

# Information ► AIPA Fall 2013 Contest for video, multimedia, & online journalism

**Advisers:** This contest contains categories for broadcasts, such as news story, feature story, sports story; production, such as commercials, openers, graphics, and animation; talent airchecks, such as anchor and field reporter; and film, such as documentary, music video and humor. There is also a new set of categories for online journalism and multimedia. Entries may be from an online newspaper or yearbook, or from a video production class. The contest committee welcomes your comments about the revisions to the categories and entry process. The entries must be submitted through e-mail.

Postmark deadline: Saturday, June 1, 2013

Winners announced: at the Fall Convention at the ASU Tempe Campus Memorial Union

## Rules and Regulations

1. The school/publication **MUST** be a member of AIPA to submit entries in the contest. Any entries submitted by a non-member school will be returned without being entered. If you aren't sure if you are a member, contact Liisa Straub: l.straub@ananews.com. You have time to join AIPA before entering the contest.
2. Each entry must have been created / published during the fall semester, between January and May, 2013. Any entry aired or published before or after this date will be disqualified.
3. There is a \$3 entry fee for each submission. Payment must be arranged at the time of submission.
4. Categories allow for up to 2 entries each.

## Screening Process

Please check your entries very carefully before sending them in! Also, please remember that this is strictly a contest and not an evaluation or critique service. All content materials become the property of AIPA. First place winners may be used for publication purposes.

Due to the large number of entries, there has to be a screening process before entries are judged. So please check your entries carefully. Please follow this screening process or entries **MAY BE DISQUALIFIED:**

- entries must be submitted in the appropriate category.
- clearly indicate the specific entry.
- have incomplete information included with the entry e-mail.
- have more than 2 entries per category.
- have not been published or aired in the spring of 2013.
- break copyright laws or are plagiarized.
- are submitted after the deadline.

Mailing (payment & General Excellence entries only):

Mail to: AIPA c/o Liisa Straub  
1001 N. Central Ave. Suite 670  
Phoenix, AZ 85004-1947

If you have questions, email Deanne Hutchison at:  
aipacontest@gmail.com

All AIPA Fall 2013 Contest entries must be submitted via email.

All entries must be saved as PDF, JPEG (writing, design, photo categories) or MP3, MPEG4, or AVI (audio/video files).

To enter, simply follow these steps:

- 1) Name each PDF entry with school name, student's full name and category. Example: SunriseMountain\_KristyRoschke\_N2. If you are submitting two entries from the same student in one category, just label them as 1 and 2.

Example: SunriseMountain\_KristyRoschke1\_N2.

- 2) Attach entries to an email. It may require several emails to send all attachments.

**\*NEW STEP\***

- 3) In your final email submission, include a copy of the Excel spreadsheet saved below (you can also create this as a Google spreadsheet and share the link in your final email submission), which includes the full entry information: category name and number, school name, student name, and title of entry. Download the Excel spreadsheet from the AIPA website.

- 4) Send email(s) to aipacontest@gmail.com. This email must come from the publication's adviser.

- 5) If you prefer to send links to live web entries (from youtube, schooltube or Google docs), follow steps 3-4, making sure to include the URL for each entry.

You will receive an email confirmation when your entries have been received. Questions? Email aipacontest@gmail.com.

You will still need to fill out and send in the Registration Form. You can fax the form and send payment separately or send both Registration Form and payment to the address listed below.

Fax: 602-261-7525

## Judging:

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.

Copyrighted music is not allowed. If any music is included in an entry, the school/entrant must indicate the source of the music. For example, created on Soundtrack or GarageBand, or part of a royalty-free collection.

Judges may be professionals working in the journalism field, university professors or experienced and impartial advisers.

# Registration Form ▶ AIPA Fall 2013 Contest for video, multimedia, & online journalism

POSTMARK DEADLINE: Saturday, June 1, 2013

DIRECTIONS: This form is a summary of all your entries. It should be mailed or faxed to the AIPA office. Please type or print neatly.

Remember: Contest entries must have been produced between January and May 2013.

