

## Communication Day Competition Descriptions

**"Students can participate in two types of competitions: (a) Pre-Competition: Students submit the work they completed between the Feb. 24, 2018–Feb. 22, 2019, dates by 5 p.m., Feb. 22, 2019, and (b) On-Site Competition: Students compete at the Education and Communication building on March 2, 2019. Registration for the on-site competitions begins at 7:45 with competitions starting at 9 a.m."**

YouTube or Vimeo is the preferred form of entry for video entries. DVD copies of entries will be accepted. DVD should be clearly labeled with school, student producer, title of work, and date and month produced.

### **1) Television news reporting and 2) Television sports news reporting:**

The news packages might be as simple as a student reporter standing in front of the school narrating a story about some event that's happening at the school, or it could be a little more elaborate if a student wants to do a little extra. The student could interview someone about an event to get a "soundbite," then edit that clip into the story. As the student narrates the story, he or she could show a variety of video shots that portray the event and maybe edit in the "soundbite" as part of the story. The story should be no longer than two-minutes long.

### **3) Documentary short:**

Documentary should be between 3-10 minutes in length. The documentary short will be judged on narrative content and production techniques. The documentary short is not a news report. Audio and video documentaries may be entered in this competition.

### **4) Sports programming:**

A 3-5 minute excerpt from previously produced audio or video play-by-play programs or sports magazine shows. Judges will examine the sports programming by considering the content, on air work and production value.

### **5) Music Video:**

A music video is defined as a short video that includes a complete piece of music with video to accompany the lyric. The music video should be no longer than four minutes in length. The music does not have to be an original work. Judging will be based on the student's ability to convey a video story about what is being told in the lyrics. Consideration will be given to production techniques to include editing, shot composition, and pacing.

### **6) TV Commercial or PSA:**

Each spot is not to exceed 30 seconds total run time. PSAs are to be strictly non-commercial. They must publicize or advocate a subject aligned with free informative events, nonprofit organizations, public awareness, public advice or tips, or school events or functions. Commercials must advertise a for-profit commercial business or service. Spots may also advertise for-profit events or events requiring money for admission or participation.

### **7) Print Newspaper:**

Send two different print issues of your student newspaper **published between March 15, 2018-February 22, 2019** by Feb. 22 to Dr. Michael Bowman, Arkansas State University, P.O. Box 1930, State University, AR 72467

### **8) Online Publication Website:**

Submit a link to your publication website for the year 2016-2017 by Feb. 23. Web editions of a print newspaper that enters the print newspaper category are not eligible. Content for website must be unique to the website. You can email the weblink to [mbowman@astate.edu](mailto:mbowman@astate.edu).

**9) Social Media:**

Do you use social media to promote stories produced by your high school media outlets (i.e. newspaper or TV station) and engage your audiences? Be it Twitter, Facebook, Instagram, Snapchat or other, submit the site information to us and it will be judged based on level of audience engagement, recency, frequency and creativity of posts. If you can provide analytics information showing levels of engagement over a sustained period of time, that will increase your chances of winning. Also provide the names of the students responsible for postings. One social media site entry per school.

**10) Short Film:**

Up to 30-minutes (comedy or drama) fiction short film, including animation or experimental. Entries produced from original scripts. Entrant responsible for any and all copyright permissions required.

**11) Entertainment Content**

Full-length programs. Include a description of the production format/content and production process. Maximum three entries per school in this category, with no more than one per school of any one particular genre or specific program title (example: if you produce multiple episodes, submit your one best episode). Sports shows may not be entered in this category.

**12) Direct to Garment (T-shirt) Design and Printing:**

Contestants can submit their t-shirt designs relevant to the Communication Day in four colors (Cyan, Magenta, Yellow and Black). T-shirt color will be white. Design should be for the front of the t-shirt and no more than 12" x 12" in size. These designs must be created in Adobe PhotoShop CC, Illustrator CC and/or InDesign CC and saved in PNG format. The t-shirt designs will be scored based on technical ability, composition and imagination. Top three designs will be printed on-site in the presence of the participants.

**13) Audio Music/Entertainment Program (Radio DJ Talent)**

Represented by a typical music and/or information radio airshift. Submit a montage of your one best airshift, without removing any of the live breaks done in the shift. One entry per person and no more than three entries per school in this category.

**The following categories will be conducted on-site March 2, 2019  
during ASTATE Communication Day**

1. **News Writing** - Contestants will have one hour to write a hard news story from information provided in a press release. A person will be available to answer questions and/or give additional information as it relates to the information in the press release. The story will be

scored on completeness, Associated Press Style, grammar and whether the news values (timeliness, impact, prominence, human interest, proximity, etc.) were applied in writing the news story.

2. **Photography** - Contestants will have one hour to create a maximum of 24 photographs that tell a story about the events that are occurring at Communication Day. The photographs will be scored based on technical ability, composition and storytelling.
3. **TV Anchoring** - The contestant has a minute to look over scripts for three or four reader (no video) stories (plus the hello and goodbye) to get familiar. Then the contestant is counted down and cued to read those stories from the Teleprompter to the studio camera as a news anchor.
4. **Video Promotion** - Teams of up to three students will be given four hours to write, produce, and edit a 30-second promotional video spot for the assigned topic. The video will be scored based on creativity, technical quality, and message effectiveness.
5. **Feature Writing** – Contestants will be given an hour to write a feature story based on information given to them. Stories will be judged on creativity, use of narrative structure and leads, and use of proper spelling, grammar and AP style.
6. **Newspaper Copy Reading** - Contestants will have an hour to edit a story given to them for spelling, punctuation, grammar, AP style, clarity, redundancy and organization. The contestants will be score based upon the number of mistakes they correct.
7. **Broadcast News Writing** - Each contestant is handed a sheet with a list of facts pertaining to a single story. The contestant is to write a 30-second broadcast news script for that story.
8. **Sports Writing** – Contestants will have an hour to write a sports story about a particular sporting event. The contestants will be given stats sheets from the particular event and a list of quotes from coaches and participants. The resulting story will be judged on creativity, accuracy, grammar, punctuation, spelling, organization and how well lead communicates news of event to reader.
9. **Editorial Writing** – Contestants will have an hour to write an editorial based on an issue. Editorials are based on facts, not just personal opinions. Editorials will be judged on clarity, grammar, spelling, logical conclusions based on the facts, and ability to persuade the reader to accept the opinion written.
10. **Radio Announcing** — Each contestant will have a few minutes alone to practice reading a brief radio news script before entering a performance booth where they will be recorded. Performances will be judged on professional delivery factors such as articulation, pronunciation and interpretation.
11. **Headline Writing** – Contestants will have an hour to write headlines for three articles. Headlines will be judged for accuracy, creativity, clarity, grammar, spelling and their ability to sell the story to the reader.

12. **Editorial Cartooning** – A factsheet will detail an editorial expected to run in an upcoming student publication and contestants will have one hour to draw a suitable editorial cartoon to run with that editorial. Judges will consider how well the cartoon captures the issue and editorial viewpoint.