

## Category Descriptions and Entry Codes

Please read the category descriptions below before submitting an entry. The descriptions provide examples, but do not include every program type that might be appropriate in a particular category. The category entry codes are in brackets [ ]. All-new categories and categories that have been modified from previous years are in **dark red font**. *A description of the intended audience and production goals/objectives will be required for creative entry categories which are indicated with a double star (☆☆).* Duplicate entries may not win in more than one category of the competition.

**Entry  
Code Category/Description**

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- [#101] Audio News Package**  
Shorter (under 2 minutes) hard news or spot news packages that would play during a newscast
- [#102] Audio News Segment**  
Longer (more than 2 minutes) hard news or spot news segments that would play during a newscast
- [#103] Audio Feature Package**  
Shorter (under 2 minutes) soft news or feature packages that would play during a magazine program
- [#104] Audio Feature Segment**  
Longer (more than 2 minutes) soft news or feature segments that would play in during a magazine program.
- [#105] Audio Newscast**  
Full-length programs that include newscasters, packages and/or segments which were originally presented live or recorded live for later presentation (NO POST PRODUCTION)
- [#106] Audio Documentary Program☆☆**  
Full-length programs that incorporate such things as narration, sound bites, actualities, file footage, etc.
- [#108] Audio Public Affairs/Interview Segment or Program**  
Hosted interview or panel discussion programs or segment on a current, newsworthy topic
- [#112] Audio Magazine Program☆☆**  
Full-length programs that include hosts and packages and/or segments
- [#121] Audio Sports Package**  
Shorter (under 2 minutes) sports packages that would play during a sportscast or sports program
- [#122] Audio Sports Segment**  
Longer (more than 2 minutes) entries that would play in a sports or magazine program
- [#123] Audio Sports Program**  
Pre-game or post-game programs (originally presented live or recorded) or stand-alone sports program with packages or segments
- [#130] Audio Drama Program or Segment☆☆**  
Audio entries produced from original scripts or adapted from existing scripts as full-length programs or as a dramatic segment
- [#132] Audio Comedy Segment or Program☆☆**  
Audio comedy segment or program segments or full length program of comedy programs, stand-up comedy segments or comedy sketches.

**[#135] Audio Studio or Live Performance Segment**☆☆

Musical performances recorded live in studio or on location with or without post-production. COPYRIGHT PERMISSION MUST BE PROVIDED FOR USE OF ANY UNLICENSED MUSIC.

**[#136] Audio Entertainment and/or Music Program**☆☆

Hosted full-length programs with an emphasis on entertainment segments, interview topics, and/or recordings of concert performances or studio sessions, or programs featuring live performances. (BUT NOT INDIVIDUAL STUDIO PERFORMANCES OR MUSIC VIDEOS - see categories 135 and 234) COPYRIGHT PERMISSION MUST BE PROVIDED FOR USE OF ANY UNLICENSED MUSIC.

**[#141] Audio Station Imaging**☆☆

Brief production elements that identify a station (on-air or online) in 15 seconds or less

**[#142] Audio Promos**☆☆

Standard-length (15, 30 or 60 seconds) promotional announcement produced for a station or other client. (Does not include Station Imaging, sweepers or stingers – see category 141).

**[#143] Audio PSAs**☆☆

Standard-length (15, 30 or 60 seconds) public service announcement produced for a non-profit client and run as a community service. The objective of a PSA is to provide information, education and awareness.

**[#144] Audio Commercials**☆☆

Standard-length (15, 30 or 60 seconds) commercial produced for a client. Intended to sell a client's product or service or promote a corporate brand.

**[#161] Podcast**☆☆

Episodic audio recordings distributed via a syndicated feed on the Internet. Recordings can be up to 2 hours in length. All entries in this category must be produced and distributed only as podcasts and cannot be material broadcast or disseminated through any other medium.

**[#201] Video News Package**

Shorter (under 2 minutes) hard news or spot news packages that would play in a newscast

**[#202] Video News Segment**

Longer (more than 2 minutes) hard news or spot news segments that would play in a newscast

**[#203] Video Feature Package**

Shorter (under 2 minutes) soft news or feature packages that would play in a magazine program

**[#204] Video Feature Segment**

Longer (more than 2 minutes) soft news or feature segments that would play in a magazine program

**[#205] Video Newscast (Live)**

Full-length programs that include newscasters, packages and/or segments which were originally presented live or recorded live for later presentation (NO POST PRODUCTION).

**[#206] Video Newscast (Pre-recorded)**

Full-length programs that include newscasters, packages and/or segments which were recorded with post-production allowed for later presentation.

**[#208] Video Public Affairs/Interview Segment or Program**

Hosted interview or panel discussion programs or segment on a current, newsworthy topic

**[#210] Video Magazine Program**☆☆

Full-length program that include hosts and packages and/or segments

**[#212] Video Documentary Program**☆☆

Full-length programs that incorporate such things as narration, sound bites, actualities, file footage, etc.

