



Missouri Broadcast Educators Association

2017 COLLEGE MEDIA COMPETITION

Excellence in Video Production, Audio Production, Script Writing, & Multimedia

Categories & Criteria

Specific criteria can be found by clicking on a category below.
Pay close attention – this is what the judges will be looking for!

Video

[Multi-camera Live Event \(no limit\)](#)
[Live Entertainment Show \(30:00 or less\)](#)
[Commercial \(1:00 or less\)](#)
[PSA \(2:00 or less\)](#)
[Documentary/Public Affairs \(15:00 or less\)](#)
[News Show-Recurring \(30:00 or less\)](#)
[News Show-Non-Recurring \(30:00 or less\)](#)
[Sports Show \(30:00 or less\)](#)
[News Story Hard \(2:00 or less\)](#)
[News Story Feature \(3:00 or less\)](#)
[Sports Package \(5:00 or less\)](#)
[Short Film \(10:00 or less\)](#)
[Intermediate Film\(11:00 to 29:00\)](#)
[Feature Film \(30:00 and over\)](#)
[Animation \(10:00 or less\)](#)
[Special Programs \(30:00 or less\)](#)

Audio

[Air Check \(5:00 or less\)](#)
[Dramatic \(30:00 or less\)](#)
[Commercial \(1:00 or less\)](#)
[PSA \(2:00 or less\)](#)
[Documentary/Public Affairs \(15:00 or less\)](#)
[News Show\(30:00 or less\)](#)
[Sports Show \(30:00 or less\)](#)
[Station Promo \(1:00 or less\)](#)
[Feature \(10:00 or less\)](#)
[Play-by-play \(10:00 or less\)](#)

Script

[Dramatic](#)
[News](#)
[Documentary](#)
[Commercial/Promo/PSA](#)

Multimedia

[Web Site](#)
[Convergent Journalism](#)

Rules

- ✓ Only students enrolled at MBEA member institutions are eligible to participate.
- ✓ Entry **DEADLINE** is Friday, February 24, 2017.
 - Entries to the MBEA Contest will be submitted using BetterBNC Media Awards Platform.
 - We strongly recommend you read the [instructions](#) before beginning.
- ✓ Only material produced between January 1, 2016 and December 31, 2016 is eligible.
- ✓ A \$10.00 entry fee must accompany each submission.
- ✓ Online payments are preferred. If necessary, checks should be made payable to the Missouri Broadcasters Association.

Judging & Awards

Judging of the all entries will be done by broadcasting professionals or qualified faculty (who have no entries in the categories in which they will judge.) Awards will be mailed to the MBEA faculty member at your college/university. Judging will take place between March 3 and March 24, 2017.

VIDEO - Multi-Camera Live Event (no limit)

CONTENT/PRESENTATION

- OVERALL-how effectively does the program increase your understanding of the topics/persons?
- WRITING-is the writing tight? Active voice?
- TALENT-is the announcing professional? Did the talent present themselves in a manner favorable to the target audience?

TECHNICAL

- PACE-did the production hold your interest through the use of editing, content presentation and selection of topic order; i.e. did the rundown hold your interest & make the production flow smoothly?
- LIGHTING-adequate lighting for the production, did the lighting enhance the presentation?
- AUDIO-voices clear and easy to be heard, did the use of sound efx or music enhance the presentation, were all sources mixed to understandable levels?
- VIDEO-did the selection of camera angles and framing match the content, were shots in focus, did the use of graphics, CG and efx enhance the production?

COMMUNICATION

- Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

REACTIONS

- Considering all production elements, how well does this program hold interest, engage viewer?

[Back to the full list of categories](#)

VIDEO – Live Entertainment Show (30:00 or less)

Entries in this category will record a live entertainment show either on location or their campus studio. Postproduction is allowed, but the show must be recorded live with no lip-synching or audio dubbing. Additional footage may be edited into the performance to enhance the show's message or story contained within the event. Signed releases from all performers in the video must be gathered. In the event of a music show, the performer of performers must sign a release form allowing their song(s) to be used in this contest. Schools are required to produce the release forms.

