



# STN Challenge

## Fall Contest 2017

**REGISTRATION DEADLINE:** October 18 5:00 PM Pacific

**PROMPTS ON STN SOCIAL MEDIA:** October 19

**UPLOAD DEADLINE:** October 25 5:00 PM Pacific

### ARE YOU READY FOR THE CHALLENGE?

Experience the pressure as your team races against time to make a deadline! The annual STN CHALLENGE will test your skills and teamwork on a deadline. There's no time to waste! Pre-Register, follow STN Social Media, get the topic. Once the topic is out, your team has ONLY six days to plan, produce and submit an entry to STN.

There are six STN Challenge categories: 1. High School News Feature Story; 2. High School Sports Feature Story; 3. High School Short Film; 4. High School Public Service Announcement; 5. Middle School Feature Story; and 6. Middle School Public Service Announcement.

High School categories will be awarded 1st, 2nd, 3rd and, if applicable, Honorable Mention. If the entries do not meet STN standards, the judges may elect to award less or no awards. Middle School will be awarded winning places based on the number of entries and at the sole discretion of STN and the judges.

**PRE-REGISTRATION DEADLINE IS October 18, 2017 at 5pm PST. Take the Challenge!**

### REGISTER FOR THE CHALLENGE!

This contest is Pre-Registration ONLY. Teams must sign up and commit to the Challenge BEFORE the contest begins. You must know the names of your team members in order to register and you can't change any of the names after the deadline.

Affiliates may enter one team in each category, with no more than 4 students on a team. Individual students may participate in one Challenge category per affiliate member. Middle Schools may only enter one team in each middle school category.

Each entry costs \$15 and must be paid with a credit card at the time of registration. This fee is not refundable should you decide not to enter a video in the Challenge OR if you miss the deadline OR if registered team members become unavailable during the contest period, for any reason.

**CHALLENGE TOPICS announced October 19 on STN Social Media:**

**Facebook.com/studenttelevisionnetwork;  
Instagram@stnnow & Twitter@stnnow.  
Like and follow now!**

### CHALLENGE RULES & REGULATIONS

- Entries may not exceed 3 minutes, except PSA may not exceed 60 seconds.
- All interviews and video footage must be shot by the team, during the contest period. No file footage or clips from other media outlets or parts of previous stories or projects may be used. Still pictures are permitted for back story.
- Advisers may not shoot, write or edit any part of a challenge entry. This is a "hands-off" contest and must be 100% student produced.
- To review Rules and Regulations that apply to all contests visit the contest page on STN website.
- Only teachers may access the STN Dashboard Upload System. No students please!
- Entries must be submitted by 5:00 pm Pacific time on October 25, 2017 using the STN Upload System in the STN Dashboard at [www.studenttelevision.org](http://www.studenttelevision.org)\*

### JUDGING CRITERIA

Entries should tie into the topic. Strong stories will grab the viewer's attention and keep it. Beginning, middle and end, as well as the overall pacing are important. Sound should provide insight, the visuals must be compelling and the story should be focused. Winning entries will meet the following criteria:

- Excellent content, tells a story.
- Excellent production values.
- Strong connection to the topic.
- Overall impact and professionalism.

Please refer to the judging criteria on the next few pages for a complete description of the specific contest category expectations. The winning entries will be announced and promoted on the STN website and will receive applicable plaques or certificates.

\*Technical difficulties are not an excuse for missing the upload deadline. Give yourself enough time to overcome any last-minute problems that may arise when preparing your entry. If you're experiencing repeated problems or are having issues with your uploads, then please contact STN immediately at 877-786-1001 or [info@studenttelevision.com](mailto:info@studenttelevision.com). **IMPORTANT:** [Take the time to read STN Contest Documents: Rules and Regulations/New Rules for Challenges/Judging Guidelines/Creative Content Policy/Copyrighted Materials. http://www.studenttelevision.com/contests.htm.](http://www.studenttelevision.com/contests.htm)

## STN CHALLENGE CRITERIA

**News** and **Sports** entries are judged by industry professionals. Affiliates should understand that judging is subjective and will not always be in line with what is taught in a school production classroom. This is a real-world experience. STN contest judges are not teachers, they are professionals who have offered their expert opinion and feedback, based on years of work experience in the TV/Film industry.

Entries are evaluated using a combination of criteria that is specific to the contest being judged. There are no final point scores. The BEST entries that follow the rules will win the contest. Criteria are evaluated using a scale ranging from **NEEDS WORK** to **AVERAGE** to **EXCELLENT**. STN judges work hard to make sure every entry receives feedback including a bar graph that reflects how an entry performed in the contest's specified criteria.