**[#215] Video Instructional/Corporate/Promotional Production**☆☆

Full-length productions (complete programs) that teach, train, and/or promote a service or organization. (Commercials & PSA's will not be accepted in this category.) Entries would include but not be limited to: educational training sessions, university recruiting videos, sports informational/entertainment pieces on teams and individuals (not intended for traditional broadcast), corporate profiles, product promotional/sales pieces, etc.

**[#221] Video Sports Package**

Shorter (under 2 minutes) sports packages that would play a sportscast or sports program.

**[#222] Video Sports Segment**

Longer (more than 2 minutes) entries that would play during a sports or magazine program.

**[#223] Video Sports Program**

Pre-game or post-game programs (originally presented live or recorded) or a stand-alone sports program with packages or segments.

**[#224] Video Sports Play-By-Play Programming**

A five-minute segment of sports play-by-play which was originally presented live or recorded for presentation later (NO POST PRODUCTION) representative of live sports coverage of a sporting event

**[#231] Video Drama Program**☆☆

Video entries produced from original scripts or adapted from existing scripts for a dramatic program, which includes biographical, fiction, science-fiction, fantasy, horror, and vampire genre.

**[#232] Video Comedy Segment**☆☆

Segments from comedy programs, stand-up comedy segments and/or segments produced for web content (i.e. short skits, viral videos, etc).

**[#233] Video Comedy Program**☆☆

Full length sitcom-type comedy program or program composed of comedy segments.

**[#234] Music Video**☆☆

Originally produced videos to original or previously released music. COPYRIGHT PERMISSION MUST BE PROVIDED FOR USE OF ANY UNLICENSED MUSIC.

**[#235] Video Studio or Live Performance Segment**☆☆

Musical performances recorded live in studio or on location with minimal post-production. COPYRIGHT PERMISSION MUST BE PROVIDED FOR USE OF ANY UNLICENSED MUSIC.

**[#236] Video Entertainment and/or Music Program**☆☆

Hosted full-length programs with an emphasis on entertainment segments, interview topics, and/or recordings of concert performances or studio sessions, or programs featuring live performances. (BUT NOT INDIVIDUAL STUDIO PERFORMANCES OR MUSIC VIDEOS -- See categories 235 and 234) COPYRIGHT PERMISSION MUST BE PROVIDED FOR USE OF ANY UNLICENSED MUSIC.

**[#241] Video Program Opener**

Thematic program openers featuring post-production editing & graphics skills

**[#242] Video Promos**☆☆

Standard-length (15, 30 or 60 seconds) promotional announcement produced for a station or other client.

**[#243] Video PSAs**☆☆

Standard-length (15, 30 or 60 seconds) public service announcement produced for a non-profit client and run as a community service. The objective of a PSA is to provide information, education and awareness.

**[#244] Video Commercials**☆☆

Standard-length (15, 30 or 60 seconds) commercial produced for a client. Intended to sell a client's product or service or promote a corporate brand.

**[#251] Short Film**☆☆

Narrative, scripted projects 20 minutes and under. (Category entries may not win in more than one category of the competition.)

**[#253] Videography/Cinematography**

Any edited television, video, or film production that shows camera, lighting, and composition techniques.

**[#254] Video Editing**

Any edited television, video, or film program. Submissions may include documentaries, music videos, and segments.

**[#255] Sound Design**

An in-the-field recording and mixing of a film or video program or segment that shows a high production value and techniques.

**[#256] Graphic Design/Animation**

Graphical elements of a production and narrative or experimental format. This category includes all aspects of animation (clay, digital, hand-drawing, and still-life put into motion, program openings, full screens, clip wipes, etc.) (10:00 MINUTE MAXIMUM LENGTH.) (Category entries may not win in more than one category of the competition.)

**[#258] Movie Trailer**

Preview for student-produced movie. **Producer of trailer need not be producer of movie but must include a copy of release to use the footage.** (2:00 MINUTE MAXIMUM LENGTH)

**[#261] Vodcast**

Episodic video productions distributed via YouTube or Vimeo on the Internet. Productions can be up to 1 hour in length. All entries in this category must be produced and distributed solely on YouTube or Vimeo (Facebook Live, Periscope, or other live broadcasts are not eligible for this category) and not broadcast or disseminated through any other medium.

**[#294] Live Sports Production**

A five-minute segment of sports play-by-play which was originally presented live or recorded live for later presentation without changes (NO POST PRODUCTION) representative of live sports coverage of a sporting event. Entries could have been produced for radio, video, webcast, or class assignment.

**[#331] Drama Program Script**

Scripts for full-length original drama program

**[#333] Comedy Program Script**

Scripts for full-length sitcom-type comedy program, or program with comedy segments

**[#337] Spec Scripts**

Formula script based on a nationally-established program (broadcast, cable, or webcast)

**[#461] Web News Article**

An article featured in the news section of an online journalistic publication (including news blogs).

**[#501] Student Academic Paper Competition**

Academic paper entries may be on any communications or media-related issue.