



## ***STUDENT BROADCAST AWARDS GUIDELINES***

### **ELIGIBILITY:**

High School, Undergraduate and Graduate students may enter, so long as he/she is enrolled full-time in any Kansas college, university or high school during the current school year, or the spring semester of the preceding year.

All material submitted must be the work of the student(s) and produced and aired (on broadcast, cable, or web cast) during the current school year, or the preceding spring semester.

Material must be received by close of business February 15. If February 15 falls on Saturday or Sunday, the deadline is extended to the following Monday.

### **AWARDS:**

A KAB Award plaque will be given in each category of each division unless, in the opinion of the judges, no award is deserved. Likewise, if there are deserving entries, a second place and/or honorable mention will be given.

### **PRESENTATION:**

Awards will be presented during the Awards Luncheon at the April Student Seminar.

### **JUDGING:**

Entries will be judged on excellence, believability, creativity and effectiveness. Judging criteria as applicable, will include theme, phrasing, salesmanship, technical, opening and closing.

If in the opinion of the judges an entry is submitted in the wrong division or category, it will be moved to the proper classification.

### **ENTRY FEES:**

\$10.00 per entry. Submit one check or money order payable to the KAB for the total of your entry fees.

### **SUBMISSION OF ENTRIES:**

#### **PLEASE NOTE OUR NEW ELECTRONIC ENTRY/JUDGING SYSTEM**

**Entry Deadline:** Entries must be UPLOADED to [www.betterbnc.com](http://www.betterbnc.com) by **11:59PM February 15**.

Instructions for this may be found at <http://kab.net/kabawards/broadcastawards/default.aspx>

Submit one check or phone in your credit card number for the total of your entry fees.

**214 SW 6th St, Suite 300, Topeka KS 66603.**

**NOTE:** All entries submitted must be entirely the work of students. For entries in the "**INTERN**" category, please indicate the entrant's actual involvement in the entry, i.e. writing, editing, producing, shooting, etc.

**Individual students or in the case of "co-anchors" may enter only one entry per category. In the play by play category an individual can only enter once as the play by play announcer, and may be on one other entry as the analyst.**

### **COMPETITION GROUPS:**

Radio and Television

- A) High School; B) College Undergraduate;
- C) Graduate Student; D) Intern

### **DISQUALIFICATIONS:**

Any entry that does not follow all specifications as outlined will be disqualified. Entrants will not be notified of disqualification, nor will entry fee be refunded.

**DIVISIONS****CATEGORIES:**

HIGH SCHOOL	UNDER-GRADUATE	GRADUATE	INTERN	(Radio/Television)
A1	B1	C1	D1	Sixty Second Commercial, PSA or non-commercial donor announcement
A2	B2	C2	D2	Thirty Second Commercial, PSA or non-commercial donor announcement
A3	B3	C3	D3	Station Promotion Announcement
A4	B4	C4	D4	Public Affairs Program (15 to 60 minutes in length)
A5	B5	C5	D5	Complete TAPED Newscast (5 to 30 minutes; no composites. This category will be judged on its OVERALL effectiveness, including talent and mechanics.)
A6	B6	C6	D6	Complete LIVE Newscast (same criteria)
A7	B7	C7	D7	Hard News Package
A8	B8	C8	D8	Enterprise News Package (Longer form news stories which are not hard news or features)
A9	B9	C9	D9	Complete News Feature
A10	B10	C10	D10	Complete Sports Feature
A11	B11	C11	D11	Sportscast
A12	B12	C12	D12	D.J. Personality Air check – Radio News Anchor Performance - TV (max 5 minutes; must be telescoped)
A13	B13	C13	D13	Sports Play-By-Play (exactly 6 minutes total, one event, to be taken in three separate segments of 2 minutes each; unedited. <b>Note rules above on entries for this category</b> )
A14	B14	C14	D14	Documentary (maximum 60 minutes)
A 15	B 15	C 15	D15	Entertainment Program (15 to 60 min)
A 16	B 16	C 16	D 16	Research Paper
A17	B17	C17	D17	Promotion Event/Activity (Submit a one-page summary of a station promotion.)
A18	B18	C18	D18	Station Website (to enter, submit hard copy of your site's front page and URL. Explain mission of site, how students and faculty use the site, number of hits, and number of people who maintain the site). Web site will be judged on timeliness of information on site, overall first impression, ease of navigation, creativity, interactive features.