CONTENT/CREATIVITY

- Did the producer effectively and creativity use the medium/choose presentation techniques to enhance the viewing experience?

TECHNICAL

- PACE-did the production leave you wanting more, did it hold your interest through the use of editing, content presentation?
- LIGHTING-was there adequate lighting for the production, did the lighting enhance the presentation, did the lighting stimulate the viewer's interest?
- AUDIO-were music/voices clear and easy to be heard, were all sources mixed to understandable levels?
- VIDEO-did the selection of camera angles and framing match the content, shots in focus, depth of field used properly, did the use of graphics, CG and efx enhance the production?

COMMUNICATION

- Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

REACTIONS

- How well did the video hold interest, engage the viewer and/or stimulate thought?

[Back to the full list of categories](#)

VIDEO - Commercial (:60 or less)

CONTENT/COMMUNICATION/CREATIVITY

- Did the producer effectively use the medium (media) or choose presentation techniques to enhance the viewing experience? Is the commercial creatively tailored to achieve the producer's intent?

TECHNICAL

- PACE-did it hold your interest through the use of editing, did the overall production flow smoothly?
- LIGHTING-did the lighting enhance the presentation, did the lighting stimulate the viewer's interest?
- AUDIO-voices clear and easy to be heard, did the use of sound efx/music enhance the presentation, all sources mixed to understandable levels?
- VIDEO-did the selection of camera angles and framing match the content, shots in focus, depth of field used properly, did the use of graphics, CG and efx enhance the production?

REACTIONS

- How well did the commercial hold interest, engage the viewer and/or stimulate thought?

[Back to the full list of categories](#)

VIDEO - PSA (2:00 or less)

CONTENT/COMMUNICATION/CREATIVITY

- Did the producer effectively use the medium/choose presentation techniques to enhance the viewing experience? Is the PSA creatively tailored to reach the desired audience?

TECHNICAL

- PACE-did it hold your interest through the use of editing, did the overall production flow smoothly?
- LIGHTING-did the lighting enhance the presentation, did the lighting stimulate the viewer's interest?
- AUDIO-voices clear and easy to be heard, did the use of sound efx/music enhance the presentation, all sources mixed to understandable levels?
- VIDEO-did the selection of camera angles and framing match the content, shots in focus, depth of field used properly, did the use of graphics, CG and efx enhance the production?

REACTIONS

- How well did the PSA hold interest, engage the viewer and/or stimulate thought?

[Back to the full list of categories](#)

VIDEO – Documentary/Public Affairs (15:00 or less)

CONTENT/CREATIVITY

- Did the producer effectively and creatively use the medium/choose presentation techniques to enhance the viewing experience?

TECHNICAL

- PACE-did the production leave you wanting more, did it hold your interest through the use of editing, content presentation?
- LIGHTING-adequate lighting for the production, did the lighting enhance the presentation, did the lighting stimulate the viewer's interest?
- AUDIO-music/voices clear and easy to be heard, all sources mixed to understandable levels?
- VIDEO-did the selection of camera angles and framing match the content, shots in focus, depth of field used properly, did the use of graphics, CG and efx enhance the production?

COMMUNICATION

- Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

REACTIONS

- How well did this video hold your interest, engage you emotionally or stimulate thought?
- To what degree did the video/audio demonstrate an effective use of applied media aesthetics and media communication by targeting an audience?

[Back to the full list of categories](#)

VIDEO – News Show-Recurring (30:00 or less)

This category is reserved for those media programs that produce daily, weekly, or bi monthly television shows (live or recorded). Multiple shows are produced throughout the semester and require minimal postproduction. Magazine formats are also acceptable.

CONTENT/CREATIVITY

- Did the producer effectively and creatively use the medium to present newsworthy subjects?

TECHNICAL

- PACE-did the production leave you wanting more, did it hold your interest through the use of content presentation (tight writing, story length appropriate for the presentation)?
- LIGHTING-adequate lighting for the production?
- AUDIO-music/voices clear and easy to be heard; if music was utilized, did it fit the presentation; all sources mixed to understandable levels?
- VIDEO-were shots in focus, did any use of graphics; CG and efx enhance the production?

