



2011-2012 U.S. Education TV Awards

Rules and Regulations

The U.S. Education TV awards are presented in recognition of excellence in scholastic broadcast video production and honors students with special skills and talents for streaming content on the Internet utilizing the U.S. Education TV Platform.

The Rules & Regulations are outlined in this document. Judging for these Awards is provided by U.S. Education TV.

Entries not adhering to the Rules & Regulations are subject to loss of points and/or disqualification by the judges. All decisions by the judges are final. The Board of Directors of Student Television Network reserves the right to change or amend these Rules & Regulations, at any time, and without notice.

Entry is free. All schools using the U.S. Education TV Platform will automatically be entered in all nine contests and eligible for awards. **Schools that are not yet signed up for U.S. Education TV can still sign up to create their site and be entered in this award program.** U.S. Education TV will pay your \$75 membership dues for 2011-2012. If you are already a paid member of STN and wish to sign up for a U.S. Education TV site, please contact STN at info@studenttelevision.com for details.

U.S. Education TV Awards are issued in the following categories:

- I. Best Overall Network
- II. Best Live Event
- III. Best Use of Advertising
- IV. Best Archive Promotion
- V. Best Community Involvement
- VI. Best Instructional use of the Platform
- VII. Most Innovative use of the Platform
- VIII. Best News Production
- IX. Best New School

- Judging will begin February 15, 2012 so all schools that wish to be considered should have their U.S. Education TV website updated and complete with events, archives and advertising.
- Winners will be announced in March at the Closing Ceremony of the 2012 STN Convention in Dallas, TX. Winners do not need to be present at the convention to win. In fact, U.S. Education TV will be streaming the Closing Ceremony live.
- For more information about U.S. Education TV, please go to ww.studenttelevision.org/resources.

Here are the details of each award category:

Best Overall Network

PRIZE: \$10,000

Awarded to the school exhibiting the best overall utilization of all the elements of the U.S. Education TV model. Judges will consider the school's live events, best use of advertising, community involvement, the best instructional use of the platform, and most innovative use of platform, news production, archives, video technical quality, audio quality and creativity.

Best Live Event

PRIZE: \$5,000

Awarded to the school streaming the best live event using the U.S. Education TV Platform. Judges will consider video technical quality, audio quality, host, talent, performance, usage of downtime, special effects/graphics, journalism, program complexity and creativity.

Best Advertising Network

PRIZE: \$5,000

Awarded to the school with the best use of advertising using the U.S. Education TV Platform. Judges will consider the amount of advertising, advertising content, promotion of advertising opportunities, activity of showcasing advertisements, reciprocal advertising, mediums of advertising, advertising technical quality, innovation, complexity and creativity.

Best Archive Promotion

PRIZE: \$5,000

Awarded to the school with the best archive promotion using the U.S. Education TV Platform. Judges will consider promotion of VOD content, use of Members Only VOD content, video quality of VOD content, audio quality of VOD content, variety of VOD content, organization of VOD content, unique VOD content, innovation, complexity and creativity.

Best Community Involvement

PRIZE: \$5,000

Awarded to the school with the best community involvement using the US Education TV Platform. Judges will consider the amount of community events covered, overall show-case of live community events, showcase of VOD community events, response to community demand, showcasing of community organizations, coverage of community news, recreation in the community, video technical quality, audio quality and creativity.

Best Instructional Use

PRIZE: \$5,000

Awarded to the school with the best instructional use of the US Education TV Platform. Judges will consider best review segments, lesson plans, educational themes, timely postings, media convergence, instructional video, video technical quality, audio quality, complexity and creativity.

Most Innovative Use

PRIZE: \$5,000

Awarded to the school with the best instructional use of the U.S .Education TV Platform. Judges will consider amount of innovative techniques, variety of innovative techniques, innovative strategies for involving stakeholders, innovative advertising, innovative promotions, innovative video content, video technical quality, audio quality, complexity and creativity.

Best News Production

PRIZE: \$5,000

Awarded to the school with the best instructional use of the U.S. Education TV Platform. Judges will consider amount of news coverage, diverse news coverage, sports news coverage, graphics, video technical quality, audio quality, reporter skills/talent, professionalism, complexity and creativity.

Best New School

PRIZE: \$5,000

Awarded ONLY to a school signing- up through STN membership. The Award will go to the new school using the most of the U.S. Education TV Platform in the first year of membership. Judges will consider all aspects of every other award and how quickly the school made those achievements.