

**PURPOSE:** This competition was founded in 1962 to recognize those students who excelled in radio and television production and programming. Today, the competition encourages and rewards students for accomplishments in audio, video, scriptwriting, web development, as well as academic research and writing. This year marks the 54<sup>th</sup> annual Audio and Video competition, the 26<sup>th</sup> annual Scriptwriting competition, the 16<sup>th</sup> annual Web Design competition, and the 10<sup>th</sup> annual Academic Paper competition.

### ELIGIBILITY:

1. **All entries must be undergraduate student-produced.** Graduate students should enter the NBS-AERho Professional competitions. Students who are not members of NBS may enter the competition and pay the non-member rate.
2. Entries by students who hold a full or part-time, paid position in a professional broadcasting or other media distribution outlet and which were produced at and for that company/institution as part of the students' regular job will not be considered an eligible entry unless the full production is student-produced. (A document signed by the production supervisor attesting that only students were involved must accompany the submission.)
3. Student-produced entries completed in fulfillment of college course credit or as part of a co-curricular campus activity are eligible for competition. (College Internships at professional entities need to meet the guidelines listed in #2 above.)
4. Faculty and professional staff can act in an advisory capacity only.
5. No entry may have been submitted for a previous NBS National Undergraduate Student Competition.
6. There are two entry deadlines. The entries submitted before 11:59 pm CST, November 17, 2016, will pay a discounted entry fee. Entries submitted after that date but before the final deadline, December 2, 2016 (11:59 pm CST) will pay the full entry fee. Submissions opting for non-electronic payment must be postmarked by the corresponding deadline date.
  - (NOTE: Entry fees WILL NOT be refunded. This includes disqualified entries, withdrawn entries, entries that win awards and entries that do not win awards.)

### ENTRY FEES:

To qualify for NBS Member Rates, **all names** on the entry must be paid NBS members and contact information for the NBS chapter advisor must be included on the entry form. (The advisor may be contacted to verify the entrant's submission.)

NBS Member entries submitted by November 17, 2016.....	\$25
NBS Member entries submitted November 18 – December 2, 2016.....	\$35
Non-member entries submitted by November 17, 2016.....	\$50
Non-member entries submitted November 18 – December 2, 2016.....	\$60

Fees are used for administrative expenses.

**ANNOUNCEMENT OF FINALISTS AND WINNERS:** Finalists will be notified and information on attending the competition awards ceremony will be provided. Finalists are scheduled to be announced by January 30 and winners are scheduled to be announced at the NBS-AERho National Convention, March 21-26, 2017 in New York.

**THE GENERAL AND MEDIA-SPECIFIC ENTRY PROCEDURES ARE LISTED BELOW.  
VIOLATION OF THE PROCEDURES MAY RESULT IN DISQUALIFICATION.**

## GENERAL ENTRY PROCEDURES

1. No entry may have been submitted for any previous NBS National Undergraduate Student Competition.
2. Fill out and printout the entry form before submitting online with the uploaded entry. Entry forms must be completed in their entirety. NBS members must also provide contact information for their NBS Chapter advisor.
3. **It will be the entrant's responsibility to post the entry on an appropriate location that would be accessible by category judges without a password.** The sites should not require the judges to download the entries nor special software to review the entries. **It is the entrant's responsibility to check the link after posting them.** If an entry does not play during a judging session, it will be disqualified.

4. Entries will need to be posted online from the date of submission through the announcement of finalists. Finalists will need to remain posted online through at least March 31, 2017.
5. Each entry must be accompanied with the appropriate entry fee. Online payment may be completed during the submission process using VISA, MasterCard, Discover, or PayPal. Payment by check or money order may be done by filling out the online submission form, checking the appropriate payment box, printing out the form and mailing by the appropriate deadline date. One check/money order can be used to cover several entries from the same individual or institution. Checks/money orders that are sent through the US mail must have a postmark no later than the appropriate deadline date. Delays caused by group coordinators, advisors, or university business offices will not excuse the entrant or entrants involved. Groups should plan to submit entry information and payment well before the scheduled deadlines.
6. Entry fees WILL NOT be refunded. This includes disqualified entries, withdrawn entries, entries that win awards and entries that do not win awards.
7. Entries may only be submitted between October 17 and December 2, 2016.
8. NBS will make every effort to return judges' comment forms but we cannot guarantee entrants will receive the forms.
9. Duplicate entries may not win in more than one category.
10. While non-English entries are not explicitly forbidden, our contest judges may not speak languages other than English and could not effectively evaluate the entry.
11. Terms and Conditions of Entry:
  - Submission of any entry acknowledges the right of NBS-AERho to use it for exhibition and publication in any medium.
  - The competition assumes all entries are original and are the works and property of the entrants, with all rights granted therein. In the event that an entrant without such rights submits an entry, NBS-AERho is not liable for any copyright infringement on the part of the entrant and the entry is subject to disqualification.