COMMUNICATION

- Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

REACTIONS

- How well did this presentation hold interest, engage emotionally and/or stimulate thought?

[Back to the full list of categories](#)

VIDEO – News Show-Non-Recurring (30:00 or less)

This category is reserved for those media programs that produce only one or two television shows a semester and rely heavily on rehearsal and/or post production. These shows may have aired live, but that is not a requirement. A specific format is also not required.

CONTENT/CREATIVITY

- Did the producer effectively and creatively use the medium to present newsworthy subjects?

TECHNICAL

- PACE-did the production leave you wanting more, did it hold your interest through the use of content presentation (tight writing, story length appropriate for the presentation)?
- LIGHTING-adequate lighting for the production?
- AUDIO-music/voices clear and easy to be heard; if music was utilized, did it fit the presentation; all sources mixed to understandable levels?
- VIDEO-were shots in focus, did any use of graphics; CG and efx enhance the production?

COMMUNICATION

- Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

REACTIONS

- How well did this presentation hold interest, engage emotionally and/or stimulate thought?

[Back to the full list of categories](#)

VIDEO – Sports Show (30:00 or less)

CONTENT/CREATIVITY

- Did the producer effectively and creatively use the medium to present worthy subject matter?

TECHNICAL

- PACE-did the production leave you wanting more, did it hold your interest through the use of editing, content presentation?
- LIGHTING-was there adequate lighting for the production, did the lighting enhance the presentation?
- AUDIO-music/voices clear and easy to be heard; if music was utilized, did it fit the package; all sources mixed to understandable levels?
- VIDEO-did the selection of camera angles and framing match the content, shots in focus, did any use of graphics, CG and/or efx enhance the production?

COMMUNICATION

- Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

REACTIONS

- How well does this presentation hold interest, engage the viewer and/or stimulate thought?

[Back to the full list of categories](#)

VIDEO – News Story Hard (2:00 or less)

This category is reserved for those stories that would either lead or be in the first block of a newscast. They would include but are not confined to stories dealing with serious subjects such as tax, education, medical, agricultural, economic or environmental issues. These subjects could also include spot news "breaking" events such as weather catastrophes, fires and crime. Video producers showcase their abilities here to clearly explain complex and or tragic events, issues and follow-up stories to breaking news in a meaningful context.

CONTENT/COMMUNICATION/CREATIVITY

- Did the producer effectively and creatively use the medium/choose presentation techniques to enhance the viewing experience? Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

TECHNICAL

- PACE-did it hold your interest through the use of editing, did the overall production flow smoothly?
- LIGHTING-did the lighting enhance the presentation, was the lighting adequate for the presentation?
- AUDIO-were the voices clear and easy to be heard, did the use of sound efx/music enhance the presentation, all sources mixed to understandable levels?
- NAT SOUND-how effectively did the package use natural sound to tell the story/make transitions?
- VIDEO-did the selection of camera angles and framing match the content, were shots in focus, depth of field used properly, did the use of graphics, CG and efx enhance the production?

REACTIONS

- How well did the package hold interest, engage the viewer and/or stimulate thought?

[Back to the full list of categories](#)

VIDEO – News Story Feature (3:00 or less)

This category is reserved for those stories that would be found in the final block of a newscast or magazine style show. They are best described as light hearted and could include multiple topics of daily life: from the barbershop to the supermarket to the farm. Video producers showcase their abilities here as visual and audio storytellers using natural sound and strong videography as their tools.

CONTENT/COMMUNICATION/CREATIVITY

- Did the producer effectively and creatively use the medium/choose presentation techniques to enhance the viewing experience? Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

TECHNICAL

- PACE-did it hold your interest through the use of editing, did the overall production flow smoothly?
- LIGHTING-did the lighting enhance the presentation, was the lighting adequate for the presentation?
- AUDIO-were the voices clear and easy to be heard, did the use of sound efx/music enhance the presentation, all sources mixed to understandable levels?
- NAT SOUND-how effectively did the package use natural sound to tell the story/make transitions?
- VIDEO-did the selection of camera angles and framing match the content, were shots in focus, depth of field used properly, did the use of graphics, CG and efx enhance the production?

