



STUDENT AWARDS FOR EXCELLENCE

DEADLINE:

FRIDAY, JANUARY 14, 2022 4 P.M. CT

The WBA Student Awards are given out at the WBA Student Seminar on March 5, 2022 at the Madison Marriott West.

ELIGIBILITY RULES – College and University

- All entries must have been produced in their entirety by full-time students enrolled in any WBA member college or university for the calendar year 2021.
- All entries must have been produced in the facilities of and using equipment belonging to or available as part of a regular academic program to any such Wisconsin college or university.
- Any faculty or professional work used in any entry will disqualify that entry.
- Entries must consist of original material produced by the student or students submitting the piece and should be suitable for broadcast. Entries submitted for a class are also permitted.
- Entries can only be submitted in one category, with the exception of entries in the categories of “Best Writing” and “Best News Series/Documentary”.

ELIGIBILITY RULES – High School

- All entries must have been produced in their entirety by full-time students enrolled in any Wisconsin High School for the calendar year **2021**.
- All entries must have been produced in the facilities of and using equipment belonging to or available as part of a regular academic program to any such Wisconsin High School.
- Any faculty or professional work used in any entry will disqualify that entry.

All entries must consist of original material produced by the student or students submitting the piece.

GENERAL RULES

- As in any contest, conflicts may arise. Issues involving judging of entries will be resolved by the judges; their decisions will be final. Issues involving interpretation of the rules and procedures of the WBA Student Awards Program will be settled by the WBA Education Committee. Their decisions will be final.
- Each online entry for Television should be submitted in Vimeo (vimeo.com) or in YouTube (www.youtube.com).
- Each online entry for Radio should only be submitted in SOUNDCLOUD (soundcloud.com).
- Entry fees are \$10 per entry.
- Fees can be paid **online** when submitting your entry.
- Entries must be completed and submitted **online**. We will have a link on our website to the contest. Entries must be received **online** by Jan. 14, 2022 by 4 p.m. CDT. **Online** entries will be accepted starting Dec. 8, 2021.

Judging will be done by educators outside the state of Wisconsin.

Judging of high school entries will be done by Wisconsin educators.

CATEGORIES College and University

TV

- **Best Episodic Entertainment Program (Submit 5 to 30 minutes)**
Regularly scheduled program including game shows, comedies, dramas, etc.
Excludes news, sports and talk.
- **Best Special Programming (Submit 30 minutes maximum)**
One-time or annual, preproduced programming that might include specials, performances, or other local events.

- **Best Live Special (Submit 30 minutes maximum)**
One-time or annual, live programming that might include specials, performances, or other local events.
- **Best General News Story (Submit 5 minutes maximum)**
This includes hard news or investigative stories. Humorous stories do not belong in this category (see Best Feature).
- **Best Writing**
Best writing in a single news story. Requires submission of a script that must exactly match the audio tracks.
- **Best Informational/Educational/Corporate Production (Submit 1 to 30 minutes)**
Productions that teach, train, and/or promote a service or organization. Examples of entries that fit, but not limited to, include training videos, recruiting videos, organizational profiles, product promotion/sales pieces.
- **Best News Series/Documentary (Submit 5 to 30 minutes)**
Full-length program or multi-part single-issue series that explores a single topic in-depth.
- **Best Public Affairs/Talk Show (Submit 5 to 30 minutes)**
Hosted full-length interview or panel discussion programs that focus on current issues or a singular topic and provide opportunities for under-represented voices to be heard.
- **Best Newscast (Submit up to 30 continuous minutes)**
Full-length program that includes on-camera talent, packages and/or video segments that were presented live or recorded live for later presentation. Commercial breaks should be removed. (NO POST PRODUCTION)
- **Best Feature Story (2 ½ minutes maximum)**
Soft news that would play in a newscast or magazine program.
- **Best Photojournalism (2 ½ minutes maximum)**
Video storytelling in a hard news or feature news story
- **Best Promotional/Public Service Announcement/Commercial (TV) (1 minute maximum)**
Short announcement that provides information, education, and awareness and/or is intended to sell a client's product or service or promote a corporate brand.
- **Best Sports Story (2 1/2 minutes maximum)**
This includes short sports packages with sound bites that would play in a sportscast or sports program. **Note:** Not highlights or game summary.
- **Best Sports Play-by-Play (Submit 10 minutes maximum)**
A segment of play-by-play of a sporting event that was originally presented live or recorded live for presentation later. (NO POST PRODUCTION)

- **Best Sports Programming–Non Play–by–Play (Submit up to 30 continuous minutes)**
Regularly scheduled stand–alone sports program with packages and/or other segments.