**Entry into the NBS-AERho National Undergraduate Student Electronic Media Competition will require entrants to certify the following:**

I certify I have read, understand and complied with all rules and procedures for the NBS National Undergraduate Student Electronic Media Competition.

I affirm I have authority to grant permission to NBS-AERho to use this entry, in whole or part, in promotions, broadcasts or any other program or electronic media produced for, or in conjunction with, NBS-AERho, its convention, the awards ceremony, or any other related societal activity.

I EXPRESSLY AFFIRM I POSSESS, OR HAVE BEEN GRANTED COPYRIGHT AUTHORIZATION FOR ALL MATERIALS USED HEREIN. PROOF OF SUCH COPYRIGHT AUTHORIZATION IS SUBMITTED WITH THIS ENTRY FORM. I UNDERSTAND THAT FAILURE TO PROVIDE WRITTEN AUTHORIZATION FOR COPYRIGHTED MATERIAL CONTAINED IN THIS PRODUCTION WILL RESULT IN DISQUALIFICATION. I ALSO EXPRESSLY AGREE TO INDEMNIFY AND HOLD HARMLESS NBS-AERho FOR ALL COSTS, EXPENSES, LEGAL FEES, CIVIL OR CRIMINAL FINES RESULTING FROM ANY ACTION BY A THIRD PARTY ON THE BASIS OF COPYRIGHT VIOLATION OR PLAGIARISM.

I HAVE READ THE CLARIFICATION OF COPYRIGHT RESPONSIBILITY (POSTED ON THE NBS-AERho WEBSITE UNDER THE COMPETITION/AWARDS BUTTON), I UNDERSTAND AND WILL COMPLY WITH THOSE SPECIFICS AS WELL AS OTHER COPYRIGHT LAW.

Entry fees WILL NOT be refunded. This includes disqualified entries, withdrawn entries, entries that win awards and entries that do not win awards.

I also understand that a thorough critique by judges is not the primary purpose of this competition.

## **SPECIFIC ENTRY PROCEDURES AND INFORMATION BY MEDIA**

### **AUDIO AND VIDEO COMPETITIONS**

1. Competition entries will be judged on production quality but may have been created for any type of electronic distribution (radio, TV, cable, internet streaming, closed circuit, in-house group playback, etc) unless a specific medium is specified. Entrants will be asked to identify intended distribution mode on the entry form.
2. Submissions must have been produced or played during the period of December 5, 2015 - December 2, 2016.

3. Where applicable, entries must be accompanied with evidence of copyright permission for such things as network news footage, movie clips, copyrighted scripts, unlicensed music, and music videos.
4. Productions must contain at least 50% originally produced material [as opposed to stock footage or segments produced by anyone other than the eligible entrant(s), etc.].
5. All production entries must be complete programs, complete program segments or complete packages as described for each entry category. Do not send edited montages of programs, stories, packages or segments or demo reels. (If you post a one hour program on a website that only allows shorter postings, break the program into segments and submit links for all segments.)
6. **A description of the intended audience and production goals/objectives will be required for creative entry categories which are indicated with a double asterisk (\*\*) on the category description page of the NBS-AERho website.**
7. If the entrant produced the program under a grant or other subsidy, which provided professional production services and/or non-student personnel services, the entrant must submit signed letters from such production company(s) which indicate that the entrant had sole creative decision-making responsibility during the production.
8. **In addition to your submission, we are asking for a link to a 15-20 second representative segment of your entry. If you are a finalist, this tease will be used to identify your entry during the national awards show.**

JUDGING: All entries will be judged by media professionals. Entries will be judged based on technical quality, originality of ideas and achievement of any stated category criteria. The judges have the authority to determine that no entry is suitable as a winner in any category. We do not guarantee that productions will be played in their entirety.

## SCRIPTWRITING COMPETITIONS

1. No entry may have been submitted for any previous NBS National Electronic Media Competition. The script must have been completed between December 5, 2015 and December 2, 2016.
2. Adaptations of existing television or radio programs will NOT be accepted except in the "Spec Script" category. Commercials, promotional announcements, public service announcements and news stories are not accepted in any category. This competition is for full-length scripts only. No skits or excerpts will be considered.
3. **Scripts must be typed in the appropriate industry standard format for radio or television.** Scripts will be accepted for alternative delivery options (internet streaming, closed circuit, in-house training, etc.) but script format should follow the most appropriate industry standards for radio or television. Do not include treatments, character sketches, scene descriptions, etc. While radio and TV scripts may compete in the same categories, the submission should be clearly specified whether it is intended for radio or TV style production.
4. **Each script entry** must begin with *a one-page cover that includes the title of the script, the name of the competition category and competition category code, and a brief description* (one or two paragraphs) describing the script content.

