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**O**n Monday May 4, 2015 at Oviedo High School’s auditorium we will be holding Seminole County’s version of the Academy Awards for our TV students. The TV Awards Ceremony is a star-studded gala at which we honor the best in TV production from around our district at the middle and high school levels. In accordance with the evening’s importance, please honor yourself and your school by dressing as formally as possible.

All TV production teams, their teachers, and school administrators are encouraged to attend so we can celebrate our successes together and so that everyone can see what other schools are doing. Parents are also welcome, but students will be held responsible for their parents’ behavior.

Schools may enter videos in any or all of 11 categories but **may submit only one entry per category per school**.

While technical merit (sound, lighting, editing, etc.) is very important, a strong emphasis will be placed on creativity. **One school may enjoy an equipment or facility advantage over another but people are creative, not equipment**.

**TV Production Students of the Year**

We are going to recognize some of the best students from across the county as our “Students of the Year” at both the middle and high school levels, however, we will **NOT be recognizing an overall countywide TV Production Student of the Year in 2015 at either grade level**. We will instead just honor the nominees from each school throughout the ceremony. These students should be leaders in their TV Production program who are in good standing in all their classes. While it is the school’s decision to make, we recommend nominating 8th graders at the middle school level and seniors at the high school level. There will not be a specific limit on the number of students a school chooses to recognize. Schools should use their discretion in selecting the student most deserving.

Student of the Year nominees will be required to submit a headshot (no “selfies”) and a letter of recommendation from their TV Production teacher. Students of the Year will help announce the winners at the ceremony and receive a medallion.

**Entries must be submitted by Friday March 13, 2015.**

The competition consists of 11 categories at each of the middle and high school levels.

**Category 1:** Best Broadcast (1 show from the year)

**Category 2:** Best Reporting Feature (5 min max)

**Category 3**

**3A:** Best Sports Production (HIGH SCHOOL ONLY)

**3B:** Best School/Academic Promotional Video (MIDDLE SCHOOL ONLY)

**Category 4**: Best Graphics & Animation (Graphics Reel OR Animated Short)

**Category 5:** Best Commercial (60 sec max)

**Category 6:** Best Public Service Announcement (60 sec max)

**Category 7**: Best Public Service Video (7 min max)

**Category 8:** Best Music Video

**Category 9:** Best Documentary (5 min minimum)

**Category 10**: Best Comedy (5 min max)

**Category 11:** Best Short Film

**EACH ENTRY MAY ONLY BE SUBMITTED IN ONE CATEGORY.** For instance, a Sports Feature submitted in category 3A cannot double as a Reporting Feature in Category 3. **Exceptions:** 1)Broadcasts (Category 1) can include features, sports highlights, and any othermaterial submitted in other categories and 2) Graphics/Animation (Category 4) can come from material that’s included as part of entries in other categories.

Submittedentries will be recognized on the screen at the Awards Ceremony by means of a still picture with accompanying graphics identifying the title of the entry and the name of the submitting school.

In situations where the judging for the **Best** entry results in multiple entries scoring within a close margin of each other, the runner-up(s) will be recognized with a **Judge’s Award of Excellence**.

TV production crews who produce a **Best** entry will come up to the stage at the Ceremony, with one spokesman/spokeswoman allowed to speak on behalf of the crew. Those students who are not dressed for the occasion or who are chewing gum are asked not to speak. Inappropriate remarks may result in the revocation of an award. The TV Awards Ceremony will be a public event that gives all of our students and schools a chance to shine.

No results will be revealed until the ceremony on May 4, 2015.

***Category 1:* Broadcast (1 show from the year)**

School shows broadcasted on CCTV are the most significant opportunity for a group of students to showcase their work to their peers all while promoting school/community activities.

Entries in this category must include actual shows which were broadcastover a school’s closed-circuit television system during the current school year. The objective of this category is to procure a high quality production, not simply sample a normal everyday show. It is encouraged to produce a special and unique show for submission. Such shows on an occasional basis grab the attention of students watching the program at your school.

Judging will be based on the creative and motivational elements of the show to encourage students to pay attention (35%), on technical merit (25%), on use of graphics (15%), and on comprehensiveness (25%).

Frequency of airing (monthly, weekly, semi-weekly, or daily basis) is not a factor. It is recommended, but not required, that shows be kept to no more than 10 minutes.

