

BEST OF COLORADO VIDEO MEDIA

BEST OF COLORADO - INDIVIDUAL VIDEO MEDIA CATEGORIES

Categories judged primarily on broadcast clip posted and shared.

1. **School News** - Focus on something timely happening on campus, including academic changes/highlights, one-day events, such as spirit assemblies, etc.
2. **Community News** - Take viewers *off-campus* to cover events/trends of local interest, with clear audience appeals; might include state and national/international news that is localized to your community.
3. **In-Depth Special Report** - On multiple-day events on campus or off, with a mix of timely news, background, and analysis; *might include a series* of videos shared through a website or social media.
4. **Human Interest Feature** - Focus on a topic/event that allows the audience to experience the human spirit, to laugh, to cry...
5. **Play-by-Play Sports Program** - In addition to visuals and natural sound, highlights play-by-play announcing team.
6. **Sports Feature** - Take the audience behind the scenes of an interscholastic or club team, allowing the audience to better understand motivation, preparation and personalities.
7. **Commercial or PSA** - Produced to target your specific audience. We recommend either 30 or 60 second spots for this category.
8. **Opinion** - Take a position on a timely issue of interest to the audience, combining reporting with a clear point of view.
9. **Creative Use of Green Screen.**
10. **Special Computer Effects** - including credits and titles.
11. **Broadcast Personality** - Includes anchor desk work, narration, stand-ups. May include a team of individuals who regularly interact or otherwise contribute to reporting.

Categories judged on BOTH broadcast clip posted and attached script copy.

12. **News Writing** - Based on the writing for a specific report with local or localized news reporting.
13. **Feature Writing** - Based on the writing for a specific piece of feature reporting.

Categories judged on broadcast clip posted and attached commentary from student detailing the editor or director involvement in the clip.

14. **Program Editing/Direction / News** - Focused on regular broadcasts with a recurring format, or special programming.
15. **Program Editing/Direction / Features** - Focused on regular broadcasts with a recurring format, or special programming.

*15 categories available. Each video medium/broadcast program may enter once per category. Enter as many or as few categories as you wish. The Best of Colorado competition is strictly an individual competition, and the video media entries are **not** judged by enrollment category. Middle school video programs will enter in the same contest as high schools.*

Last updated: March, 2018