



All-Platform Journalist

On-Site Contest 2010



Contest Guidelines

**OBJECTIVE: Produce a story for broadcast and print (internet), on a given topic.
Production time: 8 hours.**

- This contest is an individual contest (1 student).
- Schools may have up to 2 Individual entries.
- Final submission will include a video news story and an online print story with 2 pictures.
- The maximum total running time for the video is 90 seconds.
- No added music track or pre-made graphics are permitted.
- Export final video story as a Quicktime movie onto the flashdrive.
- Save the 200 WORDS OR LESS print version of your story on the flashdrive.
- Save 2 pictures (jpeg format) on the flashdrive.

Students will be given a general assignment and then they have 12 hours to produce a story for both broadcast and online print. The assignment will be feature oriented. The final video story will include visuals, sound bites and voice track (narration). No added music and no pre-made graphics will be allowed. Video effects, lower 3rds titles and digital transitions may be used, but will not necessarily improve students' chances of placing in this event. Total runtime: 90 seconds. The print version of the story must be typed and saved as a PDF or Word file. Take pictures or create jpegs from your video footage to go with your print story. **Any entries that do not follow the guidelines will face disqualification or loss of points by the judges.**

NOTE: You should use the following closing: "For the Student Television Network, I'm [your name] reporting." Do not use school name in the closing.

Please name your Quicktime movie, print story, and jpegs using your contest ID found on the upper right hand corner of your envelope. **DO NOT USE YOUR NAME.** Place the flashdrive, along with your *Entry Information Form*, into the envelope and return it to the designated area before deadline. No entries will be accepted past deadline, no exceptions.

Judging Criteria for All-Platform Journalism

The judges will be looking for stories that stick to the topic. Stories should get the viewer's attention and keep it. Beginning, middle, end, and overall pacing are very important. The sound bites need to provide insight and the visuals must be compelling. 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 are not 90 seconds may be penalized at the judges' discretion. Print stories should be written in proper format.



Anchoring

– Sponsored by Channel One News

On-Site Contest 2010

Contest Guidelines

OBJECTIVE: Write and deliver a news story on camera.

Writing: 45 minutes

- This is an individual contest sponsored by Channel One News.
- Schools may each have 1 individual entry.
- Stories must be written in broadcast style and read live-to-tape.
- Scripts should time between 45 and 55 seconds.

Individuals will be given times to determine the random order for picking up a copy of their wire story and their taping time. The wire story will contain enough information to write a broadcast script. Individuals will have 45 minutes to write before arriving for the taping session. The final script must time between 45 and 55 seconds. **Any individuals who do not follow the guidelines will face disqualification or loss of points by the judges.**

NOTE: You should use the following closing: "For the Student Television Network, I'm [your name] reporting." Do not use school name in the closing.

You may type or write your script. Please include your name, your school's name and your contest ID # on your script when you turn it in. Any entrant who receives assistance on their script from an outside party will be disqualified.

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 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]").



Broadcast Newswriting

On-Site Contest 2010

Contest Guidelines

OBJECTIVE: Write an original television news script.

Writing: 90 minutes

- This is an individual contest.
- Schools may have up to 2 individual entries
- Stories must be written in broadcast style.
- Scripts should time at 75 seconds

Individuals will receive wire copy and be asked to write an original 75 second television news script. The wire copy may contain as many as 6 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 minutes to create their final script. Any entrant who receives assistance on their script from an outside party will be disqualified. There is a penalty for scripts that do not come within 5 seconds plus or minus the assigned 75 seconds. **Any individuals who do not follow the guidelines will face disqualification or loss of points by the judges.**

NOTE: You should use the following closing: "For the Student Television Network, I'm [your name] reporting." Do not use school name in the closing.

Please name your script using your contest ID found on the upper right hand corner of your envelope. No entries will be accepted past deadline, no exceptions.

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

Sponsored by Hurley
On-Site Contest 2010

Contest Guidelines

OBJECTIVE: Produce a persuasive 30 second commercial. This contest includes an offsite shoot at the Hurley Store in Irvine. Hurley is providing bus transportation for all registered contestants.