The Judges will ask the following questions when evaluating **News and Sports** entries:

- **Camera/Direction** - Do the visuals tell the story? Are shots steady, focused, well composed? Are there compelling sequences using creative angles? Did you take me some place I can't go?
- **Lighting** - Are the visuals crisp and clear? Did the videographer avoid poor lighting situations? Did the videographer adjust the lens to optimize the picture? Was there any creative lighting?
- **Audio** - Are the sounds and voice tracks clean and clear? Are the soundbites clean and clear? Is the segment leveled properly? Are sounds balanced, or do they compete?
- **Nat Sound** – Did the story start with great nat sound? Are there nat sound moments and pops incorporated into the story? Does the natural sound help tell the story?
- **Editing** – Does the editing distract from the story? Are the sequences and transitions smooth? Were common editing mistakes avoided (jump cuts, flash frames, etc...)? Was there any creative editing techniques used to help tell the story?
- **Drama/Human Interest** – Did the story appeal to the emotions? Was the story compelling? Was the main character memorable? Was the story covered from a unique angle or perspective?
- **Storytelling/Script** – Does the story have good structure and flow? Beginning, Middle and End? Was the reporter track written clearly and conversationally? Were active verbs and smooth transitions used between the main points of the story? Did you tell me something I don't know?
- **Integrity/Courage** – Is the story fair and balanced? Accurate? Did the reporter remain objective? Were people, places and things pronounced correctly? Did the reporter take any risks by covering a difficult story? Did the reporter stay focused?
- **Closeness to Topic** – Did the reporter understand the topic? Did the story stick to the topic? Did the visuals fit the topic? Did the script make a compelling connection to the topic?
- **Followed Directions** – Did the entry meet the contest objectives? Did the entry follow all the rules and procedures? Did the entry ONLY use video shot during the contest period? Did the entry's total running time stay within the time limit? Did the entry make use of copyright music or images? Did the entry follow STN's creative contest policies?

**Short Film & PSA** entries are judged by industry professionals. Affiliates should understand that judging is subjective and will not always be in line with what is taught in a school production classroom. This is a real-world experience. STN contest judges are not teachers, they are professionals who have offered their expert opinion and feedback, based on years of work experience in the TV/Film industry.

Entries are evaluated using a combination of criteria that is specific to the contest being judged. There are no final point scores. The BEST entries that follow the rules will win the contest. Criteria are evaluated using a scale ranging from **NEEDS WORK** to **AVERAGE** to **EXCELLENT**. STN judges work hard to make sure every entry receives feedback including a bar graph that reflects how an entry performed in the contest's specified criteria.



The Judges will ask the following questions when evaluating **Short Film & PSA** entries:

- **Camera/Direction** - Do the visuals tell the story? Are shots steady, focused, well composed? Are there compelling sequences using creative angles? Did you take me some place I can't go?
- **Lighting** - Are the visuals crisp and clear? Did the videographer avoid poor lighting situations? Did the videographer adjust the lens to optimize the picture? Was there any creative lighting?
- **Audio/Music** - Are the sounds and voice tracks clean and clear? Are the soundbites clean and clear? Is the segment leveled properly? Are sounds balanced, or do they compete?
- **Editing** - Does the editing distract from the story? Are the sequences and transitions smooth? Were common editing mistakes avoided (jump cuts, flash frames, etc...)? Were there any creative editing techniques used to help tell the story?
- **Storytelling/Script** - Does the story have good structure and flow? Beginning, Middle and End? Was the reporter track written clearly and conversationally? Active verbs were used? Were there smooth transitions between the main points of the story? Did you tell me something I don't know?
- **Continuity** - Did the story make sense from the beginning to the middle and through the end?
- **Creativity** - Did the entry try something different or unique? Did it take creative risks that paid off?
- **Acting/Talent** - How was the general performance of the talent? Was the cast a good fit for the production? Did the acting add or take away from the entry?
- **Closeness to Topic** - Did the reporter understand the topic? Did the story stick to the topic? Did the visuals fit the topic? Did the script make a compelling connection to the topic?
- **Followed Directions** - Did the entry meet the contest objectives? Did the entry follow all the rules and procedures? Did the entry ONLY use video shot during the contest period? Did the entry's total running time stay within the time limit? Did the entry make use of copyright music or images? Did the entry follow STN's creative contest policies?