

**2017 Better Student Radio and Television Contests**

Make plans now to enter the 2017 Iowa College Media Association Better Student Radio and Television Contests! The contests are for member student radio and television stations and production studios to recognize excellence among Iowa’s student producers, directors, writers and journalists through competition. General rules and contest categories are below.

**General Contest Rules:**

1. **Materials aired or produced between October 14, 2016 and October 20, 2017, are eligible for consideration for the 2017 contests.** Awards will be given to first-, second- and third-place winners. Certificates of award will be presented for all place winners, and notification of winners will be made to state and local media.
2. The deadline for entries is

**November 3, 2017**.

1. There shall be only one class of entries for the 2017 Better Student Radio and Television Contests. All students will compete against each other regardless of size of school or frequency of production, distribution and exhibition.
2. Each ICMA member school participating in any contest will pay a flat $75 entry fee, regardless of the number or type of categories entered. Entry fees should be made payable to the Iowa Newspaper Foundation. See the website for more information. **Schools MUST have paid the $50 ICMA membership fee in order for student entries to be accepted and judged.**
3. All entries must be original material from a student of an ICMA member student radio or television station, and all entries must have been aired or broadcast on the school’s official media channel. (The only exceptions to this rule are the experimental and corporate videos in the television contest.) Do not enter material originating from nonmember schools.
4. All entries must be submitted ONLINE, following the INF instructions, which can be found on the Iowa Newspaper Foundation website at [www.inanews.com](http://www.inanews.com). For more information on the radio contest, contact Pam Ohrt at Wartburg College. [pamela.ohrt@wartburg.edu](mailto:pamela.ohrt@wartburg.edu). For more information on the television contest, contact Jerry Johnson at Buena Vista. [johnson@bvu.edu](mailto:johnson@bvu.edu)
5. Competition results will not be released until the awards at the Iowa College Media Association convention in February 2018.

**Better Student Radio Categories:**

**FOR ALL RADIO CATEGORIES, THERE IS A LIMIT OF ONE ENTRY PER PERSON OR TEAM, ALTHOUGH THERE IS NO LIMIT ON THE NUMBER OF ENTRIES PER SCHOOL.**

1. **Best Air Personality:** The entry should consist of clip reels or highlight reels that demonstrate the announcer’s air personality. This category is for shows that feature ONE announcer only. Portions of songs, PSAs or promos may be used if it helps with the transition between breaks. Entire songs should not be included. The highlight reel should be no longer than 10 minutes in length.
2. **Best Promo:** The entry must be standard broadcast length of exactly 30 or 60 seconds. This promotional spot for the campus radio station should demonstrate creative use of voice, effects, music and writing.
3. **Best PSA:** The entry must be standard broadcast length of exactly 30 or 60 seconds. The public service announcement must be for a LOCAL community service or organization in the school’s market. The PSA should demonstrate creative use of voice, effects, music and writing.
4. **Best Commercial:** The commercial entry must be standard broadcast length of exactly 30 or 60 seconds. Creative use of voice, effects, music and writing will be judged.
5. **Best Newscast:** The entry must be one newscast excluding commercial breaks that was broadcast on the student-run radio station. Writing, editing news judgment and special features will be considered.
6. **Best News Programming:** Entry must be a **news special program or coverage**, outside of a regularly scheduled newscast, designed to inform an audience of an issue or event. Public affairs programming is accepted in this category.
7. **Best Show (entertainment):** Entry must be a weekly or regularly scheduled program on the designated student-run radio station. One or multiple talent(s) is acceptable. The entry may contain comedy skits, original music, talk show or other show of non-news content. The air check or segment samples can be no longer that 15 minutes in its entirety. This entry MUST be different than entries submitted under Category #1.
8. **Best Sports Broadcast:** Entry should include play-by-play announcing for a collegiate team, color/commentary or both. Entry should not exceed 15 minutes of an unedited broadcast.
9. **Best Sports Program:** Entry must be a regularly scheduled program that is sports-focused and does NOT include play-by-play. Examples could include call-in shows, coaches’ roundtable discussions, or sports talk programming. Entries may be edited to showcase highlights and should not exceed 10 minutes in length.
10. **Radio Feature Package:** Best radio feature coverage of an individual, trend or event. Quality and thoroughness of reporting/writing, relevance to the campus community, use of nat sound, and the ability to hold the interest of the listener will be considered. No limit on entries per station.
11. **Long-form Radio Package:** Best long-form radio package will offer in-depth coverage of an issue, experience/event, or human interest subject. Quality and thoroughness of reporting/writing, sourcing, relevance to campus community, use of nat sound, and the ability to sustain narrative will be considered. Length for long-form will be between 7-15 minutes. No limit on entries per station.