Production: 8 hours.

- Up to 4 students per team for each school may participate.
- The maximum total running time is 30 seconds.
- No outside music or pre-made graphics are permitted.
- Export final story as a Quicktime movie onto the flashdrive.

Hurley will provide a product and theme to the teams to brainstorm, shoot, and edit into a persuasive :30 second commercial. STN WILL PROVIDE RIGHTS-CLEARED MUSIC TRACKS. No outside music and no pre-made graphics will be allowed. Video effects, titles and graphics may be used, but they must be created during the allotted time for the event. Total runtime is 30 seconds. **Any entries that do not follow the guidelines will face disqualification or loss of points by the judges.**

Please name your Quicktime movie using your contest ID found on the upper right hand corner of your envelope. Place the flashdrive, along with your *Entry Information Form*, into the envelope and return it to the designated area before deadline. No entries will be accepted past deadline, no exceptions.

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.



Convention Recap

On-Site Contest 2010

Contest Guidelines

OBJECTIVE: Produce a story that summarizes the events that took place at the STN Convention 2010.

Production: Unlimited beginning Wednesday, March 3.

- Shooting may begin on Wednesday, March 3 to capture all of the flavor of the event.
- Up to 4 students per team for each school may participate.
- Final stories should include visuals, sound bites and voice track.
- The maximum total running time is 3 minutes
- No pre-made graphics are permitted.
- Entrants may select from supplied music tracks
- Export final story as a Quicktime movie onto the flashdrive.

The winning entry will be shown at the start of the Closing Ceremony on Saturday morning, March 6. 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 6**. Runtime is up to 3 minutes in length. **Any entries that do not follow the guidelines will face disqualification or loss of points by the judges.**

Please name your Quicktime movie using your contest ID found on the upper right hand corner of your envelope. Place the flashdrive, along with your *Entry Information Form*, into the envelope and return it to the designated area before deadline. No entries will be accepted past deadline, no exceptions.

Judging Criteria for Convention Recap

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.



Documentary - Short

On-Site Contest 2010

Contest Guidelines

OBJECTIVE: Produce a short documentary on a given topic.

Production: 12 hours

- Any number of students from each school may participate at \$10 per student
- The maximum total running time is 5 minutes.
- No added music or pre-made graphics are permitted.
- Export final story as a Quicktime movie onto the flashdrive.

Teams will be given a topic and then they have 12 hours to research and produce a short documentary. This topic will be one that can be researched and shot on-site. No added music and no pre-made graphics will be allowed. Video effects, lower 3rds titles and digital transitions may be used, but will not necessarily improve students' chances of placing in this event. Total runtime must not exceed 5 minutes. **Any entries that do not follow the guidelines will face disqualification or loss of points by the judges.**

Please name your Quicktime movie using your contest ID found on the upper right hand corner of your envelope. Place the flashdrive, along with your *Entry Information Form*, into the envelope and return it to the designated area before deadline. No entries will be accepted past deadline, no exceptions.

Judging Criteria for *Documentary*

The judges will be looking for stories that stick to the topic and include reliable research. Stories should get the viewer's attention and keep it. Beginning, middle, end, and overall pacing are very important. The sound bites need to provide insight and the visuals must be compelling. Narration 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 that exceed 5 minutes in length may be penalized at the judges' discretion.



Live Reporting

On-Site Contest 2010

Contest Guidelines

OBJECTIVE: Prepare and deliver a live report based on a wire story including a mock interview with an on-camera role-playing representative.

- Up to 2 individual students per school may participate.
- Pre-planning time – 45 minutes from receipt of wire story
- Scripted time 45-60 seconds plus 1 minute on camera live interview

Each contestant will receive a copy of a wire story and notes 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 minutes to write their script, then report for their taping session. Newswriting for notes and live script can be in long-hand or typed. Entrant may have script in-hand during the taping. Any entrant who receives assistance on their script from an outside party will be disqualified. **Any entries that do not follow the guidelines will face disqualification or loss of points by the judges.**

NOTE: Live Reporting 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 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 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 On-Site Contest 2010

Contest Guidelines

OBJECTIVE: Create a music soundtrack for a 2 minute video.

