



2009 STN Affiliates Convention

On-Site Contests

Official Rules for Student Television Network Affiliates

Updated 12.19.08

All on-site contests begin with a mandatory meeting in the Rosen Plaza Hotel Ballroom. Contestant must supply their own videotapes. If needed, one tape will be used to shoot and acquire footage; a second tape will be used to submit the finished entry. Contestant is responsible for recording the finished product to their entry tape within the contest deadline. No exceptions will be made for contestants who do not dub their submission tapes within the deadline. (Entrants in the Broadcast Newswriting, Anchoring, and Live Reporting categories are not required to provide videotape for their contests.)

For contests that involve shooting, each contestant or team will provide their own camera, tape, and appropriate FireWire™ (IEEE-1394) cable so they can shoot, capture and dub their footage into the provided editing systems and back to the submission tape. Some additional equipment to bring might include external microphones, lights, and tripods. STN very strongly urges all contestants to use a tripod whenever possible, although some areas around the Rosen Plaza Hotel may restrict use of tripods.

Only contestants will be allowed access to any competition area and only during designated times. No teachers, sponsors, parents or other non-contestant attendees will be allowed to have any contact with contestants during competition. Contestants will be given bracelets upon entering their pre-contest meeting, and must be present wearing their bracelets at the designated time and location in order to compete in any contest.

EDITING systems for Final Cut, Premiere and AVID will be available on a first-come, first-serve basis based on the date of contest registration. In the event that STN cannot supply the appropriate editing system, students will be given permission to use their own system.

The "Sweet 16" Pre-Convention Contest requires that students use their own editing equipment (supplied by their school). See the contest description for details.

Once the contest assignment begins, all edit systems will have already been set up in the contest edit rooms, and left untouched, until edit time starts. Only STN Convention staff will be allowed access to editing systems before the actual edit time begins.

In any contest that involves voiceovers or "live" performances, entrant should use the following outcue: "For the Student Television Network, I'm [your name] reporting." Do not name individual school.

Contestants must remain within the designated areas assigned to them by their contest moderator/coordinator.

Music will be provided for contests if students desire to add it to their segment. Editing is limited to the designated time and area. Shooting, editing or any type of production before the contest is prohibited, and subject to disqualification. The moderator or an assistant may verify that all footage used was shot on-site during the time allotted.

Technical assistance will be provided in a non-content manner. In the case of technical errors, (i.e. significant computer fatal errors or whole-site power outages,) it will be the fully binding decision of the contest coordinators whether to allow any extended time. Otherwise, any mishaps on the contestant's part, including the failure to save the project files on a regular basis, will not result in extended time for any reason.

In all contests, entrants must record their finished piece on tape before the contest deadline.

No entries will be accepted after the deadline. Contestant must label their entry tape with the Contest ID number that is printed on their contest ticket. No other information should be on the label or on-screen. Do not include your school name – only the ID code. No other graphics should be in the video indicating school or show name. Improperly labeled tapes may be disqualified at the judges' discretion, or at the discretion of the contest staff.

Entries must be cued to first video prior to being presented to contest coordinator. Judges will not rewind tapes prior to judging, and incorrectly queued tapes will not be judged.

Contestants are responsible for a short lunch break for themselves when participating in contests that span over lunch. **NO FOOD OR DRINK WILL BE ALLOWED IN ANY EDITING AREAS.**

No cell phone or any other type of communication may be used during the competition. STN Contest Coordinator reserves the right to disqualify contestants who violate any STN Convention, Inc. honor codes. In any case, the decision to disqualify is final and binding.

2009 STN Affiliates Convention

Regulations and Schedule for High School Contests

2009 CONVENTION CONTESTS FOR HIGH SCHOOL:

ANCHORING
BROADCAST NEWSWRITING
COMMERCIAL
DOCUMENTARY – SHORT
LIVE REPORTING
MUSIC SOUNDTRACK
MUSIC VIDEO
PROMOTIONAL ANNOUNCEMENT
PUBLIC SERVICE ANNOUNCEMENT
SHOW OPENING
SPOT FEATURE
STAND UP
TELL THE STORY EDITING

ANCHORING – Sponsored by Channel One News

One individual entry per school.

Maximum total entries: 80

45 – 55 second script
45 minutes to complete

Each entrant will receive a copy of a wire story to be rewritten into broadcast style and read live-to-tape. The final script must be between 45 and 55 seconds. The entrants will draw times to determine the random order of taping. The entrants will have 45:00 minutes to write their script, before arriving for their taping session. Bring pen/pencil and paper for this event. Newswriting will be in long-hand for this contest. Any entrant who receives

assistance on their script from an outside party will be disqualified.