REACTIONS

- How well did the package hold interest, engage the viewer and/or stimulate thought?

[Back to the full list of categories](#)

VIDEO – Sports Package (5:00 or less)

CONTENT/COMMUNICATION/CREATIVITY

- Did the producer effectively and creatively use the medium/choose presentation techniques to enhance the viewing experience? Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

TECHNICAL

- PACE-did it hold your interest through the use of editing, did the overall production flow smoothly?
- LIGHTING-did the lighting enhance the presentation, was the lighting adequate for the presentation?
- AUDIO-were the voices clear and easy to be heard, did the use of sound efx/music enhance the presentation, all sources mixed to understandable levels?
- NAT SOUND-how effectively did the package use natural sound to tell the story/make transitions?
- VIDEO-did the selection of camera angles and framing match the content, shots in focus, depth of field used properly, did the use of graphics, CG and efx enhance the production?

REACTIONS

- How well did the package hold interest, engage the viewer and/or stimulate thought?

[Back to the full list of categories](#)

***VIDEO – Short Film (10:00 or less); Intermediate Film (11:00 to 29:00);
Feature Film (30:00 and over)***

CONTENT/CREATIVITY

- Did the producer effectively and creatively use the medium/choose presentation techniques to enhance the viewing experience?

TECHNICAL

- PACE-did the production leave you wanting more, did it hold your interest through the use of editing, content presentation and did the script flow well?
- LIGHTING-was there adequate lighting for the production, did the lighting enhance the presentation?
- AUDIO-were voices/music clear and easy to be heard, were all sources mixed to understandable levels?
- VIDEO-did the selection of camera angles and framing match the content, were shots in focus?

COMMUNICATION

- Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

REACTIONS

- How well did this film hold interest, engage the viewer emotionally?

[Back to the full list of categories](#)

VIDEO – Animation (10:00 or less)

CONTENT/CREATIVITY

- Did the producer effectively and creatively use the medium/choose presentation techniques to enhance the viewing experience?

TECHNICAL

- PACE-did the production leave you wanting more, did it hold your interest through the use of editing, content presentation and did the script flow well?
- LIGHTING-was there adequate lighting for the production, did the lighting enhance the presentation?
- AUDIO-were voices/music clear and easy to be heard, were all sources mixed to understandable levels?
- VIDEO-did the selection of camera angles and framing match the content, were shots in focus?

COMMUNICATION

- Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

REACTIONS

- How well did this film hold interest, engage the viewer emotionally?

[Back to the full list of categories](#)

VIDEO – Special Programs (30:00 or less)

Any program, regular or one-time feature that is NON-NEWS in nature. This category may include Special Interviews, Radio Dramas or other specialty broadcasts.

CONTENT/CREATIVITY

- Did the producer effectively and creatively use the medium/choose presentation techniques to enhance the viewing experience?

TECHNICAL

- PACE-did the production leave you wanting more, did it hold your interest through the use of editing, content presentation and did the script flow well?
- LIGHTING-was there adequate lighting for the production, did the lighting enhance the presentation?
- AUDIO-were voices/music clear and easy to be heard, were all sources mixed to understandable levels?
- VIDEO-did the selection of camera angles and framing match the content, were shots in focus?

COMMUNICATION

- Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

REACTIONS

- How well did this film hold interest, engage the viewer emotionally?

[Back to the full list of categories](#)

AUDIO – Air Check (5:00 or less)

CONTENT/CREATIVITY

- Considering the format did the producer(s)/announcer(s) creatively and effectively use announcing techniques and content consistent with industry broadcast practices to enhance the listening experience?

TECHNICAL

- AUDIO-(A) were the music and voices clear and easy to be heard, were all sources mixed to understandable levels?
- AUDIO-(B) did the announcer(s) avoid stumbling on copy, did the announcing have a flow appropriate to the format, did the announcer(s) avoid unnecessary chatter/ad lib?
- AUDIO-(C) was the telescoped audio edited with smooth and/or effective transitions?

COMMUNICATION

- Based on the producer's intent from the entry form, did the producer accomplish what she/he intended to do with the air check?

