

OKLAHOMA BROADCAST



EDUCATION ASSOCIATION

2010 Student Competition

CALL FOR ENTRIES

~ 20th annual competition for Outstanding Work in
Television, Radio, Interactive Media and Script
Writing by Oklahoma college students ~

~ Awards presented during the OAB/OBEA Student
Day on Thursday, March 3rd in Oklahoma City at the
OK History Center ~

TELEVISION CATEGORIES

Commercial
Hard News Story
Entertainment—Narrative
Sports Play-by-Play
Documentary/Series
Newscast
Magazine/Talk Program
Entertainment—Short
Public Service Announcement
Feature News Story
Promotional Spot
Corporate Video
Music Video
Sports Story
Directing
Video Essay

RADIO CATEGORIES

Commercial
Hard News Story
Entertainment—Narrative
Sports Play-by-Play
Documentary/Series
Newscast
Magazine/Talk Program
Entertainment—Short
Public Service Announcement
Feature News Story
Promotional Spot
Personality Aircheck

OTHER CATEGORIES

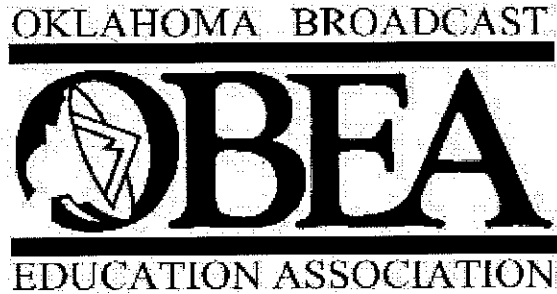
Interactive Media
Script Writing

ENTRY FEE

\$10 per entry

DEADLINE 12/31/10

*Each entry will be judged
& critiqued by local
media professionals!*



2010 Student Competition

ELIGIBILITY

- Work must have been completed during 2010 by undergraduate student enrolled at OBEA member schools.
- Faculty involvement may be only in an advisory capacity.
- An entry that includes any direct non-student/professional work is **INELIGIBLE**.
- Work done outside university supervision is **INELIGIBLE**.
- Work produced as part of an internship is **INELIGIBLE**.
- Work must demonstrate FCC rules and guidelines.
- Work does not have to have "aired".
- For works including feed material, the entry must be at least 75% original content.

RULES AND CONDITIONS

- Maximum number of entries per category: **3 PER SCHOOL & 1 PER ENTRANT**.
Exception: Only one newscast per school. (judges will view entire newscast)
- Entrants are limited to **TWO STUDENTS**. Names cannot be switched to create new entry.
- Newscast entrants should name the PRODUCER & DIRECTOR, not the anchors.
- Newscasts should not be entered in the "TV Directing" category.
- Put only **ONE ENTRY** on a CD/DVD per category.
- An entry may be entered only once.
- Television entries must be submitted on finalized DVDs. CHECK the PLAYBACK.
- Radio entries must be submitted on finalized CDs. CHECK the PLAYBACK.
(If a DVD or CD entry does not play, it will be disqualified)
- Entries are submitted at the entrant's expense. Submit the \$10 fee & completed entry form with the entry DVD/CD in an appropriate case. Submit entry & entry form in a labeled envelope.
- Label each entry DVD/CD & envelope with the CORRECT entry category, entry title, length, entrant's name & school name.
- Entry forms must be signed by a broadcast faculty member of an OBEA member school.
- Categories receiving few than **THREE ENTRIES** will be exempt from the competition.
- On judging day, OBEA members present will resolve any disputes. The decision of the judges is final.

ENTRY FEE
\$10 per entry
DEADLINE 12/31/10

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OBEA 2010 Student Competition **RADIO DESCRIPTIONS**

Commercial

An informative & persuasive message produced for a defined audience to promote buying action. Real spots only. No parodies.

Length: 30 or 60 seconds

Documentary/Series

Includes extensive reporting about a topic in documentary form or in a series of reports from 2 to 5 parts.

Entry limit: 15 minute sample

Entertainment—Narrative

Fictional presentation segment or program, such as soap operas, drama, comedy, etc. Student production must be original; script does not.

Entry length: sample up to 15 minutes

Entertainment—Short

Fictional presentation segment or program such as parodies, skits, etc. Student work must be original; script does not.

Entry limit: 5 minutes

Feature News Story

A creative news report considered "soft" news that viewers find interesting (can include sports).

Time limit: 3 minutes

Personality Aircheck

Includes "telescoped" air check of a single show demonstrating announcing and production creativity and personality.

Time Limit: 5 minutes

Promotional Spot

Short announcement to inform and attract audiences for a station's own programming, to create community awareness of the station or of particular programs, or to create or reinforce the station's image in the community.