Edit: 3 hours

- o One team of up to 2 students for each school may participate.
- o Final entries will include a supplied video with a music soundtrack created by the team
- o Export final entry as a Quicktime movie onto the flashdrive.

Using any music production program including Garage Band and Pro Tools, teams will create a music soundtrack for a 2 minute video supplied. The music should be appropriate to the piece and should add to the overall feeling. The supplied video must not be changed or altered in any way; your task is to produce a music soundtrack only. All audio/video editing platforms are permitted for creating and scoring, final entries must include the supplied video with your music soundtrack exported as a Quicktime movie. **Any entries that do not follow the guidelines will face disqualification or loss of points by the judges.**

Please name your Quicktime movie using your contest ID found on the upper right hand corner of your envelope. Place the flashdrive, along with your *Entry Information Form*, into the envelope and return it to the designated area before deadline. No entries will be accepted past deadline, no exceptions.

Judging Criteria for *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

On-Site Contest 2010

Contest Guidelines

OBJECTIVE: Produce a music video from supplied music.

Production: 10 hours

- Up to 4 students per team for each school may participate.
- **Videos must adhere to STN Content Policies and may not include anything in theme, language, nudity, sex, violence or other matters that would be offensive to the STN student population of 12-18 year olds.**
- Music Videos may include actors and extras from other schools.
- No pre-made graphics of any kind are permitted.
- Export final music video as a Quicktime movie onto the flashdrive.

Teams will be given several audio tracks to choose from on a flashdrive. Printed lyric sheets will also be provided. Each team will choose their song before brainstorming on their own concept and shooting original footage for the final product. **Any entries that do not follow the guidelines will face disqualification or loss of points by the judges.**

Please name your Quicktime movie using your contest ID found on the upper right hand corner of your envelope. Place the flashdrive, along with your *Entry Information Form*, into the envelope and return it to the designated area before deadline. No entries will be accepted past deadline, no exceptions.

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

On-Site Contest 2010

Contest Guidelines

OBJECTIVE: Produce a persuasive 30 second promo.

Production: 6 hours

- Up to 4 students per team for each school may participate.
- Promos should encourage viewers to watch their school show.
- The maximum total running time is 30 seconds.
- Pre-made graphics, video effects, logos, pre-recorded voice-overs and rights-cleared music are permitted.
- Export final promo as a Quicktime movie onto the flashdrive.

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. **STN WILL PROVIDE RIGHTS-CLEARED MUSIC TRACKS. No outside music will be allowed. Total runtime is 30 seconds. **Any entries that do not follow the guidelines will face disqualification or loss of points by the judges.****

Please name your Quicktime movie using your contest ID found on the upper right hand corner of your envelope. Place the flashdrive, along with your *Entry Information Form*, into the envelope and return it to the designated area before deadline. No entries will be accepted past deadline, no exceptions.

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.



Public Service Announcement

On-Site Contest 2010

Contest Guidelines

OBJECTIVE: Produce a persuasive 30 second PSA.

Production: 6 hours

- o Up to 4 students per team for each school may participate.
- o The maximum total running time is 30 seconds.
- o No added music or pre-made graphics are permitted.
- o Export final story as a Quicktime movie onto the flashdrive.

A public interest Network topic will be given to teams to brainstorm, shoot, and edit into a persuasive :30 second announcement. The topic will be one that can be shot on-site and still have a clear purpose. No added music and no pre-made graphics will be allowed. Video effects, titles and graphics may be used, but they must be created during the allotted time for the event. Total runtime: 30 seconds. **Any entries that do not follow the guidelines will face disqualification or loss of points by the judges.**

Please name your Quicktime movie using your contest ID found on the upper right hand corner of your envelope. Place the flashdrive, along with your *Entry Information Form*, into the envelope and return it to the designated area before deadline. No entries will be accepted past deadline, no exceptions.

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.



Short Story

On-Site Contest 2010

Contest Guidelines

OBJECTIVE: Produce a fictional short story based on the prompt.