COST: Please include \$3 per entry. Limit 2 entries per category. Make check payable to AIPA. Make a copy of this document for your records.

NOTE: Online submission is required. You can upload your videos to youtube, schooltube or Google Docs and e-mail the link. Entries will not be returned.

Number of entries: \_\_\_\_\_ x \$3 = \$ \_\_\_\_\_ (Amount enclosed) Form of payment: \_\_\_\_\_

Name of program or station: \_\_\_\_\_ Adviser: \_\_\_\_\_

School: \_\_\_\_\_ Adviser e-mail: \_\_\_\_\_

Indicate categories entered by writing the number of entries per category. Limit 2 entries per category. Refer to the categories pages following this page for descriptions of each category.

- |  |  |
|--|--|
| Video Journalism                         | Talent Airchecks                         |
| ____ M1. news story (news package)       | ____ M12. anchor                         |
| ____ M2. feature story (feature package) | ____ M13. field reporter                 |
| ____ M3. sports story (sports package)   | ____ M14. studio talent                  |
| ____ M4. personality profile             | Other                                    |
| ____ M5. editorial                       | ____ M15. short film-fiction             |
| Production                               | ____ M16. short film-documentary         |
| ____ M6. commercial                      | ____ M17. music video                    |
| ____ M7. public service announcement     | ____ M18. humor                          |
| ____ M8. opener                          | ____ M19. single production portfolio    |
| ____ M9. graphics                        | Online journalism                        |
| ____ M10. animation                      | ____ 01. web package                     |
| ____ M11. live sports or event coverage  | ____ 02. sound slides / audio slide show |
|  | ____ 03. podcast                         |
|  | ____ 04. web design                      |
|  | ____ 05. general excellence              |

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

## ADVISERS:

Please read and sign:

To the best of your knowledge, are the entries enclosed free of copyright infringement and plagiarism?

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

Are you currently an AIPA member?

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

I understand that all materials submitted by our school represent students' work.

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

## Please Note:

The contest committee and judges reserve the right to disqualify entries for not meeting contest rules.

# Categories ▶ AIPA Fall 2013 Contest for video, multimedia, & online journalism

This contest contains categories for broadcast video, production, and short film. The last section has categories for multimedia, online websites and podcasts. Any AIPA member school/publication can submit entries in the contest.

## VIDEO JOURNALISM

M1 - News Story (news package)

News stories include objective reporting, not opinion. They cover the 5Ws and H and may include interviews, sound bites, voiceovers, dramatizations, graphics, b-roll and stand-ups.

M2 - Feature Story (feature package)

Features stories take a more in-depth look at a subject than a basic news story. They may be longer-form, and may be less formally structured than a news story. This category should include sports-themed features.

M3 - Sports Story (sports package)

This category is for sports news stories that cover the 5Ws and H of a sporting event. This may include recaps, highlights, stories about teams, coaching changes, playoffs, etc. They cover the 5Ws and H and may include interviews, sound bites, voiceovers, dramatizations, graphics, b-roll and stand-ups. Personality profiles should not be included in this category.

M4 - Personality Profile

These stories focus on an interesting person, group or situation. They should capture some unusual or exceptional facet of life or an accomplishment, and should not simply be a bibliography. They cover the 5Ws and H and may include interviews, sound bites, voiceovers, dramatizations, graphics, b-roll and stand-ups.

M5 - Editorial

These stories give an opinion on a news event or issue. The commentary in the editorial should reflect the opinion of the entire production staff, not merely the opinion of one reporter, and should clearly be labeled as opinion or commentary.

## PRODUCTION

M6 - Commercial

Commercials should advertise products, businesses, school clubs and organizations, or events what are appropriate for students or the community.

M7 - Public Service Announcement

PSAs should give information about an upcoming event or provide insight into an issue of importance to students or the community. It may not sell a product or service or promote a fundraiser, unless it is to promote a specific charity.

M8 - Opener

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

M9 - Graphics

This category includes graphic images that are used to enhance a program or story. Entries can include video segments, video clips of still images, graphic titles, lower-thirds, credits, graphic panels or over-the-shoulder graphics, or full-screen graphics, and may include photos, video, and text. They entry may also include motion

graphics as part of one of the graphic elements. Entries should play as a continues video segment and should not be presented as links from a menu.

