

## **(445) Broadcast News Production Team (S | PS)**

### **Description**

Create a three to five (3:00 – 5:00) minute news broadcast as if it were live, containing two (2) different news stories and a fifteen to twenty (0:15 – 0:20) second promo or tease.

### **Eligibility**

Any Secondary or Post-secondary division member may enter this team event. A team will consist of 2-4 members. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Teams must participate in both parts of the competition in order to be ranked.

### **Topic**

Create a three to five (3:00 – 5:00) minute news broadcast containing two stories. One story should focus on a topic in your local community or BPA chapter and the second story should focus on a national issue. Create a fifteen to twenty (0:15 – 0:20) second promo or tease on one the stories.

Teams who do *not* submit an entry following this topic will be *disqualified*.

### **Teams must supply**

Digital presentation tools

Props (optional)

Carry-in and set-up of equipment must be done solely by the team and must take place within the time allotted

Team must bring all supporting devices (e.g., extension cords, power supply, etc.).

For the National Finals, teams must supply a desktop/laptop for editing, camera(s), and tripod(s).

Optional items may include: lighting, microphone, and backdrops, etc.

**Business Professionals of America assumes no responsibility for hardware/software provided by the member. No equipment, supplies, or materials other than those specified for an event will be allowed in the testing area. No previous Business Professionals of America tests and/or sample tests or facsimiles thereof (handwritten, photocopied, or keyed) may be taken into the testing area. Violation of this rule will result in disqualification.**

### **Competencies**

- Apply knowledge of software, equipment, and skills related to broadcast production
- Develop a script for a news broadcast, within the specified time limits
- Demonstrate scripting techniques to present a clear story
- Perform nonlinear editing techniques utilizing various editing tools
- Demonstrate knowledge of introductions, segue, and outros
- Demonstrate proper use of titles, lower thirds, and visual effects
- Demonstrate how to frame and maintain proper video composition
- Demonstrate knowledge of lighting techniques
- Demonstrate knowledge of copyright laws
- Demonstrate teamwork skills needed to function in a broadcasting environment
- Demonstrate of effective use of b-roll to tell a story
- Demonstrate effective interview techniques
- Demonstrate the importance good audio to enhance broadcast
- Demonstrate appropriate stage presence by on-air talent
- Demonstrate appropriate interview techniques
- Demonstrate an understanding of developing for a target audience

## Specifications

- This is a pre-submitted event. See instructions for submissions.
- No presentation will be performed at the National Level Finals Competition. The broadcast will be judged on technical merit only.
- Team has the option of being the talent themselves or having other students participate in the process. Professional and non-profit talent is *not* permitted. Talent refers to individuals who produce the broadcast. Therefore, only students are allowed to do any work involved in the actual production of the video. However, teams may interview professionals, experts, adults, etc. for various news segments. Professional or non-student individuals who are being only interviewed are *not* considered talent.
- The team will develop a 3-5-minute broadcast news production consisting of:
  - Broadcast intro
  - Two (2) well-developed news stories
  - The team will also develop a 15-20 second promo or tease
  - An outro music with credits
  - Teams must research actual events
  - Fictional news stories are *not* permitted
- The team may utilize audio, text, video, graphics, and animation.
- Continuity must exist in the news production.
- Completed projects must be uploaded to a video/file-sharing site (Vimeo, YouTube, or Dropbox, etc.), it is recommended to set the access level of your project to one of BPA's recommended settings. See page 23 for settings recommendations.
- **Submit the URL to the final project files, Works Cited, script, and signed [Release Form\(s\)](#) in a combined PDF file to: <https://presubmit.bpa.org>, no later than 11:59 p.m. Eastern Time, on April 1, 2022.**
- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the project.
- Members will receive an automated response confirmation at the time of submission. Individual confirmation of receipt *cannot* be provided by the National Center.
- Member ID will be required for all submissions
- No fax or mailed copies will be accepted.
- No exceptions can be made for missed deadlines due to incorrect submission or technical difficulties.
- Multiple submissions will *not* be accepted.
- Only one (1) team member should complete the submission.
- The length of the presentation will be no more than ten (10) minutes, followed by no more than five (5) minutes of judges' questions.
- One (1) copy of the Works Cited must be submitted at the time of the presentation at NLC at both the Preliminary and Final Competition.
- It is the policy of Business Professionals of America to comply with state and federal copyright law. Federal law pertaining to copyright, as contained within the United States Code, is available at <https://www.copyright.gov/title17/title17.pdf>. The [Style & Reference Manual](#) contains guidelines for Copyright and Fair Use. Participant(s) will be *disqualified* for violations of the guidelines.
- National Business Professionals of America grants permission for the use of the copyrighted logo and tagline.
- All materials, other than the required submission materials may *not* be left with judges.

