

# Information • MIPA Individual Category Video Contest

**POSTMARK DEADLINE Feb. 19, 2010**

## **RULES AND REGULATIONS**

**PLEASE NOTE: We have made a few changes to the Individual Category Video Contest. We decided to clearly define the Live Sports/Event category as one related to overall production quality (graphics, camerawork, live editing, etc.). However, we felt that left a void for those who want to submit their work as sportscasters in a talent capacity, and we added a new category called Live Sports Announcer. In addition, we refined the category descriptions. We also went through and re-organized/re-numbered them, grouping them into four areas. We believe this re-organization and grouping will help schools better understand how each category fits.**

- Each member school may submit up to three entries in each individual category. This means a school may submit 66 individual entries.
- The entries should have been broadcast from Feb. 21, 2009, and Feb. 19, 2010, or slated for broadcast. The entries should not be longer than 1-3 minutes. No entries longer than 5 minutes will be viewed (unless indicated in category description).
- Entries will only be returned at the spring conference—none will be mailed back to schools
- All entries must be submitted on DVD-R or miniDV. DVD-Rs must be finalized/playable on consumer DVD players, not just formatted for a specific program (e.g. Quicktime) on a computer. No other tapes/formats will be accepted.
- Judges will look for broadcast style, variety of shots, steady focus. Editing should be free of glitches. Stories may have an intro or outro (tag) done by the anchor.
- Each entry must be clearly labeled with category, student name(s), and school name on the DVD.
- Each submission must have its own Contest Entry Form wrapped around it with a rubber band or placed inside the jewel case.
- No more than four people can be named on each tape.
- Entries must be postmarked by Feb. 19, 2010, and must arrive before judging day, which is March 6.
- **Copyrighted music: Copyrighted music is not allowed. Three years ago, we told schools in this spot that we would not be allowing copyrighted music starting with the 2008 contest.**
- **PLEASE NOTE:** If any music is included in an entry, the school/entrant must indicate the source of the music (for example—created on Soundtrack Pro or Garage Band, Part of our Staktraxx royalty free collection)

Please check your entries very carefully before sending them in! Also, please remember that this is strictly a contest and not an evaluation or critical service. All contest materials become the property of MIPA. Winners will be placed on a DVD and all schools that enter this video contest will receive a copy of it. Winners of this video journalism contest will be announced at the 2010 MIPA Spring Conference at the Lansing Center on Friday, April 30, 2010.

To see the judging criteria, please go to the MIPA Web site at [www.mipamsu.org/contests](http://www.mipamsu.org/contests) and click on judging criteria.

## **MAILING**

1. The Summary Sheet must accompany the tapes.
2. Place in a sturdy box for shipment.
3. Include payment of \$7 per entry (checks payable to MIPA).
4. Seal and mail by postmark deadline of Feb. 19, 2010, to:  
MIPA Individual Category Video Contest  
School of Journalism  
305 Communication Arts Building  
Michigan State University  
East Lansing, MI 48824-1212
5. If you have questions, email the MIPA office at [mipa@msu.edu](mailto:mipa@msu.edu).

## **JUDGING**

- Judging takes place at Michigan State University on Saturday, March 6. We need your help! **Please sign up to help at the MIPA Web site or e-mail the MIPA office at [mipa@msu.edu](mailto:mipa@msu.edu).** We need you, and it's such a fun, educational day. You'll get lots of ideas to take back to your staff.

VIDEO CONTEST ENTRY POSTMARK DEADLINE: Feb. 19, 2010

WINNERS ANNOUNCED: April 30, 2010, at the Spring Conference at the Lansing Center

# Summary Sheet • MIPA Individual Category Video Contest

## DIRECTIONS

This form is a summary of all your entries. It should be the top sheet in your box of entries. Please type or print. Attach your check or money order (payable to MIPA) to this form. Thank you. NOTE: Contest entries must have been created between Feb. 21, 2009, and Feb. 19, 2010. Entries post-marked after Feb. 19, 2010, will not be accepted. Start now to organize—especially if you have a winter break around that time. If you have questions, email the MIPA office at [mipa@msu.edu](mailto:mipa@msu.edu).