NOTE: Broadcast Newswriting, Anchoring and Spot Feature should use the following outcue: "For the Student Television Network, I'm [your name] reporting." Do not use school name in outcue.

Judging Criteria for Anchoring

Judges will look for a performance that is conversational and credible, with important information presented in an interesting and appropriate manner. Eye contact will not be judged too harshly since students only have 45:00 minutes to prepare. Contestants should speak clearly, watch their posture, and avoid wearing clothing that is distracting or inappropriate. Students should introduce themselves at the beginning and end of the presentation (Example: Open with "Good Morning, I'm [your name].. and close with "For the Student Television Network, I'm [your name]").

The winner of this contest will also receive an on-camera anchor spot on Channel One News to be taped at the conclusion of the convention.

BROADCAST NEWSWRITING

Two individual entries per school.

Maximum total entries: 75

75 second script

90 minutes to complete

Each entrant will receive wire copy and be asked to write an original 75 second television news script. The wire copy students will be provided may contain as many as six stories. Entrants are expected to decide which stories to report, to choose the appropriate lead story, and to rewrite them in proper broadcast style. Entrants will have 90:00 minutes to create their final script. The contest moderator may answer any questions related to the rules, but may not address questions regarding content. Scripts will be typed for final submission. There is a penalty for scripts that do not come within five seconds plus or minus the assigned 75 seconds.

NOTE: Broadcast Newswriting, Anchoring and Spot Feature should use the following outcue: "For the Student Television Network, I'm [your name] reporting." Do not use school name in outcue.

Judging Criteria for Broadcast Newswriting

Judges will look for conversational, professionally written, scripts that include important

information and transitional devices which help with the overall flow of the piece. As judges read the scripts aloud, they will hear if the writer has written news which can be effectively spoken aloud, with appropriate sentence structure, interesting leads and overall clarity. News judgment will be revealed in the choice of news items and order in which they are presented.

COMMERCIAL

One team of up to four per school.

Maximum total entries: 80

30 second commercial
5 hours to shoot/2 hours to edit

A sponsor/vendor product will be given to teams to brainstorm, shoot, and edit into a persuasive 30 second commercial. Teams will have 5 hours to shoot and 2 hours to edit. The topic will be one that can be shot on-site and still have a clear purpose. STN WILL PROVIDE RIGHTS-CLEARED MUSIC TRACKS. OUTSIDE MUSIC WILL NOT BE ALLOWED.

Judging Criteria for Commercial

Judges will look for persuasiveness, for strong overall messages, and for appropriate pacing. Effects and graphics should always enhance the piece and make it more memorable. Video effects and digital transitions may be used, but will not necessarily improve students' chances of placing in this event. Judges will want to be left with a clear, concise, strong impression which persuades them as intended by supplied topic. Entries should be within one second of the assigned length of 30 seconds.

DOCUMENTARY - SHORT

One team of up to 4 per school.

Maximum total entries: 60

5 minutes maximum in length
8 hours to shoot/4 hours to edit

Team will be given a topic and then may research, plan and shoot in the field for 8 hours and edit for 4 hours. The final story will include visuals, sound bites, voice over (narration), and music. No video effects will be allowed. Total runtime may not exceed 5 minutes. This

topic will be one that can be shot on-site. STN will provide rights-cleared music tracks.

Judging Criteria for Documentary

Judges will look for stories that stick to the topics and include reliable research. Stories should get the viewer's attention and keep it. Beginning, middle, end, and overall pacing are very important, as are selection of sound bites that provide insight and the visuals that help tell the story in the most effective manner possible. The voice of the reporter should be clear and strong, and script should be written in appropriate broadcast style. Overall impact of the piece will be the major criteria in the evaluation process.

LIVE REPORTING

One entry per school.

Maximum total entries: 75

Scripted time – 45 to 60 seconds/total time 2 minutes to 2.5 minutes

Pre-planning time – 45 minutes

Each contestant will receive a copy of a wire story and notes of from some type of simulated spot news situation, before being asked to write a broadcast report to be read live-to-tape. Designed for the broadcast journalist with nerve, this contest replicates a live breaking news event from the real world perspective. Entrant is "the reporter" and will be reporting live back to "the anchor." Entrant will read the script, then conduct a mock interview with a role-playing STN representative at "the scene." Two questions should be asked during the mock interview, plus one optional follow-up question. THEN, the "anchor", another role player, will ask a final question about the story. That final question will be pertaining to any of the information given to in the original wire script. Scripted time should be between 45 and 60 seconds. Total time of the "live" interview should be 2:00 to 2:30. Time cues will be provided. The entrants will draw times to determine the order of taping. The entrants will have 45:00 minutes to write their script, then report for their taping session. Bring pen/pencil and paper for this event. Newswriting for notes and live script will be in long-hand. Entrant may have script in-hand during the taping. Any entrant who receives assistance on their script from an outside party will be disqualified.

