



Anchoring - MS

On-Site Contest 2012*

OBJECTIVE: Write and deliver a news script on camera.
Writing: 45 minutes

This is an individual contest (1 student).
Each member program may have 1 individual entry.
Stories must be written in broadcast style and read live-to-tape.
Story should time between :45 and :60 seconds.

PROCEDURE:

Each contest packet contains an appointment time for individuals to pick up their printed wire copy. The printed wire copy will contain enough information to write a broadcast script. Individuals will have 45 minutes to write and prepare before arriving for the taping session. There is no teleprompter.

1. Pick up the wire copy.
2. Write a script.
3. Report back at your assigned taping time to deliver your script on camera.

RULES:

You may type or write your script.
Do not add information to your script that was not in the wire copy.
You may not receive assistance on your script from an outside party.
Tappings must time between :45 and :60 seconds or face penalty from judges.

NOTE: Open with "Good Morning, I'm [your name]" and close with "For Student Television Network, I'm [your name]".

SUBMIT YOUR ENTRY:

Please include your name, your school's name and your contest ID # on your script and turn it in to the contest monitor. No individuals will be accepted past assigned taping time, no exceptions. Any entries that do not follow the rules and procedures will face disqualification or loss of points by the judges.

JUDGING CRITERIA FOR ANCHORING:

Judges will look for a performance that is conversational and credible, with important information presented in an interesting and appropriate manner. Contestants should speak clearly, watch their posture and avoid wearing clothing that is distracting or inappropriate.

** This is an on-site contest. You must be checked-in and present at the contest briefing in order to participate and you must remain within the onsite map restriction until you have turned in your entry to the contest monitor.*



Commercial - MS

On-Site Contest 2012*

OBJECTIVE: Produce a persuasive commercial for a given product.
Production: 2 hours/Edit: 2 hours

Up to 4 students per member program may participate.

Each member program may have 1 entry.

Segment should time at :30 seconds.

Segments may include graphics and b-roll shot during the contest period.

PROCEDURE:

Teams are given a product or service and then 4 hours to produce a persuasive :30 second commercial. STN will provide rights-cleared music for editing.

1. Plan the commercial segment.
2. Record audio and video.
3. Edit in a room monitored by a contest supervisor.
4. Save the segment on the flashdrive provided in the contest packet.

RULES:

No outside music may be used, only the STN cleared music.

Video effects, titles and graphics created during the contest period may be used, but will not necessarily improve students' chances of placing in this event.

You may not receive assistance on your segment from an outside party.

Segments should time at :30 seconds or face penalty from the judges.

SUBMIT YOUR ENTRY:

Export your segment as a QuickTime movie. Please name your QuickTime movie using your contest ID found on your packet and save it to the flashdrive provided. Place the flashdrive into the packet and return it to the designated area completed before deadline. No entries will be accepted past deadline, no exceptions. Any entries that do not follow the rules and procedures will face disqualification or loss of points by the judges.

JUDGING CRITERIA FOR COMMERCIAL:

Judges will look for persuasiveness, strong overall messages, and appropriate pacing. Effects and graphics should always enhance the piece and make it more memorable. Video effects and digital transitions may be used, but will not necessarily improve students' chances of placing in this event. Judges will want to be left with a clear, concise, strong impression which persuades them as intended by supplied topic.

** This is an on-site contest and must be produced within the onsite map restriction. Entries will lose points or be disqualified if produced outside the restricted area.*



Movie Trailer - MS

On-Site Contest 2012*

OBJECTIVE: Produce a promotional trailer for a fictional movie, on a given movie title.
Production: 2 hours/Edit: 2 hours

Unlimited students per member program may participate.

Each member program may have 1 entry.

Entries must time at :30 seconds.

PROCEDURE:

Teams will be given 4 hours to storyboard and produce a movie trailer based on a given topic. STN will provide rights-cleared music for editing.

1. Plan and shoot video/audio for your movie trailer.
2. Report at the assigned edit time.
3. Edit in a room monitored by a contest supervisor.
4. Save the movie trailer segment on the flashdrive provided in the contest envelope.

RULES:

Do not change the title of the movie.

Entries may include actors and extras from your school and other schools.

Sound effects, video effects, titles created during the contest period may be used.

Only STN rights-cleared music may be used for editing.

Videos must adhere to STN Content Policies and may not include anything in theme, language, nudity, sex, violence or other matters that would be offensive to the STN student population of 12-18 year olds.

Entries that do not time at :30 seconds may be penalized at the judges' discretion.

SUBMIT YOUR ENTRY:

Please name your QuickTime movie using your contest ID found on your packet. **DO NOT USE YOUR NAME.** Place the flashdrive into the packet and return it to the designated area before deadline. No entries will be accepted past deadline, no exceptions. Any entries that do not follow the rules and procedures will face disqualification or loss of points by the judges.

JUDGING CRITERIA FOR MOVIE TRAILER:

Judges will pay careful attention to the pacing and impact of the visuals in this event. The delivery of a good concept, presentation of a strong theme, and use of effects (photographic and electronic), will all factor strongly in the judging of this category. All submissions must adhere to the STN Creative Content Guidelines available on the STN website or face loss of points and/or disqualification by the judges.

