 14, 2022, and May 15, 2023.
- There is an entry fee of \$10 per entry for CBI member media outlets. The entry fee for non-members is \$65 per entry. These costs are not billed for future payment - all payments are 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 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 can not 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.
 - 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.
 - Each entry may include for the judges supplemental data in the comments section. 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/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.
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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. An entry, similar to a DJ aircheck, consists of only breaks taken by the announcer(s). Whole songs, PSAs, or promos which do not feature the talents of the announcer(s) are not to be included, but a few seconds of

a song, PSA, or promo are allowable to establish the transition between breaks. Original bits including telephone interaction (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 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/or the area 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 90 seconds or less.** Subject cannot be the media outlet or college/university itself.

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

Best Newscast or Sportscast

The entry must be a single, regularly scheduled newscast or sportscast no more than ten (10) minutes in length. Special segments such as pre-produced features or investigative reports may be included in the newscast/sportscast 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 will be based on content and service to the community. Considerations will include writing, editing, news or sports 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 will be based on content and service to community. Considerations will include writing, editing, news judgement, 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 Special Broadcast

The entry must be a locally originated stand-alone program of 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.** The segment entered may be of scoped material.

Judging will be based on creativity, writing, editing, delivery, presentation, and use of audio.

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. **The entry must be no longer than thirty (30) minutes, although the program may have been longer in its entirety.** In addition, the segment entered shall be "consecutive minutes," not several samples of scoped material.

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.

Best Podcast

This is unique audio program intended for an online audience. **The entry must be no longer than ten (10) minutes, although the program may have been longer in its entirety.** In addition, the segment entered shall be "consecutive minutes," not several samples of scoped material.

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

Best Sports Show

The entry must be a single, regularly scheduled 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 produced by the station or media outlet. **The entry must be no longer than thirty (30) minutes, although the program may have been longer in its entirety.** In addition, the segment must be from a single show,

not multiple shows. The segment may be scoped material. Audio SPORTS PLAY-BY-PLAY (see SPORTS PLAY-BY-PLAY category) segments or full game coverage are NOT permissible in this category.

Judging will be based on content, delivery, sports news judgment and knowledge.

Best Sports Reporting

This category is for sports packages that would air during any regularly scheduled newscast or sportscast or be featured on the 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 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 twenty (20) 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 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, though the original may have been longer.** In addition, the segment must be from a single show, not multiple shows. The segment may be of scoped material.

Judges will consider writing, delivery by talent/host(s), editing, originality and use of audio.

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 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 PSA

Creative use of voice, music, sound effects, video footage, graphics, and other visuals in any combination to form a public service announcement used to provide service to the campus community and/or area 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 90 seconds or less.** 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 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 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 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 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 segment entered may be of scoped material. **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 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 are 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 will be based on content, delivery, sports news judgment and knowledge, 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 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 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 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 minutes (10), 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.

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/host(s), editing, originality and use of audio and video.

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.

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.

Long Film Fiction

This category is designed for fiction films or videos that are **between ten (10) and thirty (30) minutes in length.**

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