*Motivational elements* of a show include creative and entertaining aspects, use of humor, anchors with charisma, going on location, segments of high interest to students, etc.

*Comprehensiveness* includes those elements of a news show that take it beyond the realm of two people sitting in front of a camera reading announcements, an undesirable technique referred to in the broadcast industry as the *talking head syndrome*. Such elements include B-roll clips, feature segments, interviews, and reports.

***Category 2:* Reporting Feature (5 minute maximum)**

The true muscle work of news shows is the reporting & interviewing. The ability to go out into the world and tell the story of what’s happening is a powerful asset in broadcasting. This category can also be an in studio interview conducted with teachers, coaches, other students, community leaders, etc.

Judging will be based on Importance of Topic (25%), Comprehensive Coverage of the Topic (25%), Technical Merit (25%), Reporter Talent (15%), and Creativity (10%)

Selected topics should be relevant to the school, teenage life, or the community. The feature should establish the relevance and significance of the topic and captivate the attention of its audience.

The topic should be presented and explored in depth and from multiple angles. Give us information we don’t already know so that we learn something new. Consider how it affects different groups of people and obtain interviews with their thoughts and opinions. Think of creative ways to present the information/story that will grab our attention.

The reporter should display quality traits (maintain eye contact with the camera, have enthusiasm, employ voice inflection and clarity, and have an appropriate speaking rate and volume) in order to hold our interest.

***Categories 3A & 3B***

***Category 3A: Sports Production (5 minute maximum)***

* ***High School ONLY***

Athletics play a significant role in the function of high schools and the broadcasting industry. They provide the opportunity for students to promote remarkable stories and provide thrilling coverage. This category can consist of anything related to sports teams *at your school* (no professional sports): a reporting feature, highlights, in-studio interview, etc. Topics can include a profile of an athlete or report on any sports-related story at your school.

Entries must be no more than 5 minutes. If a desired entry is longer, please select a compilation of the best 5 minutes from the production.

The use of copyrighted music for sports highlights will result in disqualification.

Judging will be based on Importance of Topic/Event (15%), Comprehensive Coverage of the Topic/Event (35%), Technical Merit (30%), and Creativity (20%).

Coverage of events should ideally present a certain level of significance (district tournament, senior night, etc.). The higher the stakes of the event, the more emotional interest the audience will have in the production.

Topics or events should be presented as in depth as possible. A feature should give us all the pertinent information we need to know about the topic and highlights should contain footage from multiple vantage points.

***Category 3B: School/Academic Promotional Video***

* ***Middle School ONLY***

Entries in this category should promote your school or academics in some form or another.

They can be a longer comprehensive overview of academics, extracurriculars, etc at your school and intended for an outside audience OR a shorter piece promoting some aspect of academics within your school (Reading, Math, etc.)

Judging will be based on Motivational Power and Ability to Interest the Audience (40%), on Creativity (30%), and on Technical Merit (30%).

***Category 4:* Graphics & Animation (Graphics Reel OR Animated Short Film)**

In television, quality graphics and elaborate animations undoubtedly increase the production value of a show. It is one of the crucial elements allowing the presentation of school announcements via CCTV to transform into a show, setting it apart from doing announcements via an intercom.

In film, animated productions offer the opportunity to show characters and tell stories that couldn’t otherwise exist in live action.

In this category, show your best animation in either a demo reel or a narrative story that relies on a significant use of animation.

It does not matter which software is used, the resulting product of your work will be evaluated just the same.

Entrants will be judged on creativity/originality (35%), technical merit (50%), and relevance and application to the production (school show, narrative story, etc.) (15%).

Music can be added to a demo reel and your clips can be organized at your discretion. Live action elements are allowed however the clip should have a significant use of animation.

***Category 5:* Commercial (60 second maximum)**

The 60 second commercial is a cornerstone of American television. Pop culture can be heavily influenced by commercials that resonate with their audience.

Entries in this category should promote any school activity, such as sporting events, club functions, field days, yearbook purchases, library use, fund raising, school store promotions, school spirit, etc. The promotion MUST be school-related.

DO NOT get a commercial confused with a PSA (category 6)

Judging will be based on the motivational power of the commercial (25%), clarity of the (sales) message (25%), on creativity (25%), and technical merit (25%).