[Back to the full list of categories](#)

AUDIO – Dramatic (30:00 or less)

CONTENT/CREATIVITY/COMMUNICATION

- Did the producer effectively use the medium/choose presentation techniques to enhance the listening experience? Is the production creatively tailored to reach the intended/desired audience?

TECHNICAL

- PACE-did the production leave you wanting more, did it hold your interest through the use of editing, content presentation and did the script flow well?
- AUDIO-were the voices and music clear and easy to be heard, were all sources mixed to understandable levels?
- MUSIC/EFFECTS-did the production use music and/or sound effects appropriately and adequately?

REACTIONS

- How well did the program hold interest, engage the viewer and/or stimulate thought?

[Back to the full list of categories](#)

AUDIO – Commercial (:60 or less)

CONTENT/COMMUNICATION/CREATIVITY

- Did the producer effectively use the medium/choose presentation techniques to enhance the listening experience? Is the commercial creatively tailored to reach the desired audience?

TECHNICAL

- PACE-did the production leave you wanting more, did it hold your interest through the use of editing, content presentation, and did the script flow well?
- AUDIO-were the voices and music clear and easy to be heard, were all sources mixed to understandable levels?
- MUSIC/EFFECTS-did the production use music and/or sound effects appropriately and adequately?

REACTIONS

- How well did the commercial hold interest, engage the viewer and/or stimulate thought?

[Back to the full list of categories](#)

AUDIO - PSA (2:00 or less)

CONTENT/COMMUNICATION/CREATIVITY

- Did the producer effectively use the medium/choose presentation techniques to enhance the listening experience? Is the PSA creatively tailored to reach the desired audience?

TECHNICAL

- PACE-did the production leave you wanting more, did it hold your interest through the use of editing, content presentation and did the script flow well?
- AUDIO-were the voices and music clear and easy to be heard, were all sources mixed to understandable levels?
- MUSIC/EFFECTS-did the production use music and/or sound effects appropriately and adequately?

REACTIONS

- How well did the PSA hold interest, engage the viewer and/or stimulate thought?

[Back to the full list of categories](#)

AUDIO – Documentary/Public Affairs (15:00 or less)

CONTENT

- Did the producer effectively use the medium/choose presentation techniques to enhance the listening experience?

TECHNICAL

- PACE-did the production leave you wanting more, did it hold your interest through the use of editing, content presentation and did the script flow well?
- AUDIO-were the voices and music clear and easy to be heard, were all sources mixed to understandable levels?
- NAT SOUND-did the production use natural sound appropriately and adequately?

COMMUNICATION

- Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

REACTIONS

- How well does the project hold interest, stimulate emotion/thought?

[Back to the full list of categories](#)

AUDIO – News Show (30:00 or less)

CONTENT

- Did the producer effectively use the medium to present newsworthy subject(s)/stories? Is the writing tight? Use active voice?

TECHNICAL

- PACE-did the production leave you wanting more, did it hold your interest through the use of editing, content presentation and did the script flow well?
- AUDIO-were the voices and music clear and easy to be heard, were all sources mixed to understandable levels?
- NAT SOUND-did the production use natural sound appropriately and adequately?

COMMUNICATION

- Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

REACTIONS

- How well does this presentation hold interest, engage emotionally or stimulate thought?

[Back to the full list of categories](#)

AUDIO – Sports Show (30:00 or less)

CONTENT/CREATIVITY

- Did the producer effectively and creatively use the medium to present worthy subject matter? Is the writing tight? Was the active voice used?

TECHNICAL

- PACE-did the production leave you wanting more, did it hold your interest through the use of editing, content presentation and did the script flow well?
- AUDIO-were the voices and music clear and easy to be heard, were all sources mixed to understandable levels?
- NAT SOUND-did the production use natural sound appropriately and adequately?

COMMUNICATION

- Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

REACTIONS

- How well did this presentation hold interest, engage emotionally?

[Back to the full list of categories](#)

AUDIO – Station Promo (:60 or less)

CONTENT/COMMUNICATION/CREATIVITY

- Did the producer creatively and effectively use the medium/choose presentation techniques to enhance the listening experience? Is the PSA creatively tailored to reach the desired audience?