NOTE: Broadcast Newswriting, Anchoring and Spot Feature should use the following outcue: "For the Student Television Network, I'm [your name] reporting." Do not use school name in outcue.

Judging Criteria for Live Reporting

Judges will look for a performance which is conversational and credible, with important

information presented in an interesting and appropriate manner. Eye contact will not be judged too harshly since students only have 45:00 minutes to prepare. Contestants should speak clearly, watch their posture, and avoid wearing clothing that is distracting or inappropriate. Judges will pay close attention at how relaxed and natural entrant is, how knowledgeable entrant is about the story, as well as the credibility of the natural interaction with the interview subject and anchor.

MUSIC SOUNDTRACK

One team of up to 2 per school.

Maximum total entries: 75

Length of video supplied
4 hours to complete

Some say that music makes the piece and this year's convention is focused on the use of audio in video. Using any music production program including Garage Band and Pro Tools, teams will create a music track for a 2 minute video supplied. The music should be appropriate to the piece and should add to the overall feeling.

Judging Criteria for Music Soundtrack

Judges will listen for a soundtrack that enhances the video, adds to the piece, instills feeling and emotion without interfering with the message. The mechanics of creating the music will be assessed as well as complexity of the piece.

MUSIC VIDEO

One team of up to four per school.

Maximum total entries: 75

Length of music
6 hours to shoot/4 hours to edit

Teams will produce a music video in 10 hours. Teams will be allowed to go back and shoot during edit time if necessary, but must plan editing time wisely. The audio tracks on CD

and printed lyric sheets will be provided by STN. Each team will choose their song before brainstorming on their own concept and shooting original footage for the final product. Team will supply their own CD player or CD boombox to play back the provided music track.

Judging Criteria for Music Video

Judges will pay careful attention to the pacing and impact of the visuals in this event. The delivery of a good concept, presentation of a strong theme, and use of effects (photographic and electronic), will all factor strongly in the judging of this category. All submissions must adhere to the STN Creative Content Guidelines available on the STN website.

PROMOTIONAL ANNOUNCEMENT

One team of up to four per school.

Maximum entries: 80

30 seconds

5 hours to shoot/2 hours to edit

Teams will produce an “on-air” promo for their school broadcast that encourages viewers to watch the show. Show features, anchors, reporters and focuses can all be presented. While many school broadcasts are not in head-to-head competition with other shows, the promo should persuade potential viewers to give up other options at that time and watch.

Judging Criteria for Promotional Announcement

Judges will look for persuasiveness, for strong overall messages, and for appropriate pacing. Effects and graphics should always enhance the piece and make it more memorable. Video effects and digital transitions may be used, but will not necessarily improve students' chances of placing in this event. Judges will want to be left with a clear, concise, strong impression which persuades them as intended by supplied topic. Entries should be within one second of the assigned length of 30 seconds.

PUBLIC SERVICE ANNOUNCEMENT

One team of up to four per school.

Maximum entries: 80

30 seconds

5 hours to shoot/2 hours to edit

A topic will be given to teams to brainstorm, shoot, and edit into a persuasive 30 second public service announcement. Teams will have 5 hours to shoot and two hours to edit.

Judging Criteria for Public Service Announcement

Judges will look for persuasiveness, for strong overall messages, and for appropriate pacing. Effects and graphics should always enhance the piece and make it more memorable. Video effects and digital transitions may be used, but will not necessarily improve students' chances of placing in this event. Judges will want to be left with a clear, concise, strong impression which persuades them as intended by supplied topic. Entries should be within one second of the assigned length of 30 seconds.

SHOW OPENING FOR STN CLOSING CEREMONY

One team of up to two per school.

