



Commercial

On-Site Contest 2020

Date: Friday, 3/13/20

Pick Up: 11:30 am

Edit Time: 3:00 pm

Editors must report to the Edit Room by 3:15 pm

Deadline: 6:00 pm

CONTEST OBJECTIVE & RULES

- Produce a persuasive commercial for a provided product or service.
- Production: Shoot 3 hours/Edit 3 hours
- High School: 1 team of unlimited students
- Middle School: 1 team of unlimited students
- NOTE: Only 2 team members may be designated editors.
- Segments should not exceed 30 seconds.
- Only approved royalty-free music is allowed.
- Only effects and graphics created during the contest period may be used.
- You must report to the edit room at the assigned time, with your editing equipment.
- You may not set up your equipment in the edit room before the assigned edit time.
- Please refer to the Edit Room Rules & Procedures document on the STN Website.
- You may not receive assistance on your entry from an outside party. No teacher support.

JUDGING & EVALUATION

Judges will look for persuasiveness, strong overall messages, and appropriate pacing. Effects and graphics should always enhance the piece and make it more memorable. Judges will want to be left with a clear, concise, strong impression which persuades them as intended by supplied topic.

Judges will focus on the following criteria:

- ★ Camera/Direction
- ★ Lighting
- ★ Audio/Sound/Music
- ★ Editing
- ★ Storytelling/Content
- ★ Continuity
- ★ Creativity
- ★ Acting/Talent
- ★ Closeness to Topic
- ★ Followed Directions

CONTEST PROCEDURES

- Report to the Assignment Desk to receive your contest materials and instructions.
- Record sound and visuals
- Report to the edit room wearing a wristband and bring your Edit Ticket.
- Edit in the Edit Room supervised by STN.
- Copy your segment on flashdrive provided.

EXTRA ATTENTION

NOTE: In order to avoid confusion about teachers assisting students during a contest, adults may NOT be actors/extras in your entry.

SUBMITTING YOUR ENTRY

- Copy your entry to the flashdrive provided.
- Name your entry file using your contest ID # (Found on the contest pouch).
- Place the flashdrive back into the contest pouch and return it to the Contest Booth before the posted deadline.
- No entries will be accepted past the deadline.

QUESTIONS?

- Read this contest description thoroughly.
- Review all of the STN Contest FAQ's on the STN Convention webpage.
- Visit the Contest Booth any time during the contest operating hours.
- Email all of your contest questions to: contests@studenttelevision.com