## **Method of evaluation**

Technical Scoring Rubric

Presentation Scoring Rubric

## **Length of Preliminary event**

No more than three (3) minutes for set-up

No more than ten (10) minutes for the presentation

No more than five (5) minutes for judges' questions

Finals may be included at regional, state and national levels

## **Length of Final event (National only)**

No more than three (3) hours to plan, produce, and export a news 1-minute in length.

## **Details for Final event (National only)**

- The teams will have no more than three (3) hours to plan the storyline and complete all production phases including exporting video.
- Teams will each be provided a flash drive containing graphics and b-roll, which must be included in the news packet.
- No intro/outro used
- The team is responsible for securing a signed [Release Form](#) from any person whose image is used in the project.
- The teams will film their production on site.
- During this time, students may communicate with members of their team via telephone, but may *not* communicate with others concerning the production of their video. This includes communicating with their advisor. Teams will be *disqualified* for violating this rule.
- After filming is complete, teams will return to the contest room to edit and complete all production and post-production elements in their video.
- The video must be one (1) minute in length, rendered and exported into a .mov, .mp4, .avi, or .mpg format and submitted using the flash drive provided. If *not* in the appropriate format, it may *not* be judged.
- Scoring from the preliminary round will *not* be included in the finals scoring. The finals will use a separate rubric.
- All materials, other than the required submission materials may *not* be left with judges.

## **Entries**

Each state is allowed two (2) entries

**Teams in all judged events who wish to receive judges' comments must submit a self-addressed, stamped envelope to the event judges before judging takes place.**

**Materials submitted for technical judging will *not* be returned and will *not* be available at NLC.**

**(445) Broadcast News Production Team (S | PS)**

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

**Technical Scoring Rubric**

Team Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes ( <i>Disqualification</i> )	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the <i>disqualification</i> below:		
Team followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No ( <i>Disqualification</i> )

Items to Evaluate	Select One	Points Possible	Points Awarded		
<b>Required Elements</b>					
Includes two news stories	<input type="checkbox"/> Yes   <input type="checkbox"/> No	20			
Includes an introduction	<input type="checkbox"/> Yes   <input type="checkbox"/> No	20			
Includes a segue [seg-way] between the news stories	<input type="checkbox"/> Yes   <input type="checkbox"/> No	20			
Includes outro (music) with credits/sources	<input type="checkbox"/> Yes   <input type="checkbox"/> No	20			
Includes 15-20 second promo/tease	<input type="checkbox"/> Yes   <input type="checkbox"/> No	20			
Script provided	<input type="checkbox"/> Yes   <input type="checkbox"/> No	20			
<b>Total Required Elements (120) points maximum)</b>					
Team submitted the correct information and in the correct format.					
<ul style="list-style-type: none"> <li>Works Cited, script and signed <a href="#">Release Form(s)</a> in one combined PDF file</li> </ul> <p align="center"><i>All points or none are awarded by the technical judge.</i></p>		10			
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Content</b>					
Originality of content	1-5	6-10	11-15	16-20	
Developed storyline (effective use of b-roll and interviews)	1-5	6-10	11-15	16-20	
Segue [seg-way] was used appropriately	1-5	6-10	11-15	16-20	
Effectiveness of production	1-5	6-10	11-15	16-20	
Effectiveness of on-screen talent presence: (Talent projected confidence through speech and body language.)	1-5	6-10	11-15	16-20	
Effectiveness of talent voice: (Spoke clearly, enunciated clearly, and projected voice.)	1-5	6-10	11-15	16-20	
<b>Total Content (120 points maximum)</b>					
<b>Quality</b>					
Videos were in focus/steadiness/shot variety	1-5	6-10	11-15	16-20	
Lighting quality	1-5	6-10	11-15	16-20	
Color quality	1-5	6-10	11-15	16-20	
Audio quality (Effective use of fades, normalizing, and/or use of ambient sounds)	1-5	6-10	11-15	16-20	
<b>Total Quality (80 points maximum)</b>					
<b>TOTAL TECHNICAL POINTS (320 points maximum)</b>					

