

News Story Challenge



Due: April 21, 2017

Requirements & FAQ (1-2)

Restrictions (2)

News Story Award Rubric (3-4)

Resources (5)

Requirements & FAQ

What Is the News Story Challenge?

- A challenge in which students or a student create a News Story out in the field (not in a studio). The story will be part of Expo Fest judging, presented to a panel of industry professionals and college faculty. The most exceptional news stories will be showcased at the Red Carpet Event of Expo Fest on Friday, May 19, 2017.

What does News Story mean?

- News Story means that you are to capture a news story out in the field. The field means you have to go to the location of the story you wish to capture.

How long can my News Story be?

- Your News Story can be up to 1 minute in length.

What has to be in my News Story?

- An animated logo that represents the student news company.
- At least 1 credible interview.
- B-Roll.
- Graphics (lower third for location and people descriptors).
- Credits to introduce team members of the news production team.

What Deliverables are Required for the News Story Segment?

- **Mandatory (on Launchpad):**
 1. A link to your news story on Google Drive (.mp4 or .mov)
 2. A link to your Releases, Permission Forms and your Principle Waiver - in a Google Folder on Google Drive
 3. A link to your interview questions on Google Drive
 4. A link to your 10 Second Project Reel on Google Drive

Be sure to set the Share settings to "anyone with link can view."

What is a 10 Second Project Reel?

- New!!! The 10 Second Project Reel will be used at the Red Carpet Event in the event that your film wins! (A 10 second clip from your film, no titles needed.)

-

What is Launchpad?

- Launchpad is Skills21's web app where you will submit your news segment and deliverables. All Launchpad instructions will be provided soon - stay tuned!

Copyright:

The film must also acknowledge copyrights, and respect ethics, media releases and industry legalities.

No submission may infringe on copyright law. Written consent must be obtained in order to use any material not generated by the production team, including *any and all* music. All actors that appear in your film must complete a waiver document.

For more information on copyright, fair use audio and free use audio- please use the following resources as you wish:

- <http://www.copyright.gov/>
- <http://21cif.com/tutorials/micro/mm/copyright/page4.htm>
- <http://creativecommons.org/legalmusicforvideos>
- <http://freemusicarchive.org/curator/video>

Restrictions

Appropriate Content:

We at Skills21 value the safety of our students and communities and are limiting content for Expo Fest submissions for the wellbeing of all involved. It is also important to remember that our audience is full of men, women, and children of ALL ages from all over the state with different backgrounds and life stories. To ensure that the audience is not subjected to hurtful or sensitive content the following restrictions apply.

Your film must be school appropriate, this includes:

- No guns or explosives are allowed in any context.
- No knives are to be used in a violent way or for intended violent use.
- No substance abuse (drugs and alcohol).
- All content in your film must be culturally sensitive including: wardrobe, language, accents and other character traits.
- Avoid stereotyping (racially, sexually, culturally, etc.)

Any other questions about appropriate content please contact audia@educationconnection.org for clarification.

News Story Award Rubric

You will be graded on a scale of 1-5 under each category with the notion that the below expectations are a level 5.

(Outstanding-5, Professional-4, Good-3, Basic-2, Unsatisfactory-1)

Pre Production and Development:

Category	Expectation
Interview Questions	Questions are well thought out and planned ahead of time
Planning	Video had clear planning and the topic was well thought out

Production:

Category	Expectation
Camera	Shots are in focus and well framed. Shots are well composed, interesting and shot from a variety of perspectives and angles.
Lighting	Lighting supports mood, flatters subject(s) or focuses attention to objects.
Sound	Recorded sound is clear, audible, and levels are consistent
Talent	Talent is charismatic, informative and professional.

Post Production and Editing:

Category	Expectation
Music (if used)	Musical score complements and enhances message. Sound levels do not detract from other sounds.

Flow of Editing	Story is engaging with proper pacing and a logical flow.
Voiceover (if used)	Narrative matches message and is appropriate with images on screen. Voice is clear and well-projected.
Titles	All individuals who appear on camera have an identifying title.
Pace	All clips are just long enough to make the point clear with no slack time.

Content and Audience:

Category	Expectation
Intro	Viewer was immediately engaged with a strong opening and interest was maintained throughout the story.
Appeal	The news story conveys a compelling message that evokes emotion.
Newsworthiness	Story employs one or more characteristics of news.
Sourcing	Individuals interviewed are of relevance to story and add important information.

Resources

Forms:

[Adult Media Release](#)

[Student Media Release](#)

[Principle Waiver](#)

[Location Release](#)