## COST

Please include \$7 per entry. After the spring conference, you will receive a DVD with all of the winners. Limit three tapes per category. Please make check payable to MIPA. Make a copy of this form for your records.

Number of entries \_\_\_\_\_ x \$7 each = \$ \_\_\_\_\_ Amount enclosed

School \_\_\_\_\_ School City \_\_\_\_\_

Adviser \_\_\_\_\_ E-mail \_\_\_\_\_

Name of Program or Station \_\_\_\_\_

Indicate categories entered by noting the number of entries per category. **Limit three (3) entries per category.**

## PRODUCTION

- \_\_\_\_\_ 1. commercial
- \_\_\_\_\_ 2. public service announcement
- \_\_\_\_\_ 3. opener
- \_\_\_\_\_ 4. DVD or CD production
- \_\_\_\_\_ 5. graphics
- \_\_\_\_\_ 6. animation
- \_\_\_\_\_ 7. live sports or event coverage

## VIDEO JOURNALISM

- \_\_\_\_\_ 8. news story
- \_\_\_\_\_ 9. feature story
- \_\_\_\_\_ 10. personality profile
- \_\_\_\_\_ 11. editorial
- \_\_\_\_\_ 12. sports story

## TALENT AIRCHECKS

- \_\_\_\_\_ 13. anchor
- \_\_\_\_\_ 14. field reporter
- \_\_\_\_\_ 15. studio talent
- \_\_\_\_\_ 16. weather
- \_\_\_\_\_ 17. live sports announcer

## OTHER

- \_\_\_\_\_ 18. short film—fiction
- \_\_\_\_\_ 19. short film—documentary
- \_\_\_\_\_ 20. music video
- \_\_\_\_\_ 21. humor
- \_\_\_\_\_ 22. single production portfolio

## ADVISER, PLEASE READ AND SIGN:

Have you read MIPA's Plagiarism and Copyright policy (see Web site)?

Yes \_\_\_\_\_ No \_\_\_\_\_

To the best of your knowledge, is this the material you are submitting free of copyright infringement and plagiarism?

Yes \_\_\_\_\_ No \_\_\_\_\_

If you checked no, please explain. (Use back of this sheet)

I understand that all materials submitted by our school represent students' work. If non-student work or alteration has affected the printed product, notations have been made to indicate those changes.

Adviser's Signature \_\_\_\_\_

Advisers, please sign all entry forms, too.

## PLEASE NOTE:

The Individual Category Video Contest judging staff and chair reserve the right to combine divisions of a category that has fewer than five entries per division. They also have the right to disqualify entries for not meeting contest rules.

■ For descriptions of these categories, please see the Categories sheet.

■ For judging criteria, please visit the MIPA Web site. Click on Contests in the menu, look under judging criteria.

■ Mail box with all entries to  
**MIPA Individual Category Video Contest**  
**School of Journalism**  
**305 Communication Arts Building**  
**Michigan State University**  
**East Lansing, MI 48824-1212**

# Entry Form • MIPA Individual Category Video Contest

**This form must accompany each entry.**

**POSTMARK DEADLINE Feb. 19, 2010**

**PLEASE PRINT VERY CLEARLY OR TYPE:**

(Check Summary Sheet for category number and name.)

Category # \_\_\_\_\_ Category name \_\_\_\_\_

Title of segment \_\_\_\_\_

Show date \_\_\_\_\_

School \_\_\_\_\_ City \_\_\_\_\_

Student's name \_\_\_\_\_

(PRINT VERY CAREFULLY!!) If more than four, please write Staff.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**IMPORTANT!** If any music is included in an entry, you must indicate the source of the music. (for example—created on Soundtrack Pro or Garage Band, part of our Staktraxx royalty free collection, etc.). Please use the two lines below to write.