Production: 8 hours

- One team of up 4 students per school may participate.
- The maximum total running time is 3 minutes
- No added music or graphics are permitted
- Export final story as a Quicktime file onto the flashdrive

Teams will be given a prompt and then 8 hours to write and produce a short, fictional story based on the prompt. All writing and planning must be done on site. This may be a creative approach to telling a fictional story. The final story may include visuals, sound bites and narration. No added music and nor pre-made graphics will be allowed.

Entries that do not follow the guidelines will face disqualification or loss of points by the judges.

Please name your file using your contest ID found on the upper right hand corner of your envelope. Place the flashdrive along with the Entry Information Form, into the envelope and return it to the designated area before the deadline. No entries will be accepted past deadline, no exceptions.

Judging Criteria for Short Story

The judges will be looking for stories that stick to the prompt while getting the viewer's attention and keeping it. Pacing is important and the story should be told with intro, storyline, climax and resolution. Overall impact of the piece will be the major criteria in the evaluation process. Stories that exceed 3 minutes in length may be penalized at the judge's discretion.



Sixty Second Staged and Silent Cinema On-Site Contest 2010

Contest Guidelines

OBJECTIVE: Produce a **SILENT MOVIE**, lasting no longer than **60 seconds**. Production: **6 hours**

- One student per school may enter – other students will be actors in the movie.
- The maximum total running time is 60 seconds
- No added music or graphics are permitted
- Export final story as a Quicktime file onto the flashdrive

This exercise originated at the National Press Photographers Association to help producers, photographers and video journalists think before they record. Staging is the journalistic equal of lying: and since journalists stand for truth, facts, and ethics...you **CANNOT** ever stage in the real journalistic world. But for this day, for this exercise **ONLY...YOU CAN!** You will get to **DIRECT** your actors.

WHY? It is critical as broadcast journalists that you think visually...and you can write visually with your camera. Watching your favorite news story with the sound down will force you to observe composition, editing, lighting...and whether you have succeeded in visual story telling. This exercise will force you to think thru every single shot.

- 1) This contest is for **ONE** journalist (who today will be the **DIRECTOR**) and volunteer “actors.”
- 2) **YOU** are in charge of your actors: the actors can offer you advice; **YOU** are still in charge of the finished product.
- 3) You will shoot **NO MORE THAN FIVE MINUTES OF RAW TAPE**
- 4) You may **NOT** use **SOUND** at all! No natural, no sound bites, no stand ups. You **CAN** shoot signs if you **MUST**. – but make sure you leave them up long enough to read them!
- 5) You will get an assignment and then develop a **THREE WORD COMMITMENT** based on that assignment. The commitment should have a noun, verb, noun...and the stronger the verb, the more emotion you will be able to show (Bob loves computers, Joe despises work.”)
- 6) The tripod is your friend: if you only have 5 usable minutes, then they better be good and steady.
- 7) This will **FORCE** you to really pay attention to your composition and what really matters in your shot. It will make you think about how sequences work and the importance of shots that help propel the story, and not just pretty pictures.
- 8) **REMEMBER** the importance of the opening shot is to establish a location and created interest in your film. The closing shot should have action going **AWAY** from your camera...like the horse rides into the sunset...people walking away hand in hand...
- 9) After the shoot, the journalist will **EDIT** what he or she just shot into a 60 second piece with no sound!
- 10) This is a (very) short silent film. It has to make sense with a beginning, middle, end and plot. It can be serious or funny, but it needs an emotional feel to be excellent.

JUDGING CRITERIA FOR 60 SECOND CINEMA

Entries that exceed the 60 second time limit will be disqualified and any with sound will lose points for not following directions. Judges will look for accurate completion of the assignment, did the commitment make sense and was it executed properly? Excellent composition, steadiness, editing, use of light, story structure (beginning, middle, and end?), creativity in camera shots and story telling.

SPECIAL NOTE: CBS Photojournalist Les Rose will offer a breakout session that specifically addresses the issues important to this contest. Please watch for details.



SPOT FEATURE

On-Site Contest 2010

Contest Guidelines

OBJECTIVE: Produce a story, on a given topic.

