

# Contest 46: Broadcast Package

## INSTRUCTIONS:

- Students enter in pairs (reporter and camera operator).
- Entries must be uploaded by 6 p.m. CDT Oct. 18, 2021.

## WHAT JUDGES LOOK FOR

- Demonstrates effective broadcast style: short sentences, present tense, conversational
- Necessary and interesting information selected
- Includes facts that support assertions made
- Includes an effectively developed storyline
- Script and video combine to tell the story
- All segments are on topic
- Includes strong organization including an attention-grabbing introduction
- Includes relevant and interesting sound bites
- Ambiance of event/location captured effectively with b-roll, natural sound
- Includes interesting and informative voice-over
- Includes correctly framed and focused close-ups
- Evidence of good editing, free of glitches and jump cuts
- Demonstrates effective use of pacing and transitional elements

## OVERALL ASSIGNMENT:

You will shoot, write and edit a story for this contest. Use video and audio (voice-overs/reporter's standup, sound bites, natural sound).

Students enter in pairs (reporter and camera operator). Total Running Time 1:30 minutes. Entries that are outside +/- 3 seconds of that time will be disqualified. Only students registered in the contest should work on the material for this event. All material must be produced by the students in the contest exclusively for this contest. Do not use any material previously created for your publications.

Upload your completed video to the NSMC system by the deadline. Instructions for uploading a video can be found at [jea.org/contests](http://jea.org/contests).

## GUIDELINES:

- Focus the story and do preproduction planning.
- Vary your shots.
- Pay attention to lighting and sound quality when shooting your interviews.
- Headphones are recommended to monitor audio.
- As you approach people for an interview, be considerate and professional. Explain your purpose and topic.
- Be sure your video enhances the story you want to tell.
- You may use your name, but no other school identification may be used by the reporter or in titles.
- Be sure to get all necessary details for the lower-third titles.

## SPECIAL NOTES:

The NSMC committee understands the extraordinary circumstances that contestants are facing during the COVID-19 pandemic. Your health and safety are the top priority. Therefore, you are to take all the same safety precautions that professional journalists are taking while covering the news. Make sure you are maintaining proper social-distancing requirements at all times and wear a mask when appropriate, even on camera. Zoom or other online interviews are acceptable. While b-roll in your video storytelling is certainly preferred, do not use it unless it can be acquired safely.

## TOPIC: SPIRIT OF THE UNDERDOG

An underdog is a person or group that has been counted out and underestimated, someone who is thought to have little or no chance of winning a fight or contest. This is not exclusive to sports or politics, however. An underdog can be an unknown or young person making big change at a city or state level, it can be related to court battles and civil rights, it can be small businesses surviving and thriving while big box stores struggle.

Look around your school and community and find an underdog whose story you can share. Consider gender, age, sexual orientation, nationality, ethnicity, religion, socioeconomic status, (dis)ability and experiences. Your story should be about more than the existence of a struggle. Focus on their successes, overcoming struggles and moments of glory. Who's fighting against all odds and succeeding?

(This contest is NOT about YOUR opinion. We do not want commentary.)