STUDENT BROADCAST

Excellence

AWARDS

KAB
KANSAS ASSOCIATION OF BROADCASTERS

2022
Call for Entries

KANSAS ASSOCIATION OF BROADCASTERS

STUDENT BROADCAST AWARDS GUIDELINES

ELIGIBILITY: High School and undergraduate 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, web cast, or podcast) during the current school year, or the preceding spring semester. Material must be received by February 15.

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 Student Seminar in April.

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 payable to the KAB for the total of your entry fees. You can also pay via credit card by calling the KAB office at (785) 235-1307.

SUBMISSION OF ENTRIES:

Entry Deadline: Entries must be uploaded to www.betterbnc.com **by 11:59 PM February 15**. Instructions for this may be found at https://kab.net/resources/student-services/

NOTE: All entries submitted must be entirely the work of students. 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;

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.

MORE

CATEGORIES

Added for 2022:
Podcasting – 19 (TV and Radio)
Social Media – 20 (TV and Radio)

Changes:
Due to lack of participation, we have removed the intern and graduate categories/"circulation groups".

Circulation Group Codes:
High School Radio: AR
High School TV: ATV
Undergraduate Radio: BR
Undergraduate TV: BTV

Competitions:
1. 60 Second or less Commercial, PSA or non-commercial donor announcement

2. Promotional Audio or Video (long form 90 sec min – 5 min. max)

3. Station Promotion Announcement

4. Public Affairs Program (15 to 60 minutes in length)

5. Complete Newscast 3 days/week or less (Taped or Live 5 to 30 minutes length)

6. Complete Newscast 4 days/week or more (Taped or Live 5 to 30 minutes length)

7. Hard news package

8. Enterprise News Package (Longer form news stories which are not hard news or features)

9. Complete News Feature

10. Complete Sports Feature

11. Sportscast (not a talk show)

12. D.J. Personality Air check – Radio News Anchor Performance – TV (max 5 minutes; must be condensed)

Competitions Continued:

13. Sports Play-By-Play (exactly 6 minutes total, one event, to be taken in three separate segments of 2 minutes each; unedited.

14. Documentary (maximum 60 minutes)

15. Entertainment Program (15 to 60 min)

16. Research Paper

17. Promotion Event/Activity (Submit a one-page summary)

18. 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.

19. Podcast: Episodic audio recordings (example: community cause interview) distributed via a syndicated feed on the Internet. All entries in this category must be produced and distributed only as podcasts and cannot be material broadcast or disseminated through any other medium. 1 Hour maximum

20. Social Media: The entry should display excellent use of social media platforms to represent covering a single news event, investigative project, feature subject, promotion or PSA. Entry can showcase multiple platforms including Twitter, Facebook, Instagram, TikTok. Entry should demonstrate a creative and effective use of graphics, audio, video, still photography and interactives. All of the content must be produced/supplied by university students. Student media or a university department, etc. can qualify for this award if they effectively engage with their audience through the use of high-quality and creative posts and media, incorporating station imaging, media, and brand. Submissions will be judged on quality of posts, which includes aspects such as grammar, hyperlinks, and hashtags.

KAB STUDENT AWARDS FOR EXCELLENCE INSTRUCTIONS

KAB Awards are submitted using a web-based program at www.betterbnc.com. Below are directions for preparing and submitting entries. If you have questions, please contact 785-235-1307 or info@kab.net.

IMPORTANT: The contest platform is optimized for Firefox and Google Chrome. Please have a recent version downloaded and installed for the best contest experience.

The deadline for all entries is 11:59 p.m. February 15.

1. Login
   a. Go to www.betterbnc.com.
   b. Click contestant login (upper left).
   c. Select the appropriate Contest.
   d. Select the appropriate contestant type: (upper left)
      i. If you are the single point of contact for your organization, select Contestant Manager. (scroll down to "e")

   Schools should select a single Contestant Manager (preferably the instructor), who will have access to make entries and create other Authorized Entrants who can make entries on behalf of the organization. The Contestant Manager should then login early in the contest entry period, submit two entries, then finalize Contestant Manager account setup, including creation of any desired Authorized Entrants. (two entries is to provide an added layer of validation from hackers and spam.) Authorized Entrants will receive emails requesting their account validation, after which they can create their own entries on behalf of the organization.

      ii. If you have received an email authorizing you to submit entries for your organization, select Authorized Entrant.

   e. For Contestant Managers and Authorized Entrants, select the appropriate School. PLEASE NOTE: There will be both a radio and TV contestant for your school. Colleges will have one each for undergraduate, graduate and intern.
   f. Enter your Email address.
   g. Enter your temporary Password (unless you remember from last year): bnc (lower case), and click Login. When you first login, the system will prompt you to create a secure password and enter your contact information.

2. Submit Entries (click "contest information" regarding guidelines)
   a. Click "My Contest" at the top of the page
   b. On the Manage Entries page, click Submit Entry (left side).
   c. Select the appropriate Division (click on "general").
   d. Select the appropriate Category.

e. Read the corresponding Category Note (directly below the Category selection box), describing what is expected for the category's entry content.

f. Complete the Headline/Title field.

g. Based on the type of entry, add content:

   i. **To add web/audio/video content,** copy and paste the content's web address into the provided Web URL field. To host your content online, either upload it to a free *streaming content* website (e.g. YouTube) or talk to your IT person about adding it to your station's website. Make sure the content will be accessible online throughout the contest and awards process. Here are some examples of free *streaming content* websites where you can upload audio and video content:

      Audio: kiwi6.com or Soundcloud.com
      Video: www.youtube.com, www.vimeo.com

   ii. **IMPORTANT:** Please ensure that items are not behind a paywall or a password-protected area. If they are, you must provide username/password info in the Comments section of your entry. **Judges may disqualify your entry** if work samples are inaccessible.

   iii. **To upload digital file attachments (Only for Research Papers and Promotion Event/Activity)**, click Browse, navigate to the desired file, select Open, and click Upload. Allowed file types are PDF, DOC, TXT, JPG, GIF, and PNG. If more than one attachment is desired for this entry, repeat these steps. If you reach a point where you cannot add any more attachments to an entry, you may have reached the attachments limit, set by your contest administrator. Please try to keep file sizes to 5mb or less, to aid judges in accessing entry content. For larger files (between 5-50mb), you may upload your file(s) to www.issuu.com, and copy and paste the URL into the Web URL field.

h. Add Credits for those responsible for the entry content.

i. Click Submit.

3. Payment for Entries

a. When all entries are submitted (but before the Entry Deadline), log in to your account's Manage Entries page.

b. Click Calculate Entry Fee (middle right) and review your list of entries for accuracy.

c. Scroll to the bottom of the list for your Entry Fee Subtotal (lower right). You can print this page for your records.

d. Make payments by check or call in with your credit card number BEFORE THE DEADLINE.