Production: 8 hours

- One team of up to 2 students per school may participate.
- Final stories should include visuals, sound bites and voice track.
- The maximum total running time is 2 minutes
- No added music or pre-made graphics are permitted.
- Export final story as a Quicktime movie onto the flashdrive.

Teams will be given a general assignment and then they have 8 hours to produce a story. The assignment will be feature oriented. The final story will include visuals, sound bites and voice track (narration). No added music and no pre-made graphics will be allowed. Video effects, lower 3rds titles and digital transitions may be used, but will not necessarily improve students' chances of placing in this event. Total runtime: 2 minutes. **Any entries that do not follow the guidelines will face disqualification or loss of points by the judges.**

NOTE: You should use the following closing: "For the Student Television Network, I'm [your name] reporting." Do not use school name in the closing.

Please name your Quicktime movie using your contest ID found on the upper right hand corner of your envelope. Place the flashdrive, along with your *Entry Information Form*, into the envelope and return it to the designated area before deadline. No entries will be accepted past deadline, no exceptions.

Judging Criteria for Spot Feature

The judges will be looking for stories that stick to the topic. Stories should get the viewer's attention and keep it. Beginning, middle, end, and overall pacing are very important. The sound bites need to provide insight and the visuals must be compelling. 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 are not 2 minutes in length may be penalized at the judges' discretion.



STAND-UP

On-Site Contest 2010

Contest Guidelines

OBJECTIVE: Write and record a reporter stand-up.

Production: 3 hours

- o One team of up to 2 students per school may participate.
- o This contest requires that a Mini-DV tape be submitted.
- o Final submission should include a reporter stand-up only.
- o The maximum total running time is 30 seconds.
- o No editing is permitted.
- o Tapes must be to cued to the entry.

Teams will receive a news story script with a "hole" in the middle where a reporter stand-up is needed. Students will write and record 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. The entire length of the stand-up is to be no longer than 30 seconds. Stand-ups **cannot** be edited! This is an in-camera contest. Shooting extra padding before the beginning of the stand-up will not be penalized. Teams will submit their tapes cued to the beginning of the stand-up to be judged. **Any entries that do not follow the guidelines will face disqualification or loss of points by the judges.**

Entry tapes **MUST** be submitted in Mini-DV format. Mini-DV recorders will be available on site for dubbing, but any adapters/cables for connecting to those recorders are the responsibility of the entrant. Entrants must provide their own Mini-DV tape. Extra time for dubbing will not be granted.

Please label your tape using your contest ID found on the upper right hand corner of your envelope. Place the tape, along with your *Entry Information Form*, into the envelope and return it to the designated area before deadline. No entries will be accepted past deadline, no exceptions.

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

On-Site Contest 2010

Contest Guidelines

OBJECTIVE: Produce a story using the raw footage provided by STN.

Production: 5 hours

- One team of up to 2 students per school may participate.
- Final stories should stick to the focus statement.
- Final stories should include visuals, sound bites and voice track
- The maximum total running time is 90 seconds.
- No added video, music or pre-made graphics are permitted.
- Export final story as a Quicktime movie onto the flashdrive.

Teams will "Tell a Story" using only the raw material provided including sound bites and b-roll. Teams will log, script and edit in the allotted time frame. Teams are responsible for writing and recording a reporter track. No added music and no pre-made graphics will be allowed. Video effects, lower 3rds titles and digital transitions may be used, but will not necessarily improve students' chances of placing in this event. Total runtime: 90 seconds. **Any entries that do not follow the guidelines will face disqualification or loss of points by the judges.**

NOTE: You should use the following closing: "For the Student Television Network, I'm [your name] reporting." Do not use school name in the closing.

Please name your Quicktime movie using your contest ID found on the upper right hand corner of your envelope. Place the flashdrive, along with your *Entry Information Form*, into the envelope and return it to the designated area before deadline. No entries will be accepted past deadline, no exceptions.

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. Beginning, middle, end, and overall pacing are very important. The sound bites need to provide insight and the visuals must be compelling. 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 are not 90 seconds in length may be penalized at the judges' discretion.