



## 60th Annual National Undergraduate Student Electronic Media Competitions

For Work Produced/Aired December 11, 2021 and December 16, 2022

### 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.

- A description of the intended audience and production goals/objectives is **REQUIRED** for creative entry categories which are indicated with a double star (☆☆). Identify on the entry form.
- Several categories (identified with **Spec Info**) may ask you to identify specific information. Identify on the entry form.
- If parts of a production were recorded or edited on non-traditional broadcast equipment, identify on the entry form.
- Duplicate entries may not win in more than one category of the competition.

#### Entry Code Category/Description

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##### (A) News/Information Division

**[#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 POSTPRODUCTION)

**[#112] Audio Magazine Program, Public Affairs, and/or Documentary**

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

**[#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 POSTPRODUCTION).

**[#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**

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

**[#210] Video Magazine Program**

Full-length program that includes 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** ❄️❄️

Full-length video 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.

**[#461] Web News Article**

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

## **(B) Sports Division**

**[#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

**[#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.

**[#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 POSTPRODUCTION) representative of live sports coverage of a sporting event. Entries could have been produced for radio, video, webcast, or class assignment.

## **(C) Promotion, Marketing and Advertising Division**

**[#141] Audio Station Imaging** ❄️❄️

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

**[#142] Audio Promos** ❄️❄️

Promotional announcement (no more than 60 seconds in length) produced for a station, website, or other client. (Does not include Station Imaging, sweepers or stingers – see category 141).

**[#143] Audio PSAs**☆☆

Public service announcement (no more than 60 seconds in length) produced for a non-profit client and run on a station or website as a community service. The objective of a PSA is to provide information, education and awareness.

**[#144] Audio Commercials**☆☆

Commercial produced for a client (no more than 60 seconds in length) produced for a client and run as a community service on a station or website. Intended to sell a client's product or service or promote a corporate brand.

**[#242] Video Promos**☆☆

Promotional announcement (no more than 60 seconds in length) produced for a station, website, or other client.

**[#243] Video PSAs**☆☆

Public service announcement (no more than 60 seconds in length) produced for a non-profit client and run as a community service on a station or website. The objective of a PSA is to provide information, education and awareness.

**[#244] Video Commercials**☆☆

Commercial (no more than 60 seconds in length) produced for a client and run as a community service on a station or website. Intended to sell a client's product or service or promote a corporate brand.

## (D) Entertainment Production Division

**[#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.

**[#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.

**[#251] Short Film**☆☆

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

## (E) Video/Film Production Division

- [#241] Video Program Opener** ★★  
Program openers featuring post-production editing and graphics skills
- [#252] 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)
- [#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.
- [#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.)
- [#257] Single-Camera Direction (Outstanding Director)** ★★  
Submission shall be a single-camera television, video, or film production; can be narrative or non-narrative. Must be submitted by the director. Eligible submissions are dramas, comedies, and documentaries. Animated films, experimental films, commercials, music videos, and webisodes are not eligible. No more than 30% of stock footage may be used in documentary films. All music rights must be obtained prior to submission.
- [#258] Multi-Camera Direction (Outstanding Director)** ★★  
Submission must be a live-switch, multi-camera production. (a director's track could be included in the audio portion of the submission.)

## (F) Writing and Research Division

- [#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)
- [#501] Student Academic Paper**  
Academic paper entries may be on any communications or media-related issue.

## (G) Beyond Broadcasting Division

### [#161] Podcast ★★ **Spec Info**

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. **If this category receives sufficient entries, competition officials may split entries into sub-categories and recognize more than one winner.** When filling out the submission form, in the **Special Information** blank, indicate one of the following sub-category choices: news, information, sports, entertainment, or opinion.

### [#450] Website ★★

Any website that has ties to an educational electronic media outlet (i.e., campus) or program. This includes sites that relate to a specific show, segment, station, or network as well as NBS chapters. The website will be primarily evaluated for its effectiveness of communication, aesthetics, functionality, and original design.

### [#471] Blog ★★

Submissions must be original written content (or original photography) that appears online only. Any subject can be submitted but overall theme should be clear and consistent (news, entertainment, travel, etc.) Blog must have at least 6 entries. Category will be judged on the design/aesthetic, organization and content material. A URL must be submitted.

### [#476] Vlog ★★

Submissions must be original video content that appears online only. Any subject can be submitted but overall theme should be clear and consistent. Vlog must have at least 6 entries. Category will be judged on production value, content material and audience engagement. An URL or public social media account must be submitted.