

# KAB STUDENT BROADCAST AWARDS

## High School and College Visual Categories

- 1. 60 Second or less Commercial, PSA or non-commercial donor announcement (1 minute maximum):**  
Short announcement that provides information, education and awareness and/or is intended to sell a client's product or service or promote a corporate brand.
- 2. Best Special Programming (30 minutes maximum)**  
One-time or annual, (preproduced or live) programming that might include specials, performances, or other local events.
- 3. Station Promotion Announcement (1 minute maximum)**  
Promotional announcement that is for a station initiative, event or program.
- 4. Public Affairs/Talk Show (15 to 30 minutes max)**  
Hosted full-length interview or panel discussion programs that focus on current issues or a singular topic.
- 5. Best Newscast (Taped or Live 5 to 30 minutes length)**  
Full-length program that includes on-camera talent/newscasters, packages and/or segments that were presented live or recorded live for later presentation. Commercial breaks should be removed. (NO POST-PRODUCTION)
- 6. Best General News Story (Submit 5 minutes maximum)**  
This includes hard news or investigative stories. Humorous stories do not belong in this category
- 7. Best Feature (2 ½ minutes max)**  
Story Soft news that would play in a newscast or magazine program.
- 8. Complete Sports Feature (2-5 minutes max)**  
This includes short sports packages that would play in a sportscast or sports program. Note: Not highlights or game summary.
- 9. Sportscast (Submit up to 30 continues minutes, no "best of" or edited telescopes)**  
Regularly scheduled stand-alone sports program with packages and/or other segments. *Not a talk show, not play-by-play:*
- 10. On Air Personality (max 5 minutes; must be condensed)**  
Entries may include a variety of styles: could include hosts of entertainment programs, TV news anchors, social media performances or filmed podcast hosts.
- 11. Documentary (maximum 5 to 30 minutes)**  
Treatment of a single-issue in multiple parts edited into a single audio file for judging OR full-length program on a single issue that includes narration and actualities file, or edited packages.
- 12. Best Episodic Entertainment Program (Submit 5 to 30 minutes)**

Regularly scheduled program including game shows, comedies, dramas, etc. Excludes news, sports and talk. As opposed to the "On-Air Personality" category, this category recognizes the entire production, not just the main performer.

13. **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 per average week, 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.
14. **Podcast (1 hour maximum):** Episodic/serial recordings on any subject. All entries in this category must have been created as digitally distributed podcasts but can have a second life on a broadcast platform. Entries are disqualified if the podcast is an edited form of a broadcast program.
15. **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.

## Judging Criteria

### Commercials, PSAs, Promo Announcements

- Open/Close: arouses immediate attention, interest - adequate to identify sponsor or cause
- Phrasing/Delivery: well-chosen, precise words; diction
- Salesmanship: convinces, creates a desire, promotes action
- Technical: professional sound; close, tight production
- Showbiz: music, voice(s), sound effects, novelty, gimmicks, humor, etc

### News, Sports, On Air Personalities, Special Programs, Documentary, Special Programming

- Content: as applicable, theme/issue/topic addressed; interviewer questions; supplemental materials used; how well a game is described; stories and audio/video use in news and sportscasts; structure of performance or program
- Performance: (How it is said) voice, phrasing, delivery, enunciation, diction, etc. of air talent or program host; interview techniques; announcing style; etc. as applicable
- Technical: (How it all comes together) professional sound; close, tight production
- Opening: arouse immediate attention or interest
- Storytelling: can the viewer/listener follow the story(s) and be engaged with it

### Website, Social Media

- Content: Is it primarily generated by the station? It can be supplemented by wire services or networks. Is the content current, well written, engaging and well placed?
- Innovation: What did they do to grab the attention/solicit interaction with the audience?
- Visual Appearance: Is the site/posts visually appealing and modern or is it cluttered and busy? Perhaps too stark and bland? Is it organized in a logical manner?
- Ease of Navigation: How intuitive is the site? Does it function as intended? Do all the elements work (links, tabs, etc.)?

- Cohesion Across Platforms: Is the content/campaign consistent? Are the posts appropriate for the platform?
- Salesmanship: convinces, creates a desire, promotes action