

**KEMPA**

Kettle Moraine Press Association

## Individual Entry Competition – BROADCAST / VIDEO

### GENERAL INFORMATION AND GUIDELINES

- \* Entries must be student work completed from August 2019 through June 2020.
- \* Each individual entry costs \$3. There is no limit to the number of entries by school or per category.
- \* Each individual entry must be listed on the appropriate Individual Competition registration form. Use the digital form available on our website at [www.kempajournalism.org/](http://www.kempajournalism.org/).
- \* All submissions must be received by June 30, 2020.
- \* Winners will be announced at KEMPA's annual Fall Scholastic Journalism Conference in October and winning work will be posted on [www.kempajournalism.org/](http://www.kempajournalism.org/).

### INDIVIDUAL BROADCAST/ VIDEO ENTRY INSTRUCTIONS

- \* **PREPARING ENTRY:** upload each video entry online (suggested: YouTube, SchoolTube, or some other openly viewable, video hosting site). All online work should include a byline or otherwise indicate the student whose work is showcased on the site, as well as his/her school affiliation.
- \* **ENTRY LISTING:** entries **must be listed** as SchoolName\_StudentFirstLastName(s)\_VideoTitle(or partial title using key words)\_URL on the registration form. For example, if John Smith is entering a video about the cheer team's dance off competition, his entry would be named: **GenericHighSchool\_JohnSmith\_CheerDanceOff\_**<https://www.youtube.com/watch?v=QFqQwXNKn64>
- \* **REGISTRATION FORM:** each individual entry **must be listed** on the registration form with its URL (see entry listing directions above). Please verify the link works before submitting; incorrectly written URLs will be discounted and no refunds will be offered. Separate multiple entries in a category with a semi-colon (;) and space. Make additional copies of the registration form if you require more space to list entries on the paper copy; for those using the digital form, the entry boxes will expand as needed.
- \* **WARNING:** Any content included in Broadcast / Video entries must follow copyright and fair use guidelines, which includes proper citations via lower thirds or in the credits.
- \* See the registration form for further information.

### INDIVIDUAL BROADCAST / VIDEO CATEGORIES

- \* **News Video Story:** A news story that focuses on a timely event or issue and is based on the five W's and H. It contains (usually) a reporter's voice-over, videotaped shots, and sound bites. Cannot exceed 10 minutes.
- \* **Feature Video Story:** A feature story that focuses on a person or issue and is more soft news or entertainment in content. It should include b-roll, interviews, and appropriate music and sound bites. Cannot exceed 10 minutes.
- \* **Sports Video Story:** A sports story that focuses on an athlete, specific sporting event, or team. It should include b-roll, interviews, and appropriate music and sound bites. Cannot exceed 10 minutes.
- \* **Video PSA:** A public service announcement created for broadcast that runs between 30-60 seconds. It must include a specific message aimed at a school audience.