Length: 10 to 60 seconds

Public Service Announcement

Announcement for charitable or other worthwhile endeavor presented for a not-for-profit organization or motive.

Length: 30 or 60 seconds

Sports Play-by-Play

Includes sports announcing play-by-play and color as a live-event presentation of a sports competition.

Entry length: 10 minute sample

Newscast

Newscasts produced by students, in real time (to tape) original (first time) production. Post-production IS NOT ALLOWED. Newscast is not to be redone with multiple takes or tapings.

Time limit: 30 minutes

OTHER CATEGORY DESCRIPTIONS

Hard News Story

A news report about issues that have an impact on viewers (can include sports).

Time limit: 3 minutes

Magazine/Talk Program

A feature-based, non-fiction, informational non-news program (although news might be included), talk shows, coaches shows, and/or programs addressing community campus issues. **NO NEWSCASTS.**

Entry length: 10 minute sample

Interactive Media

Includes imaginative, creative uses of electronic media, including but not limited to websites, CD ROMS and other interactive media projects.

MUST INCLUDE MOTION AND SOUND.

Time limit: 30 minutes or 30 pages

Script Writing

Scripts in professional script format (legibly typed) for fictional radio or TV entertainment. Provide THREE copies for judging.

Entry limit: 30 pages

OBEA 2010 Student Competition TV DESCRIPTIONS

Commercial

An informative & persuasive message produced for a defined audience to promote buying action. Real spots only. No parodies.

Length: 30 or 60 seconds

Documentary/Series

Includes extensive reporting about a topic in documentary form or in a series of reports from 2 to 5 parts.

Entry limit: 15 minute sample

Entertainment—Narrative

Fictional presentation segment or program, such as soap operas, drama, comedy, etc. Student production must be original; script does not.

Entry length: sample up to 15 minutes

Entertainment—Short

Fictional presentation segment or program such as parodies, skits, etc. Student work must be original; script does not.

Entry limit: 5 minutes

Feature News Story

A creative news report considered "soft" news that viewers find interesting.

Time limit: 3 minutes

Hard News Story

A news report about issues that have an impact on viewers (can include sports).

Time limit: 3 minutes

Magazine/Talk Program

A feature-based, non-fiction, informational non-news program (although news might be included), talk shows, coaches shows, and/or programs addressing community/campus issues. **NO NEWSCASTS.**

Entry length: 10 minute sample

Corporate Video

Includes corporate/instructional/industrial audio/visual presentations for training, teaching or other corporate usage.

Entry limit: 10 minute sample

Music Video

A visual presentation of a musical event/song. Video must be original; entrant must have signed permission of artist.

Time Limit: 5 minutes

Promotional Spot

Short announcement to inform and attract audiences for a station's own programming, to create community awareness of the station or of particular programs, or to create or reinforce the station's image in the community.

Length: 10 to 60 seconds

Public Service Announcement

Announcement for charitable or other worthwhile endeavor presented for a not-for-profit organization or motive.

Length: 30 or 60 seconds

Sports Play-by-Play

Includes sports announcing play-by-play and color as a live-event presentation of a sports competition.

Entry length: 10 minute sample

Sports Story

Topical sports package or series. Not a sports segment lifted from a newscast.

Time limit: 5 minutes

Newscast

Newscasts produced by students in real-time (to tape) original (first time) production. Post-production is

NOT ALLOWED. The newscast is not to be redone with multiple takes or tapings. Entire newscast will be judged on content & production value.

Time limit: 30 minutes

Directing

This production must be a live switched, multi-camera program such as a variety, music, magazine, talk, sports, game show or a event. **NO NEWSCASTS.**

Limit one entry per school.

Entry limit: 15 minute sample

Video Essay

Recognizes the role of videography in original works.

Primary message carried by the **VIDEO**. **Natural Sound only—no narration or soundbites.** May not be entered in another category.

Time limit: 5 minutes

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ENTRY FORM

Entry Title: _____

Category: (RADIO) (TV) (OTHER) _____

Length: _____ Air Production date: _____

Production facility used: _____

Entertainment category only (TV or Radio): Original Script: Yes / No (Circle)

Other voluntary comments: _____

Student name (s): _____

School: _____

Supervising faculty member: _____

AGREEMENT

The signature below indicate that: (1) the entrant (s) fully comply with the competition rules and conditions, (2) the entry form and the disc are complete as presented, and (3) that the entrant(s) has (have) read and understand this entry form and the competition rules and descriptions. Submission of this entry grants OBEA permission to future usage of the entry. This entry was produced in the 2010 calendar year.

Student signature(s): _____ Date: _____

Faculty signature : _____ Date: _____