Maximum total entries: 60

Up to 3 minutes in length

Shoot beginning on Thursday at 8 am – edit for 6 hours

The winning entry will be used at the start of the Closing Ceremony on Saturday morning, March 21. Entries should be a recap of the entire convention with plenty of video of all of the activities including breakout sessions, contests, and special events. Use video, stills, graphics, effects, ambient sound, music (STN will provide a number of tracks to choose from, and they can be altered or enhanced in any way students prefer), and whatever you want to help you create a great project. The winning Show Opening will be revealed as the closing ceremony begins on **March 21**. Runtime is up to 3 minutes in length.

Judging Criteria for Show Opening

Judges will watch for the overall quality (color, focus, and composition) of the video, and for the variety in framing and angles. Shots must enhance the presentation, not get in the way of it. Video effects and digital transitions may be used, but will not necessarily improve students' chances of placing in this event. The final edit of the piece should be creative and set the stage for the STN Closing Awards Ceremony. Breakdown for judging will be 30% videography, 70% editing/final presentation.

NOTE: All editing must be completed within the time allotted, including creation of audio or video effects, graphics, etc.

SPOT FEATURE

One team of up to two per school.

Maximum total entries: 75

90 seconds

6 hours to shoot/3 hours to edit

Team will be given a general assignment and then may shoot in the field and/or edit for six hours. The assignment will be feature oriented. The final story will include visuals, sound bites, voice over (narration), but no added music. No graphics will be allowed. Video effects and digital transitions may be used, but will not necessarily improve students' chances of placing in this event. Total runtime: 90 plus or minus ten seconds.

NOTE: Broadcast Newswriting, Anchoring and Spot Feature should use the following outcue: "For the Student Television Network, I'm [your name] reporting." Do not use school name in outcue.

Judging Criteria for Spot Feature

Judges will look for stories that stick to the focus statement. Stories should get the viewer's attention and keep it. Beginning, middle, end, and overall pacing are very important, as are selection of sound bites that provide insight and the visuals that help tell the story in the most effective manner possible. The voice of the reporter should be clear and strong, and script should be written in appropriate broadcast style. Overall impact of the piece will be the major criteria in the evaluation process. Stories which do not time within ten seconds plus or minus of the: 90 second length assigned may be penalized at the judges' discretion.

STAND-UP

One team of up to two per school.

Maximum total entries: 80

Up to 30 seconds

3 hours to plan, record and submit

Teams of two will receive the script of a short news or feature story with a "hole" in the middle where a reporter stand-up is needed. Students will write and memorize an appropriate transitional stand-up which would logically lead into the next part of the story after the "hole" in the script. The stand-ups may last up to 30 seconds, and may not be limited to one long shot. Be creative. It's up to the entrants to shoot in multiple locations, or not, but the entire length of the stand-up is to be no longer than 30 seconds. The stand-ups will not be edited, so this is essentially an in-camera contest. Teams will submit their tapes cued to the beginning of the stand-up. Shooting extra padding before the beginning of the stand-up will not be penalized.

Entry tapes **MUST** be submitted in Mini-DV format. Different formats must be dubbed onto Mini-DV. Mini-DV recorders will be available on site, but any adapters/cables for connecting to those recorders are the responsibility of the entrant. Entrant must provide their own Mini-DV tapes and must allow time to dub the finished project.

Judging Criteria for Stand-Up

Judges will look for a stand-up that provides a smooth transition from the first part of the story to the second part. Reporters are expected to communicate clearly, with eye contact, poise and in a professional manner. The stand-up content should be on-topic and lead naturally to the rest of the script. Technical quality will be 50% of the evaluation and will include shot framing, composition, lighting, focus, audio levels, creativity and overall effectiveness.

“TELL THE STORY” EDITING

One team of two per school.

Maximum total entries: 75

90 seconds in length

2 hours to view and log/3 hours to edit

Team will edit from captured "raw" footage that contains all of the material, including sound bites, b-roll and everything else needed to "Tell the Story." Team will be given a brief description and the focus statement. Team acts as the writer and editor of pre-shot story. Team will log footage, write a script, and edit in time provided. More than enough footage and interviews will be available and the finished story will be edited entirely from the footage provided.

Judging Criteria for “Tell the Story” Editing

Judges will look for well-focused stories that stick to the focus statement. Stories should get the viewer's attention and keep it. A beginning, middle, and end, and overall pacing are critical. Sound bites should provide insight, and visuals should help tell the story in the

most effective manner possible. Video effects and digital transitions may be used, but will not necessarily improve students' chances of placing in this event. The voice of the reporter should be clear and strong, the script should be written in the appropriate broadcast style, and the overall impact of the piece will be the major criteria in the evaluation process. Stories which do not time within ten seconds (plus or minus) of the 90 second length assigned may be penalized at the judges' discretion.