TECHNICAL

- PACE-did the production leave you wanting more, did it hold your interest through the use of editing, content presentation, did the script flow well?
- AUDIO-were the voices and music clear and easy to be heard, were all sources mixed to understandable levels?
- MUSIC/EFFECTS-did the production use music and/or sound effects appropriately and adequately?

REACTIONS

- How well did the promo hold interest, engage the viewer and/or stimulate thought?

[Back to the full list of categories](#)

AUDIO - Feature (10:00 or less)

CONTENT

- Did the producer effectively use the medium/choose presentation techniques to enhance the listening experience?

TECHNICAL

- PACE-did the production leave you wanting more, did it hold your interest through the use of editing, content presentation and did the script flow well?
- AUDIO-were the voices and music clear and easy to be heard, were all sources mixed to understandable levels?
- NAT SOUND-did the production use natural sound appropriately and adequately?

COMMUNICATION

- Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

REACTIONS

- How well does the project hold interest, stimulate emotion/thought?

[Back to the full list of categories](#)

AUDIO – Play By Play (10:00 or less)

CONTENT/CREATIVITY

- Is the announcing coherent? Offer a creative approach to the play by play without over sensationalizing? Maintain listener interest?

TECHNICAL

- AUDIO-were the voices and music clear and easy to be heard, were all sources mixed to understandable levels?
- NAT SOUND-did the production use natural or background sound appropriately and adequately?

COMMUNICATION

- Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

REACTIONS

- How well did this presentation hold interest, engage emotionally?

[Back to the full list of categories](#)

SCRIPTWRITING - Dramatic

CONTENT

- Did the producer effectively use the medium to present a subject(s)?

COMMUNICATION

- Is the writing tight? Did the writer use the active voice? Was the production written for the ear?

CREATIVITY

- Was there something fresh, something new, something unique about this particular script that separated it from other scripts?

REACTIONS

- Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?
- How well does this presentation hold interest, engage emotionally or stimulate thought?

[Back to the full list of categories](#)

SCRIPTWRITING - News

CONTENT

- Did the producer effectively use the medium to present a newsworthy subject(s)?

COMMUNICATION

- Is the writing tight? Did the writer use the active voice? Was the production written for the ear?
- Is the script prepared in such a way that a reader or producer knows specifically when, where, and how SFX or background music will be inserted and where sound bites or actualities will be inserted?
- Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

REACTIONS

- How well does this presentation hold interest, engage the listener emotionally or stimulate thought?

[Back to the full list of categories](#)

SCRIPTWRITING - Documentary

COMMUNICATION/CREATIVITY

- Did the producer effectively use the medium to present a subject(s) worthy of documentary treatment? Is the writing tight? Did the writer use the active voice? Was the production written for the ear?

COMMUNICATION

- Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

FORM/CONTENT

- Did the producer use narrative techniques in the presentation of the documentary material? If not, was the technique used to present the information appropriate and effective.

REACTIONS

- How well does this presentation hold interest, engage the listener or viewer emotionally or stimulate thought?

[Back to the full list of categories](#)

SCRIPTWRITING – Commercial / Promo / PSA

CONTENT

- Did the producer effectively use the medium to present a newsworthy subject(s)?

COMMUNICATION

- Is the writing tight? Did the writer use the active voice? Was the production written for the ear? Based upon the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

CREATIVITY

- Was there something fresh, something new, something unique about this particular presentation that separated it from other presentations?

REACTIONS

- How well does this presentation hold interest, engage the listener emotionally or stimulate thought? Does it create some kind of a response?