\_\_\_\_\_

\_\_\_\_\_

Adviser's signature \_\_\_\_\_

(signifying to the best of your knowledge the work is original and is free of copyright infringement and plagiarism)

Advisers: Don't forget to sign each entry. Some advisers sign before they run them off.

FOR JUDGES' USE ONLY:

1st Place    2nd Place    3rd Place    Honorable Mention

Judge's initials \_\_\_\_\_ Judge's initials \_\_\_\_\_

# Categories • MIPA Individual Category Video Contest

## PRODUCTION (7)

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### 1. COMMERCIAL

Should be exactly 30 seconds, 45 seconds, or 60 seconds, as would be required by television. Commercials should advertise products, businesses, or events which are appropriate to students or their community. Commercials may also promote school clubs, events, and money-making projects.

### 2. PUBLIC SERVICE ANNOUNCEMENT

Should be exactly 30 seconds, 45 seconds, or 60 seconds, as would be required by television. PSAs should give information about an upcoming event or shed light on an issue or situation which affects teens, the school, or the community. It may not sell a product or service. It may not promote a fundraiser unless it is truly to promote a charity. The treatment of the topic must be appropriate for a school or community audience.

### 3. OPENER

Produced video title sequence that is used to introduce a program or program segment. Time limit: 60 second maximum.

### 4. DVD/CD PRODUCTION

This category judges the organization and production quality of a video DVD or interactive CD. The topic of the DVD or CD must pertain to school life. Examples might include a yearbook interactive CD or a DVD produced for a sports team or other activity. The use of pre-designed templates is allowed. Menus should be fully functional and all links should work properly. Entries may include links to websites, audio files, video files, photos, or other types of files. Entries in this category may exceed the 5-minute category, and understand the judges will not necessarily watch the entire DVD/CD.

### 5. GRAPHICS

This category is for compilations of graphic images that are used to present or enhance a story. Entries can include video segments, video clips of still images, graphic titles, lower-thirds, credits, graphic panels and over-the-shoulder graphics, or full-screen graphics, and may include photos, video, and text as part of the graphic. The entry may include motion graphic as part of one of these graphic elements. Entries should play back as a continuous video segment, and should not be presented as a links from a menu.

### 6. ANIMATION

This category may be for an opener, commercial, or other production. It may be a standalone animated film, as well, or it may be a compilation of animated sequences. This category also includes stop motion animation and motion graphics.

### 7. LIVE SPORTS OR EVENT COVERAGE (JUDGED AS AN OVERALL PRODUCTION)

This category judges a production of a live event, which includes live sports play-by-play. It focuses on the overall production of the program, emphasizing the production value and techniques. The coverage must be live or live-to-tape. Only five minutes of unedited coverage will be viewed for judging, and the five minutes should include only a single uncut sequence. Choose your five minute segment carefully, selecting a sequence that will highlight the best of the program.

## VIDEO JOURNALISM (5)

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### 8. NEWS STORY (NEWS PACKAGE)

News stories should report and not interpret. They focus on the 5 Ws and factual information and give a balanced overview if the topic is controversial. These stories may include interviews, sound bites, voiceovers, dramatizations, graphics, b-roll and stand-ups.

### 9. FEATURE STORY (INCLUDES HUMAN INTEREST)

Feature stories go beyond hard news and the 5 Ws to give a more in-depth view of a story. The angle is less immediate than hard news. They may be longer-form, and may be less formally structured than a news package. This category should include sports-themed features.

### 10. PERSONALITY PROFILE

These stories should capture the life, interests, or accomplishments of an interesting person or situation. They should not be simply a biography, but have a focus on an important aspect of the person. These stories may include interviews, sound bites, voiceovers, dramatizations, graphics, b-roll and stand-ups.

### 11. EDITORIAL

This category covers televised editorial commentary segments that give an opinion on a news event or an issue. The commentary in the editorial should reflect the opinion of the entire television or video staff, and should be clearly identified as opinion or commentary.

### 12. SPORTS STORY (SPORTS PACKAGE)

This category is for sports news packages, such as game recaps, highlights, stories about teams, coaching changes, playoff berths, and so on. Human interest or personality stories should not be included in this category.