JUDGING: Entries will be judged based on originality, plot and character development, and overall presentation. Attention to grammar and spelling will also be taken into consideration by the judges. The judges have the authority to determine that no entry is suitable as a winner in any category. Scripts may not be read in their entirety.

## ACADEMIC PAPER COMPETITION

1. This competition is open only to undergraduate students who are active members of NBS.
2. Academic paper entries may be on any communications or media related issue.
3. All papers will be judged on the basis of overall quality, academic excellence, style, and clarity.
4. All entries must have been written between December 5, 2015 and December 2, 2016. No entry may have been submitted for any previous NBS National Academic Paper Competition.
5. Entries must be formatted for standard 8½ x 11 pages. Entries must be word-processed in letter quality print using Times Roman or Times New Roman 12 point type. All academic papers entries must follow the Publication Manual of either the APA or the MLA.
6. By submitting your entry you hereby grant permission to the National Broadcasting Society-Alpha Epsilon Rho to use the paper in any publication (print or electronic) produced for or in connection with the Society, including its conventions, promotions and awards ceremonies.
7. Judges have the authority to determine that no entry is suitable as a winner in the competition.

## WEB DESIGN COMPETITIONS

1. Any web site that meets the following guidelines and will be live during the judging period is eligible. For the 2016-2017 Web Design Competition, that period will be December 2, 2016 – February 1, 2017.
2. A website must have ties to an educational electronic media outlet (i.e. campus) or program in order to be considered. This includes sites that relate to a specific show, segment, station, or network.
3. Sites that showcase live events may enter, though NBS cannot ensure that the live portions of the site will be seen at any point in the judging process.
4. Sites that are password protected and not accessible to the general public are not eligible. Sites that require a fee are eligible if they offer a free trial period. Judges will review the site via this trial period. Sites requiring registration are permitted.
5. Sites that contain pornographic material, propagate "hate" messages, or which are otherwise extraordinarily offensive are not eligible. Ineligible entries may be disqualified at any phase of the competition.
6. The category judges have the authority to determine that no entry is suitable as a winner in any category.
7. Terms and Conditions of Entry: The Electronic Media Web Design Award assumes all entries are original and are the works and property of the entrants, with all rights granted therein. In the event that an entrant without such rights submits a nominated site, both the entrant and the owner of the domain may be contacted. The Award will only be given to the owner of a site or the owner's authorized representative, regardless of the entrant. The National Broadcasting Society - Alpha Epsilon Rho is not liable for any copyright infringement on the part of the entrant. Submission of any entry acknowledges the right of NBS-AERho to use it for exhibition and publication in any medium.

WEB DESIGN JUDGING CRITERIA: Entries will be reviewed by multiple judges. From review of entries to final judging for the web design award, site jurors will judge on the basis of the following criteria:

- **Content:** Content is the information provided on the site. Good content should be up to date, engaging, relevant, and appropriate for the audience. You can tell it's been developed for the Web because it's clear and concise and it works in the medium. Good content takes a stand. It has a voice, a point of view. It may be informative, useful, or funny but it always leaves you wanting more.
- **Structure and Navigation:** Structure and navigation refer to the organization of information on the site and the method in which you move through sections. Sites with good structure and navigation are consistent and effective. They allow you to form a mental model of the information provided, where to find things, and what to expect. Good navigation gets you where you want to go quickly and offers easy access to the breadth and depth of the site's content.
- **Visual Design:** Visual design is the appearance of the site. It's more than just a pretty homepage and it doesn't have to be cutting edge or trendy. Good visual design is high quality, appropriate, and relevant for the audience and the message it is supporting. It communicates a visual experience and may even take your breath away.
- **Functionality:** Functionality is the use of technology on the site. Good functionality means the site loads quickly has live links, and any new technology used is functional and relevant for the intended audience. The site should work cross-platform and be browser independent. It might even smart serve alternative pages as appropriate. Good functionality is technology you can't see.
- **Interactivity:** Interactivity is the way that a site allows the user to do something. Good interactivity is more than hyperlinks and rollovers. It allows the user to give and receive. It's input/output, as in searches, chat rooms, e-commerce and gaming. Interactive elements should project the distinct feeling that the user isn't reading a magazine or watching TV anymore.
- **Overall Experience:** In the end, a web site is more than the sum of its parts. The overall experience encompasses content, structure and navigation, visual design, functionality, and interactivity, but it also encompasses the intangibles that make one stay or leave. It's like a date - just the user and the site - sometimes it clicks and sometimes it doesn't. One has probably had a good overall experience if she places a bookmark, emails the site to a friend, or stays for a while, intrigued.