(445) Broadcast News Production Team (S | PS)

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

**Presentation Scoring Rubric**

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Oral presentation/stage presence/delivery (maintain eye contact, voice inflection, well-spoken, etc.)	1-5	6-10	11-15	16-20	
Explain the production process (pre-production, production & post-production)	1-5	6-10	11-15	16-20	
Explanation of equipment, technology & software used	1-5	6-10	11-15	16-20	
Ability to explain the use and development of media elements (graphics, special effects, video, audio, etc.)	1-5	6-10	11-15	16-20	
Explanation of roles of various team members	1-5	6-10	11-15	16-20	
Effectiveness of presentation	1-5	6-10	11-15	16-20	
Answers to judges' questions	1-2	3-5	6-8	9-10	
<b>TOTAL PRESENTATION POINTS (130 points maximum)</b>					

*Props and/or additional items shall not be used as a basis for scoring.*

**Specification Scoring Rubric**

SPECIFICATION POINTS: All points or none per item, are awarded by the proctor per team, <i>not</i> per judge	Points Awarded
Set-up lasted no longer than three (3) minutes – 5 points Presentation lasted no longer than ten (10) minutes – 5 points	10
Documentation submitted at time of check-in: Works Cited (1 copy) <i>Must have copies for both preliminaries and finals</i>	10
All registered team members in attendance for entire event	10
<b>TOTAL SPECIFICATION POINTS (30 points maximum)</b>	

**TOTAL MAXIMUM POINTS = 480**

**PRESENTATION WILL BE STOPPED AT TEN (10) MINUTES**

## Broadcast News Production Team (S | PS) (445) – NLC Finals Rubric

Judge Number \_\_\_\_\_

Team Number \_\_\_\_\_

### Technical Scoring Rubric – FINAL (Nationals Only)

<b>SPECIFICATION POINTS:</b> All points or none per item are awarded by the proctor per team, <i>not</i> per judge.		<b>Points Awarded</b>
Documentation submitted at time of check-in: signed <a href="#">Release Form(s)</a> . <i>Must have copies for both preliminaries and finals</i>	10	
<b>TOTAL SPECIFICATION POINTS (10 points maximum)</b>		

Items to Evaluate	Select One	Points Possible	Points Awarded		
<b>Required Elements</b>					
Contains at least one (1) interview	<input type="checkbox"/> Yes   <input type="checkbox"/> No	10			
Contains BPA provided graphics	<input type="checkbox"/> Yes   <input type="checkbox"/> No	10			
Appropriate use of B-roll	<input type="checkbox"/> Yes   <input type="checkbox"/> No	10			
Video is exactly 1-minute in length	<input type="checkbox"/> Yes   <input type="checkbox"/> No	10			
Final Export met timed event deadline	<input type="checkbox"/> Yes   <input type="checkbox"/> No	50			
Exported in correct format	<input type="checkbox"/> Yes   <input type="checkbox"/> No	20			
<b>Total Required Elements (110 points maximum)</b>					
Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
<b>Content</b>					
Originality of content (All video should be shot on-site)	1–5	6–10	11–15	16–20	
Developed storyline	1–5	6–10	11–15	16–20	
Effectiveness of production	1–5	6–10	11–15	16–20	
Appropriate usage of existing graphics/audio	1–5	6–10	11–15	16–20	
Effectiveness of on-screen talent presence: (talent projected confidence through speech and body language.)	1–5	6–10	11–15	16–20	
Effectiveness of talent voice: (spoke clearly, enunciated clearly, and projected voice.)	1–5	6–10	11–15	16–20	
Grammar, spelling, punctuation, and usage: Content without errors/No copyright violations	5 (3+ errors)	10 (2 errors)	15 (1 error)	20 (0 errors)	
<b>Total Content (140 points maximum)</b>					
<b>Quality</b>					
Videos were in focus/steadiness/shot variety	1–5	6–10	11–15	16–20	
Lighting quality	1–5	6–10	11–15	16–20	
Color quality	1–5	6–10	11–15	16–20	
Audio quality (effective use of fades, normalizing, and/or use of ambient sounds)	1–5	6–10	11–15	16–20	
<b>Total Quality (80 points maximum)</b>					
<b>TOTAL TECHNICAL POINTS (340 points)</b>					