2009 STN Affiliates Convention

Regulations and Schedule for Middle School Contests

2009 MIDDLE SCHOOL CONTESTS

ANCHORING

COMMERCIAL

PUBLIC SERVICE ANNOUNCEMENT (PSA)

SPOT FEATURE

MS ANCHORING – Sponsored by Channel One News

Up to 2 individual entries per school.

Maximum total entries: 80

45 to 55 seconds in length

45 minutes to complete

Each entrant will receive a copy of a wire story to be rewritten into broadcast style and read live-to-tape. The final script must be between 45 and 55 seconds. The entrants will draw times to determine the random order of taping. The entrants will have 45 minutes to write their script, before arriving for their taping session. Bring pen/pencil and paper for this event. Newswriting will be in long-hand for this contest. Any entrant who receives assistance on their script from an outside party will be disqualified.

NOTE: Broadcast Newswriting, Anchoring and Spot Feature should use the following outcue: "For the Student Television Network, I'm [your name] reporting." Do not use school name in outcue.

Judging Criteria for Anchoring

Judges will look for a performance that is conversational and credible, with important information presented in an interesting and appropriate manner. Eye contact will not be judged too harshly since students only have 45:00 minutes to prepare. Contestants should speak clearly, watch their posture, and avoid wearing clothing that is distracting or inappropriate. Students should introduce themselves at the beginning and end of the

presentation (Example: Open with "Good Morning, I'm [your name]" and close with "For the Student Television Network, I'm [your name]").

The winner of this contest will also receive an on-camera anchor spot on Channel One News to be taped at the conclusion of the convention.

MS COMMERCIAL

One team of up to six per school.

Maximum total entries: 80

30 second commercial

5 hours to shoot/2 hours to edit

A sponsor/vendor product will be given to teams to brainstorm, shoot, and edit into a persuasive 30 second commercial. Teams will have 5 hours to shoot and 2 hours to edit. The topic will be one that can be shot on-site and still have a clear purpose. STN WILL PROVIDE RIGHTS-CLEARED MUSIC TRACKS. OUTSIDE MUSIC WILL NOT BE ALLOWED.

Judging Criteria for Commercial

Judges will look for persuasiveness, for strong overall messages, and for appropriate pacing. Effects and graphics should always enhance the piece and make it more memorable. Video effects and digital transitions may be used, but will not necessarily improve students' chances of placing in this event. Judges will want to be left with a clear, concise, strong impression which persuades them as intended by supplied topic. Entries should be within one second of the assigned length of 30 seconds.

MS PUBLIC SERVICE ANNOUNCEMENT – PSA

One team of up to six per school.

Maximum total entries: 80

30 seconds

5 hours to shoot/2 hours to edit

A topic will be given to teams to brainstorm, shoot, and edit into a persuasive 30 second public service announcement. Teams will have 5 hours to shoot and two hours to edit.

Judging Criteria for Public Service Announcement

Judges will look for persuasiveness, for strong overall messages, and for appropriate pacing. Effects and graphics should always enhance the piece and make it more memorable. Video

effects and digital transitions may be used, but will not necessarily improve students' chances of placing in this event. Judges will want to be left with a clear, concise, strong impression which persuades them as intended by supplied topic. Entries should be within one second of the assigned length of 30 seconds.

MS SPOT FEATURE

One team of up to six per school.

Maximum total entries: 75

90 seconds

6 hours to shoot/3 hours to edit

Team will be given a general assignment and then may shoot in the field and/or edit for six hours. The assignment will be feature oriented. The final story will include visuals, sound bites, voice over (narration), but no added music. No graphics will be allowed. Video effects and digital transitions may be used, but will not necessarily improve students' chances of placing in this event. Total runtime: 90 plus or minus ten seconds.

NOTE: Broadcast Newswriting, Anchoring and Spot Feature should use the following outcue: "For the Student Television Network, I'm [your name] reporting." Do not use school name in outcue.

Judging Criteria for Spot Feature

Judges will look for stories that stick to the focus statement. Stories should get the viewer's attention and keep it. Beginning, middle, end, and overall pacing are very important, as are selection of sound bites that provide insight and the visuals that help tell the story in the most effective manner possible. The voice of the reporter should be clear and strong, and script should be written in appropriate broadcast style. Overall impact of the piece will be the major criteria in the evaluation process. Stories which do not time within ten seconds plus or minus of the: 90 second length assigned may be penalized at the judges' discretion.
