

## SCHOOL & COMMUNITY HIGHLIGHT

In this category, entrants will produce a dynamic video segment that brings attention to important news, events, athletics, or human-interest stories happening within their school or local community.

Submissions should emulate professional broadcast media and can range from traditional studio-style news programs and investigative packages to dynamic athletic highlights (practices, games, or tournaments) and school-spirit event coverage.

- Studio-style updates, campus announcements, and investigative or human-interest packages.
- Dynamic athletic highlights, game/tournament recaps, and club or fine arts feature segments (band, drama choir, dance).
- Visual explorations, local character studies, or vignettes celebrating the unique landmarks, history, agriculture, geography, and people that define the surrounding region.

Videos may feature on-camera student anchors/reporters, voiceovers, interviews, B-roll footage, and well-executed action shots.

All entries must portray featured individuals, teams, schools, and topics in a positive and respectful manner. If incorporating music or external media, students must strictly adhere to copyright guidelines. No professional anchors or non-student stand-ins are permitted.

**Maximum Length:** 3-minutes

### Key Criteria Elements Covered:

- **Format Flexibility:** Accommodates studio news desks, on-the-scene reporting, athletic recaps, and cultural or club event features.
- **Core Elements:** Encourages student anchoring, interviews, clean audio, balanced storytelling, and strong visual editing/action framing.
- **Tone & Standards:** Maintains the positive, school-appropriate, and copyright-compliant guidelines expected of festival submissions.

**Category: School & Community Highlight (Max 100 Points)**

**Submissions:** News Broadcasts, Sports Highlights, Campus/Club Features, Regional Vignettes

**Length:** 3 Minutes Max | **Focus:** Professional broadcast feel, clean audio, local connection, strict copyright adherence, 100% student talent.

| Criteria                                     | Points        | Scoring Focus & Key Indicators                                                                                                                                                                                                                                                                       |
|----------------------------------------------|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Journalistic Value &amp; Storytelling</b> | <b>0 – 25</b> | <ul style="list-style-type: none"><li>• Clear story arc or report structure (hook, body, wrap-up/sign-off).</li><li>• Informative, engaging, and relevant content celebrating school or community.</li><li>• Well-developed interview questions and coherent, balanced script.</li></ul>             |
| <b>Broadcasting &amp; On-Screen Talent</b>   | <b>0 – 20</b> | <ul style="list-style-type: none"><li>• On-camera student reporters/anchors display poise, energy, and clear diction.</li><li>• Professional stand-ups, voiceover delivery, and natural pacing.</li><li>• Strict compliance with student-only rule (no adult or professional anchors).</li></ul>     |
| <b>Visual Capture &amp; Action Framing</b>   | <b>0 – 20</b> | <ul style="list-style-type: none"><li>• High-quality B-roll, dynamic athletic action shots, or event highlights.</li><li>• Clean camera framing, stability, proper exposure, and intentional camera movement.</li><li>• Good balance between anchor/A-roll footage and supporting visuals.</li></ul> |

| Criteria                                       | Points        | Scoring Focus & Key Indicators                                                                                                                                                                                                                                                                                        |
|------------------------------------------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Audio Quality &amp; Sound Design</b>        | <b>0 – 20</b> | <ul style="list-style-type: none"> <li>• High voice clarity during interviews, studio segments, and field reporting.</li> <li>• Background noise control (especially during athletic or live event capture).</li> <li>• Balanced audio mix where music/nat sound never drowns out dialogue.</li> </ul>                |
| <b>Ethics, Tone &amp; Copyright Compliance</b> | <b>0 – 15</b> | <ul style="list-style-type: none"> <li>• Tone maintains a positive, respectful portrayal of subjects and school.</li> <li>• Fully compliant with student media safety and fair use/royalty-free music rules.</li> <li>• Includes appropriate graphics/lower-thirds (student names, titles, location tags).</li> </ul> |

#### **Standard Evaluation Guidelines (For Festival Judges)**

- **90 – 100 Points (Exemplary):** Broadcast/theatrical quality; flawless audio balance and rhythm; strong visual polish; zero rule violations.
- **75 – 89 Points (Accomplished):** Clear, well-executed segment or trailer; minor technical balance issues (e.g., slight background noise, minor lighting inconsistency).
- **60 – 74 Points (Developing):** Functional effort; noticeable narrative or editing gaps; audio levels fluctuate; pacing feels rushed or drags.
- **Below 60 Points (Limited):** Significant technical flaws (inaudible dialogue, unedited clips), non-compliance with category focus, or clear copyright violations.