Radio

- **Best Episodic Entertainment Program (Submit 5 to 30 minutes)**
Regularly scheduled program including game shows, comedies, dramas, etc.
Excludes news, sports and talk.
- **Best Special Programming (Submit 30 minutes maximum)**
One–time or annual, preproduced programming that might include specials, performances, or other local events.
- **Best Live Special (Submit 30 minutes maximum)**
One–time or annual, live programming that might include specials, performances, or other local events.
- **Best General News Story (5 minutes maximum)**
This includes hard news or investigative stories. Humorous stories do not belong in this category (see Best Feature).
- **Best Writing**
Best writing in a single news story. Requires submission of a script that must exactly match the audio tracks.
- **Best Long Form Production (Submit 3 to 30 minutes)**
Longer soft news or feature segments that would play during a magazine program.
- **Best News Series/Documentary (Submit 5 to 30 minutes)**
Treatment of a single–issue in multiple parts edited into a single audio file for judging OR full–length program on a single issue that includes narration and actualities file audio, etc.
- **Best Public Affairs/Talk Show (Submit 5 to 30 minutes)**
Hosted full–length interview or panel discussion programs that focus on current issues or a singular topic and provide opportunities for under–represented voices to be heard.
- **Best Newscast (Submit up to 30 continuous minutes)**
Full–length programs that include newscasters, packages and/or segments which were originally presented live or recorded live for later presentation. (NO POST PRODUCTION)
- **Best Feature Story (2 ½ minutes maximum)**
Soft news that would play in a newscast or magazine program.
- **Best Audio Storytelling–Sound (1 to 5 minutes)**
Feature packages that focus on creative use of sound in storytelling.

- **Best Public Service Announcement/Commercial (1 minute maximum)**
Standard-length (15, 30 or 60 seconds) public service announcements or commercials.
- **Best Sports Story (2 1/2 minutes maximum)**
This includes short sports packages with actualities that would air during a sportscast or sports program. **Note:** This is not a sportscast.
- **Best Sports Play-by-Play (Submit 10 minutes maximum)**
A segment of play-by-play of a sporting event that was originally presented live or recorded live for presentation later. (NO POST PRODUCTION)
- **Best Sports Programming–Non Play-by-Play (Submit up to 30 continuous minutes)**
Pre-game or post-game programs (originally presented live or recorded) or stand-alone sports program with packages or segments.
- **Best Station Imaging (1 minute maximum)**
Station promos, sweepers, ID's including legals that brand or image your station.
- **Best Podcast (Submit up to 2 hours maximum)**
Episodic audio recordings (example: community cause interview) distributed via a syndicated feed on the Internet. All entries in this category must be produced and distributed only as podcasts and cannot be material broadcast or disseminated through any other medium.
- **Best Air Check (Music telescoped total time 3 to 5 minutes)**

Combined (Radio and TV)

- **Best Social Media (Facebook, Twitter, etc.) (submit print of homepage with URL)**
All of the content must be produced/supplied by university students. Student media, a university department, etc. can qualify for this award if they effectively engage with their audience through the use of high-quality and creative posts and media, incorporating station imaging, media, and brand. Submissions will be judged on quality of posts, which includes aspects such as grammar, hyperlinks, and hashtags.
- **Best Website (submit print of homepage with URL)**
All of the content is produced/supplied by university students. Can be for student media, a university department, etc.

*Entries for programs longer than 5 minutes should be limited to 10 minutes for judging purposes. Entries (news series, newscasts, hosted programs, documentaries, etc.) should be edited to exclude commercials, PSAs, promos and unrelated announcements.

CATEGORIES High School

Best TV News Programming – Submit all entrees covered by the following descriptions in this category:

Packages – Hard news or spot news story/feature that would play in a newscast. (2–3 minutes)

Newscasts – Full-length program that includes on-camera talent, packages and/or video segments that were presented live or recorded live for later presentation. Submit 5 minute maximum.

Interviews – Hosted full-length interview or panel discussion on current affairs. Submit 5 minute maximum.

Best TV Sports Programming – Submit all entrees covered by the following descriptions in this category:

Play-by-Play – 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.)