M10 - Animation

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

M11 - Live Sports or Event Coverage

This category judges the production of a live event, which includes sports play-by-play. It focuses on the overall production of the program, and emphasizes the production value and technique. 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 to highlight the best of the program.

## TALENT AIRCHECKS

M12 - Anchor

Entries should be a compilation of airchecks from a single field reporter. Entries should include at least two examples of the reporter's best work, but can include several different newscasts. The entire entry should run no longer than five minutes. Attire and professionalism are factors in this category.

M13 - Field Reporter

Entries should include airchecks of the work of a single news anchor. They should include at least two examples of the reporter's best work, and can include stand-ups, look-lives, field interviews, and live spot reports, as well as other field reports. The entire entry should run no longer than five minutes. Attire and professionalism are factors in this category. This category does not include live sports announcers, but can include reporter work from sports news.

M14 - Studio Talent

Entries should be a compilation of airchecks of the work of a single studio talent. Entries should include at least two examples of the reporter's best work, but can include work from several different newscasts. The entire entry should run no longer than five minutes. The aircheck should include only studio segments, such as special reporter, weather, sportscaster, or in-studio interview.

## OTHER

M15 - Short Film - Fiction

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

M16 - Short Film - Documentary

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

(Continued on next page)

## Categories ►► AIPA Fall 2013 Contest for video, multimedia, & online journalism

### M17 - Music Video

Entries must use original music, or licensed music. You must submit a copy of the music release or license, or a signed statement from your teacher certifying the music is copyright-free with the entry. Music and visual content must be appropriate for the audience.

### M18 - Humor

Entries in this category may be no longer than five minutes in length. Content must be appropriate for the audience. Humor may be directed at human nature, political or entertainment figures, or situations. Satire is acceptable. The entry may not directly ridicule an individual, private citizen or particular group.

### M19 - Single Production Portfolio

This entry will document the preproduction, production and post-production, development of a production. It should include a description of each person involved in the production's job, 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. Entries should also include a copy of the finished video project.

### ONLINE JOURNALISM

#### 01 - Web package

Package may include video, text, still photos, graphics.

#### 02 - Soundslides/audio slideshow

Entries should be an online slideshow with an audio commentary track. Entries can accompany another story or can be a standalone story.

#### 03 - Podcast

Entries can be a standalone audio feature, or can provide additional information to another story. Podcasts can be news, features, or editorial in nature. The purpose of the podcast should be clearly stated for the audience.

#### 04 - Web Design

Evaluates the entire website from a design perspective. Must be original work (sites that are based on established templates do not qualify.)

#### 05 - General Excellence

Evaluates an entire site for excellence in design and content. (All writing should be included in the Newspaper contest, and video should be included in the multimedia contest)

## General Excellence Form ►► Multimedia/video/online

### GENERAL EXCELLENCE ENTRY FORM ►► AIPA Fall 2013 Contest for Multimedia/video/online

Postmark Deadline: June 1, 2013 (Please print very clearly)

School: \_\_\_\_\_

Editor(s): \_\_\_\_\_

Check one:  Class  Extra-curricular

Adviser Signature: \_\_\_\_\_

Percentage of work done by:

Writing Students: \_\_\_\_\_% Adviser: \_\_\_\_\_% Professional: \_\_\_\_\_%

Editing Students: \_\_\_\_\_% Adviser: \_\_\_\_\_% Professional: \_\_\_\_\_%

Layout: Students: \_\_\_\_\_% Adviser: \_\_\_\_\_% Professional: \_\_\_\_\_%

Photography Students: \_\_\_\_\_% Adviser: \_\_\_\_\_% Professional: \_\_\_\_\_%

Production Students: \_\_\_\_\_% Adviser: \_\_\_\_\_% Professional: \_\_\_\_\_%

On the space below, write a paragraph to help the judges understand your publication better.

FOR JUDGES' USE ONLY:

Superior

Excellent

Honorable Mention

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