



# Social Media Story

## On-Site Contest 2020

**Date:** Friday, 3/13/20

**Pick Up:** 12:00 pm

**NO EDIT**

**Deadline:** 3:30 pm

### CONTEST OBJECTIVE & RULES

- Promote a news story using social media
- Production Time: 3 hours
- High School: 1 team of up to 4 students.
- STN will provide a script for a news story scheduled to air on the evening newscast. Based on that story, submit three (3) promotional multimedia elements you think are appropriate for posting on Social Media
- **Requirements Include:**
  1. :10 second reporter standup promoting the upcoming story
  2. a single photo you take to entice viewers to click
  3. a persuasive headline
- Stick to the story provided. Do not invent any random information. Stay within the topic
- There is no editing for this contest. Graphics, titles, and in-camera effects are not allowed.
- You may not receive assistance on your entry from an outside party. No teacher support

### JUDGING & EVALUATION

Judges will look for a promotional stand-up that is credible with important information presented in an interesting and appropriate manner. Promos should be appropriate for the subject matter. Reporters should speak clearly, watch posture, and avoid clothing that is distracting/inappropriate. Photos should be representative of the story and interesting. Headline copy should be catchy.

Judges will focus on the following criteria:

- ★ Camera Presence
- ★ Reporter Look/Style
- ★ Reporter Writing
- ★ Enunciation/Inflection
- ★ Microphone Technique
- ★ Camera Operation
- ★ Photo Image Quality & Composition
- ★ Headline Quality
- ★ Closeness to Topic
- ★ Followed Directions

### CONTEST PROCEDURES

- Report to the Assignment Desk to receive your contest materials and instructions.
- Plan and record your promo, shoot a representative still photo and write headline
- Complete the Social Media Contest Form

### EXTRA ATTENTION

**NOTE:** This contest assumes one of the team members will be on camera for the promo. Anyone may be in the still photo.

### SUBMITTING YOUR ENTRY

- Copy your elements to the flashdrive provided.
- Name your video and photo files using your contest ID # (Found on the contest pouch)
- Place the Contest Form and 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](mailto:contests@studenttelevision.com)

*\*This is an on-site contest. You must remain within the contest map restriction until you have completed your entry.*

Social Media Contest Form

Please PRINT clearly

Headline:

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School Name: \_\_\_\_\_ Contest ID# \_\_\_\_\_