[Back to the full list of categories](#)

COMMUNICATION GOALS AND INTENDED AUDIENCE

- Are the presentation's aesthetics, content, and functionality appropriate to its intended audience?
- Based on the goals indicated on the entry form, did the producer accomplish what she/he intended with the presentation? If the producer's goals are translatable to desired user responses, the following may be helpful:

Desired User Responses	Design Elements
To learn and retain	Clarity, simplicity, directness, repetition, and reinforcement; Modular breakdown of information into short presentations; Testing and remediation where appropriate
To have fun	Variety, surprises, randomness, unpredictable events, and wit
To understand	Conceptual explanations of "how it works," illustrations, videos, graphs, charts, and simulations
To experience	High level of interactivity; user control of actions/ events; realistic sights/ sounds
To act or buy	Well-defined features or benefits; a clear call to arms/options; contact info such as a toll-free number; interactive order forms or other direct user feedback opportunities
To get answers	Reference-style organization; fast access; searchable index of content

PAGE DESIGN

- Is there a clear and appropriate focal point on each page?
- Is there a clear visual hierarchy on each page? Is that which is more important made more prominent?
- Is proximity employed effectively? Are visually related elements also related logically? Are navigation items placed consistently and strategically?
- Are pages broken up into clearly defined areas? Is "white space" used effectively as visual (and cognitive) relief and to organize content?
- Is contrast employed effectively through making differences very different so as to avoid conflict, which is characterized by differences so small that they appear to be mistakes?
- Are page elements aligned, or do items appear to be placed arbitrarily? Is all important content easily viewable without scrolling?
- Is it obvious what's clickable? Can the behavior of interactive controls be intuited from their colors, shapes, or positions on the screen?

USABILITY

- Are the presentation's purpose and user navigation options abundantly clear early on?
- Are easily recognizable images, shapes, or icons used as interactive controls?
- Are users able to "feel" their way through the presentation rather than having to think their way through?
- Is repetition employed on individual pages and throughout the presentation to establish consistency and unity? Are appropriate motives established and used effectively?
- Generally speaking, the number of clicks required to access particular content doesn't matter as long as the result of each click is unambiguous. In this presentation, is an appropriate degree of interactivity required of or available to the user? Is the presentation too linear to encourage active involvement? Are enough

choices available? Are too few choices available? Are there redundant choices?

- Are direct links provided whenever possible (for example, between sub-areas so the user doesn't have to return to the home page)?
- At each point in the presentation, is the user's "location" relative to the rest of the site clear? Are previously encountered points easily and directly accessible?
- Are priority and appropriate hierarchy evident in the (site-wide) information architecture?

CONTENT

- Is there verbiage, such as "happy talk" (welcome to my site blah blah blah) or instructions?
- Are incorporated narratives succinct, offering only the most salient and persuasive points?
- Are there incorrect spellings, grammar, or punctuation?
- Is the text (in buttons or as page content) readable?
- Is "ransom-note" typography, characterized by excessive use of differing fonts, sizes, and styles, present? Are visually, aurally, or cognitively "noisy" elements present?
- If included, are animated elements distracting or do they actually add value?
- Are images clean, crisp, and clear?
- Is audio clean, clear, and appropriately used? Are users given audio playback control where appropriate?
- Are the presentation's colors appropriate to its communication purpose and intended audience?
- If video is incorporated, are the shots appropriate, such as medium to close-up rather than panoramic, for multimedia?
- Are all files optimized for their intended distribution channel? For example, are proper file types used?

[Back to the full list of categories](#)

MULTIMEDIA – Convergent Journalism

Cross over entries related to the same subject must appear in two or more media: radio, television, Internet, print. No limits have been placed on length or subject matter. Judges have discretion to determine how well the entries meet the industry definition of convergence.

CONTENT/PRESENTATION

- OVERALL-how effectively does the convergent issue(s) increase your understanding of the topics/persons?
- WRITING-is the writing tight? Active voice for broadcast?
- TALENT-announcing professional? Did the talent present themselves befitting industry standards?

TECHNICAL

- PACE/DESIGN-did the production hold your interest through the use of editing (radio/TV), content presentation (all media) and/or layout (e.g., print/Internet)?
- AUDIO-voices clear and easy to be heard, did the use of sound efx or music enhance the presentation, were all sources mixed to understandable levels?
- VIDEO-did the selection of camera angles and framing match the content, were shots in focus, did the use of graphics, CG and efx enhance the production?

COMMUNICATION

- Based on the producer's intent from the entry form, did the producer accomplish what they intended to do with the program?

REACTIONS

- Considering the state of industry convergence, overall, how effectively were the platforms utilized to inform the audience?

[Back to the full list of categories](#)