## TALENT AIRCHECKS (5)

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### 13. ANCHOR

This category is for compiled airchecks of the work of a single news anchor. Entries should include at least two examples of the anchor's best work, but can include several selections from different newscasts. The entire entry should run no more than five minutes. Attire and professionalism are factors in this category. Judges will assume that the airchecks included in the submission reflect the entrant's BEST work.

### 14. FIELD REPORTER

This category is for compiled airchecks of the work of a single field reporter. Entries should include at least two examples of the reporter's best work, but can include several selections from different newscasts and different stories. The entry can include stand-ups, look-lives, field interviews, and live spot reports, as well as other field reports. The entire entry should run no more than five minutes. Attire and professionalism are factors in this category. Judges will assume that the airchecks included in the submission reflect the entrant's BEST work. This category DOES NOT INCLUDE LIVE SPORTS ANNOUNCERS, but can include reporter work from sports news.

### 15. STUDIO TALENT

This category is for compiled airchecks of the work of a single studio talent. Entries should include at least two examples of the entrant's best work, but can include several selections from different programs. The entire entry should run no more than five minutes. Attire and professionalism are factors in this category. Judges will assume that the airchecks included in the submission reflect the entrant's BEST work. The entry should show the talent in several different programs and different types of roles (news programs, feature, announcements, sports, personality profiles, etc.). The aircheck should include only studio segments, such as special reporter, weather, sportscaster, or in-studio interview.

### 16. WEATHER

This category is for compiled airchecks of the work of a single weather reporter. Entries should include at least two examples of the weather reporter's best work, but can include several selections from different newscasts. The entire entry should run no more than five minutes. Attire and professionalism are factors in this category. Judges will assume that the airchecks included in the submission reflect the entrant's BEST work. Judging criteria will include how the reporter interacts with graphics and maps, but does not depend on the level of studio technology found at the reporter's school.

(Continued on the next page)

## Categories, cont. • MIPA Individual Category Video Contest

### 17. LIVE SPORTS ANNOUNCER

A compilation of a talent's best on-air work as play-by-play, color commentator, or sideline reporter. The airchecks should be recorded at a live sports event in real time. The announcer does not have to appear on-camera, and the entry may be limited to announcer speaking over video of game action, for instance. Judges will assume the airchecks represent only your best work. Attire is a factor in the judging.

### OTHER (5)

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#### 18. SHORT FILM—FICTION

This should be a creative project which tells a narrative or story. The film may be from an original script or treatment, or may be an adaptation from another literary genre, such as a poem or short story. If the film is adapted or derived from a copyrighted work, then a written release or permission to use is required. The entry should be no more than five minutes in length. You may enter a five-minute segment of a longer production .

#### 19. SHORT FILM—DOCUMENTARY

This should be a non-fiction production, such as a travelogue, a factual historical project, or a non-fiction production on a community or social issue. The entry should be no more than five minutes in length. You may enter a five-minute segment of a longer production .

#### 20. MUSIC VIDEO

Music videos must use original music, or licensed music. You must submit a copy of the music release or a copy of the license with the entry. [ALTERNATE WORDING: You must submit a copy of the music release or a copy of the license with the entry or a signed statement from your teacher certifying that the music is licensed or is copyright-free.] Music and visual content must be appropriate for a school or general community audience.

#### 21. HUMOR

Entries in this category may be no longer than five minutes. Content must be appropriate for school or community audiences. Humor may be directed at human nature, political or entertainment figures, or situations. Satire is acceptable. The entry may not contain ridicule directed at an individual, private citizen or a particular group or segment of society.

#### 22. SINGLE PRODUCTION PORTFOLIO (FORMERLY PORTFOLIO OF STORY)

This entry will document the preproduction, production, and post-production development of a production. It should include a description of the job each person involved with the production did, blocking schematics, lighting plots, dialogue scripts, shooting scripts, storyboards, production notes, and anything else that would be good for the judges to take into consideration. You should also include a copy of the finished video project.