

# KAB STUDENT BROADCAST AWARDS

## Guidelines and Instructions 2024

**ELIGIBILITY:** High School, undergraduate, and graduate students may enter, so long as they are enrolled full-time in any Kansas college, university or high school during the current school year, or the spring semester of the preceding year.

Faculty/Professionals are allowed minor active involvement in the entry, but most of the production elements/roles (producing, recording/shooting, writing, editing, talent) must be by students—at least 75%.

**DISTRIBUTION:** Submissions must have been publicly exhibited as part of a broadcast/cablecast, and/or on a publicly accessible website, on a publicly accessible internet platform such as YouTube or Facebook, Instagram, TikTok, Twitter/X, etc.

**TIMEFRAME:** Submissions must be from the spring 2023, fall 2023 or 2024 spring semesters.

**AWARDS:** KAB Award plaques 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 at the Broadcast Student/Sports Seminar in April.

**JUDGING:** Entries will be judged on excellence, believability, creativity and effectiveness. Judging criteria as applicable, will include content, performance, salesmanship, technical, opening and showbiz. Below are the following criteria we are looking for and basing scores on.

**CONTENT:** Theme/issue/topic addressed and is clear to audience; interviewer questions thoughtful and original; supplemental materials used; content follows category description

**SALESMANSHIP:** Convincing; Creates a desire; Promotes action

**PERFORMANCE:** Voice, phrasing, delivery, enunciation, diction is clear, engaging and informative

**TECHNICAL:** Professional production; Sound/video is clear; Transitions neatly; Removal of commercial breaks when required per category description; Follows time frame as stated in category description

**OPENING:** Arouse immediate attention or interest

**SHOWBIZ:** Use of Music, Voice(s), Novelty, Gimmicks, Humor, Sound effects and other outstanding special characteristics (when applicable and appropriate); Use of these special characteristics does not distract from content/story

**ENTRY FEES:** \$10.00 per entry. Submit payment online or make send a check payable to the KAB for the total of your entry fees.

**SUBMISSION OF ENTRIES:**

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

Instructions for this may be found at <https://kab.net/resources/student-services/>

**NOTE:** An entry in the student KAB Awards automatically disqualifies the work from being considered in professional KAB Awards and vice versa. High school/college/university faculty may enter their work in the professional KAB Broadcast Excellence Awards. Faculty submissions in to the professional KAB awards must have very little (less than 20%) student involvement.

Individual students may enter only one entry per category. In the case of “co-anchors” or “co-hosts,” only one person may enter per category. In the live sports coverage categories, for example, an individual can only enter once as the play-by-play announcer but may submit another entry in categories such as “Sports Color Commentator or Sideline Reporter.” Each category (besides station website, which has an entry limit of 1) has a limit of 3 entries total.

#### **COMPETITION GROUPS:**

Audio and Visual

A) High School; B) College (undergraduate and graduate)

**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.

#### **Circulation Group Codes:**

High School Audio: HSA

High School Visual: HSV

College Audio: COR

College Visual: COV