Commercials should be a maximum of 60 seconds.

***Category 6:* Public Service Announcement (60 second maximum)**

PSAs have the unique opportunity to combine the catchy and quotable potential of a commercial with the power of an important message that society needs to hear. PSAs should promote a worthwhile cause, such as drug prevention, awareness campaigns, etc. The topic should be relevant to the audience of students it is intended for.

Judging will be based on the motivational power of the PSA (25%), on clarity of the message (25%), on creativity (25%), and technical merit (25%).

PSAs should be a maximum of 60 seconds.

***Category 7:* Public Service Video (7 minute maximum)**

Where PSAs are intended to be simple and concise, a Public Service Video offers the opportunity to explore an important message in more detail. A Public Service Video can be presented in any form whether it’s narrative, documentary, or anything in between. Like a PSA, it should promote a worthwhile cause, such as drug prevention, awareness campaigns, etc. The topic should be relevant to the audience of students it is intended for.

*High schools SHOULD NOT enter their “Keys to Character” production.*

Judging will be based on the motivational power of the PSA (25%), on clarity of the message (25%), on creativity (25%), and technical merit (25%).

PSVs should be a maximum of 7 minutes.

***Category 8:* Music Video**

Entries in this category should combine any style of music with a selection of video scenes smoothly edited together. Music videos need not tell a story or make a point, although many times having them do one or the other does make them more entertaining.

This category can get tricky as many students prefer the use of copyrighted music. It is the crew’s responsibility to obtain permission when necessary for the use of an entire song. Before doing your project, understand the laws of copyright and what qualifies as fair use. Visit: <http://fairuse.stanford.edu/Copyright_and_Fair_Use_Overview/index.html>

It is ***strongly recommended*** you create an original work or seek out talented student musicians to collaborate in the creation of a music video.

Judging will be based on creativity (40%), on the artistic match between music and video (30%) and on technical merit (30%).

A great deal of latitude will be extended in judging technical merit since unusual lighting, special effects and offbeat camera angles are often the hallmark of popular music videos. Good taste is expected.

***Category 9:* Documentary**

Documentaries are movies about real life. They capture a story that can often be more compelling than a fictional narrative because the characters are actual people and the events are not scripted. Avoid *talking head syndrome* and be realistic about limited human attention spans.

There is no time limit set on the entries, however it is recommended you tread carefully when passing the 10 minute mark. Quality trumps quantity. It won’t necessarily hurt an entry to be 15 or 20 minutes, however it must be able to hold your audience’s attention.

Entrants will be judged on the basis of Comprehensiveness (25%), Clarity and Organization (25%), Importance of Topic (25%), and Technical Merit (25%).

***Category 10:* Comedy (7 minute maximum)**

This is your chance to let loose! Entries in this category should produce laughter (the kind that makes our cheeks hurt and eyes water), which is more difficult than it seems. We’re not looking for YouTube stars. Well written, quality productions provide more potential than anything you pointed a camera at on impulse.

Humor must be in good taste to be found universally enjoyable and should not come at the expense of others. Material should be appropriate for a student audience.

Entries can include skits, parodies, humorous commercials, etc. Just make ‘em laugh!

As with category 8 (Music Video) it is crucial that you understand the laws of copyright and what qualifies as fair use. You’ll find that parodies are strongly protected. Visit: <http://fairuse.stanford.edu/Copyright_and_Fair_Use_Overview/index.html>

Entrants will be judged on Use and Application of Humor (40%), Creativity/Originality (35%), and Technical Merit (35%).

***Category 11:* Short Film**

Short films may be original productions or satires/spoofs of TV shows or films.

Make sure that all dialogue is clearly heard and be realistic about limited human attention spans. There is no time limit set on the entries, however it is recommended you tread carefully when passing the 10 minute mark. Quality trumps quantity. It won’t necessarily hurt an entry to be 15 or 20 minutes, however it must be able to hold your audience’s attention.

Also remember that these short films are being produced for a school audience. Some topics and scenes (two students in bed partially nude, for instance, or one student shooting another) are not appropriate for school viewing. Entries in this category may be comedies, dramas, or animations.

Entrants will be judged on the basis of Script & Continuity (30%), Acting (10%), Entertainment Value (30%) and Technical Merit (30%).