



# Middle School Anchoring

– Sponsored by *Channel One News*

## On-Site Contest 2010

### Contest Guidelines

**OBJECTIVE:** Write and deliver a news story on camera.

- This is an individual contest sponsored by Channel One News.
- Each middle school may have 2 entries
- 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]").



# Middle School 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.**

- One team of up to 4 students per middle 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. Entries should be within one second of the assigned length of 30 seconds.



# Middle School Music Video

On-Site Contest 2010

## Contest Guidelines

**OBJECTIVE: Produce a music video from supplied music.**

**Production: 10 hours**

- One team of up to 4 students per 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.



## Middle School 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 middle school 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.



## Middle School Public Service Announcement On-Site Contest 2010

### Contest Guidelines

**OBJECTIVE: Produce a persuasive 30 second PSA.**

Production: 6 hours

- o One team of up to 4 students per middle 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 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.



# Middle School 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.