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Music Video - MS

On-Site Contest 2012*

OBJECTIVE: Produce a music video from supplied music.
Production: 3 hours/Edit: 3 hours

Unlimited students per member program may participate.
Each member program may have 1 entry.
Music and lyrics will be provided by STN.

PROCEDURE:

Teams will be given several audio tracks to choose from on a flashdrive. Printed lyric sheets will also be provided. Each team will choose their song before brainstorming on their own concept and shooting original footage for the final product.

1. Plan and shoot video/audio for your music video.
2. Report at the assigned edit time.
3. Edit in a room monitored by a contest supervisor.
4. Save your music video on the flashdrive provided in the contest envelope.

RULES:

Teams may not shorten or alter the music video song in any way.
Entries may include actors and extras from your school and other schools.
Video effects and titles created during the contest period may be used.
Videos must adhere to STN Content Policies and may not include anything in theme, language, nudity, sex, violence or other matters that would be offensive to the STN student population of 12-18 year olds.

SUBMIT YOUR ENTRY:

Please name your QuickTime movie using your contest ID found in your packet. **DO NOT USE YOUR NAME.** Place the flashdrive into the envelope and return it to the designated area before deadline. No entries will be accepted past deadline, no exceptions. Any entries that do not follow the rules and procedures will face disqualification or loss of points by the judges.

JUDGING CRITERIA FOR MUSIC VIDEO:

Judges will pay careful attention to the pacing and impact of the visuals in this event. The delivery of a good concept, presentation of a strong theme, and use of effects (photographic and electronic), will all factor strongly in the judging of this category. All submissions must adhere to the STN Creative Content Guidelines available on the STN website or face loss of points and/or disqualification by the judges.

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Public Service Announcement - MS On-Site Contest 2012*

**OBJECTIVE: Produce a public service announcement based on a given topic.
Production: 2 hours/Edit: 2 hours**

Up to 4 students per member program may participate.

Each member program may have 1 entry.

PSA's should time at :30 seconds.

Segments may include graphics and b-roll shot during the contest period.

PROCEDURE:

Teams are given 4 hours to produce a :30 second PSA based on a given topic. STN will provide rights-cleared music for editing.

1. Plan the PSA segment.
2. Record audio and video.
3. Edit in a room monitored by a contest supervisor.
4. Save the segment on the flashdrive provided in the contest packet.

RULES:

Only STN rights-cleared music may be used for editing.

Effects, titles and graphics created during the contest period may be used.

You may not receive assistance on your segment from an outside party.

Segments should time at :30 seconds or face penalty from the judges.

SUBMIT YOUR ENTRY:

Export your segment as a QuickTime movie. Please name your QuickTime movie using your contest ID found on your packet and save it to the flashdrive provided. Place the flashdrive into the packet and return it to the designated area completed before deadline. No entries will be accepted past deadline, no exceptions. Any entries that do not follow the rules and procedures will face disqualification or loss of points by the judges.

JUDGING CRITERIA FOR PUBLIC SERVICE ANNOUNCEMENT:

Judges will look for persuasiveness, strong overall messages, and appropriate pacing. Effects and graphics should always enhance the piece and make it more memorable. Video effects and digital transitions may be used, but will not necessarily improve students' chances of placing in this event. Judges will want to be left with a clear, concise, strong impression which persuades them as intended by supplied topic.

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Spot Feature - MS

On-Site Contest 2012*

OBJECTIVE: Produce a feature story on a given topic.
Production: 2 hours/Edit: 3 hours

One team of up to 2 students per member program may participate.
Each member program may have 1 entry.
Segments should not exceed :90 seconds.

PROCEDURE:

Students are given a general assignment and then 5 hours to produce a feature story.

1. Record audio and video including all visuals, soundbites and voice track.
2. Report to the edit room at the assigned edit time.
3. Edit in a room monitored by a contest supervisor.
4. Save your spot feature segment on the flashdrive provided in the contest envelope.

RULES:

Journalists may not choose a subject or character for their story from within their own school or member program.

No music tracks may be added or edited into a story.

Effects, lower-third titles and graphics created during the contest period may be used, but will not necessarily improve the chance of placing in this event.

You may not receive assistance on your segment from an outside party.

Segments should not exceed :90 seconds or face penalty from the judges.

NOTE: You should use the following closing: *"For Student Television Network, I'm [your name] reporting."* Do not use school name in the closing.

SUBMIT YOUR ENTRY:

Export your segment as a QuickTime movie. Please name your QuickTime movie using your contest ID found on your packet and save it to the flashdrive provided along with your online print story and 2 pictures. Place the flashdrive into the packet and return it to the designated area completed before deadline. No entries will be accepted past deadline, no exceptions. Any entries that do not follow the rules and procedures will face disqualification or loss of points by the judges.

JUDGING CRITERIA FOR SPOT FEATURE:

The judges will be looking for stories that stick to the topic. Stories should get the viewer's attention and keep it. Beginning, middle, end, and overall pacing are important. Sound bites need to provide insight and the visuals must be compelling. The reporter track should be clear and strong. Overall impact of the piece will be the major criteria in the evaluation process.

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