**Radio Station of the Year:**

One radio station will be named as the ICMA Student Radio Station of the Year and will receive a plaque for this honor. The winner of this award will be determined on a point basis. Radio stations will receive 10 points for each first-place award they receive in the ICMA radio contests outlined herein, 8 points for each second place, and 6 points for each third place award. The radio station with the highest number of total points from these contests will be named the ICMA Radio Station of the Year at the ICMA Convention in Des Moines in February 2017.

**Better Student Television and Production Studio Categories:**

**FOR ALL TV CATEGORIES, THERE IS A LIMIT OF ONE ENTRY PER PERSON OR TEAM, ALTHOUGH THERE IS NO LIMIT ON THE NUMBER OF ENTRIES PER SCHOOL.**

1. **Best Newscast:** Entry must be a regularly scheduled newscast that airs on television. Program may be of any length but must include at least one anchor and videotape reports. Entire program should be submitted.

**2. Best News Programming:** Entry can be a news special program or coverage designed to inform an audience of an issue, event or story using techniques different from a regularly scheduled newscast.

**3. Best News, Public Affairs and Sports Storytelling Package:** Entry can be a self-contained story (package) from a newscast, public affairs show or sports program. Entry will be judged on storytelling abilities and use of visual elements.

**4. Best Entertainment Storytelling Package:** Entry can be a self-contained story (package) from entertainment production. Entry will be judged on storytelling abilities and use of visual elements and entertainment.

**5. Best Variety, Music and Comedy Program:** Entry can be an entertainment-style program consisting of talk, sketches, comedy, musical numbers, audience participation or stand-ups. Entire program should be submitted.

**6. Best Sportscasting:** Entry should include play-by-play announcing for a collegiate team, color/commentary or both. Entry should not exceed 15-minutes of an unedited broadcast.

**7. Best Short Documentary:** Examples of a documentary entry are biographies, retrospectives, informational or investigative programs. Entry must be **LESS** than 15 minutes. Entire program should be submitted.

**8. Best Long Form Documentary**: Examples of a documentary entry are biographies, retrospectives, informational or investigative programs. Entry must be **LONGER** than 15 minutes. Entire program should be submitted.

**9**. **Best: 30 - :60 Promo, Commercial or PSA:** The entry must be standard broadcast length of either 30 or 60 seconds. Entry will be judged on creative use of visuals, audio, and scripting. Entry will have been created as a promo for the designated student run station, a public service announcement for a local community service or organization, or a commercial. Time limits will be heavily judged for competition.

**10**. **Best Experimental Video:** Entry can be a short subject, music video, animation, show opens or anything that would not be included in the Best Storytelling entry. Entry will be judged on storytelling abilities, technical innovations and use of visual elements. This video may or may not have actually aired on the student television station.

**11**. **Best Corporate Video:** Entries in this category will be promotional, educational, or instructional in nature. (Example: a video for a campus entity or local non-profit organization.) Entries will be judged on message design, creative use of visuals, audio, editing, and scripting. (30- and 60-second entries should NOT be entered in this category). This video may or may not have actually aired on the student television station.

**12**. **Best Short Film:** Entries not long enough to be considered a full-length feature film running 40 minutes or under; fiction, narrative, experimental or animation. Entries that go here are any productions that cannot find a home in the other categories.

**Television Station of the Year:**

One television station will be named as the ICMA Student Television Station of the Year and will receive a plaque for this honor. The winner of this award will be determined on a point basis. Television stations will receive 10 points for each first-place award they receive in the ICMA contests outlined herein, 8 points for each second place, and 6 points for each third-place award. The television station with the highest number of total points from these contests will be named the ICMA Television Station of the Year at the ICMA Convention in Des Moines in February 2017.