

YSU

Press Day

TCJA

2008

Video Contest Judging Criteria (FORM V2)

2008

Evaluators will make judgments based on the stated objectives and the description of equipment and planning that accompany each tape as well as standard production values in the area of camera work, lighting, sound and editing. The categories are:

- (1) **Public Service Announcement.** Segment must educate, inform, and persuade a target audience on an important public issue. Segment may use music and other production effects. Segment must use student talent. No longer than 30 seconds.
- (2) **Morning News/Announcements.** Segment may include news about school activities and sporting events, announcements, and weather. Segment may include anchor reads and live or as-live reports. No longer than 15 minutes.
- (3) **Documentary.** Segment takes an in-depth look at a specific topic. Topic is not limited to school activities and events. Segment must be scripted and use student talent. No longer than 10 minutes.
- (4) **Creative Shorts.** Segment resembles a short film and is meant to entertain through storytelling. Segment may express artistic vision. Script and/or storyboard is required. No longer than 10 minutes.
- (5) **Event Coverage.** Segment must focus on a speech, assembly, school activity, sporting event or other school-related event. Segment may include a live or as-live report. A script is optional. Segment must use all student talent. No longer than 3 minutes.
- (6) **Commercial.** Segment must sell a product or service to a specific audience. Segment may include music and production effects. No longer than 60 seconds.

All videos must:

- have been produced **entirely by students** in an organized school program, either a video class or video club supervised by the teacher.
- have been created **during the 2007-2008 school year.**

With each entry, sponsors must provide the following:

- for material purchased from a music library, submit a copy of the original contract or signed statement noting the title, publisher and date when the collection was purchased;
- for commercial music, submit a copy of written permission to use;
- for original music, submit a copy of the composer's written permission to use;
- for any other material not produced by students, submit a formal written permission from the producers.
- tape format should comply with the following:
 - ½-inch VHS format or DVD
 - Picture must appear within one minute of playing time; each production must include a title page with school name, title of category, title of entry and entry year.

Each school may submit as many as **six entries**, with no more than one entry in any category.

Each entry must be submitted on a **separate tape or DVD.**

The sponsoring teacher must be certain to **label** each tape or DVD with the school name, title of category, title of entry and entry year.

It is possible for no winners to be chosen in a category. In addition, the Press Day board requests a narrative outlining any unique problems faced, including prior review.

Entries must be postmarked by March 28 to be considered for awards.