

# 2009-10 KHSJA State Competition

## Broadcast Category Descriptions

### **Category 1: Spot production**

Length: 15 to 60 seconds

A videotape or DVD of an original commercial, public service announcement or promotional announcement. This category also includes animation. Animated productions may run longer than 60 seconds but should not exceed 5 minutes. Include script, name of client and client's specifications where appropriate.

**Criteria:** Judges will be looking for creativity, original materials, and clean production. Writing will be appropriate to product or concept. Material should be tailored to target audience.

### **Category 2: Newscast**

A videotape or DVD of a live or pre-recorded school newscast. Length: Under 10 minutes (condensed.)

**Criteria:** Judges will be looking at packaging, formatting, writing, producing and anchoring skills. Stories should be timely, relevant to the audience and an appropriate length. The broadcasts as a whole should be well paced and show a variety of readers, vos, vo/sots and packages. When condensing, leave out any spots, promos or PSAs, but include bumps and teases. Include the beginning and end of sports and/or weather, but omit the bulk of those segments.

### **Category 3: Music Video or short video**

A videotape using original or pre-recorded music, and all original video. May also include videos without music.

Length: 3-5 minutes.

### **Category 4: Humorous Feature**

Category includes humorous skit, parody, etc. Judges will look for creativity, originality, appropriateness.

Length: No more than 4 minutes.

### **Category 5: Newsmagazine**

**TV:** The newsmagazine can be a public affairs, issues-oriented program or a magazine-format program. Topics can be informational or entertaining. On-air guests may be included as well as on-location video packages.

**Criteria:** Judges will be looking at pace and flow of material, variety of shots and production techniques. Program should include a mix of video and on-camera materials. The theme should be apparent. A well-produced newsmagazine will support the theme throughout the broadcast with a variety of story forms.

Length: 5 to 15 minutes (condensed.)

### **Category 6: Documentary**

The documentary should focus on one theme or issue. Judges are looking for evidence of research, proper editing. Documentary could be a multiple-part series.

Length: Under 10 minutes.

## **Packages (This is a definition for categories below.)**

A package is a complete story, introduced by an anchor and voiced by a reporter. It includes sound bites from sources. The reporter is seen during a bridge or during the stand-up close, usually not both. It is hardly ever necessary for the reporter to do a stand-up open unless it is a bench package — meaning the anchor throws to the reporter on set, and the reporter then uses material pre-recorded in the field. An anchor may tag a story if needed, but the tag should not contain essential material. Packages will be judged on their accuracy, timeliness, relevance and completeness. Intros should help the viewer into the story, but not repeat what the reporter will cover. Tags should be used sparingly, only when necessary. Sometimes an adviser will ask what's the difference between a news or sports package and a news feature or sports feature package, for example. Here's an adviser's explanation: "I am using 'timeliness' as a guide. All packages would have b-roll, voiceover, soundbites and standups. A sports package would be about one important recent game and a sports feature would be about the new boys on the cheerleader squad. A news package would be about a small fire that emptied the classrooms recently while a news feature package would be about what the school is doing about safety in general."

Length: Most packages are between **45 seconds and 2 minutes. Max length is no more than 4 minutes.**

### **Category 7: Best News Feature Package**

A DVD, videotape or audiotape of a short feature piece. A feature is not hard news. It may be a personality profile, an exploration of a topic, a look at the lighter side of life or a sidebar to a hard news story.

### **Category 8: Best Sports Feature Package**

A DVD, videotape or audiotape of a short sports feature piece. A feature is not hard news. It may be a sports personality profile, an exploration of a topic, a look at the lighter side of life (sports) or a sidebar to a hard sports news story.

### **Category 9: News package**

A DVD, videotape or audiotape of short hard or breaking news piece.

### **Category 10: Sports package**

A DVD, videotape or audiotape of a short hard or breaking sports piece.

### **Category 11: Vo or Vo/sot**

Voice over story or voice over/sound on tape or DVD story. Not a package, but a solid story, news, feature or sports, that shows quality writing, reporting and videography. Vo and vo/sots run between 30 and 60 seconds.

### **Category 12: Videography**

Best use of video in sports, news or features. Shots are well-framed, sequenced and in focus. The video is balanced. The pictures and script — if there is one — match. The script does not overwhelm the video. If music is used, it matches mood and tone of video. Videographer has conveyed emotion through pictures.

**The radio-only categories are:**

**Category 13: Best newscast**

An entry consists of 3-5 minutes of one or two students reading news – preferably from their school or community. Contestants will be judged on delivery, pronunciation and voice quality. **Entries must be submitted on an audiocassette, CD or DVD.** Entries must observe the time limit.

**Category 14: Best DJ show**

An entry consists of 3-5 minutes of an edited DJ show with one or two DJs. The entry must be edited so that most of the music has been removed and judges mainly hear the DJ(s) talking before and after music. Contestants will be judged on delivery, pronunciation, clarity and voice quality. Entries must be submitted on an audiocassette, CD or DVD. Entries must observe the time limit.

**Category 15: Best sports play-by-play**

An entry consists of 3-5 minutes of play-by-play, including color commentary if desired, by one or two students. Long pauses in the action should be edited out. Contestants will be judged on delivery, pronunciation, clarity and their ability to keep their audience informed as well as entertained. Entries must be submitted on an audiocassette, CD or DVD. Entries must observe the time limit.

There must be a minimum of 3 entries in each category in order for the judges to award a first, second or third place. Fewer than 3 entries in a category will give the judges the discretion to instead award certificates of merit.

**Note: To help the judging process, please:**

**--Use only the provided KHSJA contest entry blanks. If additional blanks are needed, download from [www.khsja.org](http://www.khsja.org). Tape entry blanks to videocassettes or DVD cases. Do not put loose entry blanks inside videocassette boxes or DVD cases. All entries blanks must be attached with tape.**

**--Rewind tapes after making dubs and cue to the beginning of your entry. Judges will disqualify entries not cued to the beginning.**

**--Please spell out your school's name on entry blanks. Do not use just your school's initials. Many schools have the same or similar initials. Judges will be instructed they are to disqualify entries without the school's name spelled out. Use of initials only confuses judges.**