Packages – Shorter sports story/feature that plays during a sportscast or sports program. (2–3 minutes)

Interviews – Hosted full-length interview with a sports person. (Submit 5 minute maximum)

Best Radio Feature Programming – Submit all entrees covered by the following descriptions in this category:

Feature – Piece that demonstrates the qualities of audio storytelling. Entries not limited to news content but may include hard or soft news pieces. (2–3 minutes)

Interviews – Hosted full-length interview or panel discussion. (Submit 5 minute maximum)

Best Radio Sports Programming – Submit all entrees covered by the following descriptions in this category:

Play-by-Play – 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.)

Packages – Shorter sports story/feature plays during a sportscast or sports program. (2–3 minutes)

Interviews – Hosted full-length interview with a sports person. (Submit 5 minute maximum)

HOW TO ENTER

Entries must be completed and submitted online. Online entries will be accepted starting Dec. 8, 2021. Please follow the steps below to complete the entry process. Deadline for entering: Friday, Jan. 14, 2022 by 4 p.m. CDT

Online Login

IMPORTANT: The contest platform is optimized for Google Chrome for PC and Macintosh. Please have a recent version downloaded and installed for the best contest experience.

Login

1. Go to www.betterbnc.com
2. Click contestant login (upper left)
3. Select the appropriate Contest: 2021 WBA Student Awards
4. Select the appropriate contestant type
5. If you are the single point of contact for your organization, select Contestant Manager

***Schools should select a single Contestant Manager, who will have access to make entries and create other Authorized Entrants who can make entries on behalf of the school. The Contestant Manager should then login early in the contest entry period, submit two entries, then finalize Contestant Manager account setup, including creation of any desired Authorized Entrants. (Two entries provide an added layer of validation from hackers and spam.) Authorized Entrants will receive emails requesting their account validation, after which they can create their own entries on behalf of the school.**

Register an Account

You must first register an account through the online entry system in order to submit your entries. Once you are registered you will be sent a confirmation email with your registration information. Please keep this for your records.

By registering you will be able to track your progress, see what you've submitted and view a running total of your entry fees. You will also be able to save entries in progress and complete them at a later date.

Create Your Entries

When you've registered an account, you will be taken to the Account Summary page. Click "Add New Entry" button to start an entry. Complete the entry form in full. Be accurate and complete with your credits as this information will be publicized, exactly as entered, for winning entries.

Features:

- You can save an incomplete entry at any time and return to complete it a later time.
- You may delete an "In Progress" entry at any time.
- You can view the details of a "Submitted Entry" or "In Progress" entry by selecting the "Edit button" beside it from the list on your summary page.
- Editing a "Submitted Entry" will move it back into your "In Progress" entries. You must select the "Submit" button at the bottom after you edit your entry in order to move it back into the "Submitted Entries" portion of your Account Summary Page.
- Your entries fees will be automatically calculated and a running total displayed.

Upload Digital Files

Each entry requires a digital file to be uploaded prior to submission. For television use Vimeo (www.vimeo.com) or YouTube (www.youtube.com) and for radio use Soundcloud (www.soundcloud.com). Copy and paste links to the content into URL field in your contest entry.

Please carefully review the category descriptions and submission requirements for full details. It is recommended to save all digital files to your desktop, in the correct file formats, to facilitate this process.

Submit Entry

Once an entry is complete, click the submit button at the bottom of entry form. You will be taken to a confirmation page that lists all your entry's details. If you need to revise your entry information, select "Back to Entry Form" button. If all your information is correct select the "Confirm Entry" button. Once you click "Confirm Entry" the entry is submitted.

Pay Entry Fees

It is recommended that you complete all entries before paying your balance. To pay, click "Pay Online" beside your total balance owing on the Account Summary page. Full payment must be received by submission deadline. Entries submitted without the appropriate submission fee will not be eligible for judging. Only MasterCard, VISA,

Discover, and American Express are accepted online or you can also call the WBA office at 608-255-2600 to make payment via credit card. If you wish to pay by check, that option is available to you.

AWARDS PRESENTATION

Awards will be presented at the WBA Student Seminar on March 5, 2022 at the Madison Marriott West.

The Student Awards for Excellence and Leadership Award will be presented to the individual(s) most responsible for the piece entered. A plaque for the first-place winner for each category will be given to the winning school. A representative or the student(s) may accept the award. In addition, Awards for Excellence certificates will be presented to each student in first, second or third place.